

**euforia** is an independent, youth-driven social innovation enterprise. We believe that the world needs more people who come together to imagine, design, and implement bold solutions to today's most pressing social, environmental and economic challenges. That is why we engage the unengaged, transform our education system and connect people who would usually not meet, across generations, business and civil society. We do so by providing fun events and trainings, which inspire and empower people to move from passiveness and good intentions to activeness and changemaking. Our goal by 2020 is to have massively scaled this approach, impacting over 10 million young people worldwide. As a result, we envision that in the 2030s this youth-led movement will have transformed social change into the desired lifestyle of our times.

### **The solution**

With the support of renowned international experts, we developed highly engaging event-trainings that offer young people, aged 16 to 35, and executives unique learning opportunities. We introduce participants to great examples of young changemakers to whom they can relate. We create a unique, non-hierarchical safe space to jointly succeed, fail and reflect on their learnings from „trying out“ changemaking. We challenge their preconceived notions about their own (in)ability to drive change through concrete, seemingly „impossible“ tasks like building an own social venture in 3 days.

To do so effectively, we employ a holistic mix of state of the art and high impact collaboration methodologies, such as experience-driven and transformative learning, facilitation, design thinking, coaching, team building and rapid prototyping. This allows individuals and diverse groups to overcome their own cynicism, doubt and lethargy in order to unleash their full changemaker potential.

### **The impact**

Since 2007, we mobilized more than 350 young volunteers who organized over 100 euforia trainings and events in Switzerland, France, Peru and Colombia. By now, more than 5'400 youth as well as managers have participated in these trainings. Evaluations show that 6 months after our trainings, 50 to 70% of the participants have become more actively involved in finding local solutions to global challenges, for instance by changing their consumption style, by volunteering or by starting their own social initiatives. Through their commitment they are inspiring their peers to take action too and thereby bring the changemaker movement to their communities. Our impact was singled out by several awards, notably by Ashoka, the UNESCO and the World Economic Forum, and covered by euronews, the Neue Zürcher Zeitung or Swiss National Radio. It also created a buzz on youtube and facebook, bringing our message for more changemaking to millions of people worldwide.

## Our programs

### STEP into action

Every STEP into action invites more than 1000 high school students to explore their potential to tackle global challenges on a local level. By the means of interactive workshops, games and stands, students come to realize the importance of their personal commitment for sustainable development. Inspiring non-formal education methods get students to think about the future of the planet, and find ways to address major global issues. As a result, students are encouraged to change their everyday habits towards a more sustainable lifestyle, to learn how to create sustainable projects with friends and classmates and get involved with 30+ partnering organizations who present their engagement opportunities at STEP. *For more information: [euforia.org/stepintoaction](http://euforia.org/stepintoaction)*

### imp!act

At imp!act, we gather 20-40 enthusiastic young people who want to engage in social or environmental change and take action. Through brainstorming and team building, we support them to find their changemaking sweet spot, how they might get involved at a local level or start developing a project out of their ideas. From here, they have the chance to get feedback by renowned experts - all of that within only 3.5 days! Talking about the world's problems won't solve them - but getting engaged might. We have received various awards and distinctions for our imp!acts among others by UNESCO, Ashoka and the World Economic Forum. *For more information: [euforia.org/impact](http://euforia.org/impact)*

### (r)evolution lab

The (r)evolution lab is a training program for (un)reasonably motivated young pioneers from all over the world. Based on a modular structure, the (r)evolution lab covers a wide range of skills and knowledge highly valued in any professional context related to team and project management, facilitation, leadership, training design, coordination, logistics and communications. Equipped with these tools and leadership skills, in the first phase of the (r)evolution lab participants organize our flagship event - the imp!act training -empowering youth in their city to embrace their changemaker potential. Following this experience, participants deepen their knowledge in the various areas of expertise in the second phase of the program. Here, they also have the possibility to share their own knowledge and skills with the euforia community as well as with partner institutions and businesses by designing and offering their own workshops. Participants thus actively co-shape the (r)evolution lab and co-lead euforia's training experience! *For more information: [euforia.org/revolutionlab](http://euforia.org/revolutionlab)*

### Leading with Impact

Leading with imp!act is a leadership training for senior professionals that invites participants to collaborate with young people. We offer customized trainings to accompany and encourage bottom up organizational development and the quest of organizations to become more empowering and welcoming for young generations. Thus, they learn how to create working environments that foster innovation, better integrate young generations and contribute to the sustainable success of an organization. We have successfully collaborated with companies like Swisscom and WWF. *For more information: [euforia.org/business](http://euforia.org/business)*