

DRIVEN BY PASSIONS

2025 - 2028

Young People Leading Change



Introduction

Young people have the power to shape the future, but systemic barriers often stand in their way. This 3-year, multi-country programme, grounded in Fryshuset's 40+ years of experience, aims to break down those barriers by addressing social isolation, unemployment, mental health challenges, and lack of education. Together with partners in 5 countries, we're creating opportunities for young people to lead, connect, and build inclusive, resilient societies.

A programme has been developed and approved for Sida funding under the Strategy for Sweden's Development Cooperation with Civil Society. To unlock this support, we must secure a 15% contribution from donors, companies, foundations, and individuals.

Summary

This programme brief outlines the challenges faced by young people, the programme approach, partnerships with partner organisations, and the fundraising strategy. For the full proposal and additional materials see the QR code in the following page.



THE GOAL

Young people can change the world through their passions.



GEOGRAPHICAL REACH

The programme will operate in:
Armenia, Moldova, Ukraine, Ethiopia, and Kenya.



YOUNG PEOPLE

The programme focuses on
**marginalised and underrepresented
young people aged 12-25.**

OVERVIEW

A Focus on Marginalised Young People

The programme prioritises young people who are marginalised or underrepresented, including those affected by poverty, displacement, or social exclusion. Special attention is given to women and girls, LGBTQ+ youth, young people with disabilities, and those impacted by conflict. It also includes youth not in education or employment, especially in rural areas and among ethnic minorities. In some contexts, the age range may extend from 4 to 35.

Breaking Barriers to Youth Participation

This Sida programme builds on Fryshuset's established model, which recognises how systemic power structures limit opportunities for young people to engage. Exclusion is not only a personal experience but also the result of structural barriers that weaken democratic participation.

Empowering Youth to Shape Society and Stronger Democracies

Fryshuset equips young people to navigate these systems, strengthening their resilience and promoting active citizenship. At the same time, we advocate for their voices to inform policy and drive societal change. This fosters social cohesion, supports democratic development, and contributes to a more just and resilient society.

Full Proposal and Extra Material



fryshuset.se/plats/global/sida

FRYSHUSET

Fryshuset is a non-profit organisation, operating independently of any religious or political affiliations and is committed to supporting young people around the world, particularly those from marginalised communities or at risk of exclusion.

With a firm belief that every young person has the potential to succeed, we create environments where they can explore their passions, develop skills, and take an active role in shaping society.

Our work is driven by real engagement with young people, ensuring their voices are heard and their aspirations supported. Fryshuset's international engagement involves strategic partnerships with local organisations to implement youth empowerment initiatives.

SDGS

Main Sustainable Development Goals (SDGs) covered:

4 QUALITY EDUCATION



5 GENDER EQUALITY



8 DECENT WORK AND ECONOMIC GROWTH



10 REDUCED INEQUALITIES



16 PEACE, JUSTICE AND STRONG INSTITUTIONS

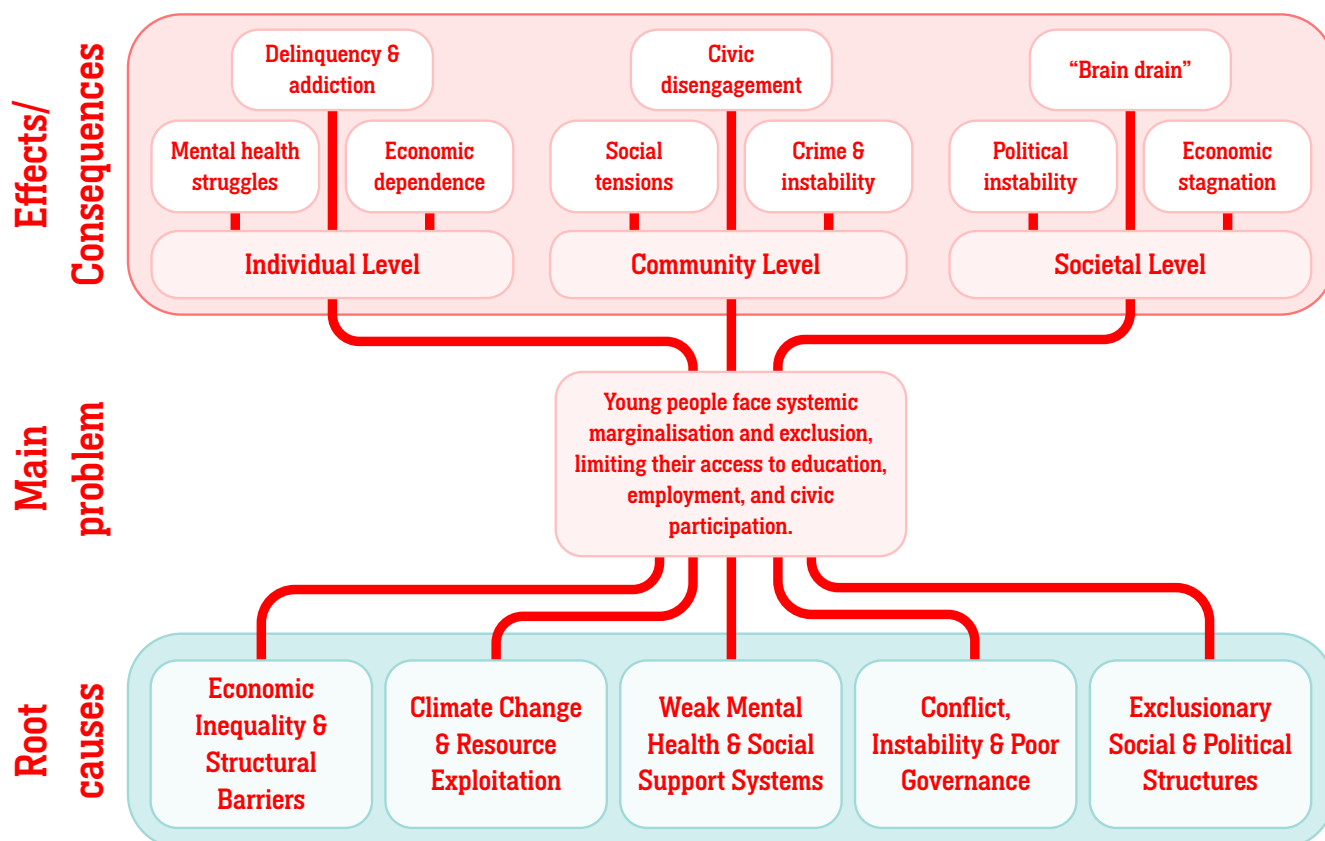


17 PARTNERSHIPS FOR THE GOALS



CHALLENGES FOR YOUNG PEOPLE

Based on analyses with partner organisations and insights from young people, a problem tree was developed to illustrate the main challenges young people face today. It outlines the main problem, its root causes, and its consequences. The tree highlights how systemic issues —such as exclusion, inequality, and instability— limit young people’s potential and undermine broader social and economic resilience.

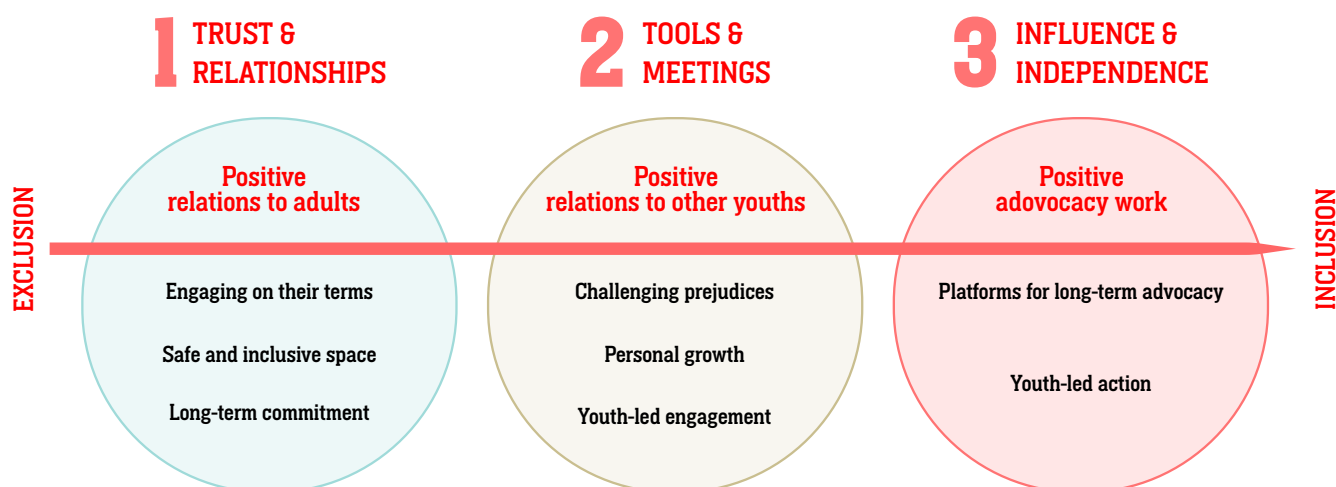


PROGRAMME APPROACH



MODEL FOR YOUTH PARTICIPATION

Many young people struggle with a lack of trust in society and feel a limited sense of hope for the future. They may feel disconnected, believing that society is working against them, and often lack positive relationships with adults. Fryshuset's model strengthens young people by equipping them with the tools to navigate existing systems, increasing resilience against structural discrimination while fostering active citizenship.



1 TRUST & RELATIONSHIPS

The aim is for young people to trust and have positive relationships with adults within and beyond the programme (e.g., community members, politicians, teachers, family).

This will be achieved by:

- Engaging young people on their terms, meeting them in their environments and gradually building trust.
- Creating safe and inclusive spaces, often facilitated by community-based and representative leadership.
- Ensuring long-term commitment, recognising that young people need stability and sustained support rather than short-term interventions.

2 ENCOUNTERS & EMPOWERMENT

The aim is for young people to foster positive relationships and influence peers by leading and organising youth-driven activities and learning sessions, while serving as trusted role models.

This will be achieved by:

- Challenging prejudices and fostering mutual understanding through dialogue and shared experiences.
- Supporting personal growth by providing opportunities for young people to develop in areas they are passionate about.
- Encouraging youth-led engagement, where young people actively participate in learning sessions, drive initiatives, and serve as trusted role models for their peers.

3 INFLUENCE & INDEPENDENCE

The aim is for young people to demonstrate independence and positively influence their global communities through advocacy.

This will be achieved by:

- Providing platforms for long-term engagement and advocacy, ensuring young people have a voice in shaping their communities.
- Supporting youth-led action, from launching initiatives to influencing policy and decision-making.



PARTNERSHIPS FOR SUSTAINABLE IMPACT



The programme partnerships are grounded in mutual learning, co-creation, and a deep respect for realities. Together with our partner organisations, we design and adapt activities to reflect the specific needs of young people and the conditions on the ground. This collaborative process ensures that methods are not only relevant and effective but also sustainable and responsive. The following initiatives outline how we will support and strengthen each other through shared knowledge, tailored capacity-building, and continuous feedback.

FRYSHUSET'S ROLE AND EXPERIENCE

Fryshuset's added value lies in its extensive experience and established methodologies in youth participation and inclusion. We engage in initiatives and partnerships only where we can meaningfully contribute through the knowledge, experience, and methods developed over 40 years of working with marginalised young people within the areas of:

- **Youth culture:** Empowering young people through meaningful recreational activities that support physical and mental well-being while fostering social cohesion. Our inclusive, creative methods help them explore passions, connect with peers, and engage in community life.
- **Social programmes:** Strengthening young people's resilience and providing tools to shape their own futures. We focus on reaching marginalised groups and creating positive change in contexts often viewed as difficult.
- **Work & entrepreneurship:** Supporting young people to build sustainable livelihoods, whether as employees, entrepreneurs, or innovators, based on their aspirations and context.
- **Schools:** Fryshuset's schools (three compulsory schools, one upper secondary school, two vocational schools, and one folk high school) serve over 2,500 students aged 6–19, providing inclusive learning environments for all, regardless of background.
- **Governance & administration, communication & marketing, and HR:** These core areas are crucial for strengthening civil society organisations and ensuring long-term, sustainable impact.



FRYSHUSET



PARTNER ORGANISATIONS



YOUNG PEOPLE

PARTNER ORGANISATIONS

Through this programme they will achieve:



Respectful engagement: Engage with young people in ways that build trust, show attentiveness, and foster understanding in safe, inclusive environments.



Inclusive representation: Ensure their work actively involves marginalised and under-represented young people, reflecting their experiences and needs in both staffing and programming.



Relevant and sustainable programmes: Design and deliver initiatives that are meaningful, attractive, and impactful for young people, while also contributing to broader advocacy and policy change.



Strong operations and staff support: Strengthen organisational systems and staff capacity to ensure effective, sustainable, and resilient operations.

FRYSHUSET

During this programme the focus will be to assist with:



Capacity-building trainings: Tailored training programmes, including Training of Trainers, will be offered based on partners' needs. These may be delivered online or in person, in Sweden or in partner countries, and are designed to build long-term capacity within each organisation.



Tailored resources and tools: Existing materials will be adapted and new ones co-created to ensure they are locally relevant, practical, and aligned with the realities faced by each partner organisation.



Peer learning platforms: We will facilitate spaces for partners to share experiences, learn from one another, and strengthen collaboration across the network.



Monitoring and feedback systems: Partners will receive support to establish integrated systems for collecting and analysing data on programme quality, youth engagement, and organisational performance, incorporating regular feedback from young people and stakeholders.

LOCAL PARTNERSHIPS

EMPOWERING LOCAL PARTNER ORGANISATION

This programme aims to work internationally across five countries. It will be implemented through strategic collaborations with local organisations, focusing on strengthening youth empowerment and driving sustainable change at the local level.

By combining Fryshuset's expertise with the deep community knowledge of our partners, we create inclusive opportunities for young people to lead, innovate, and build resilient societies.

In the following section, we will introduce our partners and provide examples of how we will collaborate to achieve tangible impact.



EASTERN PARTNERSHIP REGION (EAP)

Fryshuset has been actively engaged in the Eastern Partnership (EaP) region since 2015, with a focus on Armenia, Moldova, and Ukraine. Our work prioritises youth participation, leadership development, and capacity building in both formal and non-formal education. By collaborating with local partners, we empower young people and contribute to strengthening civil society.

Fryshuset is also an established delegate in the Eastern Partnership Civil Society Forum.

Armenia

In Armenia, our partner is **Armenian Progressive Youth (APY)**, based in Yerevan. Established in 2009, APY's mission is to foster youth engagement in decision-making and leadership development. APY is committed to creating safe and inclusive spaces for marginalised youth, including women, LGBTQ+ individuals, ethnic minorities, refugees, and people with disabilities. Within the Sida programme, APY will build on the success of the Alternative Youth Centre in Yerevan to work in underserved rural and urban areas. These new spaces will empower marginalised young people through leadership training, advocacy, and community projects, fostering a new generation of activists committed to building a more inclusive and democratic Armenian society.

Moldova

In Moldova, we partner with **Institute for Rural Initiatives (iRi)** and **Urban Spirit Family**. iRi, established in 2003, promotes socio-economic development in rural communities by enhancing civic engagement and public accountability. Their programme will train young people to collaborate with local authorities, foster civic participation, and improve rural services. Urban Spirit Family, based in Chisinau, uses hip-hop and street culture to support youth development, they will aim to reduce social isolation, integrate vulnerable groups, and promote mental well-being through physical activity, arts and educational programmes.

Ukraine

In Ukraine, we collaborate with **STAN**, an organisation focused on human rights, peacebuilding, and youth empowerment. STAN operates across the entire territory controlled by the Ukrainian government through a wide-reaching network. Their work centres on advocating for democracy, equality, and inclusion, with a strong emphasis on supporting vulnerable groups such as internally displaced youth, war veterans, people with disabilities, and LGBTQ+ individuals. Through the Sida programme they aim to support young civil society leaders who will emerge as mission-driven advocates, shaping their communities and amplifying the voices of young Ukrainians. The initiative will also enhance social cohesion and accelerate the integration of marginalised groups, including vulnerable women, national minorities, and those affected by conflict.

ETHIOPIA AND KENYA

Fryshuset's collaboration in Eastern Africa dates back to 2015 when we started working with a local partner organisation in Kenya, with a strong emphasis on empowering young people in Nairobi's informal settlements and promoting sexual and reproductive health among young girls and boys. As a natural extension of this work, we are now expanding our efforts into Ethiopia. Our focus in both countries remains on leadership, civic engagement, and driving meaningful social change among youth.

Ethiopia

In Ethiopia, we partner with Megabi Skate, a non-profit organisation established in 2007 in Addis Ababa. Megabi Skate is dedicated to creating a better future for youth through art, music, and skateboarding. The programme will expand Megabi's facilities, providing a safe environment for inner-city young people to learn and thrive. Activities will include tutoring, computer literacy, and music production, prioritising vulnerable children and equipping them to become changemakers in their community. By the end of the programme, Megabi Skate will provide a secure, creative, and empowering environment that nurtures self-worth and leadership among vulnerable young people.

Kenya

In Kenya, our partner is Mwelu Foundation, established in 2007 to empower young people in Nairobi's Mathare slum. Through photography, filmmaking, and educational outreach, Mwelu Foundation fosters self-expression, personal development, and community engagement among youth. The Sida programme will develop a generation of young leaders capable of driving positive social change and advocating for a more just and equitable society, ensuring they become active agents in shaping their futures.



FUNDRAISING

The total budget for this programme is 40 million SEK over 3 years, of which Sida requires Fryshuset to secure 15% of the total amount as own contribution. Fryshuset is seeking strategic partnerships with private sector companies (as well as foundations, and philanthropists) that align with its mission to create meaningful and lasting change for young people globally. By collaborating with Fryshuset, companies can drive social impact, strengthen their brand, and engage with the next generation of consumers and leaders.

Why Partner with Fryshuset?

- Enhance Corporate Social Responsibility (CSR) & Environmental, Social and Governance (ESG) Goals.
- Gain positive brand association by supporting impactful initiatives.
- Connect with engaged and passionate young people.

Full Proposal and Extra Material



fryshuset.se/plats/global/sida

Your Impact in Action

By partnering with Fryshuset, you can directly contribute to expanding access to education and skill-building programmes for thousands of young people, supporting youth entrepreneurship, creativity, and employment opportunities, fostering peacebuilding efforts that empower young people to become leaders in conflict-affected areas, and creating communities where young people feel safe, heard, and supported.

Let's Create Change Together

Join us in building a future where every young person has the opportunity to thrive. We invite your company to be a catalyst for transformation by investing in the next generation through Fryshuset. Let's discuss how we can align our efforts and create a partnership that drives both social and business value

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