

PRISMA EUROPEAN NETWORK



PRISMA'S GUIDE TO  
**SOCIAL  
IMPACT**



*HOW CIVIL SOCIETY CAN FOSTER  
POSITIVE CHANGE IN THE POST-  
PANDEMIC CONTEXT*

Bucharest

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PRISMA'S GUIDE TO SOCIAL IMPACT



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*PRISMA's Guide to Social Impact is the result of BUILD BACK BETTER, A networking event for Youth Organizations held by Prisma European Network on the 15th of April 2021 as part of its 6th anniversary.*

*PRISMA's Guide to Social Impact was:*

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**Prisma European Network warmly thanks the BUILD BACK BETTER Moderators: Alexandra PECA, Enxhi LIPA, and Jade ANDRZEJEWSKI, without whom the edition of this Guide would have not been possible.**



## I: EXECUTIVE SUMMARY

708 weeks: total duration of school closures across the European Union due to the Covid-19 pandemic ([UNESCO](#), 2020). In the region, schools closed for an average of 26.2 weeks. The abrupt interruption of education is among the most mediatized consequences of the health crisis. The reverberations of discontinuation of education are said to be long-lasting, affecting job markets, European economies' growth, and demographic balance. **Adorned as the *lockdown generation*, the youth suffered, in isolation, the health crisis's effects such as school closures.**

Impacting on young persons' employability, education, social life, and ability to take part in public affairs, the pandemic's implications have been asymmetric across age cohorts, but with a dynamic similar to that of the 2007-2008 financial crisis aftermath (OECD, 2019). **Young people will have to shoulder most of the coronavirus crisis weight on their communities**, with vulnerable groups presenting intersecting identities (gender, nationality, or disabilities) to be impacted critically.

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*The study finds the impact of the pandemic on young people to be systematic, deep, and disproportionate. It has been particularly hard on young women, younger youth, and youth in lower-income countries. Young people are concerned about the future and their place within it.*

Youth and COVID-19, Impact on Jobs, Education, Rights and Mental Well-Being,  
*European Youth Forum, 2020*

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Although the crisis forced governments' competencies under scrutiny, civil societies' actors, if they wish to stay true to their legitimacy, **will have to commit to the recovery process of the region.** However, most of them – in particular Youth NGOs, were as severely hurt by the pandemic as the Youth. In 2020 the *Joint Council on Youth* launched a survey on the effects of covid-19 across youth work and youth activities. « *The pandemic has dramatically affected the youth sector: very few organizations managed to move their activities online to have a significant outreach to young people - especially to those with fewer opportunities [...]* ». With partnerships suddenly interrupted, budgets cut, and lacking financial support from private and public institutions, **Youth Organizations' resources were washed away by the wave.**



Yet, institutional clocks keep on ticking; in 2020, the Erasmus+ Programme for 2014-2020 came to its conclusion, replaced by a new programme, **launched on the 25th of March 2021** by the *European Commission*, strong of a larger budget. On the 15th of April 2021, the **European Solidarity Corps** was launched for 2021-2027, with a budget of €1.009 billion and prospected opportunities for at least **270.000 young people**. Both initiatives share three priorities: **social inclusion, climate action, and digital transformation**; stakes that can align with rising issues the Youth will face in a pandemic and post-pandemic context.

[Read the New Erasmus+ Programme Guide](#)

Amid a contrasting environment, **can civil society organizations (CSOs) turn the pandemic into opportunities, and get back on track for the chapter to come?**

Navigating the context required **a proofed itinerary to social impact**, conscious of the needs of their targets and of CSOs' resources and capacities.

With these necessities in mind, Prisma European Network held BUILD BACK BETTER: a Networking Event for Youth Organizations on the 15th of April 2021.

**BUILD BACK BETTER PARTICIPANTS**



## Networking Event: Coverage

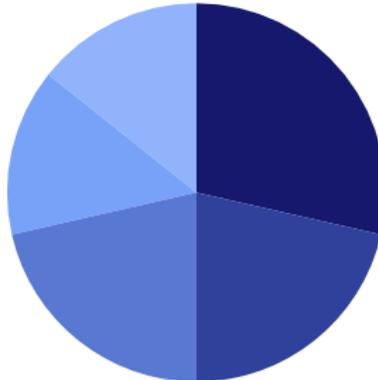
CSOs' Countries of Action



Created with mapchart.net

## Networking Event: Participants' Sector of Activity

● Education ● Other ● Entrepreneurship & Employability ● Sustainability ● Democracy & Human Rights



**BUILD BACK BETTER**



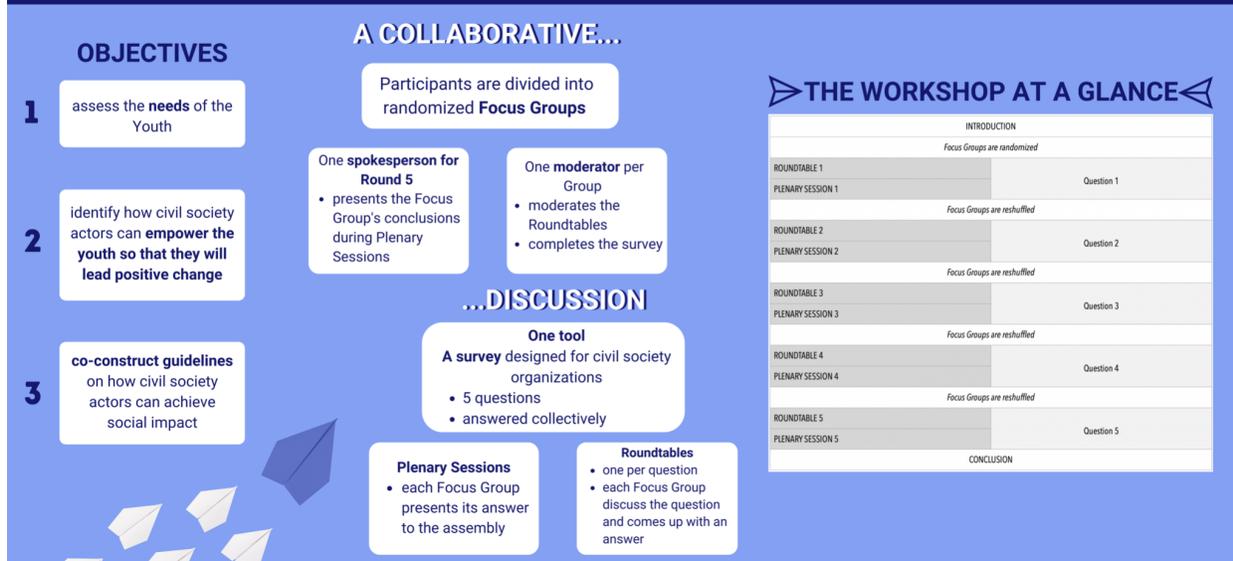
BUILD BACK BETTER (BBB) had to get around the pitfall of conducting a field survey in a pandemic Europe: COVID-19 made social sciences ' fieldwork difficult, at best. BBB was set up with the objective of social impact. Following design thinking principles, it became apparent that constructing guidelines on how to conduct socially impactful programs called **for the needs assessment of participating organizations' target group: the Youth**. Subsequently, the observation of **a narrowed room for maneuver of CSOs** imposed itself.



The pandemic affected many factors necessary to relevant, user-centered programs or activities, such as funds, motivation, resources ... Thus, **the effect of the health crisis on CSOs' capacity to lead social impact should likewise be examined**. Only then could the guidelines be constructed.



# WORKSHOP ORGANIZATION



The arch of paper planes taking flight incarnates BBB's philosophy. The flock represents **the enabling dynamic linking CSOs and the Youth**. With BBB PRISMA wished to share with 28 participation organizations a certainty: **young people**, as the blue paper plane, effectively **lead communities towards positive change**; they pave the way. To be socially impactful is to endow the Youth with the willingness, capacity, tools to take flight and sore for positive change in their communities. CSOs must be the invisible hand giving the paper planes a crucial impulse.



BBB's methodology built on two complementary platforms: **BBB Workshop and PrismaEU Talks**, a live event. On the 15th of April, the latter discussed the New Erasmus+ Programme and European Solidarity Corps.

During the Workshop, participants had to complete a **Survey**. Their answers were aggregated into qualitative data, acting as the backbone of the present Guide. Five questions were collectively debated by Focus Groups of five to seven participants, during Roundtables. Each Group then had to share their insights with the assembly of participants in plenary sessions.



#	Survey Questions
1	In your field of action, what are the needs explicitly expressed by the Youth during the pandemic?
2	What unaddressed or unidentified needs and gaps did the pandemic reveal?
3	What actions must you construct as an organization to empower the youth so that they will lead change?
4	In your field of action, what are the effects of the pandemic on your capacity to achieve social impact?
5	How can we be impactful? Co-construct three guidelines to guide civil society organizations willing to reach social impact.

**PRISMA’s Guide to Social Impact**

BBB is one of Prisma European Network’s initiatives **to maintain the sector of CSOs and youth active despite the Coronavirus outbreak.**



PRISMA’s Guide to Social Impact adds on precedent activities, such as [PRISMA’S Guidelines for mobilities in the post-Covid-19 Period.](#)



The Guide is intended for CSOs and NGOs. It offers concrete tools on how to lead social impact in a post-pandemic context. It builds on a survey conducted by Prisma, designed for youth workers, actors of the civil societies, representatives of NGOs.

The Guide assesses the needs of the Youth (I), before presenting the impact of the pandemic on Youth organizations and CSOs (II). The Guide provides a set of guidelines (III) on how to lead social impact in a pandemic and post-pandemic context. Co-authored by 28 organizations, represented by 31 individuals, the Guide was edited under the direction of Prisma European Network and registered with an ISBN number.

## Conceptual Framework

PRISMA's Guide to social impact refers to the youth as a period separating childhood from adulthood. It is characterized by various transitions in one person's life and vulnerability to systemic changes. Young people are aged 15 to 24 years old.

The Guide refers to impact as the short, medium, or long-term effect, change, result, externality, or consequence of an action. Impacts relate to individuals, society, systems and institutions, social and environmental factors. Social coins the interactions linking or opposing individuals and communities. Social impacts are the effects, change, result, externality, and/or consequences of an activity on an environment, individual, community, system, and/or institution. **Evidently, social impact as a concept is broad...** It is most often used by civil society and the philanthropy sector to evaluate their effects according to non-financial criteria. **An organization's social impact is the consequences its activities have on significant social issues.** Leading for impact requires meeting the explicit and/or implicit needs of a target group while contributing to the wellbeing of a community. Socially impactful organizations **create social value** (Bassi, 2013). Drawing from the European Commission (*DG EMPL*) study on social impact assessment, PRISMA's Guide to Social Impact holds onto **six categories of social impact**: employment, quality and access to public services, income and growth, wellbeing and public health, European integration and respect of fundamental rights, governance and participation in public affairs.



## II: ASSESSING THE NEEDS OF THE YOUTH IN A PANDEMIC AND POST-PANDEMIC CONTEXT

Questions 1 and 2 of the survey introduced the need assessment of PRISMA's Guide to social impact.

#	Survey Questions
1	In your field of action, what are the needs explicitly expressed by the Youth during the pandemic?
2	What unaddressed or unidentified needs and gaps did the pandemic reveal?

Note: This study's results draw from a limited number of qualitative data, as well as on the perception of the Youth's needs by CSOs - although these observations are backed by concrete evidence generated by surveys, consultations, or support groups.

Swiftly, the complexity to drive the assessment was addressed by participants. Diana Bebenova-Nikolova, from the Bulgarian NGO *Paralel-Silistra*, insisted: because of the health crisis, CSOs lost their connection with young people. Their understanding of the age cohort's needs was consequently hampered.

Discussions revealed four areas of needs:



- Employability and Job Market:

Young generations were the age group most affected by unemployment's expansion, between February and March 2020 (OECD, 2020).

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*Available statistics from labor force surveys show that the economic downturn and decline in employment opportunities in the second quarter of 2020 have led not only to a higher youth unemployment but also to a substantial increase in youth inactivity in almost all ECA countries.*

[Preventing a 'Lockdown Generation' in Europe and Central Asia, UNICEF, GEYC, ETF, 202](#)

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As the result, the discernment of their careers' future plummeted, as concerns regarding their mental wellbeing grew.

In low-income countries, most organizations identified a heightened need for economic opportunities. Hedi Jallouli, engaged in the south of Tunisia with *WeYouthOrganization*: pre-existing to the pandemic, vulnerabilities were exacerbated and rural areas further marginalized

In high-income countries and European member states, organizations rather put an emphasis on the need to increase young people's employability and broaden their access to quality employment. Working in Belgium for the NGO *ThinkYoung*, Betsy Lake alerted on the issue of skills mismatch. She cornered the need for networking opportunities and the gap in entrepreneurial skills. A correlated need, for digital skills, was a common occurrence across Focus Groups. Liliana Carrillo for the Belgium *CollectiveUP* noted that lockdown resulted in a need for a better balanced work-life equilibrium, especially in a situation where many professional activities moved online. Participants agreed: if it wasn't explicitly expressed by the Youth, young professionals are prone to over-commit in their first professional responsibilities, a tendency facilitated by remote work.

- Education and Training:

Digital Education surely emerged as a cusp: in all countries represented in the Workshop, high connectivity, and access to quality Internet were the most listed needs across categories. In low-income countries, the need for access to a computer, often associated with access to the Internet, differentiated from the need for a personal



computer, identified in high-income countries and European member states. The latter came second to the need for digital skills. Miranda Mansaku for the Albanian *Udhetim il Lire - Liberi di Viaggiare* commented: such pressing needs derived from lack of capacities and technical gaps.

The need for digital skills was deemed the most crucial in the Employability and Job Market category.

- For teachers and trainers, it referred to technical competencies related to digital literacy. For instance, proficiency in the use of remote working platforms such as Zoom, Google Meets, or BigBlueButton.
- For students, it referred to online communication and soft skills, enabling them to navigate the Internet safely. The emergence of the need for a specific digital skill was spotted: critical thinking. A competency evidenced by a needed ability to discriminate between the reliable source of online information and unreliable source of online information.

Cybersecurity, an additional need related to the Youth navigating digital spheres, was underpinned, related to the need for safe browsing, sharing of information, and secure storage of personal data.

- Participation in public affairs:

The Youth had to adapt quickly to the modalities of online debate – with mixed results. At key moments of the crisis, social media were inundated with false information. Moreover, the digital environment became overcrowded, as polarization dynamics settled on online platforms. Such phenomena hindered the youth's access to reliable information. Correlated needs were underpinned by the Focus Groups: the need to access reliable information, the need to express their opinions in a safe environment, the need to improve critical thinking and new media literacy ... Issam Regragui Soussi, for the Italian NGO Freedminds in Action, commented: young people need opportunities and spaces to express themselves, to practice their active citizenship. Participation in public affairs was often linked to social requirements related to the need to socialize. This category was referred to as a need to "get involved". One notable exception: participants from Turkey asserted that in their country, the youth lacked human and political rights and argued the need for freedom of speech.

- Mental health and well-being:



To be connected with others, to meet their peers face-to-face, to exchange with young people from across the world; the need to socialize was frequently named in Focus Groups. Participants claimed that social isolation in this age cohort remained unaddressed by the governments' Covid policy. **They argued that the Youth expressed above all a need for motivation and inspiration amidst the crisis**, an observation most frequent among organizations offering formal or non-formal education activities such as training programs.

Mental health awareness and access to mental health services were needs systematically pinpointed by Focus Groups, across sectors.

An increase in basic needs, nutrition, housing, income, hygiene was spotted in all represented countries. Eyyüp Bulut, for *Local Development Association*, illustrated an infrastructure for food supply import deficiency in Turkey.

The need for outdoor activities was identified by some participants as a consequence of the shortage of green areas in urban centers.

### III: ASSESSING THE IMPACT OF THE PANDEMIC ON YOUTH ORGANIZATION'S CAPACITY TO LEAD SOCIAL IMPACT

Question 4 invited participating organizations to reflect on how the pandemic affected their capacity to lead social impact in a post-pandemic context.

#	Survey Questions
4	In your field of action, what are the effects of the pandemic on your capacity to achieve social impact?

For an in-depth analysis, please refer to the conclusions of [Learning from the impact of the pandemic on Youth Work](#), led by the *European Youth Convention*.

The first insight cornered a systemic weakness: Youth Organizations lack a structured network.

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*In fact, before the pandemic, we were so used to constantly meeting and interacting that the lack of a structured way to connect with each other was definitely underestimated.*

Natasha De Gregorio, *Agenzia per la Promozione dei Giovani*



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It hindered the capacity of Youth Organizations to build partnerships or maintain them during the pandemic.

All participants agreed that the pandemic majorly affected them: their activities, methods of engagement, values and identity. The discussions underpinned:

- A decrease in visibility of CSOS;
- A decrease in activities with cancellations of projects and/or programmes, rescheduling, closure of youth centers;

All activities could not be switched online: some came to an abrupt halt or ending. The drop in operations impacted the morale of youth workers and civil society actors. Funds consequently declined as partnerships were interrupted. Participants expressed concerns on CSOs' capacity to meet the increasing demand of the youth in a post-pandemic context.

- A decrease in the work time of staff;
- Financial shortcomings due to delays of grants, interruption of partnerships, budget cuts;
- A lack of financial support from private and/or public institutions;

In some Focus Groups, heated debate on the perceived absence of support from local, national or regional authorities, despite initiatives being promoted, took place. Sven Aerts, from *Asia FAE*, shared his experience of such frustration. Despite participating in European Institutions' hackathons and applying for financial support, his organization received none: he esteemed it went to bigger, better-connected and well-established organizations.

- A decrease in the involvement of young people;

Most CSOs represented could no longer involve young people in participatory processes following social-distancing measures. The difficulty to keep in touch with target groups was admitted. When contact was indeed established, moving young people to action proved to be arduous: *"It's extremely difficult to motivate them to take actions since human interaction and the perspective of new exciting experiences were the main triggers to activate young people on a social and political level."* said Natasha De Gregorio for *Agenzia per la Promozione dei Giovani*.



- Heightened concurrence on overcrowded digital spaces;
- Lack of communication with local, national, regional stakeholders.
- Online work-related issues;

Participants reflected on their relationship with remote work. According to them, new sets of issues emerged: an unbalanced work-life equilibrium, a lack of motivation, isolation at work, a lack of face-to-face interactions leading to a scarcity of collaborative work, and cybersecurity-related weaknesses. Actors were adamant to discuss their online events were deemed unilateral and ascendent and called for more interactive formats.

- Experiments and diversification of activities to reach social impact.

Despite all odds, NGOs and CSOs refused apathy: they tried to adapt to the situation. `

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*The pandemic affected the work of our NGO, as we had a lot of planned initiatives and events and we had to postpone most of them. That's why we decided that in the current situation we can focus our activities mostly on various researches and surveys concerning the effects of the pandemic on our economies and societies and we were able to achieve social impact through disseminating the results of our research and analysis".*

Desislava Petrova, *Economic Policy Institute*

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#### IV: HOW TO LEAD SOCIAL IMPACT IN A PANDEMIC AND POST PANDEMIC CONTEXT

Questions 3 and 5 invited contributors to set up guidelines on how to socially impact communities during and after the pandemic.

#	Survey Questions
3	What actions must you construct as an organization to empower the youth so that they will lead change?
5	How can we be impactful? Co-construct three guidelines to guide civil society organizations willing to reach social impact.

Most Focus Groups proposed general directions rather than specific sets of action. Some addressed Youth Organizations, others tackled Programmes ' features. Prisma European Network completed it with Recommendations illustrating how to implement the guidelines.

GUIDELINES FOR RESILIENT YOUTH ORGANIZATIONS IN A PANDEMIC AND POST PANDEMIC CONTEXT		
#	Guideline	Recommendations



Y01	<b>Tighten the Network of Youth Organizations</b>	<ul style="list-style-type: none"> <li>- Assign a networking responsible or team;</li> <li>- Set up a network in a region where none is active or join a network;</li> <li>- Increase the sharing of <i>Good Practices</i> with the network;</li> <li>- Hold annual assemblies (sectorial and/or regional and/or issue-related) to generate and/or revise guidelines;</li> <li>- Participate in fellow organizations' activities;</li> <li>- Improve the interoperability and collaborative quality of Youth Organization's activities;</li> </ul>
Y02	<b>Improve Online Presence and Communication</b>	<ul style="list-style-type: none"> <li>- Assign an online communication responsible or team;</li> <li>- Create a website;</li> <li>- Create a visual identity;</li> <li>- Set up an online communication strategy;</li> <li>- Use more than one social media platform;</li> <li>- Improve the interoperability of the organization's social media;</li> <li>- Lead activities <i>specific</i> to digital platforms;</li> <li>- Reach out to the youth where it is most active and accessible;</li> <li>- Invest in the staff's digital skills;</li> </ul>
Y03	<b>Raise awareness on the needs of the Youth</b>	<ul style="list-style-type: none"> <li>- Assign a public relations responsible or team;</li> <li>- Conduct needs assessments through consultations, surveys and/or support groups;</li> <li>- Design or join a campaign;</li> <li>- Advocate for Youth's rights in front of local, national, regional decision-makers;</li> <li>- Join networking events, webinars, public discussion set up by Institutions and give voice to the needs of the Youth.</li> </ul>
Y05	<b>Improve cooperation between local, national, regional authorities and organizations</b>	<ul style="list-style-type: none"> <li>- Make yourself known;</li> <li>- Be aware of the local, national, regional political agendas;</li> <li>- Join any collaborative initiative set up by local, national, regional institutions such as hackathon or participative budget;</li> <li>- Communicate your participation in such initiative on social media, tagging the organizing institution;</li> <li>- Associate local, national, regional authorities in your projects, in addition to funding (ideation, activities, evaluation, sustainability);</li> <li>- Share your social impact with local, national, regional authorities.</li> </ul>



Y06	<b>Invest in the organization's adaptability to a pandemic and post-pandemic context</b>	<ul style="list-style-type: none"> <li>- Follow coronavirus related regulations;</li> <li>- Set up a crisis management plan to guarantee the continuity of physical activities in a digital space;</li> <li>- Assign a staff member or team responsible for keeping track of the pandemic evolution;</li> <li>- Set up and update an index of regulations related to the pandemic, impacting the organization's activity;</li> <li>- Set up a digital workspace;</li> <li>- Maintain the link with local, national, regional authorities;</li> <li>- Develop blended activities;</li> <li>- Diversify the sources of funding;</li> <li>- Improve the efficiency of the organization's activities;</li> <li>- Open up the organization's activities.</li> </ul>
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**PROGRAMMES GUIDELINES FOR SOCIAL IMPACT**

#	Social Impact	Guideline	Recommendations
G1	Governance and Participation in Public Affairs	<b>Design User-Centered Programmes</b>	<ul style="list-style-type: none"> <li>- Conduct a design thinking process;</li> <li>- Conduct in-depth needs assessments of the target group;</li> <li>- Define the explicit and implicit needs of the target group;</li> <li>- Test your programmes with a pilot group.</li> </ul>
G2		<b>Implement a Continuous Evaluation and Improvement Process</b>	<ul style="list-style-type: none"> <li>- Define before implementation an evaluation strategy;</li> <li>- Set up a monitoring table that includes interim reports;</li> <li>- Register the program in a recognized evaluation standard or label (ISO standards);</li> <li>- Improve the programme through iterations;</li> <li>- Set up smart indicators to monitor the implementation and results of the Programme.</li> </ul>
G3		<b>Involve beneficiaries in the Programme</b>	<ul style="list-style-type: none"> <li>- Involve beneficiaries in the design, implementation, management, monitoring, evaluation and sustainability of the Programme;</li> <li>- Involve a representative and inclusive proportion of beneficiaries.</li> </ul>
G4		<b>Improve the involvement of the Youth</b>	<ul style="list-style-type: none"> <li>- Implement a youth-centered Programme, tailored to their needs;</li> <li>- Set up concrete benefits to involvement in the Programme and community (skills assessment, hours of voluntary work, visibility in the political institutions ...)</li> <li>- Communicate on those benefits;</li> </ul>



R1	European Integration and Respect of fundamental rights	<b>Improve the Accessibility of the Programme</b>	<ul style="list-style-type: none"> <li>- Multilingual Programmes: all materials but be edited in the community's language, and in English;</li> <li>- Activities' and infrastructures must be inclusive and accessible;</li> <li>- All physical activities must provide online modalities.</li> </ul>
R2		<b>Promote trans-national interactions</b>	<ul style="list-style-type: none"> <li>- Set-up Programme twinning;</li> <li>- Include staff mobility in the activities of the Programme;</li> </ul>
W1	Wellbeing and Public Health	<b>Mental Health Prevention</b>	<ul style="list-style-type: none"> <li>- For the beneficiaries, community <i>and</i> staff;</li> <li>- Educate the executive on mental health in the workplace;</li> <li>- Institutionalize hours of disconnection from digital tools;</li> <li>- Set up a strategy in case of traumatic events;</li> <li>- Limit isolation with collaborative Programmes, from inception to evaluation.</li> </ul>
W2		<b>Access to Mental Health Resources</b>	<ul style="list-style-type: none"> <li>- Disseminate information media on mental illness and mental health in a pandemic context;</li> <li>- Establish a map of mental health practitioners in the community;</li> <li>- Democratize access (digital and physical) to mental care through advocacy, activities, partnerships...</li> </ul>
E1	Employment and Job Market	<b>Increase Networking Opportunities</b>	<ul style="list-style-type: none"> <li>- Assign a Networking and Employment Responsible or Team;</li> <li>- Assign a Mentoring team;</li> <li>- Promote the involvement of the Set up an accessible index of stakeholders for each Programme;</li> <li>- In all activities, set aside a time for exchange between stakeholders and young beneficiaries;</li> <li>- Youth in the Programme on the organization's social media.</li> </ul>
E2		<b>Develop Youth Entrepreneurship</b>	<ul style="list-style-type: none"> <li>- Set up or collaborate with local Incubators which support the projects of the Youth;</li> <li>- Develop local sponsorship;</li> </ul>
I1		<b>Implement Innovative and Resilient Activities</b>	<ul style="list-style-type: none"> <li>- Set up a bottom-up innovation strategy at the scale of the organization;</li> <li>- Assign a resource center responsible for tracking innovation in the target community and/or field of activity of the organization;</li> </ul>



	Income and Sustainable Growth		<ul style="list-style-type: none"> <li>- Operationalize the strategy by aligning each Programme's activity to the strategy.</li> </ul>
I2		<p><b>Align the Programme's Objectives to the Local, National and Regional Sustainable Growth Dynamics and/or Growth Strategy</b></p>	<ul style="list-style-type: none"> <li>- Follow the SDGs;</li> <li>- Identify the sustainable growth objectives of the Programme;</li> <li>- Associate the local actors of development in the identification and designing and implementation of relevant activities;</li> <li>- Build upon the social capital of the target group.</li> </ul>
Q1	Quality and Access to Public Services	<p><b>Develop Non-Formal Education Activities</b></p>	<ul style="list-style-type: none"> <li>- Implement educational activities in the space where beneficiaries are socially active.</li> </ul>
Q2		<p><b>Improve the Access to Quality Digital Infrastructures and Tools</b></p>	<ul style="list-style-type: none"> <li>- Establish or communicate a map of the region's connectivity;</li> <li>- Identify the families most-in-need;</li> <li>- Set up an objective of connectivity in collaboration with public and private actors;</li> <li>- Provide technical assistance as part of the implementation of the Programme.</li> </ul>



## V: CASE STUDIES

On the 15th of April 2021, Prisma European Network held [PrismaEU Talks](#), a platform of discussion for actors of the civil society to discuss specific issues, share best practices, and tighten their network. The April edition debated the New Erasmus+ Programme and European Solidarity Corps. Representatives of the organizations Geoclube, Group of the European Youth for Change (GEYC), and Asociación Mojo de Caña presented case studies as examples of good practices on the program's priorities:

- climate change and sustainability,
- social inclusion,
- digital transformation.

### GREEN TRANSITION

Carlos FERREIRA, [Geoclube](#)'s President presented a case study on [sustainability](#) and shared Geoclube's good practices for the green transition of CSOs [during the discussion](#);



### DIGITAL TRANSFORMATION

Diana IONIȚĂ, Head of Digital at the Group of the European Youth for Change presented a case study on [digital transformation and GEYC-ID](#), a unique identification number for GEYC's Community Members;





## GEYC-ID

Under the framework of the KA2 project Youth Workers 2.0, we have introduced the GEYC-ID, a unique identification number for the Community members. The GEYC-ID is a virtual profile of the GEYC Community members where all their data are stored, which offers increased security and control over their personal information.

- This ID shortens the application process, as it ensures that the participant doesn't have to provide their personal data for each application (name, surname, phone, number, date of birth, location, etc.);
- They can always update their GEYC-ID data or request for it to be deleted (if they no longer want to partake in GEYC's activities);
- We reduce the risk of their data being intercepted by an insecure Wi-Fi connection they may be connected to when filling out an application form.

#BuildBackBetter #PrismaEUTalks

## SOCIAL INCLUSION

Domingo PÉREZ, Board Member and Project Manager at [Mojo de Caña](#) presented a case study on social inclusion and the [Association's Embárriate Programme](#).



*desde el año 2008*



**INFANCIA Y JUVENTUD**  
**PROTAGONISTAS DESUDESARROLLO**

La Palma



Tenerife



Gran Canaria





## VI: CONCLUSIONS

Prisma European Network is proud of BUILD BACK BETTER's results. More than 60 organizations registered to the event, testifying of the sector's core vitality, resisting the pandemic. 28 organizations joined the Workshop, and the quality of the present Guide is accredited to the volition of its co-authors. They set out to collectively improve their activities, method and tools, principles and organization, to meet the soaring needs of the Youth.

*PRISMA's Guide to Social Impact* stands as a stone in a complex edifice, that of civil society's resolve to become sustainable, by linking action to impact.

*"The pandemic context hit severely both youth and youth organisations. Learning, volunteering and mobility were affected and we realised we rapidly needed to change our living and working habits towards online. For us at PRISMA, we focused our efforts in three directions:*



- 1. Reinforcing our networking capacity & sharing good practices through #PrismaEUTalks*
- 2. Releasing guidelines on youth mobility projects*
- 3. Developing (e)skills needed to cope with the pandemic effects.*

*Now, our commitment swiftly changes towards building back better and recovering from the current difficult conditions we all face."*

Gabriel Brezoiu, President of the PRISMA European Network



*PRISMA's Guide to Social Impact is the result of BUILD BACK BETTER, A networking event for Youth Organizations held by Prisma European Network on the 15th of April 2021 as part of its 6th anniversary.*

*PRISMA's Guide to Social Impact was:*

- coordinated by **Jade ANDRZEJEWSKI** from [Prisma European Network](#),
- reviewed by **Gabriel BREZOIU** from [Prisma European Network](#)

