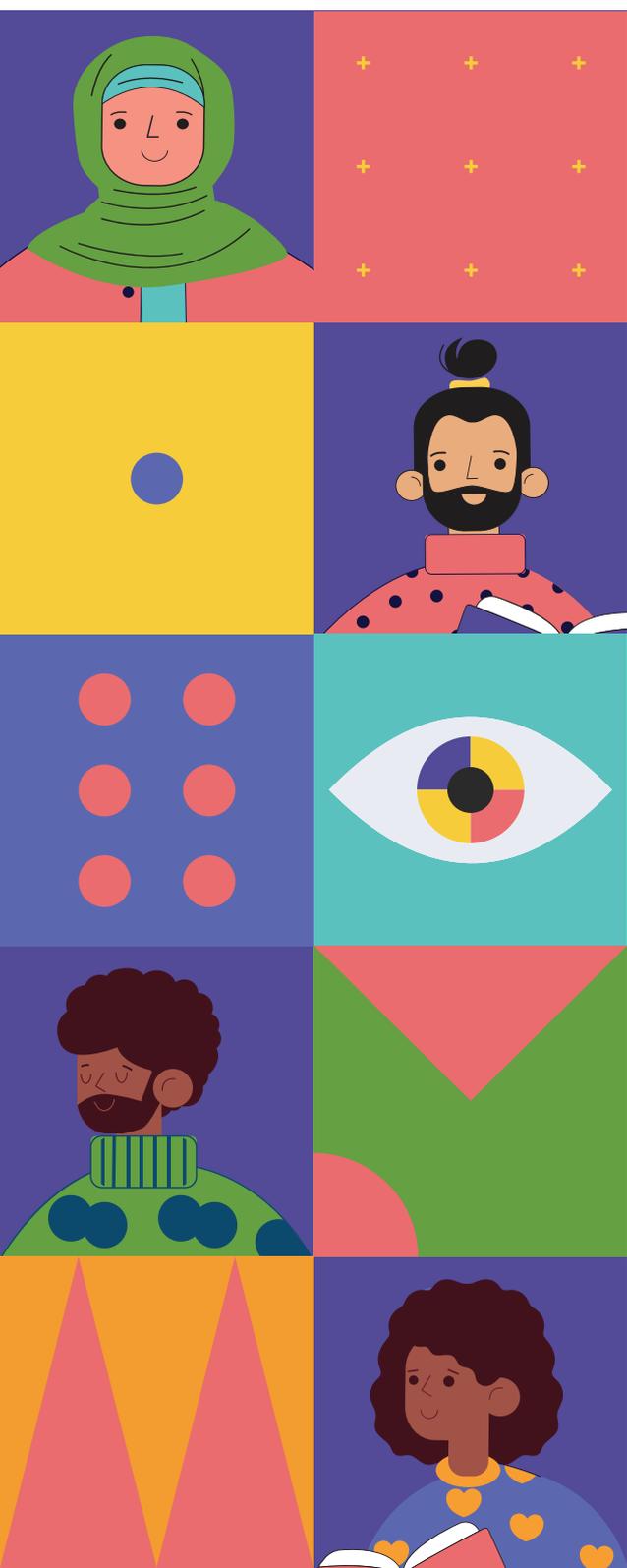




INCLUSION EDUCATION



HOW TO ESTABLISH A NETWORK
OF INCLUSION AND DIVERSITY
AMBASSADORS?



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INCLUSION EDUCATION

 AGENCY FOR
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Enriching lives, opening minds.

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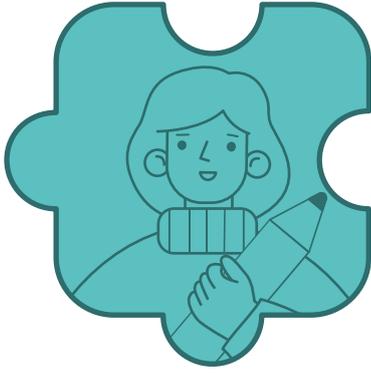


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Introduction

The purpose of this publication is to provide an insightful overview and propose a roadmap for establishment of a national network of Inclusion and Diversity Ambassadors (ID Ambassadors). It is based on the experiences of the [Agency for Mobility and EU Programmes](#) (AMEUP), the institution responsible for implementation of the [Erasmus+](#) and [European Solidarity Corps](#) (ESC) programmes in Croatia.

It is worth noting that in Croatia the network serves the goal of promoting inclusion and diversity in both the Erasmus+ and ESC programmes. Even though this publication will primarily reference Erasmus+, the information and guidelines presented here are equally applicable to the ESC programme.

Inclusion and Diversity in Erasmus+

Erasmus+ is the European Union's largest programme for education, training, youth and sport, rooted in a firm commitment to promoting inclusion and diversity. It provides diverse opportunities for learning mobility and collaboration across sectors, such as school education (SCH), vocational education and training (VET), higher education (HED), adult education (ADU), and youth (YOU). The programme is open to individuals of all backgrounds and organisations of various profiles active in the fields of education, training, youth and sport.

National agencies responsible for implementation of Erasmus+ appoint Inclusion and Diversity Officers (ID Officers) to guide and assist those interested in implementation of inclusive projects. On an international level, ID Officers are supported by two SALTO resource centres: [SALTO Inclusion and Diversity \(Education and Training\)](#) and [SALTO Inclusion and Diversity \(Youth\)](#). Both serve as a valuable resource hub and equip ID Officers with various tools.





Inclusion and Diversity Ambassadors

As part of its inclusive efforts (elaborated in greater detail in the [Inclusion and Diversity Strategy](#)), AMEUP set up a network of ID Ambassadors, who play a crucial role in raising awareness about the importance of inclusion and diversity as programme priorities. This publication aims to share the valuable insights gained from this process and provides step-by-step guidance based on the experience of AMEUP.

How it All Started

Much like other national agencies, AMEUP's mission involved promoting inclusion and diversity through joint efforts of Programme and ID Officers. To enhance visibility, attract a broader range of beneficiaries, and highlight inclusive projects, AMEUP established a network of ID Ambassadors across all Erasmus+ and ESC fields (SCH, VET, HED, ADU, YOU). Collaboration with a team of 12 ambassadors kickstarted in 2021.

About ID Ambassadors

The ID Ambassadors are organisations or individuals that have demonstrated exceptional expertise in implementing inclusive projects or in working with individuals with fewer opportunities. The Network of ID Ambassadors comprises two representatives per programme field (SCH, VET, HED, ADU, YOU and ESC), ensuring a dedicated network that effectively connects with the beneficiaries. Their role involves motivating, supporting and guiding applicants to maximise the inclusive and diverse aspects of the Erasmus+ programme.



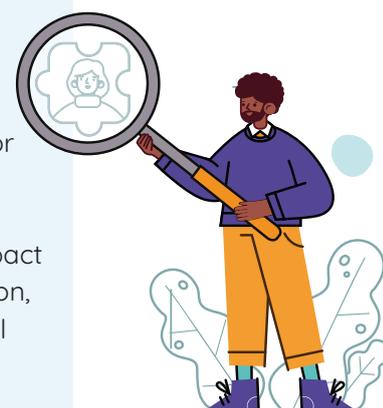
The Success of the Network of ID Ambassadors

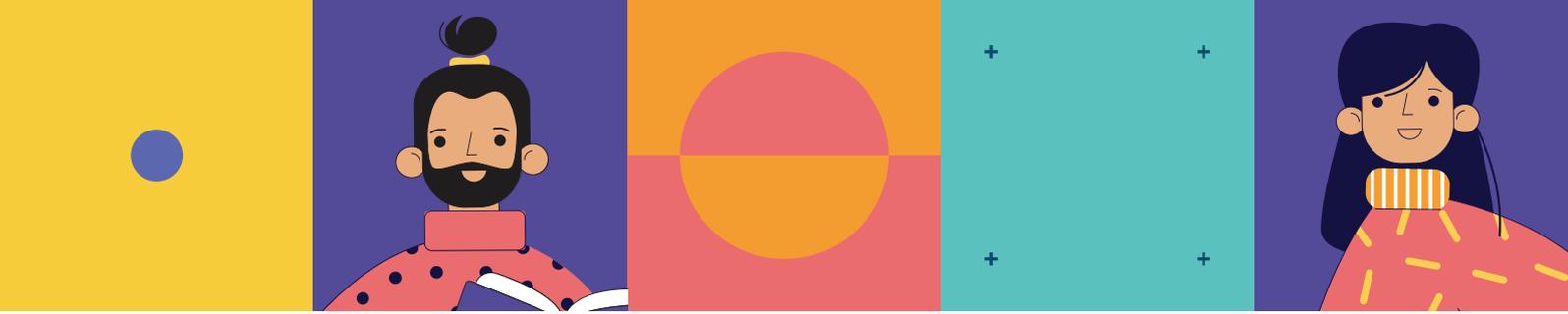
Over a period of two years (2021 and 2022), the ID Ambassadors organised and conducted close to 60 events, both onsite and online. The ambassadors have also been instrumental in extensively promoting the importance of inclusion and diversity through various channels, including social and traditional media. These efforts have resulted in the engagement of 2400 individuals who were involved in the events organised by ambassadors.

In the first year of their involvement, AMEUP invited the ambassadors to a **series of interviews**. This served as a platform for the ambassadors and individuals with fewer opportunities to share their inspiring stories and highlight how Erasmus+ was an opportunity for learning and personal growth, but also a life-changing experience.

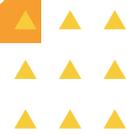
Benefits of Establishing a Network of ID Ambassadors

- **Amplified outreach and enhanced visibility:** The ambassadors act as influential advocates and help spread the Erasmus+ message to a wider range of communities and places. Their work increases the visibility of the programme.
- **Targeted engagement:** The ambassadors understand local needs, so they can reach out to groups that might need more support.
- **Inspiration:** The ambassadors share their success stories that inspire potential beneficiaries to overcome obstacles and seize Erasmus+ opportunities.
- **Fostering collaboration:** The ambassadors facilitate collaboration among stakeholders and current and potential beneficiaries, maintaining a platform for sharing knowledge and best practices.
- **Personal and professional development:** In addition to making a positive impact on the lives of others, ambassadors derive a deep sense of personal satisfaction, while participation in the network also allows them to expand their professional network and access training opportunities offered by the NA.





A Step-by-Step Guide on How to Set Up a Network of ID Ambassadors



1

Define your network objectives clearly. Do you aim to raise Erasmus+ inclusion awareness? Engage directly with individuals facing fewer opportunities? Or attract organisations for inclusive projects? Clearly articulate your objectives to ease your NA's assessment of the network's success and impact.

2

Establish well-defined selection criteria for your country's ID Ambassadors. Base criteria on their expertise in inclusion and diversity, experience with Erasmus+, communication and networking skills and strong local partnerships.

Potential criteria:

- ▶ A comprehensive understanding of the objectives and priorities of the Erasmus+ programme, particularly of specific field priorities.
- ▶ Proven experience in establishing connections and engaging with local and regional authorities, civil society, and other relevant stakeholders within the chosen programme field (SCH, VET, HED, ADU, YOU).
- ▶ Excellent presentation, organisation, digital communication, and interpersonal skills.
- ▶ A high level of motivation to support both current and potential beneficiaries.
- ▶ Sound knowledge of the English language, both written and spoken.



3



Initiate the recruitment process by designing the application procedure and evaluation and monitoring scheme. Reach out to potential ambassadors through a public call or by targeting specific organisations or individuals.

Tips:

- ▶ Facilitate effective collaboration across various programme fields
- ▶ Empower Programme Officers to identify outstanding candidates
- ▶ Evaluate their prior contributions to inclusion and diversity in Erasmus+
- ▶ Approach selected candidates directly



4



Formally appoint and onboard ID Ambassadors. Draft a formal appointment letter and conduct an induction meeting to kick-start their roles. Facilitate introductions, clarify responsibilities and align expectations for a successful collaboration. Hold biannual meetings at the beginning and mid-term to ensure ongoing excellent communication.

A Objectives of the network

B Selection criteria

- Expertise in inclusion and diversity
- Experience with the Erasmus+ programme
- Strong communication and networking skills

C Recruitment process

- Advertising and outreach strategies
- Application and evaluation process

D Appointment and onboarding

- Formal appointment letter
- Induction and training
- Clarification of roles and responsibilities





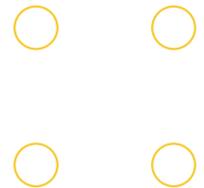
The ID Ambassadors' Roles and Responsibilities



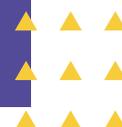
The ID Ambassadors can take on the following roles:

- **Organising a set number of onsite events** (e.g., at least two events per year)
- **Contributing to or participating in a specific number of events organised by the NA or other stakeholders** (e.g., at least one such event)
- **Promoting inclusion and diversity through various online channels**, including traditional media and social platforms
- **Disseminating informational and promotional materials** produced by the NA
- **Participating in additional events at the request of the NA** (e.g., thematic monitoring meetings, training and cooperation activities, international events etc.)

It is important to note that the ID Ambassadors can be financially compensated for their work (e.g., using the management fee).

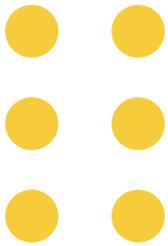


Tips and Tricks for Running a Successful Network of ID Ambassadors



- A Maintain effective communication with Ambassadors.** Schedule regular kick-off and mid-term meetings and stay open to additional meetings upon request to strengthen collaborative partnership.
- B Provide continuous support and resources to Ambassadors.** Share relevant information, materials and resources to enhance their work. Create informational materials, videos and pre-made social media posts. Involve ambassadors in events and cooperation activities to streamline messaging. Invest in their professional development to elevate the quality of their work.
- C Foster collaboration and knowledge sharing among ID Ambassadors.** Create opportunities for bonding, cultivating team identity and exchanging experiences.
- D Establish monitoring and evaluation mechanisms:** Outline clear performance indicators, targets and feedback mechanisms. Utilise online forms to collect quantitative and qualitative data, including outreach numbers, event statistics, activity descriptions and insights into the impact of their work.
- E Recognise and celebrate achievements:**
- **Appreciation:** Acknowledge ambassador achievements by distributing thank-you certificates or organizing ID awards ceremonies.
 - **Showcasing:** Promote the network's work and individual ambassador achievements by sharing success stories through media, newsletters, and events.





Conclusion

Establishing a network of ID Ambassadors is no small feat, yet it is an exciting initiative and journey. We trust this publication has provided valuable insights for your endeavour. Together we can make the Erasmus+ programme more inclusive and diverse!

Should you need assistance or further information while setting up your network, feel free to reach out to the [SALTO Resource Centre for Inclusion and Diversity \(Education and Training\)](#).

