



empathy

Upscaling Plan

**Empowering Migrants Promoting Inclusion via
Capacity Building and Communities Engagement
621405-EPP-1-2020-1-DE-EPPKA3-IPI-SOC-IN**



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Introduction

The Empathy Upscaling Plan presents initiatives developed from the feedbacks of all partners, local agents of change, the External Advisory Board and other stakeholders, to be pursued, with the aim of ensuring the sustainability and upscaling of the Empathy Project after the project's EU funding is over. It represents a consensus among project partners, the young Agents of Change, the EAB members and other stakeholders in the project. The plan has taken into consideration the resource requirement for the pursuance of the various initiatives and the differences in terms of local context of the various partners, thereby allowing flexibility for users to adjust it to suit local contexts and situations.

The commitment and motivation demonstrated by the various actors in the project, coupled with their strong desire to contribute to the betterment of their societies need to be safeguarded. It is therefore of paramount importance, that the outcomes of the Empathy Project survive beyond the funding period, to ensure the sustainability and upscaling of its results. This plan focuses on the expansion or replications – upscaling of the projects results and methods towards fostering a society free from racism, discrimination, xenophobia and intolerance among others to reach a wider public and providing opportunities for replicating the Empathy methodology activities and image.

Relevance of the Plan

The Empathy Project is a youth driven project considering that, the primary target groups are young people between the ages of 16-30. Youth involvement in projects are relevant for organizations and their activities, as well as for the young participants themselves as their participation encourages collaboration and equip them with skills and competence to contribute in their societies. Projects and programs that are designed, developed and driven by the youth are more likely to be effective at reaching the target groups and the wider population and thereby making bigger impacts. Their involvement in the decision-making processes especially on issues that affect them increases significantly the likelihood of the acceptance of the strategies employed and the results realised. This plan therefore will widen the audience base to reach other young people, sell the messages of empathy to expand the outcomes and impact of the project.

Quite apart, youth empowerment towards developing solutions to societal problems such as discrimination, racism among others, encourage young people to become empathetic, reflective people and which will eventually broaden their perspectives and potentials in dealing with societal problems overtime. The community engagement activities within the Empathy Project were developed with the youth under the guidance of project partners, which ensures the high engagement levels among the youth and a partnership with other partners and stakeholders, in terms of the processes involved and the outcomes achieved. This Plan will maintain this partnership and encourage further engagements between young people and the various stakeholders which will continue to assist and empower the project participants to play vital roles in the development of their communities.

Additionally, the pilot actions and strategies employed to spread the themes of the Empathy Project have been locally generated and locally tested within the activities of the project by the partners involved at the local levels. This plan presents an approach on how to promote the project's results in a realistic and replicable manner, making effective use of the available resources to maximise the benefits realised from the project.

The plan will therefore, enhance the visibility of the project's activities and outputs and beyond the project's catchment areas and upscale project methods and outputs at a wider level in order to maximize impact and engage other interested stakeholders in their use beyond the EU funding period.

Expected Results

The implementation of this plan is expected to yield the following outcomes:

- Enhancement of the visibility of the project's activities and results
- Spread the Empathy project methods and outputs at a wider level in order to maximize impact, attract and engage other stakeholders to also use these methods.
- Maintain and widen the networks developed among the Agents of Change beyond the EU funding period
- Transfer the knowledge and results to other stakeholders that can best make use of it in their work.

The Upscaling Strategy

The Empathy upscaling Plan will ensure that the activities presented can be implemented and sustained, taking into consideration the prospects and parameters for upscaling, the commitment needed to implement the plan as well as the challenges that stand in the way. This three-pillar approach has been used in this sustainability strategy which includes the resources in terms of funding and networking opportunities at national and European level for the continuation and upscaling of the Empathy Project. This plan has taken into consideration the various aspects of the sustainability of the project at the various level, from a financial perspective to an institutional one (what stakeholders can do for supporting a widespread dissemination and promotion of EMPATHY in their communities and cities). The plan employs and elaborates the effective use of the tools and strategies at the disposal of the project actors. These are:

- **The project website's and Social Media channels:**

The project's website will remain active for 2 years after the project's EU funding ends. Under the management of the Lead Partner – Pro Arbeit - the website will present regular updates on the upscaling activities that the Agents of Change and other actors are implementing. This is meant to boost the effects of the project's results and image to the wider public. Additionally, project results such as the published documents, the toolkit are available and accessible to the general public on the website, this is to encourage replication of the Empathy methodologies. In an era of internet usage, it is envisaged that, this strategy provides a wider reaching opportunity to the general public, provide access to the project and its tools for usage and replication.

- **The replication of the national Capacity Building workshops:**

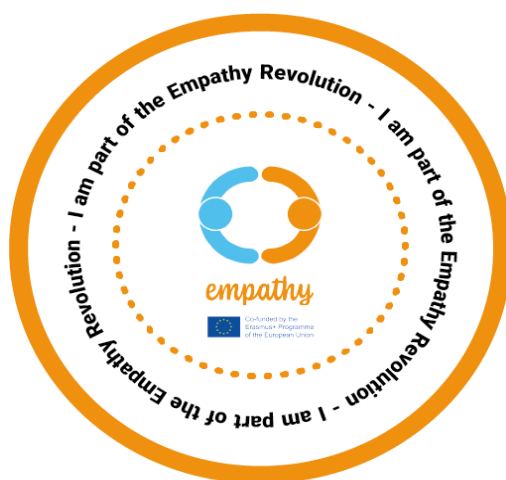
The various events comprising of workshops, Social Theatre, human libraries and discussions among others, organized by partners at the local levels were used as platforms to whip-up the desire and the motivation among the audience made-up of CSOs, politicians and young activists among others, on the need and strategies of spreading empathy in our communities. The Agents of Change through their subsequent activities will continue with such activities – Social theatres, human libraries, cultural festivals, School debates, etc - at various events to upscale the project messages.

- **Project Results (The Empathy Toolkit, the Empathy Label, the Local Engagement Plan, the Communication and Dissemination Plan):** These outputs are available on the projects website to be used by other organizations interested in applying the Empathy methods in their work.

- **The Empathy Toolkit:** The project disseminated and will continue to disseminate the "empathy revolution" through a series of activities focused on promoting creative, cultural and social innovation approaches to create an environment for intercultural dialogue and mutual understanding. The Empathy Toolkit is a document that summarizes and illustrates the main activities and best practices for spreading empathy in our societies as implemented in the Empathy Project. It is replicable and can be used as a tool for public and private organizations that want to use the EMPATHY methods and best practices for their younger target groups. The use of the Empathy Toolkit helps to raise awareness about the importance of promoting discourses of tolerance and respect instead of hate and anger and the processes and strategies to implement these discourses. It presents a strategy to not

only spread the methods and results realized out of the project, but also contribute to sustaining the image of the project into the future.

- **The Empathy Label:** Another element of EMPATHY's upscaling strategy is embodied in the "EMPATHY LABEL". This is a badge (graphic logo) which will be openly and publicly used on all dissemination materials of organizations, municipalities and local authorities who are keen to contribute to and join forces in spreading the "EMPATHY REVOLUTION". The label has been published on the project's website, allowing the public to access it digitally too, after responding to a questionnaire at <https://www.empathy-project.net/>. This badge, thus, will create a community of professionals, organizations and citizens, who share the same values and principles. The growth and diffusion of such a network will be promoted and monitored, offering the label as a way to continue the spread of the projects results. The very existence of this community, furthermore, will ensure the chance to make the EMPATHY's voice heard and applied after the project's end, thus enabling more concrete and real possibilities of sustainability. Below is the Empathy Label:



The Empathy Label, Empathy 2023

- Another traditional element of upscaling is the **organization of workshops** and creation of platforms for interactions, exchanges and discussions with local / regional authorities and institutions. The national capacity-building workshop were organized, targeted at public representatives (e.g. local authorities) and private bodies (e.g. schools, youth associations, CSOs). These workshops were used as means through which to share and spread the lessons learnt through EMPATHY and providing participants with the requisite information on how to promote empathy with the tools and methods developed in the project framework. These workshops will be replicated at various forums and events, led by the projects Agents of Change at the local level.

- **The formation of youth organizations:**

The Agents of Change, the External Advisory Members and other local collaboration partners of the project at the partner levels have expressed their commitment and desire to maintain and pursue further, the project activities and outcomes beyond the EU funding. The various youth organizations emerging out of the network and activities of the Agents of Change and their international (EU level collaborations) provides an avenue and creates the platform for the young participants to engage in further activities in the name of the Empathy project. The close contact between the young

participants, the External advisory Board members and other stakeholders will promote interaction and support the project and its activities at the local levels. The youth organizations in Germany – WISA and Dietzenbach youth Council, the youth organization emerging from Babelia in Spain, the youth organization working with Lato B in Milan, Italy and the Agents of Change working with Migrants Integration Centre in Brasov, Romania will all be engaged in this regard. In Spain for example, SomosRefugio and BienvenidaUA are two refugee and multicultural events which are held annually as a joint initiative between the University of Alicante, the Town Hall of Alicante City and its local entities where the future youth association founded by the Empathy agents of change will have its own representation next year and, in the years to come, thereby providing the Empathy project a permanent representation and a platform for upscaling activities.

- **Annual Festivals:**

The use of already existing events such as the intercultural event in Brasov, the university events and open days in Babelia, the Brasov multicultural Festival in Brasov, the university events in Milan, as well as the regular events of Empatia in Milan, Italy and the various youth cultural events in Kreis Offenbach will be used to promote Empathy and its outcomes. These events are already established platforms with huge participations in collaboration with public authorities such as the university and city councils. Partners have demonstrated their commitments to use the Empathy labels and promote the themes of the Empathy project during these events. These events will be embedded with social theatre performances, workshops on Empathy, human libraries and empathy games among others. Partners and Agents of Change are in contact with the various organizers for participation.

- **The international networks:**

The international academy and the other international project meetings have succeeded in establishing a good international network not just between partner organizations but also between the young participants, which have resulted in a network across local borders leading to mutual visits between Agents of change on the European level. These networks and interactions will be maintained by the Agents of Change as well as partners through mutual invitations to events and on social media among others, to promote the ideals of Empathy.

- **The Empathy Social Media accounts:**

In an era of social media, its effect on spreading a message to wider audiences cannot be underestimated. To further spread the themes of the project beyond the EU funding, the social media accounts of the various partner will remain active with Empathy updates and posts. This will be a collaboration between the partners and their local Agents of Change. There shall be monthly updates of activities at the various partner levels and post on various international days as well as posts on events where empathy is present.

- **The role of stakeholders such as EAB members:**

The project's External Advisory Board members who are coming from various organizations such as youth organizations, NGOs, public authorities and the universities among others have pledged their commitment to keep contact with the project and the Agents of Change at the local levels. Most of these organizations are working on themes related to those of the empathy project. The EAB members have indicated their commitments to assist and are maintaining the contacts with the Agents of Change to promote Empathy. For instance, the role of the Project's patron as created by Pro Arbeit and the adoption of his song (<https://www.youtube.com/watch?v=XH4MDVH0tbl>) into the project due to the message of the lyrics as well as his personal image and influence among young people in

Kreis Offenbach will play an important role towards spreading the empathic feeling and promoting diversity.

- **The possibility of a next version of the project:**

To ensure that the results realized from the Empathy remain active, usable and to further deepen the spread as well as the broader community acceptance of Empathy, there are plans to develop another project out of the Empathy Project. This idea was conceived out of the commitment and interest of various stakeholders working on empathy. Such organizations include the Young European Federalists, A PhD research person from the Berlin School of Law and Economics and others and other organizations emerging from the projects international network. This will not only provide an opportunity to pursue objectives related to the themes of the present Empathy Project (serving as foundation) but will ensure that the project and its outcomes are upscaled over time.

Viability of the Plan

The viability of the plan is built on its clear objectives, which is to ensure the sustainability of the results of the Empathy Project and upscale them beyond the EU funding period. This is clear for all partners and stakeholders involved. This aim is supported by the availability of various preconditions and commitment. This is presented in the SWOT analysis to help the project actors identify the Strengths, Weaknesses, Opportunities, and Threats related to plan.

	Strengths	Weaknesses
Internal	<p>Strong partnerships: The implementation process of the Project has witnessed a strong and commitment partner at the EU level as well as at the local level. All the international partners constituting the consortium and demonstrated their commitment throughout the implementation process, it is therefore certain that this commitment will be translated beyond the funding period. The close ties and collaboration between consortium partners and their local stakeholders such as the UNHCR in Romania, the various public authorities involved, such as the city council of Brasov, Romania, and their commitment and motivation, especially towards the activities of the young participants is an opportunity that will contribute to making the plan a success.</p>	<p>Some young active Agents of Change might relocate for education, employment, etc. This could jeopardize the upscaling of the project outcomes and image.</p> <p>The plan is however, has placed emphasis on the relevance of network to broaden the membership of the youth who are interested in joining to spread the ideals of Empathy.</p>
	<p>Networks: The project has developed and maintained a close network between partners and between the young participants across their local borders, resulting into mutual visits and exchanges. This network demonstrates the</p>	<p>The youth are the drivers of the project activities and the upscaling process. These young people are mostly students or workers. Their participation in the project is voluntary and as such the consistency in terms of their commitment to the Empathy</p>

Internal	interests and motivation of the young people towards the project and its activities into the future. Some of these young people apart from the organization of youth associations out of Empathy, already belong to some other organizations such as WISA in Germany, Lato B in Italy, among others. This presents an opportunity for further collaborations and network building which can lead to a better impact from their activities and also positions the upscaling process for long-term success.	project could dwindle. The acceptance of rolls and commitment to deliver could be difficult considering that these roles are unpaid.
	Local Funding Sources: Various funding sources will be explored to support the activities of the young project participants at the local level through the support of the local stakeholders.	Lack of a stand-by funding source or a budget could affect the upscaling process.
	The commitment and sense of ownership of the project, coming from agents of change, partners, and other stakeholders.	Busy schedules of partners and other stakeholder on other projects and engagements
	The availability of Local events and festivals such as the university day in Milan and Alicante and the multicultural festival in Brasov, among others already provide the platform for the young Agents of Change the opportunity to use such occasions for empathy activities	Diffiulty and maintaining the motivation and commitment of the Agents of Change.
External	Opportunities	Threats
	Other EU funding sources such as the European Solidarity Corps are available for young people to take advantage of.	The uncertainty and support needed to submit proposals for projects and securing funding
	A huge network database of active European youth working on similar project and engaged in voluntary activism. This could promote and broaden international networks for support and collaborations.	Difficulties in terms of traveling and maintaining external networks. This include the expenses involved and the Visa requirements for some young migrants, which could make the process difficult.
	External networks with EU level organization such as The European Social Network, The young European Federalists	Competition for funding and the technical knowhow could be challenging for the young participants, in case the supports of the External advisory Board members is not forthcoming.

This analysis is meant to help and guide partners and the Agents of Change to overcome challenges and determine what new leads to pursue.

Ease of Applying the Plan

The plan allows flexibility for the young participants and other actors to adjust it to fit their local context. Emphasis and focus will however, be placed on the Empathy project and its aims. The empathy toolkit, developed by all the project partners which presents the methodology employed in the project's implementation process, as well as the messages and results realized during the project will serve as a manual to the public on how to apply the Empathy methods as implemented in the project. This will not only be relevant for raising awareness and spreading empathy, but it will also be used as an instrument available to public and private organizations willing to use the EMPATHY methods towards their younger target groups and spreading the ideals of empathy. This Toolkit is available in all partner languages. Through the use of this tool kit by other organizations and interest groups, the ideals of Empathy and the Empathy Label will be upscaled beyond the EU funding.

Additionally, the adoption and use of the Empathy Label by the various organizations involved in the project and others who want to apply the Empathy methods, provides a physical manifestation of the project whenever the badge is used and this gives the project its representation. The use of the badge will go beyond local boundaries and networks.

Considering that the Agents have been prepared during the 3 phases (Orientation, Integration and Inclusion) of the project in terms of knowledge and competence, their readiness will limit the financial resource and time to the barest minimum. This makes the plan easy to implement with very little resources.

Organizational Capacity for implementation

The organizational partnerships and capacities, coupled with the experiences gathered by partners both at the local levels and at the EU level, during the implementation of the project will be employed in ensuring a smooth implementation of this plan. These capacities include but not limited to the following:

- **Project young Participants:**

The fundamental driving force of the project's upscaling and replication strategy is the role and motivation of its participants. In fact, the youngsters who are involved in the activities till now have not only been beneficiaries of the project and its activities but also, are the complete drivers and 'owners' of the Empathy Project. Thus, the project and its themes, as well as its' activities and events developed locally have been propagated by the Agents of Change. The various events that were carried out during the pilot actions and the capacity building workshops will be replicated by the Agents of Change at the Local levels, on various platforms such as schools events, youth events such as the National Youth Event in Berlin, refugee homes, among others and whenever the opportunity presents itself.

- **Networks:**

The international platforms that were created such as the international academy, the project meetings and the final conference, have promoted mutual interactions between all the Agents of Change from all partners and broadened their networks resulting in mutual visits and collaborations among others.

These outcomes have resulted in a bigger community of young people from the Empathy Project across national borders. This has been made much effective due to social media. These networks and cross boarder interactions will have a wide reach-out in the local sphere, getting to a regional, national and international diffusion. This is exactly what the Empathy Project and this plan for that matter seeks to achieve.

- **Partners and Stakeholders:**

The consortium partners and the other stakeholders comprise of experts in the fields of youth engagements with very rich experiences in European project management and implementation. They are engaged in other projects, some of which involve youth participation. These experiences, expertise and the capacity will be put to bear, into supporting the Empathy Agents of Change to continue their activities and contribute to a successful implementation of the upscaling processes.

Funding Sustainability

The three-pillar approach as used in this sustainability strategy considered the resources in terms of funding and networking opportunities at national and European level for the continuation and upscaling of the Empathy Project. This plan has taken into consideration the sustainability of the project at the various level, from a financial perspective (way to ensure flow of resources for continuing the EMPATHY revolution and strengthening the EMPATHY network) to an institutional one (what stakeholders can do to support a widespread dissemination and promotion of EMPATHY in their communities and cities). It presents results considering different level of resources and commitment of the project's partners and include specific action plans for each level.

Considering that the funding of the project is over, the issue of funding for the activities of the Agents of Change at the local level as well as the International levels could be challenging. To curtail this foreseen difficulty, the following strategies will be employed:

- **Funding from other EU Platforms:**

The Agents of Change at the local levels, with the support of the External Advisory Board members will pursue other funding sources to implement their activities with Empathy as a foundation at the local levels. The formation of the youth associations at the various partner levels will eventually be used to apply for funding of their activities based on the themes of the Empathy Project such as Mobility projects for young people - "Youth Exchanges", European Youth Together, etc. This does not only provide the avenue for the young people to further deepen their youth activism potentials but use Empathy as a basis for their subsequent activities. The various partners and External stakeholders have pledged to offer their support in this regard.

- **Other Projects out of Empathy:**

Plans are far advanced with other stakeholders such as research persons working on Empathy from the Berlin School of Economics and Law, The Young European Fideralists and other youth organizations as well as the present empathy consortium to apply for funding for another phase of Empathy, using

the present outcomes as a foundation. This we hope, if successful will provide grounds to continue with the results realized to further advance the ideals of the Empathy Project.

- **Funding at the local levels through the support of local partners, external Advisory Board members:**

Partners have resolved to already use the extra materials that were used for the pilot activities, and support with the basic logistics needed to carry-on with the subsequent Empathy activities. This logistics include stationary needed to carry-on with the planned events by the Agents of Change. Quite apart, the experiences accrued from Empathy and the use of the Empathy Label by partners in their activities and other project especially where the application of the Empathy methods is possible will contribute immensely to upscaling the results and image of the Empathy Project. This strategy will be pursued by all partners.

- **The role of the EABs:**

The various External Advisory Board members at the local levels have pledged their commitment to stay in touch and offer the support in terms of soliciting for funding to carry-out with the activities of the Agents of Change. This way, the results, experiences and image of empathy will serve as the basis for the new project at the local level. These sources include local level youth empowerment programmes and the European Solidarity Corps (<https://european-youth.org/european-solidarity-corps-solidarity-projects/>), among others.

Actions, Milestones and Timetable

The project's website will remain operational for the young Agents of Change to share their activities with the general public. This will be managed by the lead partner – Pro Arbeit – with the support of the other partners. The subsequent activities of the project will be shared on the website. This will provide the wider public with updates regarding the project activities and results.

Social media accounts: The social accounts established for the project will remain active and operational with updates on the activities that will be carried out by the Agents of Change. These will be managed by partners at the local level. The young participants are all active on various social media platforms – Facebook, Instagram, Tiktok, etc. They have resolved to use their channels to spread the empathy revolution.

The table below presents a calendar for the various activities already planned in advance, where Empathy will be present. These include Social media posts on some international days, participation of events at the local levels among others.

Date	Event	Title	Attendees	Venue
27.01.2023	International Day of Commemoration in Memory of the Victims of the Holocaust	Empathy for Victims of the Holocaust	Instagram post	Online
20.02.2023	World Day of Social Justice		Instagram post	Online
01.03.2023	Zero Discrimination Day	Empathy: A tool against Discrimination	Instagram post	Online
21.03.2023	International Day for the Elimination of Racial Discrimination	Empathy rather than Racism	Instagram post	Online
11.05 - 14.05.2023	National Youth Event – Berlin	Youth Policy days	Agents of Change – Pro Arbeit	Berlin
21.05.2023	World Day for Cultural Diversity for Dialogue and Development	Diversity: An instrument for positive Integration	Instagram post	Online
20.06.2023	World Refugee Day	Finding freedom through Empathy	Instagram post	Online
20.06.2023	SomosRefugio		Agents of Change, Babelia - Spain	Alicante, Spain
15.09.2023	International Day of Democracy	Promoting participation through Empathy	Facebook and Instagram post	Online
Dates not announced yet	BienvenidaUA		Agents of Change, Babelia - Spain	Alicante, Spain
02.10.2023	International Day of Non-Violence		Instagram post	Online
Date to be announced	Brasov multicultural day		Empathy Agents of Change - Brasov, Romania	Brasov, Romania
03.12.2023	International Day of Persons with Disabilities	Empathy as a tool for inclusion	Instagram post	Online
18.12.2023	International Migrants Day		Instagram post	Online

Conclusion

The upscaling plan is intended to ensure the best use of resources that was used in the Empathy Project, this includes also the capacity building activities that the young participants were taken through. Spreading the empathy revolution and the ideals of the project especially the outcomes that were realized from the project are worth maximising, to reach a wider audience, so as to further broaden the impacts of the results. The plan is however not going to be without challenges. It however to overcome the foreseen challenges, that some levels of flexibility have been allowed to afford partners and the agents of change to adapt the plan as and when it becomes necessary to meet local context.