



EVY-PACT

Empowering Vulnerable Youth for Active
Citizenship: A Transnational Approach to
Participation and Societal Challenges

Project 101253343

STAKEHOLDER ENGAGEMENT PLAN



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EVY-PACT

Citizenship, Diversity, Empowerment, Youth



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EVY-PACT

Stakeholder engagement strategy

A guide for consortium partners

WP7 – Stakeholder mapping & engagement

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PART I

Stakeholder Engagement Strategy

1. About this document

This document has been prepared by The Good Lobby Italia as part of Work Package 7 (Stakeholder Mapping & Engagement) of the EVY-PACT project. It serves as the central reference guide for all consortium partners on how to identify, map, prioritise and engage stakeholders in their national and local contexts.

Specifically, this guide covers:

- What the stakeholder mapping is and why it matters for EVY-PACT's goals
- How the shared stakeholder database works and how to use it
- How to treat the mapping as a living document that evolves with the project
- How EVY-PACT's five stakeholder clusters differ and how to engage each one
- Coordination protocols and communication norms between partners
- Core principles for stakeholder outreach and a checklist before every contact

For ready-to-use email templates tailored to each cluster, please refer to the companion document: EVY-PACT Stakeholder Engagement Email Guide, also produced by The Good Lobby Italia as part of WP7.

2. Strategic Vision

Stakeholder engagement is not a bureaucratic task that EVY-PACT needs to complete in order to tick a box. It is one of the most important drivers of the project's real-world impact.

EVY-PACT's core mission is to bridge the gap between 'invisible' youth (young people systematically excluded from civic and political life because of their background, identity or geographic location) and the decision-makers who shape the policies that affect them. Stakeholders are the bridge. Without them, the project's research remains academic, its training materials sit unused and its policy recommendations never reach the right ears.

This means our stakeholder engagement work must be:

- Strategic: prioritised on the basis of who holds power and who shares our values
- Inclusive: reaching both the organisations that can change policy and those that have the trust of marginalised communities
- Sustained: built through genuine relationships, not one-off outreach
- Coordinated: managed consistently across four countries so the whole consortium presents a coherent picture

The goal is not to build a list of contacts. It is to create a network of allies (institutions, civil society actors, educators, multipliers and media) who co-own the project's outcomes and continue to act even after the grant period ends.

Why this matters for sustainability

- Local Action Plans (WP5) survive only if institutional stakeholders feel genuine ownership over them
- Capacity building (WP4) reaches the right young people only if civil society partners help recruit them
- Research outputs (WP3, WP6) gain credibility through the endorsement of respected multiplier networks
- Youth stories (WP8) travel further when media and digital communicators are genuinely invested in the project

3. The stakeholder mapping

The EVY-PACT stakeholder mapping is a shared, structured database. Every consortium partner contributes to and uses it. The Good Lobby Italia oversees data quality to help the consortium understand where its network is strongest and where investment is needed.

3.1 The power / interest matrix

To make the mapping strategic and actionable, EVY-PACT uses the power / interest matrix. It categorises every stakeholder on two dimensions:

| Dimension | Definition | Example |
|--------------------------|--|--|
| Power (Influence) | How much can this stakeholder help or hinder the project's goals? Do they hold decision-making authority, resource control or institutional reach? | A Mayor or National Youth Agency has high power. A small local association may have low power but high relevance. |
| Interest | How much does this stakeholder care about youth participation or our target groups? Do they share EVY-PACT's values? | A local LGBTQIA+ youth group likely has very high interest. A regional infrastructure authority may have low interest. |

Both dimensions are rated 1 to 5 in the shared database. This allows consortium partners to generate visualisations showing where the consortium's network is concentrated and to flag areas (such as high-power / low-engagement stakeholders) where targeted effort is needed.

The four quadrants guide engagement priority:

- High Power + High Interest: Key allies. Involve in co-design, keep closely informed.
- High Power + Low Interest: Institutional targets. Invest in relationship-building. They can block or enable; they must be on board.
- Low Power + High Interest: Community anchors. Facilitate their participation; they connect us to vulnerable youth.
- Low Power + Low Interest: Monitor only. Minimal effort; update periodically.

3.2 Database Structure

Each row in the database represents one stakeholder. The table below describes every column, its data type and its purpose.

| Column | Type | Description & Purpose |
|------------------------------------|--------------|--|
| Partner responsible | Dropdown | The consortium member who owns the relationship (e.g., CRPE, Pistes Solidaires, ENAIP, TGL). |
| Stakeholder name | Text | Official name of the organisation or institution. |
| Country / level | Dropdown | Italy, Romania, France, Belgium or EU Level. |
| Cluster (category) | Dropdown | Institutional, civil society, educational, multiplier or media. See section 5. |
| Target group niche | Multi-select | Migrant youth, LGBTQIA+, rural youth, disability, NEETs. |
| Power (1-5) | Dropdown | Ability to affect policy or project success. 1 = minimal influence; 5 = decisive. |
| Interest (1-5) | Dropdown | Level of alignment with EVY-PACT objectives. 1 = peripheral; 5 = fully aligned. |
| Engagement status | Dropdown | Identified / contacted / meeting scheduled / active ally / dormant. See Section 4.3. |
| Key contact & email | Text | Name and email of the specific person the partner is in dialogue with. |
| Last interaction | Date | Date of the most recent contact. Prevents multiple partners from approaching the same person simultaneously. |
| Justification & WP link | Text | Brief rationale: why this stakeholder matters and which Work Package(s) their engagement supports. |

4. The mapping as a living document

A stakeholder map filled in once and then ignored is not a strategic tool, it is an administrative artefact. EVY-PACT's mapping is designed to be dynamic: it must evolve as relationships deepen, as new stakeholders emerge and as the project moves through its phases.

4.1 Ownership and responsibilities

| Who | Responsibilities |
|---|--|
| The Good Lobby Italia (WP7 Lead) | Maintains the master database; reviews and validates entries; flags duplicates or gaps across partners. |
| Each consortium partner | Owens and updates all entries for their national or regional context. Flags any shared stakeholders (e.g., EU-level networks) before contacting. Notifies TGL when status changes. |
| Amapola (Project coordinator) | Oversees overall WP7 progress in relation to the project timeline. |

4.2 Update cadence

Partners should update the database:

- Immediately after any new contact is made (log the date and channel)
- Within 48 hours of any meeting, call or significant interaction (update status and notes)
- Monthly as a minimum, to ensure no entries go stale
- At project milestones M4, M7 and M13: a review is conducted by The Good Lobby Italia

Why regular updates matter

- Prevents two partners from contacting the same person in the same week without knowing it
- Allows to identify gaps in the network
- Creates a project memory: if a team member leaves, their relationships do not disappear with them
- Demonstrates to the European Commission that engagement is active and systematic

4.3 Engagement Status

Every entry should carry an Engagement status reflecting where the relationship currently stands.

| Status | What it means | Recommended action |
|--------------------------|---|--|
| Identified | The organisation or person has been listed as relevant but not yet contacted. | Assign to a partner; plan first outreach within 30 days. |
| Contacted | At least one outreach attempt has been made. No response yet. | Send a polite follow-up after 7-10 days. |
| Meeting scheduled | A call or meeting has been agreed and is in the diary. | Prepare an agenda; share brief project materials in advance. |
| Active ally | The stakeholder is engaged: attending events, contributing to consultations or formally supporting the project. | Nurture with regular updates and meaningful involvement. |
| Dormant | No response after two follow-ups or engagement has dropped off. | Try one last contact via a different channel. If no response, deprioritise and review at next milestone. |

5. Stakeholder Clusters & engagement Strategy

EVY-PACT works with five broad stakeholder clusters. Each cluster has a distinct role in the project's theory of change, requires a different engagement approach and connects to specific Work Packages. Dividing stakeholders into clusters prevents a one-size-fits-all approach and allows partners to tailor their communication effectively.

| Cluster | Primary Goal | Tone | First Contact | Key WP Link |
|--|---|---|---------------------------|-------------------------------|
| Institutional & policymakers | Political buy-in for Local action plans; formal endorsement | Formal, concise, evidence-led | Email + follow-up call | WP5 (Local action plans), WP3 |
| Civil society & advocacy | Access to vulnerable youth; co-design and recruitment | Warm, collaborative, solidarity-based | Email or direct approach | WP4 (Capacity building), WP3 |
| Educational & vocational | Implement training and capacity building activities | Professional, practical, partnership-oriented | Email with concrete offer | WP4 (Capacity Building) |
| Multipliers & networks | Scale methodology; amplify reach beyond the consortium | Strategic, peer-to-peer | Email to senior contact | WP7 (Engagement), WP8 |
| Media & digital communicators | Raise visibility of youth voices; support storytelling | Engaging, story-driven, newsworthy | Short pitch or DM | WP8 (Digital Youth Stories) |

5.1 Institutional & policymakers

This cluster includes municipalities, regional authorities, national ministries, national youth agencies and elected representatives such as MEPs or regional councillors. They hold decision-making power and can generate the formal political endorsement that Local Action Plans need to survive beyond the project.

The key challenge is access: they are busy, have gatekeepers and receive many project requests. Be respectful of their time, arrive with a specific ask and demonstrate that you have done your homework on their own portfolio and priorities. Reference shared challenges (youth unemployment, social cohesion, democratic participation) rather than EU funding jargon.

5.2 Civil Society & advocacy Organisations

This cluster includes local associations working with migrants, LGBTQIA+ community centres, rural development associations, disability organisations and similar civil society actors. These contacts are often closer to EVY-PACT's target groups than any institutional partner.

The tone can be significantly warmer and more horizontal. Emphasise solidarity and shared values. Be transparent about what you are asking and what the project can offer in return. For organisations working directly with young people, explicitly mention that EVY-PACT aims to co-create content with youth, not just about them.

5.3 Educational & vocational training Organisations

This cluster includes schools, VET centres, youth work organisations, non-formal education providers and university departments working on youth or social policy. Their primary engagement context is WP4 Capacity Building.

Be concrete about what EVY-PACT can offer: free training sessions, validated toolkits or joint activities. Frame the collaboration as a two-way exchange, the project brings methodology and resources; the institution brings access to young people and a delivery setting.

5.4 Multipliers & networks

This cluster includes large umbrella organisations, national volunteering networks, European youth networks, federations of associations and any organisation whose primary value lies in connecting others and amplifying messages.

Multipliers are strategic partners: they may not deliver activities directly, but they open doors, disseminate outputs and lend credibility. Engage them with a peer-to-peer tone. Show that you understand their strategic role and that you are not simply looking to add their logo to your project. Make the offer of mutual benefit concrete, reference specific initiatives of theirs that connect to EVY-PACT.

5.5 Media & digital communicators

This cluster includes journalists (local and national), social media content creators trusted by young audiences, bloggers and podcasters working on topics related to youth, social justice or European affairs. Their engagement is particularly relevant for the Digital Youth Stories workstream (WP8).

When approaching media contacts, lead with the story, not the project. Why does this matter now? What is surprising, human or counterintuitive about what EVY-PACT is hearing on the ground? For social media outreach, match the platform's norms: an Instagram DM should be short and informal; a pitch to a national journalist should include a clear news angle and access to human stories.

6. Coordination tools

Effective stakeholder engagement across four countries requires clear protocols. The following tools and norms govern how partners coordinate their outreach.

6.1 Shared stakeholder database

- Access: The master database is shared with all consortium partners via Google Drive. Contact The Good Lobby Italia for the link if you have not received it.
- Each partner edits only the rows in their national section. Changes to EU-level entries must be coordinated with TGL.
- Use the dropdown menus for Cluster, Status, Power and Interest. Do not add free text in these columns.
- Before adding a new EU-level stakeholder, check with TGL to avoid duplication with entries already managed centrally.

6.2 Avoiding duplicate outreach

One of the greatest risks in multi-partner engagement is two partners contacting the same organisation on the same day with different messages. To prevent this:

- Check the Last Interaction column before initiating contact with any stakeholder outside your exclusive national section.
- If you discover a shared stakeholder (e.g., a European network with national chapters), discuss with TGL who should lead the relationship.
- If in doubt, flag it before sending.

6.3 Language

Write to stakeholders in the language they are most comfortable with. For national-level stakeholders, write in your national language, not in English. This guide and the companion email templates are provided in English as a shared reference, but all outreach must be translated and adapted to context.

English is appropriate when writing to EU-level institutions, transnational networks or contacts who have initiated contact in English.

7. Outreach Principles

Regardless of the cluster or channel, the following principles apply to all EVY-PACT stakeholder outreach.

7.1 Lead with relevance, not with the project

The most common mistake is opening with 'We are a consortium funded by the EU...'. Most people receive dozens of such emails. Instead, open by connecting to something that matters to the stakeholder: a challenge they face, a goal they share or a topic they are already working on. The project becomes relevant because it helps them, not the other way around.

7.2 Be specific about the ask

A vague ask produces no answer. Whether you want a 30-minute meeting, a referral or a formal letter of support, say so clearly. Stakeholders respond when they know exactly what is expected and how much of their time it will take. One email, one ask.

7.3 Match tone to relationship and audience

Writing to a municipal councillor is different from writing to a youth collective. Institutional contacts expect formal language and structured information. Civil society and educational partners respond better to a warmer, more collaborative register. Media contacts need a news angle, not a project description. When in doubt, be slightly more formal than you think necessary.

7.4 Reference EVY-PACT lightly but clearly

Always mention that this work is part of an EU-funded project and name the project. This signals legitimacy. However, avoid burying the stakeholder in acronyms, work package numbers or funding jargon in the first email. One sentence about the project is usually enough for an initial approach.

7.5 Keep it short

Aim for a first outreach email readable in under 90 seconds. Three concise paragraphs – why you are writing, why it matters to them, what you are asking – is usually enough. You can attach a one-page project summary, but do not try to explain everything in the email body.

7.6 Follow up thoughtfully

Most stakeholder relationships are built over multiple interactions. If you receive no response to your first email, wait 7-10 days and send one polite follow-up. If there is still no response, try a different channel. After a third unanswered attempt, log the entry as Dormant and move on.

8. Before you send: quick checklist

Use this checklist before every stakeholder email or outreach message.

Pre-send checklist

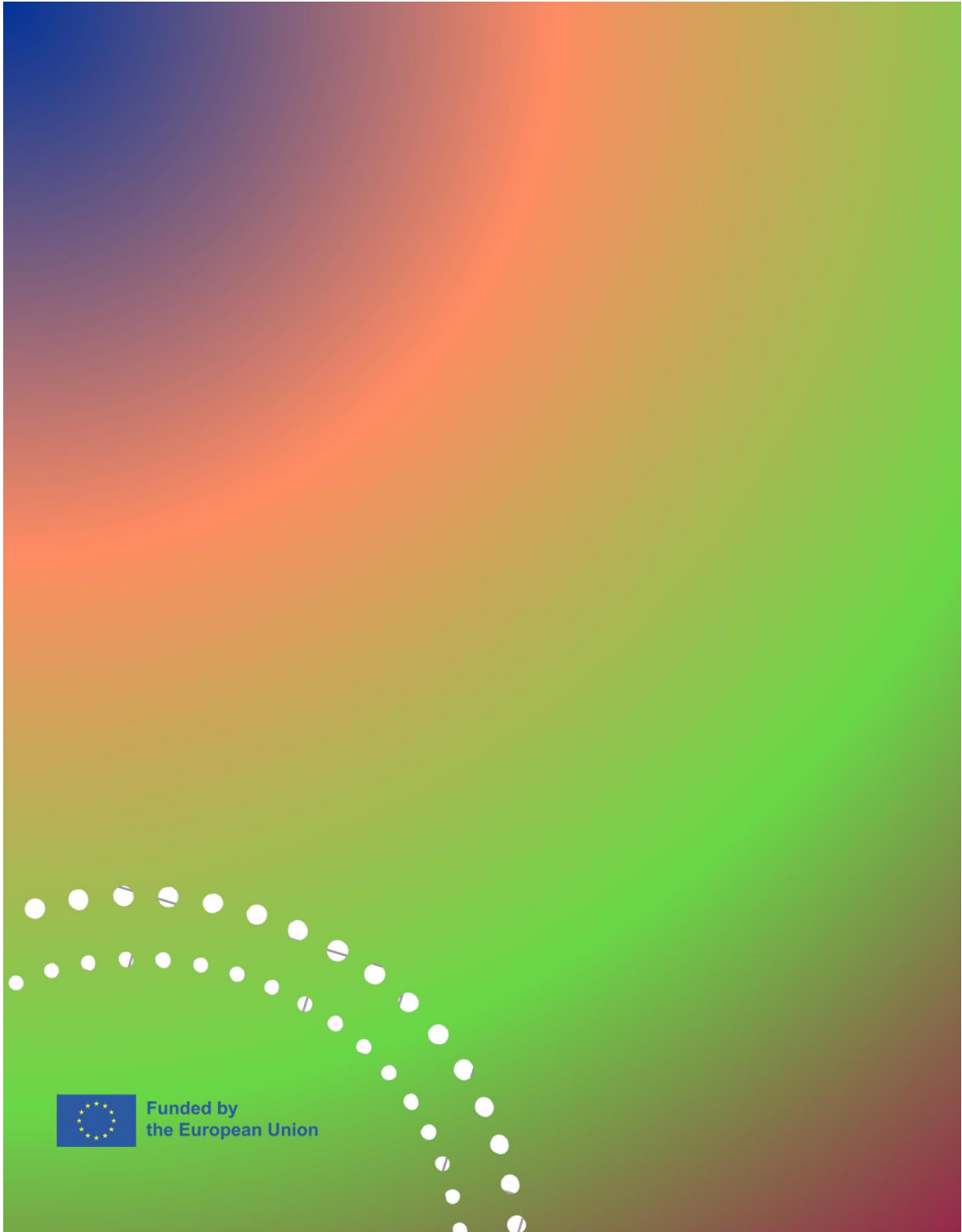
- Have you checked the database to confirm this stakeholder has not been recently contacted by another partner?
- Have you addressed the person by their correct name and title?
- Is the subject line specific and relevant – not generic?
- Have you opened by connecting to something that matters to them specifically?
- Is your ask clear, single and realistic?
- Is the email under 300 words for a first contact?
- Have you written in the stakeholder's preferred language?
- Have you included your full contact details?
- Have you set a follow-up reminder for yourself (7-10 days after sending)?
- Is there a useful one-page attachment to include (factsheet, event invitation)?
- Have you logged this outreach in the shared database with today's date?

For email templates ready to use for each cluster, consult the EVY-PACT Stakeholder Engagement Email Guide.

9. WP7 Support

The Good Lobby Italia coordinates Work Package 7 across the consortium. If you are unsure how to approach a specific stakeholder, would like a review of a draft outreach before sending or have questions about the shared database, please get in touch.





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PART II

Stakeholder Engagement Email Guide

1. About This Guide

This guide was developed by The Good Lobby Italia as part of Work Package 7 (Stakeholder Mapping & Engagement) of the EVY-PACT project. Its purpose is to help consortium partners get off the ground quickly and confidently when reaching out to stakeholders in their national or local contexts.

Because every partner works with different kinds of stakeholders — from regional policymakers to local youth associations — this guide is intentionally flexible. It does not prescribe a one-size-fits-all approach. Instead, it provides adaptable templates and principles that you can adjust depending on who you are writing to, what your existing relationship with them is, and what you want to achieve.

How to use this guide

Read Section 2 first to understand the core principles. Then go directly to the stakeholder cluster that matches your contact (Section 4). Each cluster provides two templates: one for a first-ever ("cold") contact, and one for a follow-up or existing relationship. Section 5 offers general follow-up templates you can use regardless of cluster.

2. Key Principles for Stakeholder Engagement

Before you begin drafting any email, keep these principles in mind. They apply regardless of who you are writing to.

Always lead with relevance, not with the project

The most common mistake in stakeholder outreach is starting with "We are a consortium funded by the EU...". Most people receive dozens of such emails. Instead, open by connecting to something that matters to the stakeholder: a challenge they face, a goal they share, or a topic they are already working on. The project becomes relevant because it helps them — not the other way around.

Be specific about what you are asking for

A vague ask is a non-answer. Whether you want a 30-minute meeting, a referral to a contact, or a formal letter of support, say so clearly. Stakeholders are more likely to respond when they know exactly what is expected of them and how much of their time it will take.

Match the tone to the relationship and the audience

Writing to a municipal councillor is different from writing to a youth collective. Institutional stakeholders generally expect formal language and structured information. Civil society and educational partners often respond better to a warmer,

more collaborative tone. Media contacts need a news angle, not a project description. When in doubt, be slightly more formal than you think necessary — you can always warm up in subsequent exchanges.

Reference EVY-PACT lightly but clearly

Always mention that this work is part of an EU-funded project and name the project. This signals legitimacy and may open doors. However, avoid burying the stakeholder in project acronyms, work package numbers, or funding jargon in the first email. Save that for when they have expressed interest.

Keep it short

Aim for a first outreach email that can be read in under 90 seconds. Three short paragraphs — why you are writing, why it matters to them, what you are asking — is usually enough. You can attach a one-page summary or a factsheet if you have one, but do not try to explain everything in the email body.

On language

Write in the language your stakeholder is most comfortable with. For most national-level stakeholders, this means writing in your national language — not English. This guide provides templates in English as a reference, but please translate and adapt them for your context. If you are writing to an EU-level institution or a transnational network, English is appropriate.

3. Stakeholder Clusters at a Glance

EVY-PACT works with five broad categories of stakeholders. The table below summarises the engagement goal, recommended tone, and typical first-contact channel for each. The subsequent section (Section 4) provides email templates for each cluster.

| Cluster | Primary goal | Tone | First contact |
|------------------------------|---|---|--------------------------|
| Institutional & policymakers | Political buy-in for Local Action Plans (WP5) | Formal, concise, evidence-led | Email + follow-up call |
| Civil society & advocacy | Access to vulnerable youth communities | Warm, collaborative, solidarity-based | Email or direct approach |
| Educational & vocational | Implementation of capacity building (WP4) | Professional, practical, partnership-oriented | Email with clear offer |
| Multipliers & networks | Scale methodology and amplify reach | Strategic, peer-to-peer | Email to senior contact |
| Media & digital | Raise visibility of youth voices | Engaging, story-driven, timely | Short pitch email |

4. Email Templates by Stakeholder Cluster

4.1 Institutional & Policy Stakeholders

This cluster includes municipalities, regional authorities, national ministries, national youth agencies, and elected representatives such as MEPs or members of regional parliaments. These contacts hold decision-making power and can generate formal political endorsement for the project's goals and for the Local Action Plans.

The key challenge with institutional contacts is access: they are busy and often have gatekeepers. Be respectful of their time, arrive with a clear ask, and show that you have done your homework about their own portfolio and priorities.

Template 1A – First contact (cold outreach to an institutional contact)

Subject line options (choose one):

Supporting youth participation in [City/Region]: a brief request

EVY-PACT and [Municipality/Institution]: a shared objective

Email body:

Dear [Title and surname / Dear [Name] if known],

I am writing to you on behalf of [Your Organisation], a partner in EVY-PACT — an EU-funded project working to strengthen the civic participation of young people who are often left out of policy conversations: young migrants, LGBTQIA+ youth, young people in rural areas, and those not in education, employment or training.

I understand that [Municipality/Region/Institution] has been working on [relevant topic — e.g., youth social inclusion, local welfare reform, participation strategies]. We believe there is a real opportunity for alignment between your work and the EVY-PACT approach.

As part of this project, we are developing Local Action Plans that will identify concrete policy recommendations in [country/city]. We would very much value the perspective of [Institution] in shaping these recommendations — and, where possible, a more formal

involvement as a supporting partner.

Would you be available for a 30-minute introductory call in the coming weeks? I am happy to work around your schedule and can send over a brief summary of the project in advance.

Thank you very much for your time and I look forward to hearing from you.

With kind regards,

[Your name]

[Title, Organisation]

[Email | Phone]

[Website — if available]

Adaptation tips

If you have a mutual contact or a prior interaction (e.g., they attended an event you organised), mention it in the opening line: "We met briefly at [event] last year..." or "[Mutual contact] suggested I reach out to you directly." This significantly improves open rates and response chances.

Template 1B — Warm follow-up or existing relationship

Subject line options:

Next steps: EVY-PACT collaboration with [Institution]

Following up on our conversation — EVY-PACT

Email body:

Dear [Name],

Thank you for the time you gave us [last week / at our recent meeting / during our call].

It was very helpful to hear about [something specific they shared — e.g., the new youth welfare strategy your office is developing].

As discussed, we would like to formally invite [Institution] to participate as a supporting stakeholder in the EVY-PACT project. Concretely, this would involve:

- Being consulted during the development of the Local Action Plan for [territory]

- Receiving regular project updates and access to our research outputs

- [Optional: being named as a supporting partner in project communications]

This does not require a formal commitment of resources — we are simply keen to ensure that [Institution]'s perspective informs our recommendations.

I will follow up by [specific date] with a one-page overview. Please do not hesitate to contact me if you have any questions in the meantime.

Best regards,

[Your name]

[Title, Organisation]

4.2 Civil Society & Advocacy Organisations

This cluster includes local associations working with migrants, LGBTQIA+ community centres, rural development associations, disability organisations, and similar civil society actors. These contacts are often closer to the young people EVY-PACT is trying to reach than any institutional partner.

The tone with civil society organisations can be significantly warmer and more horizontal. Emphasise solidarity, shared values, and the practical benefit for them and for the young people they work with. Avoid bureaucratic language. Be transparent about what you are asking of them and what you can offer in return.

Template 2A — First contact (cold outreach to a civil society organisation)

Subject line options:

Working together to amplify youth voices — EVY-PACT project

A project that might be of interest to [Organisation name]

Email body:

Dear [Name / Dear friends at [Organisation]],

My name is [Name], and I work with [Your Organisation]. We are partners in EVY-PACT, a European project focused on making the voices of vulnerable young people — including

young migrants, LGBTQIA+ youth, young people in rural areas, and those outside education and employment — heard in local and national policy debates.

We came across [Organisation]'s work on [topic — e.g., supporting migrant communities / LGBTQIA+ youth inclusion] and we think there is real common ground between what you do and what EVY-PACT is trying to achieve.

We are not asking for resources or a formal partnership commitment at this stage. We would simply like to get to know your work better and explore whether there are ways to collaborate — whether that means sharing information, co-facilitating a session with young people, or connecting us with communities we might not otherwise reach.

Would you be open to a short introductory conversation — a call or a coffee — in the coming weeks? We are flexible on timing.

Looking forward to hearing from you,

[Your name]

[Title, Organisation]

[Email | Phone]

Adaptation tips

For organisations that work directly with young people, consider explicitly mentioning that the project aims to co-create content with youth, not just about them. This distinction matters enormously to many civil society actors and immediately signals that you are a trustworthy partner.

Template 2B — Invitation to participate in a workshop or co-design session

Subject line options:

Invitation: workshop on youth participation in [City], [Date]

Co-designing with young people — you're invited

Email body:

Dear [Name],

Thank you for the warm exchanges we have had over the past weeks. We are now moving into a phase of EVY-PACT where we bring together young people and the organisations that support them to co-design concrete proposals for local change.

We would love to have [Organisation] at the table. We are organising a [workshop / roundtable / participatory session] on [Date] in [Location / online], focused on [topic, e.g., youth participation barriers in [territory]].

The session is designed to be participatory and practical — not a conference with panels and PowerPoints, but a space where your real-world experience shapes our work.

Could you attend, or send one or two colleagues (or even young participants from your programmes)? The session will last approximately [X hours].

Please reply to confirm your interest and I will send the full agenda and logistics.

Warm regards,

[Your name]

[Title, Organisation]

4.3 Educational & Vocational Training Organisations

This cluster includes schools, vocational education and training (VET) centres, youth work organisations, non-formal education providers, and university departments working on youth or social policy. These contacts are primarily interested in the educational and capacity-building dimensions of EVY-PACT (WP4).

When writing to educational organisations, be concrete about what you can offer: training sessions, toolkits, curricula, or joint activities. Frame the collaboration as a two-way exchange — you bring resources and methodology; they bring access to young people and an institutional setting.

Template 3A — First contact (outreach to an educational institution)

Subject line options:

Collaboration on youth civic participation: EVY-PACT project

Free training & resources for educators — EVY-PACT

Email body:

Dear [Name / Dear colleagues at [Institution]],

I am contacting you on behalf of [Your Organisation], a partner in EVY-PACT — a European project building the capacity of educators, youth workers, and institutions to better support young people who face barriers to civic participation.

As part of the project, we are developing training modules and practical tools designed specifically for professionals who work with young people from marginalised backgrounds: young migrants, LGBTQIA+ youth, young people in rural settings, and those not in education, employment or training.

We are looking for partner institutions that would be willing to pilot these resources with their staff and, where appropriate, with their students or participants. In return, participants would receive free access to all training materials, and we would incorporate their feedback into the development of the final European toolkit.

I would be very happy to provide more information or arrange a call with the relevant person in your institution. Is there someone you would recommend I contact?

Thank you and best regards,

[Your name]

[Title, Organisation]

[Email | Phone]

Adaptation tips

For VET centres and schools, the most compelling offer is usually free training and validated resources. Stress that participation requires minimal administrative burden and that the materials are developed by European partners with expertise in youth work and social inclusion.

Template 3B — Follow-up: confirming a collaboration

Subject line options:

EVY-PACT partnership: confirming next steps with [Institution]

Confirming our collaboration — thank you

Email body:

Dear [Name],

*Thank you for our recent conversation and for [Institution]'s interest in joining
EVY-PACT as a pilot partner. I am delighted that we have found a shared path forward.*

To summarise what we agreed:

- [Institution] will participate in [specific activity, e.g., the capacity building workshop in [month]], involving [X staff / X participants]*
- We will send the full training materials by [date]*
- We will collect brief feedback at the end of the session through a short survey*

*There is no financial commitment required on your part. All materials, facilitation,
and logistics for the workshop will be handled by our team.*

*I will be in touch again by [date] with the practicalities. Please do not hesitate
to reach out if anything changes in the meantime.*

With gratitude and warm regards,

[Your name]

[Title, Organisation]

4.4 Multipliers & Networks

This cluster includes large umbrella organisations, national volunteering networks, European youth networks, federations of associations, and any organisation whose primary value lies in its ability to connect others and amplify messages. Examples in the EVY-PACT context include the European Youth Forum, IGLYO, the Rural Pact Community, or Arci Nazionale in Italy.

Multipliers are strategic partners: they may not deliver activities directly, but they can open doors, disseminate your outputs, and lend credibility to your work. Engage them with a peer-to-peer tone. Show that you understand their strategic role and that you are not simply looking to add their logo to your project.

Template 4A – First contact (reaching out to a network or umbrella body)

Subject line options:

EVY-PACT: potential collaboration with [Network name]

Connecting for impact — a brief proposal for [Network name]

Email body:

Dear [Name / Dear colleagues],

I am writing to you as a partner in EVY-PACT, an EU-funded project working to strengthen the civic participation of vulnerable young people across France, Italy, Romania, and Belgium.

[Network name]'s reach and convening power in the field of [topic — e.g., youth work / rural development / LGBTQIA+ advocacy] makes you a natural interlocutor for our work. We would very much like to explore how EVY-PACT and [Network] can add value to each other's efforts.

Specifically, we are interested in:

- Sharing our research and methodology outputs with your member organisations*
- Exploring whether [Network] can connect us with relevant grassroots contacts in [country/region]*
- [Optional: inviting [Network] to participate in our European dissemination event in [year]]*

We are not asking for a formal partnership at this stage — a short exploratory call with the right person in your organisation would be a perfect first step.

Would that be possible? I look forward to your response.

With best regards,

[Your name]

[Title, Organisation]

[Email | Phone]

Adaptation tips

Networks receive many partnership requests. Make yours stand out by referencing a specific initiative or publication of theirs that connects to EVY-PACT's work. This shows you have genuinely engaged with what they do, not just copy-pasted a template.

4.5 Media & Digital Communicators

This cluster includes journalists (local and national), social media content creators trusted by young people, and bloggers or podcasters working on topics related to youth, social justice, or European affairs. Their engagement is particularly relevant for the Digital Youth Stories workstream (WP8) and for the overall visibility of the project.

When writing to media contacts, forget the project description. Lead with the story. Why does this matter now? What is surprising, moving, or counterintuitive about what EVY-PACT is uncovering? What human story can you offer?

Template 5A – Pitch to a journalist

Subject line options:

Story pitch: the young people no one is listening to

Youth voices that aren't making it into the news — a story idea

Email body:

Dear [Name],

I have been following your coverage of [relevant topic — e.g., social integration / youth unemployment / European cohesion policy] and I think I have a story that might interest you.

We are working on a European project — EVY-PACT — that brings together organisations in France, Italy, Romania and Belgium to understand why some young people are systematically excluded from civic and political life. What we are hearing on the ground is striking: [brief, vivid description of a challenge or finding — e.g., young migrants who are legally entitled to vote but have no idea how, or rural youth who feel completely ignored by national politics].

We have access to young people who are willing to share their stories, and to practitioners and experts who can provide context. We can also offer exclusive

access to our first research findings, which will be published in [timeframe].

Would this be of interest? I am happy to get on a call to discuss further or to send over more background.

Thanks very much for your time,

[Your name]

[Title, Organisation]

[Email | Phone]

Template 5B – Outreach to a social media creator or youth influencer

Subject line / DM opening:

Hi [Name] — a project you might want to be part of

Message:

Hi [Name],

I follow your content on [platform] and really appreciated [specific post or video — be genuine here]. The way you talk about [topic] with your audience is exactly the kind of voice we need in a project we're working on.

We're running EVY-PACT — a European project trying to get the stories of young people who are usually invisible in politics actually heard by the people who make decisions. We're working in [country] and looking for people who can help us tell those stories in a way that actually reaches young audiences.

Not asking for anything formal right now — just wondering if you'd be open to a chat about what we're doing and whether there's a way to collaborate.

Let me know!

[Your name] | [Organisation]

Adaptation tips

For social media outreach, match the platform's norms. An Instagram DM should be shorter and less formal than an email to a journalist. If you are reaching out via Twitter/X or LinkedIn, keep the initial message to 3–4 sentences and ask for a call or offer to send more info.

5. General Follow-Up Templates

Most stakeholder relationships are built over multiple interactions. A thoughtful follow-up is often more important than the first email. Use the templates below when you have not received a response, when you want to keep a contact warm after an initial meeting, or when sharing a project update.

Template 6 – Gentle follow-up after no response

| |
|---|
| <i>**Subject:** Following up: [original subject line]</i> |
| <i>Dear [Name],</i> |
| <i>I wanted to follow up on the email I sent on [date], in case it got lost in a busy inbox.</i> |
| <i>In brief: [one-sentence summary of your original ask].</i> |
| <i>If this is not the right moment or the right person to contact, please do let me know and I will not bother you again. If you would like more information, I am happy to provide it.</i> |
| <i>Thank you and best regards,</i> |
| <i>[Your name]</i> |

Template 7 – Project update to an active stakeholder

| |
|--|
| <i>**Subject:** EVY-PACT update: [brief topic, e.g., first findings now available]</i> |
| <i>Dear [Name],</i> |
| <i>I wanted to share a brief update on EVY-PACT, since you kindly expressed</i> |

| |
|---|
| <i>interest when we spoke in [month].</i> |
| <i>We have recently [milestone – e.g., completed our first round of consultations with young people in [country]] / published our stakeholder mapping report / launched our training programme with [X] educators].</i> |
| <i>One finding that may be particularly relevant to your work: [specific, concrete finding or insight].</i> |
| <i>We will be hosting a [webinar / roundtable / event] on [date] where we will present these results. Would you like to be included on the invitation?</i> |
| <i>Thank you again for your engagement with this project.</i> |
| <i>Warm regards,</i> |
| <i>[Your name]</i> |

6. Before You Send – A Quick Checklist

Before sending any stakeholder email, run through these checks:

- Have you addressed the person by their correct name and title?
- Is the subject line specific and relevant – not generic?
- Have you connected the project to something that matters to them specifically?
- Is your ask clear and realistic (no more than one ask per email)?
- Is the email under 300 words for a first contact?
- Have you written in the stakeholder's preferred language?
- Have you included your contact details?
- Have you set a follow-up reminder for yourself (7-10 days after sending)?
- Is there a relevant attachment to include (one-pager, factsheet)?
- Have you logged the outreach in the shared stakeholder database?

Remember

Log every outreach – including the date, channel, and current status – in the EVY-PACT shared stakeholder tracking spreadsheet. This prevents duplicate contacts and helps the whole consortium maintain a coherent picture of stakeholder relationships across countries.

7. Questions & Support

If you are unsure about how to approach a specific stakeholder, or if you would like a review of a draft before sending, please reach out to The Good Lobby Italia, which is responsible for coordinating Work Package 7.

We are here to support all consortium partners and can offer guidance on tone, framing, or targeting for specific outreach situations.

WP7 Lead

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