



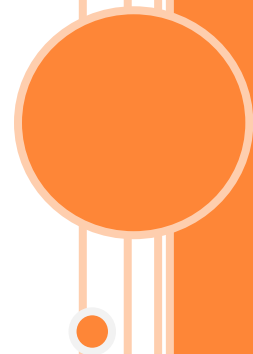
YOUNG CHANGEMAKERS INITIATIVE – HUNGARY 2012

'FIATALOK A VÁLTOZÁSÉRT' 1 YEAR PROGRAM REPORT

Ashoka, with the support of Flextronics launched the Young Changemakers Initiative for the first time in Hungary in 2012 to help creating a world where every young person can obtain skills and support to become a changemaker in their own community and far beyond.

Zsazsa Demeter, Ashoka Hungary Coordinator

12/17/2012



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EXPERIENCE OF ASHOKA

In the past 30 years Ashoka sought and supported around 3000 leading social entrepreneurs – individuals with strong networks and organizations they lead. They solve the most critical social challenges in the contemporary world. 32 of them were selected and supported in Hungary.

Over 700 of the Ashoka Fellows globally work with children and young people. Together with them Ashoka recognized a set of critical skills that enable every young person to be able to introduce change – be it in their community, school, future workplace or the state itself. Those skills are ***Empathy, Teamwork, Leadership*** and ***Changemaking***.

Ashoka built its Young Changemakers Initiative to be spread worldwide and support youth in getting involved in societal issues and take initiatives in an entrepreneurial and self-determined way. The program supports young people to build a set of skills, which enable them to take responsibility and make them believe that they cannot only come up with valuable solutions for problems but can also realize their ideas.

In a world where the critical success factor for every human grouping - be it a company or a country – is the proportion of changemakers who constitute it, nothing is more critical than creating a society that feels powerful enough to create changes. We believe that to do so, we should first start with 'creating' powerful young people who learn to think entrepreneurially and socially responsible at an early age. If this happens, they will continue to lead again and again throughout their lives, thus, creating a larger pool of innovators to propel communities, corporations and countries.

“Social entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry.” – *Bill Drayton*



TIMELINE OF THE ONE-YEAR-LONG 'FIATALOK A VÁLTOZÁSÉRT' INITIATIVE

Using the 'dream it, do it' methodology of the international Young Changemakers Initiative the Hungarian version – 'Fiatalok a Változásért' - was designed and realized in the country for the first time. The goal of the one year initiative was to support 22-25 selected young people at the age of 15-18 from Tab, Sárvár, Zalaegerszeg and 18th district of Budapest to acknowledge social problems, to come up with innovative solutions through projects and bring positive change.



19 December 2011: official [opening](#) in Zalaegerszeg.

January – March 2012: a [roadshow](#) was delivered in the local high schools of Sárvár, Tab, Zalaegerszeg and 18th district of Budapest. Around 2000 youngsters heard about the possibility of participating in the first Young Changemakers Initiative in Hungary. Those interested had the possibility to apply with a motivation letter, describing the reason for taking part in this one-year adventure.

March 2012: 22 participants were selected from the four cities.



1ST WORKSHOP:

6 – 8 April 2012, Zalaegerszeg

22 youth participants

led by 2 drama trainers: [Ádám Cziboly](#) and [Ádám Bethlenfalvy](#)

The workshop in April was the first meeting of the selected 22 young people from 4 cities, who did not know about each other before the program. The drama trainers not only focused on helping to map social problems but also on to build a team. The latter was especially challenging because the youngsters came from different cities with various socio-economic and cultural backgrounds. They not only got to know each other, but also get well-prepared for a one-year cooperation.

We fixed the following objectives before the first workshop, which were all successfully accomplished:

support the participants through drama techniques to acknowledge social problems

form the teams based on ideas/topics

select the team-leader of each team.

On the last day of this first workshop the topics were all ready, developed, chosen and voted by the young participants. They formed mixed groups with participants coming from different cities and defined 6 project topics.

Between 1st and 2nd workshops: Ashoka nominated mentors and assigned specialized people to each team in the six different topics.

10 July 2012, Budapest: The [round table](#) organized by Ashoka was not only willing to promote the initiative but discussed the issues affecting younger generations. The participant specialists were: Imre Csernus – psychiatrist and Mária Herczog - sociologist, economist, UN Children's Rights Committee member. After the successful media round table we received several invitations from TV & radio channels and numerous online-offline articles were published.



2ND WORKSHOP:

7 – 10 June 2012, Zalaegerszeg

21 youth participants

led by 2 drama trainers/ Ádám Cziboly and Ádám Bethlenfalvy

On the second workshop we planned to make the projects even more concrete and to teach the necessary project development and management skills to the participants. During the last day participants worked together with their mentors and had to present their projects in front of a jury who determined the amount of money a project could receive.

provide the young participants with project management experiences

The 21 participants learnt how to build a project, starting from defining the main goals, through the concrete realization of the idea, till the reporting. They also learnt how to define the budget of a project, how to communicate internally and externally, furthermore, they practiced several technical skills such as presentation and communication skills.

presentation of the 6 initiatives in front of a jury

assignment of budget for each project

Between 2nd and 3rd workshops: realizing the 6 projects in 4 locations: Sárvár, Tab, Zalaegerszeg and Budapest.

The ***projects*** were all realized without exception, starting from July till the end of November 2012. During this time period the number of participants decreased from 22 to 14, which is a good retention rate, compared to other international youth programs. Moreover, we have to take into consideration that new people and institutions were involved such as volunteers, schools, companies, organizations, parents, mentors etc.



REALIZED PROJECTS:

DAY OF OPPORTUNITIES

Budget: HUF 165 000

Young team: Simon Jakab (Sárvár), Orbán Gyula (Zalaegerszeg)

Location and date: Sárvár, 28th July

The goal of the one-day cultural event was to give the opportunity to young people to try out new activities such as diverse dances, new instruments. What is more, it gave the opportunity to young artists to show their talents for the first time in front of the public.

HAPPY DAY

Budget: HUF 165 000

Young team: Szilvia Kalányos (Tab), Alexandra Kósa (Zalaegerszeg), Veronika Fias (Tab)

Location and date: Tab, 19th August

The idea of 'Happy Day' was to organize a special event full of funny and educative activities such as games, drawing and concert for underprivileged youth between the age of 5 and 18 and provide them with an unforgettable moment during the summer.

LIFE IS FULL OF MOBILITY

Budget: HUF 157 000

Young team: Veronika Németh (Sárvár), Viktor Majzik (Zalaegerszeg)

Location and date: Sárvár, 22nd September

The aim of the project was to organize a one-day common event for disabled and healthy people in order to decrease discrimination through a positive message: sports.



GO GREEN WITH US!

Budget: HUF 140 000

Young team: Tamás Szabó (Tab), Áron Ottó (Tab)

Location and date: Tab, 13th October

The project aimed at transforming the ugly surroundings of Rudnay High School (Tab) to a pleasant environment. In addition, the initiative educated people leading to a deeper self-consciousness concerning their local environment.

THE NATURE RE-OCCUPIES THE CITY

Budget: HUF 160 000

Young team: Réka Akóts (Sárvár), Rebeka Koncz (Zalaegerszeg), Lilla Kopácsi (Sárvár), Mercédesz Csiszár (Budapest)

Location and date: Budapest, 15th November (inauguration)

The main idea of the project was to transform a city into a more colorful and inspiring place, besides, educate citizens about the possibility of creating art through quality wall-paintings.

CHANGE TO BE ABLE TO CHANGE

Budget: HUF 150 000

Young team: Martina Mozsolicz (Sárvár)

Location and date: Zalaegerszeg, 28th November

The goal of the initiative was to raise awareness amongst high school students about the dangers of different addictions through a round table where three addicted youngsters shared their experiences.



3RD WORKSHOP:

22 – 23 November 2012, Budapest

14 youth participants

*led by 2 drama teachers/ **Ádám Cziboly** and **Ádám Bethlenfalvy***

The third workshop aimed at summarizing the one-year initiative and helping the participants to evaluate their own initiative through a deep self-reflection. This workshop helped them to appreciate their work, recognize their own success and understand those points where they can develop further in the future.

evaluate the projects

share learning points

With the participation of **Éva Gyarmathy** - psychologist - and some of the YCM participants we communicated the results and learning points to the public. We emphasized the intention to continue the Young Changemakers Initiative in the future.

public round table

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9. „Fiatalok a Változásért” program – 2012. 01. p. 6.

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PREZI™ ABOUT THE ONE YEAR OF THE INITIATIVE

Check it [HERE!](#)

LEARNINGS FROM THE YOUTH:

1. *Trust in yourselves, believe in your capabilities!*
2. *Communicate continuously with the internal and external stakeholders!*
3. *Hold on even in hard times; approach the people whom you can rely on!*
4. *Set SMART goals and continuously keep an eye on them!*
5. *Assess the needs in the target group and make the necessary arrangements of the project!*
6. *Think about the solutions, not the problems; always strive for renewal with creative, innovative ideas!*
7. *Take the responsibility for your own actions!*
8. *Keep both feet on the ground, sometimes less is more!*
9. *Help each other, focus on the cohesion, cooperate both within the team and with the stakeholders!*
10. *Top your environment in social issues, activities and role modelling (mindset, values, lifestyle) as this is how you can be truly credible for them!*



SUMMARY

To summarize, the one year initiative proved that ***there is a real need for supporting the new generation*** with complex programs like Ashoka's Young Changemaker Initiative.

The program in Hungary started with 22 participants from four cities (Sárvár, Tab, Zalaegerszeg, Budapest 18th district) and finished with 14 participants, who are now forming a solid and close-knitted team. They are ***all eager to work on further social projects***. They expressed their long-term motivation for changemaking and emphasized the need for continuous support linked to project development and implementation on the workshops. We believe that the 14 youngsters are not ready yet to carry on alone. They are at the stage where the ***need for further support*** is crucial. Therefore, Ashoka proposes the ***continuation of Young Changemakers in 2013 in order to provide sustainable and long-term results for the future.***

During the one-year program, we organized two round tables with ***well-known specialists*** in youth related topics (Imre Csernus - psychiatrist, Mária Herczog - sociologist, economist, UN Children's Rights Committee member, Éva Gyarmathy – psychologist, youth specialist and member of the Hungarian Academy of Sciences, Researcher in Psychological Research) who also highlighted ***the urging need and importance of assisting the new generation with well constructed initiatives.*** Knowing the ***experience of Ashoka*** in this field, they emphasized that a long-term support is needed to educate a ***self-conscious young generation.***

We are proud that 6/6 projects were realized with great success. This is perfectly reflected from the videos and feedbacks from the youngsters. Starting from scratch by building the projects from the initial idea until their realization, the participants not only acknowledged social challenges, found the root of problems and invented innovative solutions but went through a deep personal development as well:

became more self confident

learnt how to work in teams

defined new life objectives

developed communication skills

became more empathic

became more tolerant & respectful

became more responsible.



Most importantly, *based on their own experiences they realized their potential to create change and motivate others* (youth, organizations, schools, businesses, potential sponsors, volunteers and families) to act as socially conscious and responsible citizens and become changemakers in their lives and far beyond.

We believe that the initiative should be organized on a *national / regional level* and influence a wider amount of potential young changemakers towards growing their new ideas and realizing them.

Ashoka thinks that today's entire society is responsible for educating youth on a long-run to *become changemaker adults and form a better society*. This is how we can together develop an *"Everyone a Changemaker"* society imagined by Ashoka.

