

*Terms of Reference*

## **ATLANTIS X**

**“Red Cross/Red Crescent Youth as  
active leaders in their National  
Societies and local communities”**

**Italy, June 2014**



**Centre for the Cooperation  
in the Mediterranean**

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**Mediterranean Youth Camp of the Red Cross and Red Crescent  
ATLANTIS X  
“Red Cross/Red Crescent Youth as active leaders in their National Societies and local  
communities”  
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**INTRODUCTION**

The Centre for Cooperation in the Mediterranean (CCM) together with the Italian Red Cross will organize the 10<sup>th</sup> edition of the Atlantis Youth Camp. This event will take place in Italy, at the end of June 2014 and will be hosted by the Italian Red Cross.

Since its first edition in 2005, Atlantis has gathered hundreds of youths from across the Mediterranean region and now stands as a referential meeting and a platform for intercultural exchange among youth –seen as the real agents of behavioural change both for the present and the future of our communities. Aiming to be a melting-pot for cross cultural exchange and dialogue, a valuable opportunity to share experiences beyond borders, the overall objective of the Camp is to use intercultural dialogue as a tool to build young volunteers’ capacities as agents for positive change within multicultural societies, counteracting stereotypes and discrimination

Various issues are addressed in each edition, through the displaying of practical activities and dynamic workshops in which participants are sensitized and trained on current challenges that the RC/RC International Movement faces.

Since 2005 the following editions have been organized:

- Atlantis I, Sicily (Italy) organized by the Italian Red Cross, 2005. Workshops on: Human rights; Addictions; Prevention of Pandemics; Migrations; Disasters.
- Atlantis II, Istanbul (Turkey), organized by the Turkish Red Crescent in 2006. Workshops on: Refugees and Migrants; Partnership; Millennium Development Goals.
- Atlantis III, Tartous (Syria), co-organized by CCM with the Syrian Arab Red Crescent in 2007. It was focused on the Principle of Humanity. Workshops on: Leadership, Addiction, Road Safety, Migrants and Disaster Management.
- Atlantis IV, Mitrovo Polje (Serbia), co-organized by CCM with the Red Cross of Serbia in 2008. Workshops on: Leadership, Climate Change, Principles and Values, First Aid.



- Atlantis V, Mehdia (Morocco), co-organized by CCM with the Moroccan Red Crescent in 2009. It was focused on Environment and Climate Change. Workshops on: Sustainable Consumption; How to make a dissemination video on climate change; Disaster Risk Reduction; How to carry out an awareness campaign and YABC.
- Atlantis VI, Grans (France), co-organized by CCM with the French Red Cross in 2010. It was focused on Social Inclusion. Workshops on: Youth and Employment; Sustainable Development; Principles and Values; Migrants; YABC and Leadership skills.
- Atlantis VII, Hammamet (Tunisia), co-organized by CCM with the Tunisian Red Crescent in 2011. It was focuses on “Young Volunteers in Action”. Workshops on: Disaster risk reduction and volunteering; Environmental education; Leadership skills; Principles and Values; Volunteers Management; YABC.
- Atlantis VIII, La Massana (Andorra), co-organized by the CCM with the Andorran Red Cross in 2012. It was focused on “Youth across the borders: Principles and Values for stronger communities”. Workshops on: Gender and sustainable development; International Humanitarian Law and Principles and Values; Migration and Intercultural Dialogue; Human rights and Environment; Leadership Skills; YABC).
- Atlantis IX, Jahorina (Bosnia and Herzegovina), co-organized by the CCM with the Red Cross Society of Bosnia and Herzegovina. It was focused on “Saving water, saving lives”. Workshops on: Sustainable consumption and gender; Human Rights and Environment; Youth employment and green economy; Water sanitation and Health: actions at RC/RC youth level; Leadership skills; YABC.

Building on the experience of the previous editions of the Camp above mentioned, on its 10th anniversary, Atlantis wishes to recall the priority determined during the 11th Red Cross/Red Crescent Mediterranean Conference, held in Dubrovnik in 2010, with regards to the role of youth in the future of the Mediterranean and it will therefore gather Mediterranean Red Cross and Red Crescent Youth around a common theme: **Red Cross/Red Crescent Youth as active leaders in their National Societies and local communities.**

Moreover, the **11th RC/RC Mediterranean Conference** emphasized the need to mobilize human resources, especially young people, as actors of behavioural change to strengthen the dialogue with governments and to promote humanitarian diplomacy and advocacy so as to change mentalities towards a more encompassing social inclusion of those who are most vulnerable.

The Youth Camp will be displayed under the umbrella of **Strategy 2020 of the International Federation of Red Cross and Red Crescent Societies (IFRC)**, which aims at a better fulfilling of the potential of the Red Cross/Red Crescent at all levels, and to create an empowered youth leadership to build strong National Societies. Crucially, IFRC Strategy 2020 highlights that



coping with increasing humanitarian needs also requires a change in mind-sets and attitudes on how we live, and on how we relate to each other.

Accordingly, the Atlantis Youth Camp is also set to fulfil the overall vision of the International Federation of Red Cross and Red Crescent Societies, as defined by its Constitution (Article 4, version 2007): *inspire, encourage, facilitate, and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world.*

The event aims at being dynamic, participative, practical and useful so as to allow participants to hand over their knowledge to their peers. The workshops will be based on a learning process which stimulates creativity, active participation and initiative, and will be facilitated by RC/RC peer educators and international experts.

## **ACTION FRAME**

The life experiences of young people in modern societies have changed significantly. These changes affect relationships with families and friends, experience in education and labour market, leisure time and daily habits, and the ability to emancipate as independent young adults.

Many of these changes are the direct result of the current economic crisis and related policies which have extended the period in which young people keep depending on their families. (Today, as a consequence of these changes, young people have to negotiate a set of risks which were largely unknown to their parents and this occurs irrespective of social background or gender). Moreover, as many of these changes have come about over a short period of time, many points of reference which previously served as a clear route, generating smooth processes of social reproduction, have now become unclear. In turn, increased uncertainty can be seen as a source of distress and vulnerability.

One of the common features of the Euro-Mediterranean Region is the scarcity of employment opportunities for young people:

The extension of this problem is now far greater because it is part of the background of several long-range processes, including: on the one hand, the processes of political change which have taken place in the last three years and which are still under way in the southern shores while on the other hand, to be considered is the global economic and financial crisis that has had a great impact on the entire region, and has hit especially hard several countries of the northern shores.



According to the “Joint report on young people and employment in the Euro Mediterranean region”<sup>1</sup>, the population in all the countries of the southern shores of the Mediterranean has grown at a fast pace in recent years, with rates ranging between 1 and 2 per cent, compared with rates of under 0.5 per cent in the European Union. This growth of the population is due, among other reasons, to the increase in life expectancy over the last twenty years. The composition of the population on both shores of the Mediterranean is clearly different: the population in the northern shore of the region is ageing, in contrast with the youth of all the South Mediterranean countries.

The most prominent indicator of the population of the southern shore of the Mediterranean is its youth: the population in these countries is the youngest in the world, with an average age of 25 years compared to the 29-year average of the population of the EU. This is because between 27 and 31 per cent of the population are aged 15 to 30 years, and about 30 per cent are under 15, which is indicative that youth will continue to be the main feature of population in the region. In fact, it is expected that in southern Mediterranean countries the population of young people, estimated in 2010 at 80 million, will increase to 100 million by 2020.

The largest generation of young people in the region is also a direct beneficiary of the significant progress made by the South Mediterranean countries in improving human capital in recent decades, which is the result of strong investments in education. Hence, starting from low levels of schooling in every educational sector, the region has achieved almost universal schooling in primary education, close to the levels of the EU-27, and has substantially increased secondary education schooling.

Young people living in the Mediterranean countries of the EU have also had unprecedented opportunities in education and training. They have achieved almost full schooling rates in all of the compulsory levels (which also cover much of secondary education) and about 80% in post compulsory levels. But some problems remain somewhat in common with Southern Mediterranean countries, such as the under-representation of vocational secondary education and, in particular, the high early school dropout rate, which in some cases exceeds 25%, compared to the EU average which stands at 14%, affecting more than six million young people between 18 and 24 in the Union.

Educational inclusion in both shores coexists with an increasing incidence of labour exclusion. Therefore, especially in the Southern Mediterranean countries, the higher quality levels of human capital provided by young people, which are a result of improvements in education,

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1. The report has been produced by the Spanish Economic and Social Council, in collaboration with the counterparts in Jordan, Morocco, Greece, France and Lebanon, as well as the European Economic and Social Committee. It has been presented on the 2013 Euro-Mediterranean Summit of Economic and Social Councils and Similar Institutions (11-12 Nov. 2013)



have not been accompanied by a sufficient increase in skilled jobs to absorb this growing population of better educated individuals, and thus the expectations of young people are being frustrated. On the other hand, a very high percentage of the young working population generally performs in the informal economy or is underemployed. The young, therefore, whenever they get access to the labour market, tend to do so in low quality jobs with survival wages and little or no social protection.

Job opportunities for young Europeans are also limited, and they have been further reduced because of the economic crisis. Youth unemployment has important consequences on the lives of young people, such as the delay of their life calendar, and one of its greatest exponents is the sharp decline in birth rates in the context of the economic crisis. This decline also contributes to worsen the ageing process of the European population.

At the same time, concerns are not increasing about the so-called “NEETs”, i.e. young people who have no studies, no jobs, nor are they looking for one. The problem is particularly acute in the Southern Mediterranean countries where, although no official statistics are available, it is estimated that in the region between 15 and 25 per cent of young people are in this situation, of which between 50 to 70 per cent are young women. That is, around 25-35 million young people are not in the labour market (either working or looking for work) or in training (either in the official educational system or in informal training), which is indicative of a mismatch between the social and human potential in these regions and their production model.

In the EU, more than 7 million young people are outside the educational system and the labour market, a figure which represents about 10% of the young population. Although it is a lower figure if compared to the southern Mediterranean countries, it is still worrying as it involves a risk of social exclusion and lack of participation in associative life. While in some cases, this has been the breeding ground for the generation of protest movements and uprisings clamouring for institutional, social and political change; in others it has contributed to the emergence of localized episodes of violence in large cities.

The participation of young people in social and political activity is also an unresolved issue: their participation in democratic politics, either through membership of political parties or other social organizations, is very small. Young people's capability to access the information society in general and social networks in particular has become, however, an alternative form of social and political participation to traditional channels.

For all these reasons, there is a fundamental need of continuing to empower Youth as active leaders towards positive change and promoters of creative solutions to face and overcome such challenges in sustainable ways.



## 1. RC/RC framework

Young people are a strong force within the International Red Cross and Red Crescent Movement. There are almost 7 million young people in the Movement around the world, representing about half of all volunteers. However, young people are disproportionately affected by the rapid and significant changes occurring in the world around them.

The vision of the **International Federation of Red Cross and Red Crescent Societies (IFRC)** is to inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world. The action of the IFRC is guided by its **Strategy 2020** that includes **Leadership** within its values: *“We show leadership and strive for excellence in our work, drawing attention to the rights, needs and vulnerabilities of communities and the factors that underlie them”<sup>2</sup>.*

As part of the Enabling Action 1 – *Build strong National Red Cross and Red Crescent Societies* – Strategy 2020 refers to young people: *“A special focus on young people is a crucial investment not only for today but also for the future. The safety and protection of young people in vulnerable circumstances must be addressed, taking into account their age and gender specific needs. In their multiple roles as contributors -and acknowledging their skills as innovators, inter-cultural ambassadors and peer-to-peer facilitators– young people are educated, enabled and empowered to be active in leading and participating in voluntary activities and in the governance, management and services of their National Societies”<sup>3</sup>.*

The fundamental role of young people in developing communities is also recognized by the **IFRC Youth Policy**: *“National Societies recognise and value the important role and contribution of young people in addressing humanitarian and development communication, social media, and other technologies, inter-cultural ambassadors, peer-to-peer facilitators, community mobilisers, agents of behaviour change, and advocates for vulnerable people. National Societies recognise the leadership role of young people in tackling contemporary and emerging issues” [...]. “Young people are involved in all activities of their National Society, taking into account relevant age-specific requirements of needed skills and experiences, safety and well-being. They are encouraged to be fully involved in the planning, design, delivery, and review of Red Cross and Red Crescent services to which they contribute or from which they benefit. National Societies provide their young volunteers and in particular the youth leaders with the opportunity to*

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<sup>2</sup> IFRC - Strategy 2020, page 5.

<sup>3</sup> IFRC – Strategy 2020, page 23.



*participate in decision making processes not only at the national but also at the international level..”.*

According to the **IFRC Youth Engagement Strategy (Y.E.S.)** – a specific strategic framework for facilitating meaningful engagement of young people as today and tomorrow’s leaders, as RC/RC National Societies volunteers and as a young beneficiaries of RC/RC National Societies programmes and services – youth participation is intrinsic to strengthen National Societies.

Several of the strategic directions of the Y.E.S. are focused on *Youth as leaders*, and include:

- Ensuring youth participation in decision making at all levels of management, governance, and service delivery;
- Strengthening the leading role of young people in connecting with vulnerable and marginalized people, advocating for and with them, and identifying and tackling emerging issues together;
- Prioritizing and investing in personal and professional development for current and future roles of young people;
- Strengthening the leading role of young people in opening the doors to new partnerships.

The **Mediterranean Conference of Red Cross and Red Crescent Societies**, which convenes 26 National Societies who have historical or geographical links with the Mediterranean, gathers countries from Europe, the Middle East and North Africa and aims at strengthening cooperation and encouraging dialogue between National Societies from the region with distinct cultural and historical features, contributing to the fulfilment of the International RC/RC Movement’s purposes.

The mission of the **Centre for the Cooperation in the Mediterranean** is to facilitate the follow- up on the resolutions of the Mediterranean Conference, specifically as regards the Dubrovnik Declaration stemming from the last Conference, held in Croatia in 2010, which tackles the role of youth; environment and climate change; the social effects of the world economic crisis; assistance and protection to migrants: all interrelated areas in which youth play a fundamental role.

Being aware of the imperative to protect vulnerable populations in all circumstances and taking their role of auxiliaries to public authorities as a starting point, Mediterranean National Societies, in the Dubrovnik Declaration, have emphasized the need to:

- Reinforce the role and the action of youth as the key factor in social change and development;
- Emphasize the importance of promoting youth volunteer work and advantages of their civic engagement at the national and international level;





- Encourage Mediterranean National Societies to make better use of existing dissemination tools and to integrate new technologies in the promotion of International Humanitarian Law and the dissemination of the Principles and Values of the International Red Cross and Red Crescent Movement so as to encourage real changes in attitudes;
- Promote specific programmes, which favour social inclusion of young people and which reduce risks related to marginalization and social and health calamities.

## 2. International framework

The **United Nations** has long recognized that young people are a major human resource for development and key agents for social change, economic growth and technological innovation. Participation in decision-making is a key priority area of the UN agenda on youth.

In 1995, on the tenth 10<sup>th</sup> anniversary of International Youth Year, the United Nations strengthened its commitment to young people by adopting the World Programme of Action for Youth (WPAY), an international strategy to more effectively address their problems more effectively, and increase opportunities for youth participation in society. Since its adoption, the WPAY has guided the formulation of national youth policies in many countries.

The international community has reaffirmed its commitment to youth participation through UN General Assembly resolution 58/133, which reiterates the *“importance of the full and effective participation of youth and youth organizations at the local, national, regional and international levels in promoting and implementing the World Programme of Action and in evaluating the progress achieved and the obstacles encountered”*.

According to the **EU Strategy for Youth**<sup>4</sup> (2009), young people should make the best of their potential. The strategy is based on a dual approach:

- *Investing in Youth*: putting in place greater resources to develop policy areas that affect young people in their daily life and improve their well being;
- *Empowering Youth*: promoting the potential of young people for the renewal of society and to contribute to EU values and goals.

The **2012 Joint Report of the Council and the Commission on the implementation of the renewed framework for European cooperation in the youth field (2010-18)**, in order to further contributions to Europe 2020, commits both institutions to address the challenges facing young people as a result of the crisis, putting emphasis in employment and

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4. Communication from the commission to the Council, the European Parliament, the European Economic and Social Committee and the Committee of the Regions



entrepreneurship, increasing access to work, along with the development of the innovative and creative capacities of young people.

## GENERAL OBJECTIVE

The general objective of Atlantis X is to build and consolidate the capacities of RC/RC Youth as active leaders in their National Societies in order better face emerging needs and improve their performance for the benefit of the most vulnerable by promoting new initiatives and creative contributions.

## SPECIFIC OBJECTIVES

3. promote intercultural interaction, partnerships and networking between young volunteers of the Red Cross/ Red Crescent of the Mediterranean region;
4. train young volunteers to act as agents of change within their communities in order to combat discrimination and to build a culture of understanding and tolerance;
5. acquire new tools to replicate the lessons learnt regarding the specific areas of concern;
6. Make young volunteers aware of the international context in which their action is carried out, and what documents support the process of youth empowerment and leadership within the Movement;
7. Provide cross cutting tools and skills that can be useful in the implementation of all activities and programmes.



## CONTENTS OF THE CAMP

In order to achieve its objectives, Atlantis IX will deploy a number of sessions so as to provide the youth participants with specific knowledge and trainings.

### 1. Youth Employability and sustainable entrepreneurship

Participants will work on acquiring new know-hows as regards the skills not only to face the current economic crisis and promote employability programmes within National Societies, but also to create new job opportunities and be young entrepreneurs of new, sustainable jobs.

### 2. Project Management Cycle

Though this workshop, participants will reinforce their skills as leaders within their National Societies as regards the project management cycle that they will be able to implement for any given programme in their local/regional context.

### 3. \*Youth as Agents of Behavioural Change (YABC)

YABC is an IFRC tool that empowers youth to play a leading role in transforming mindsets and behaviours in their local community. It integrates peer-education and non-cognitive learning and uses games and artistic platforms to promote community behavioural change.

### 4. \*Communication skills for leaders

The aim of this workshop is to improve participants' capacities to play a leading role in their National Societies, promoting a positive change in attitudes and behaviours. Using games that build trust, credibility, cooperation and communication skills, participants will learn to use creativity to solve problems, to listen actively, to work and think as a team, and to trust one another.

### 5. \*A comprehensive approach to leadership

This session will tackle leadership from a holistic point of view exploring it both from an individual perspective and a group approach. The session aims at discussing the different ways of being a leader within the group and being target oriented, as well as being able to value the efforts and potential of the group.

### 6. Youth Engagement within the RC/RC International Movement

In this session participants will be exposed to the presentation and further debate of 121 years of Youth engagement within the RC/RC International Movement. They will also become familiar with the supporting documents produced so far the IFRC, including the most recent IFRC Youth Engagement Strategy (Y.E.S).



## METHODOLOGY AND FORMAT

Atlantis IX will be based on an interactive and participative approach. The methodology, thanks to the long experience of facilitators on international Youth training and the use of a peer education approach, will be geared to interaction and active participation (role plays, exercises, real-life situations, discussions, sharing personal experiences about the participants' countries and also about their Red Cross/Red Crescent Youth structures and volunteers management). The group's philosophy will be open mindedness. At the same time, participants will profit from practical evaluation activities that will allow them to use the knowledge acquired during the meeting to measure the level of achievement of the objectives.

The team of facilitators will consist of RC/RC peer educators and field expert of other international organizations. In previous activities the CCM counted, among others, on the collaboration of the United Nations Environment Programme (UNEP); United Nations Development Programme (UNDP), UNESCO; the European Institute of the Mediterranean (IEMed); RC/RC Climate Centre; IFRC Principles and Values Department.

## PARTICIPANTS

Approximately 50 to 60 young volunteers coming from Mediterranean National Societies, selected between those who are actively involved in the development of programmes and activities of their Youth Branch.

The requested profile of participants is RC/RC youth volunteers aged 18-28. The volunteers must be able to understand and express themselves in English. Additional knowledge of French will be an asset. Participants must be able to show a flexible attitude in an environment of intercultural dialogue and mutual understanding.

We would like to remind National Societies that gender equality in the selection of participants is highly appreciated.

**WHERE:** Italy

**WHEN:** end of June 2014

**WORKING LANGUAGE:** English and French

Centre for the Cooperation in the Mediterranean  
Barcelona, December 2013



**CENTRE FOR THE COOPERATION  
IN THE MEDITERRANEAN  
PERMANENT OFFICE OF THE RED CROSS  
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