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Creating Change Together

Stories, Methods and Tools from the
DoUth Masterclass Journey

Activism | Doughnut Economy | Social Entrepreneurship
Prepared by Centre for Youth Work (CZOR)
November, 2025



Introduction

This story captures the full cycle of learning, collaboration, and capacity strengthening achieved through the **three masterclasses** implemented by CZOR within the **DoYou(th) project**. The document follows the journey from initial partner-led online workshops, through identification of needs among youth workers in the Western Balkan region, to the design and delivery of three in-depth masterclasses on **Activism, Doughnut Economy** and **Social Entrepreneurship**.

It brings together insights from partners, participant evaluations, learning outcomes, and reflections on what this process has contributed to youth work practice regionally. The goal is to illustrate not only what was delivered, but also **why it mattered** and how it generated new competencies, networks and opportunities for long-term impact.

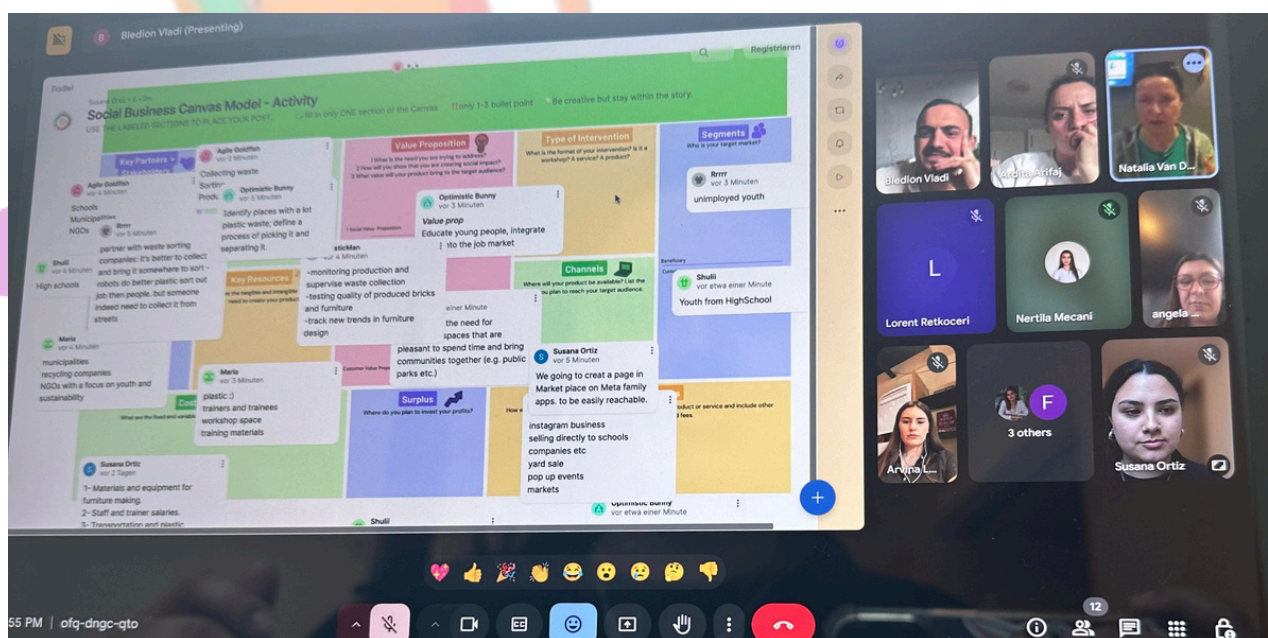
This material was created within the project DoYou(th), funded by the European Union. The project is implemented by SIT Center for Counseling, Social Services and Research (Kosovo*), Act for Society Center (Albania), Centre for youth work - CZOR (Serbia), Institute for Population and Development (Bosnia and Herzegovina), in cooperation with MasterPeace (Netherlands) and Growunited (Germany). The views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union.

Insights from partner-led workshops

Before developing the masterclasses, project partners implemented **introductory online sessions** on the three methodologies. These workshops provided essential information on the baseline level of familiarity with the concepts, the readiness of youth workers to apply them, and the challenges they face in their local contexts.

The three introductory workshops, delivered by Growunited, SIT and Act for Society offered a clear picture of participants' baseline knowledge, learning preferences, and the methodological elements that youth workers find most relevant.

These findings served as the foundation for designing the masterclass programme, ensuring that the advanced trainings – masterclasses responded directly to the needs identified by both trainers and participants.



Insights from partner-led workshops

Social Entrepreneurship (Growunited)

Participants responded well to the combination of brief theory and practical, “learn-by-doing” activities, especially real-life examples and interactive tools such as Kahoot. The workshop highlighted that youth workers need more time for applied exercises and clearer guidance on using tools like Ikigai and the Social Business Model Canvas. Partners emphasised that the topic has strong potential in the region, as it connects young people’s desire for social purpose with sustainable livelihood opportunities.

Artivism (Act for Society)

The Artivism workshop confirmed that creativity-based methods strongly resonate with youth workers. Hands-on exercises were the most engaging element, while participants expressed interest in exploring digital art tools and having more time for practice. Partners noted that Artivism’s greatest strength lies in its versatility: it offers accessible and diverse formats that allow young people to express themselves and engage in social change in ways that feel authentic to them.

Doughnut Economy (SIT)

The Doughnut Economy session showed exceptionally high engagement. Interactive exercises, case studies and peer discussions helped participants quickly see how the model can be applied within CSOs and community work. SIT recommended extending practical components and integrating more local examples. Partners see substantial potential for this methodology in empowering young people to think systemically and respond to social and environmental challenges with sustainable solutions.

Insights from participant evaluations: Needs and Expectations

Participant evaluations reinforced and deepened the patterns identified by partners. Overall, while introductory workshops sparked interest, many youth workers felt they needed more advanced, structured, and practical training to meaningfully apply these methodologies in their work.

Several consistent needs emerged across all topics:

A stronger focus on practice rather than theory

Participants asked for concrete tools, templates and examples directly applicable in youth work.

Clearer methodological guidance

Many noted they were unsure how to translate the methods into practice, requesting step-by-step guidance.

Deeper and more advanced content

Participants wanted deeper insights, region-specific examples, and more opportunities to test and practice the methodologies.

Interest in digital tools and cross-topic integration

There was strong interest in digital activism, real municipal applications of the Doughnut model, youth-led SE pathways, and combining the three methodologies into integrated programmes.

Desire for more interaction and peer exchange

Participants asked for more discussions, breakout activities, Q&A moments and peer learning opportunities.

Transition to Masterclass Design

Taken together, the partner and participant evaluations highlighted the same core message:

youth workers want structured, practice-oriented, context-specific training that gives them functional tools - not just conceptual introductions.

These findings guided CZOR in designing the masterclasses:

- with clearer learning outcomes,
- expanded practical components,
- stronger methodological grounding,
- and regionally relevant examples.

This ensured that the masterclasses directly addressed the gaps identified in the initial workshops and responded to the actual needs of youth workers across the Western Balkans.

Based on the combined insights from partners and participants, CZOR developed a coherent training programme that offered in-depth, practice-oriented masterclasses for youth workers across the Western Balkans.

Designing the Masterclasses

Purpose and approach

The masterclasses were designed to:

- strengthen the competencies of youth workers to use innovative methodologies in their daily practice
- create space for regional learning and cooperation
- offer concrete tools and facilitation techniques aligned with Douth handbooks
- ensure long-term applicability and relevance within diverse youth work settings.

Each masterclass followed a structured progression: conceptual grounding, guided practice, hands-on group work, and reflection.

Aims and learning outcomes

Social Entrepreneurship	<p>Youth workers use social entrepreneurship as a simple, practical method to help young people identify real social/community problems; design small, sustainable solutions; take ownership and lead local micro-initiatives; build agency, creativity and problem-solving skills</p>
Activism	<p>Understand activism as a creative tool for youth empowerment. Learn how to guide young people from emotion → message → artistic expression. Learn how to build safety and trust in creative processes. Practice how to design low-risk, high-impact micro activism actions. Experience activism through practical examples.</p>
Doughnut Economy	<p>Understand the Doughnut model in a practical and youth-relevant way. Connect the model to real challenges young people face. Design different Doughnut-based activities. Learn how to empower youth to connect local issues with global sustainability.</p>

Participants and Representation

The masterclasses gathered 28 youth workers representing 4 organisations from Western Balkan region (Serbia, Bosnia and Herzegovina, Albania and Kosovo*). This ensured diversity of perspectives and strengthened cross-country exchange.

Use of Douth Handbooks

All trainings were built around the three official Douth handbooks, available online in English and other project consortium languages (Albanian, Serbian, Bosnian, German). Participants were encouraged to explore and use them as open-source resources in their own programmes.

You can find the handbooks in English [here](#).

Facilitation team

The masterclasses were designed and delivered by the CZOR team, as the partner with more than 20 years of experience in conducting youth workers' educational programmes; ensuring methodological consistency, high-quality facilitation and alignment with youth work standards in the region.

Implementation

The three masterclasses were implemented as highly interactive, practice-oriented online sessions. Each masterclass followed a structured learning flow: a short grounding introduction, experience-based activities, small-group work, guided reflection, and an interactive evaluation. This approach ensured that participants not only understood the concepts but also practiced applying them to real youth work scenarios.

Although each masterclass focused on a different methodology, the implementation revealed strong thematic overlap:

- All three emphasised youth ownership and agency, encouraging youth workers to step into a facilitator role rather than a directive one.
- Each session relied on interactive methods – breakout rooms, visual tools, prototyping, and real-life scenarios – to transform concepts into practice.
- Digital engagement tools (Mentimeter, Padlet, Canva) were used consistently, demonstrating how online formats can enhance reflection, creativity, and participation.
- The sessions modelled the very pedagogies they promote – co-creation, experiential learning, rapid prototyping, and the use of youth-relevant metaphors and visuals.

Together, the masterclasses provided a coherent training experience that supported youth workers in developing practical competencies across creativity, sustainability, and social innovation.

Artivism Masterclass



The Artivism session explored how creative expression can empower young people to articulate values, emotions, and social messages safely. The masterclass introduced the core logic of Artivism — identity + emotion + message + medium + safe visibility — and immediately transferred this into practice.

Participants created symbolic self-portraits, analysed examples of visual activism, and worked in breakout groups using a “Feeling → Message → Medium” model to design low-risk micro-activism actions. The session placed strong emphasis on trust-building, psychological safety, and youth ownership, reflecting real conditions in youth work settings.

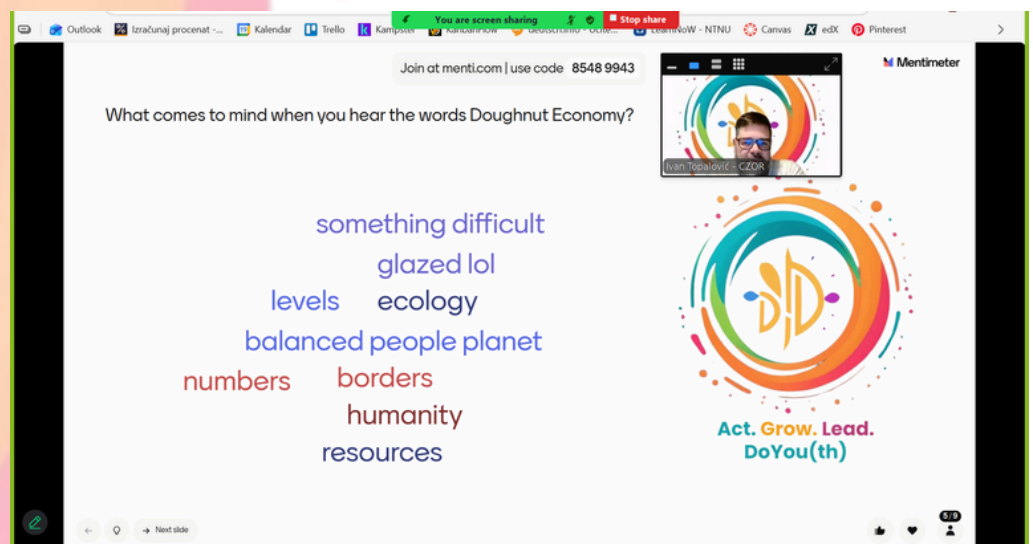
Artivism principles helped participants understand how to translate creative engagement into meaningful youth-led action. Mentimeter reflections at the end highlighted that participants appreciated the session’s clarity, the concrete examples, and the accessible format.

Doughnut Economy Masterclass

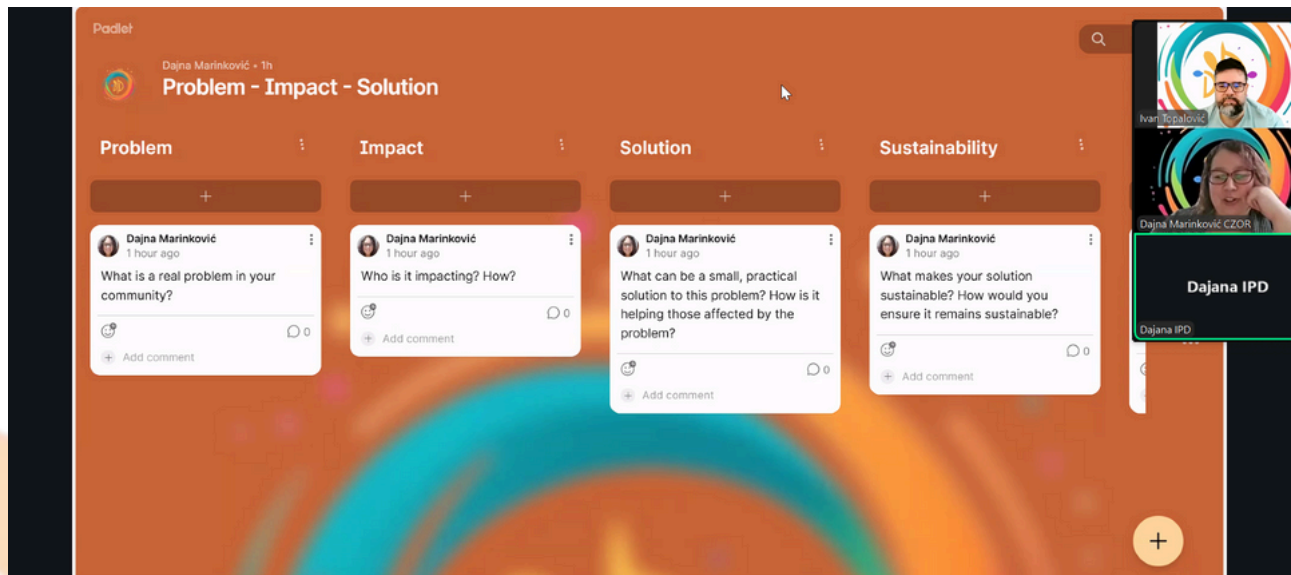
The Doughnut Economy masterclass helped youth workers connect Kate Raworth's model to real community challenges faced by young people. Rather than focusing on theory, the session centered on applied systems thinking, using youth-relevant scenarios such as fast fashion, digital overload, waste, and limited urban green spaces.

Participants worked in breakout groups to design practical youth-led activities targeting the social foundation, ecological ceiling, and “win-win” solutions that improve both. The session also introduced the Four Doughnut Lenses, enabling a deeper understanding of how youth work can bridge local well-being with planetary boundaries.

Through case examples, mapping tasks, and collaborative problem-solving, participants practiced how to design activities that encourage youth ownership, critical thinking, and ecological awareness. The closing evaluation confirmed that the visual clarity of the model and the actionable examples helped youth workers see how to embed the Doughnut framework in their programmes.



Social Entrepreneurship Masterclass



The Social Entrepreneurship masterclass focused on helping youth workers use SE as a practical method for guiding young people from problem → idea → action. The session broke down social entrepreneurship into simple, youth-friendly elements, contrasting it with charity models, traditional businesses, and one-off projects.

Through Padlet-based group work, participants identified real community problems, mapped who is affected, and proposed small, sustainable youth-led solutions. The approach reinforced key SE principles: youth agency, creative problem-solving, visible impact, and long-term engagement.

The session positioned social entrepreneurship as a tool that blends social responsibility with practical innovation, enabling youth workers to support young people in turning local issues into small-scale initiatives that build skills, confidence, and community connection.

Inside the Masterclass experience

The masterclasses offered youth workers a space to explore new methodologies through practice, reflection, and peer learning. Across all three topics, participants highlighted that the most valuable elements were the interactive tasks, real-life examples, and the opportunity to translate concepts into concrete youth work activities. At the same time, their feedback pointed to clear areas for deepening future sessions, including more advanced content, clearer methodological steps, and additional time for structured practice.

“ Really liked the hands-on methodology. ”

“ Great experience – looking forward to the next opportunity to join you in this project! ”

“ I feel motivated to start something new with my group. ”

“ Great energy and very practical sessions. ”

Mentimeter reflections further confirmed that participants left the sessions inspired, better informed, and motivated to test the methods in their communities.

One thing I will take back to my youth work practice is...

Good practice and knowledge	great ideas to implement among our youth groups
Think on more different levels	Two examples from Sarajevo and Novisad
new ideas for activities with young people that have more meaning than just education and skills	Expand some projects regionally. Implement doughnut economy more in our project proposals
New perspective and ideas	Keep it short and simple. Activism is all around us
More information for activism	💎💎💎💎
🍌🍌🍌	You as an inspiration!
Start every project with a real problem young people care about	New ideas
Mapping ideas	Sustainability can be simple »
Youth ownership	Money makes the world go round
Simple activities can have impact	Let young people lead
Motivation to find solutions for big problems even when resources are limited	New approach to working with youth
New project ideas	



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What comes next?

The masterclasses are only the beginning.

In the next project phase, youth workers across the Western Balkan region will apply these tools with young people, generate new examples, and contribute to shared learning across the DoUth network.

Acknowledgments

We thank all youth workers, partner organisations and facilitators who contributed to designing, delivering and strengthening the masterclasses.

Your reflections, creativity and commitment continue to shape this project. Thank you for being part of the DoUth journey!

