



INTERNATIONALE AKADEMIE BERLIN

für innovative Pädagogik, Psychologie und Ökonomie gGmbH (INA)

Empowerment:

Or how people gain greater control over their individual and collective lives and contribute actively to the advancement of society

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International Summer Academy Cottbus, 7th July 2014

Updated: January 2019

Content

- 1. Introduction: The context**
- 2. Origins of the term “empowerment”**
- 3. Empowerment: Definitions, key dimensions and different levels**
- 4. Empowerment: The multi-dimensional and multi-level approach in practice**
- 5. Conclusions**

1. Introduction: The context

- **Participation, empowerment and sustainable development**
- **Involvement of local communities in the field of World Heritage**
- **Role of empowerment in Heritage Studies**

2. Origins of the term “empowerment” in the 1970s in the United States

- Civil rights movement
- Black power feminist movement
- Community-based social work
- Conservative thinkers in the United States:
„Doing away with the welfare state“

3. Empowerment: Definitions, key dimensions and different levels

Perspectives:

- Self-empowerment of people affected by power- and helplessness and exclusion**
- Empowerment as professional support for gaining autonomy, self-determination and capacity to act**

3. Empowerment: Definitions, key dimensions and different levels

- **How organisations active in the international cooperation and development work define empowerment (World Bank, UN, Oxfam, Heinrich Böll Foundation, Barrow Cadbury Trust)**
- **Understanding of empowerment in social sciences as a multi-disciplinary approach**

Empowerment

Reflections on „Power“ – the key part in the term empowerment:

„Power“ is understood in a positive sense as the rights of access to and control over resources as well as decisional and structural capacities...

Power is the power to change ... the potential to transform

Empowerment

- Psychological (individual/personal) empowerment – „power within“
- Social empowerment - „power with“
- Political empowerment – „power over“
- Cultural empowerment
- Legal empowerment
- Economic empowerment

Empowerment

- **Defining empowerment on the descriptive level**
- **Developing a referential framework and analytic instrument for measuring empowerment-related processes and outcomes**

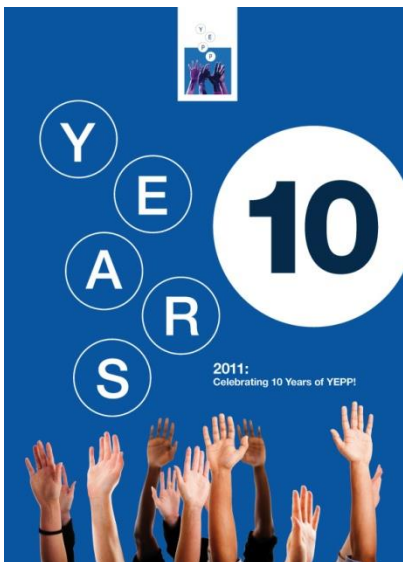
Empowerment

Empowerment concept and approach reflected in the light of its conceptual understanding of human being – its „Menschenbild“:

→ The empowerment concept initiated a shift of paradigm – from deficit-orientation to resource-orientation!

4. Empowerment: The multi-dimensional and multi-level concept in practice

Empowerment refers to all those processes that lead citizens – including young people - *to taking responsibility for, control and ownership of their individual and collective lives and destinies; having the ability and the power to contribute effectively to the advancement of their communities and society at large thus building active and sustainable communities based on social justice and mutual respect, solidarity and cooperation. It is about having access to an array of opportunities to choose among.*



Community and youth empowerment in marginalised communities across Europe

For example:

The “YEPP” approach and methodology



Context: What is „YEPP“

“YEPP” is a well-tested and widely recognised concept of change. It achieves youth and community empowerment, civic engagement and active citizenship in disadvantaged areas and regions across Europe.

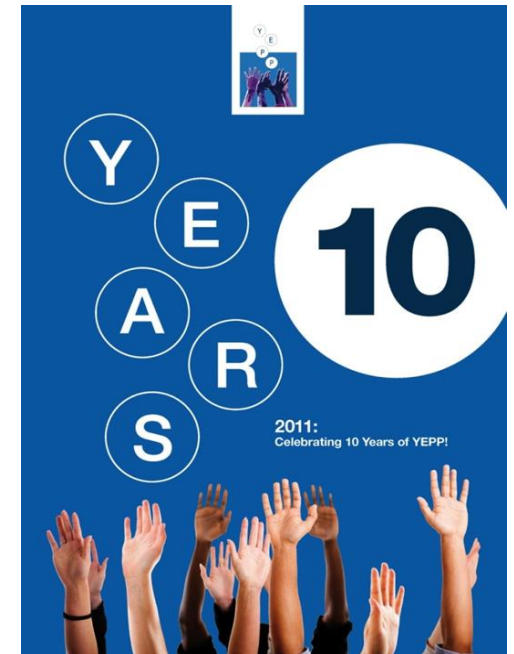
It grew out of the Youth Empowerment Partnership Programme - YEPP.



The Youth Empowerment Partnership Programme

A programme implemented for 10 years (2001 – 2011) in 18 disadvantaged communities in 8 European countries.

A joint initiative of a group of independent European and US foundations, the OECD and the International Academy for innovative Pedagogy, Psychology and Economics (INA) gGmbH at the Freie Universität Berlin



Mission:

To develop a sustainable, participatory process that creates an active civil society with disadvantaged youth and the communities they live in.

YEPP Local Sites

Ireland

Dublin North
Inner City

Italy

Albenga
Genoa-
Cornigliano
La Spezia
Langhe
Loano
Turin Mirafiori
Turin Porta
Palazzo

Slovakia

Kecerovce-Oľšava

Belgium

Antwerp-North

Finland

Kristinestad
Kimito Island
Västaboland

Poland

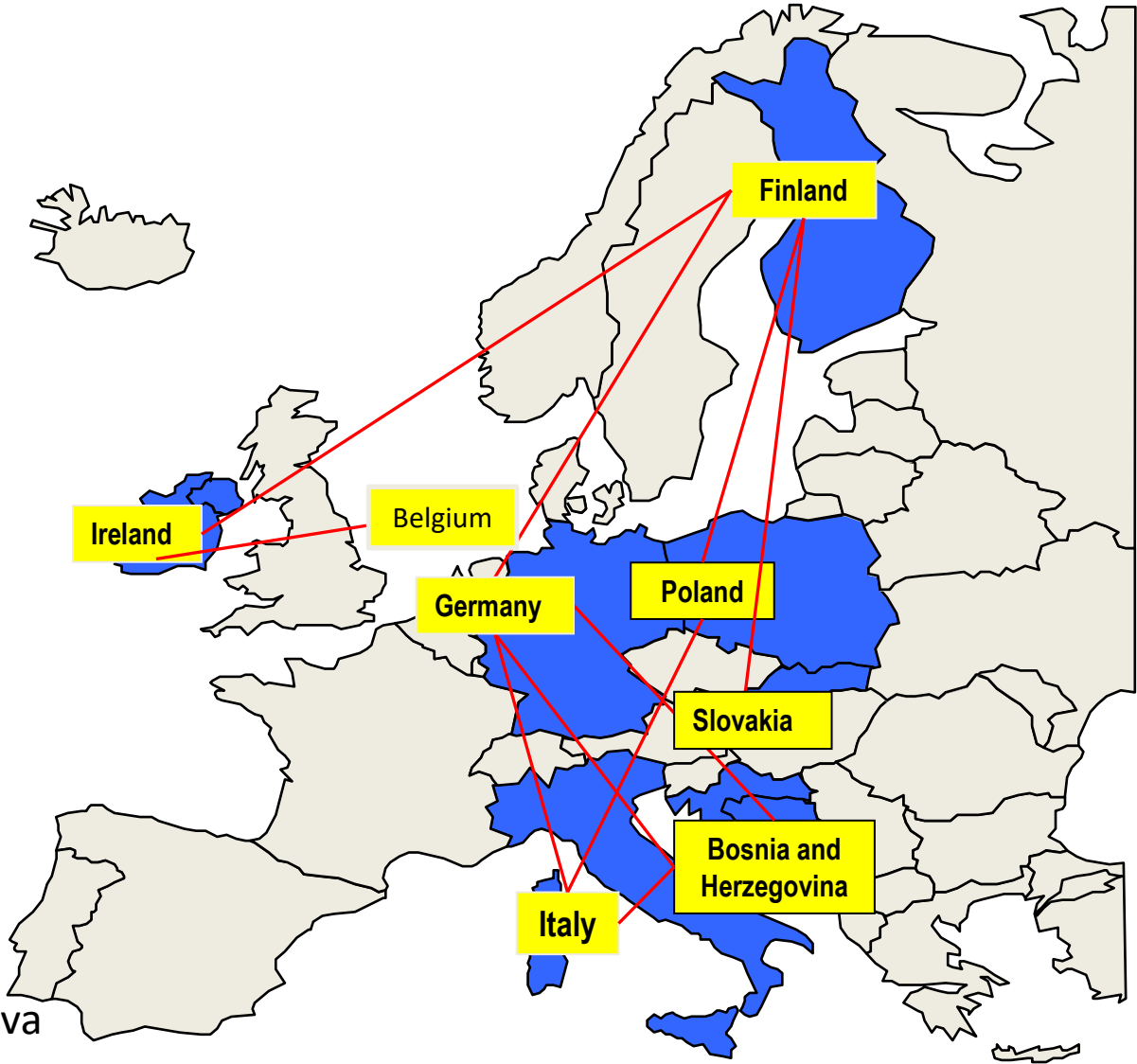
Warsaw-Bielany
Zgorzelec

Germany

Görlitz

Bosnia & Herzegovina

Tuzla-Simin Han
Gornja Tuzla



Map of YEPP Community 2011

YEPP International Resource Centre (YEPP IRC)

Established at the International Academy in Berlin in 2012 to build on the results and assets of the Youth Empowerment Partnership Programme and continue to support local communities in Europe and beyond who implement or wish to implement the “YEPP” approach and methodology.



The YEPP Concept of Change

Common goals

Youth empowerment

Community empowerment

Partnership

Advocacy

Learning

Common working methods

YEPP infrastructure

YEPP Cycle of Change

Non-formal learning methods

Common guiding principles

Identify the needs of the local community and mobilise resources

Engage local stakeholders as motor of change

Recognise and engage young people as drivers of change

Engage local stakeholders in joint strategic planning

Integrate local, regional, national and transnational dimensions

| Areas | Individual | Community |
|------------------------|---|---|
| Personal-Social | Identity | Community image and identity |
| | Confidence and values | Social capital |
| | Social skills | |
| | Personal relationships | |
| Political | Active youth participation | Self-organising ability of the population |
| | Skills and knowledge about participation | Participation opportunities |
| | | Transparency of the public sector |
| Economic | Employability, entrepreneurship | Working and training opportunities |
| | Skills and knowledge about the economy and working life | Economic development |
| Cultural | Cultural identity | Integration of various cultural groups |
| | Values and attitudes | Rich artistic/cultural life |
| | Respect | |
| | Inter-cultural knowledge and skills | |
| Education and training | Motivation, capabilities | Educational opportunities |
| | Formal educational and training successes | Quality of schools (general and vocational education) |
| Legal | Legal knowledge | Civil rights |
| Health and environment | Mental and physical health | Health services |
| | Knowledge about health | Unpolluted environment |
| | Respect towards nature | Public awareness of the environment |

**Tuzla Community
Fondation with young
people presents:**

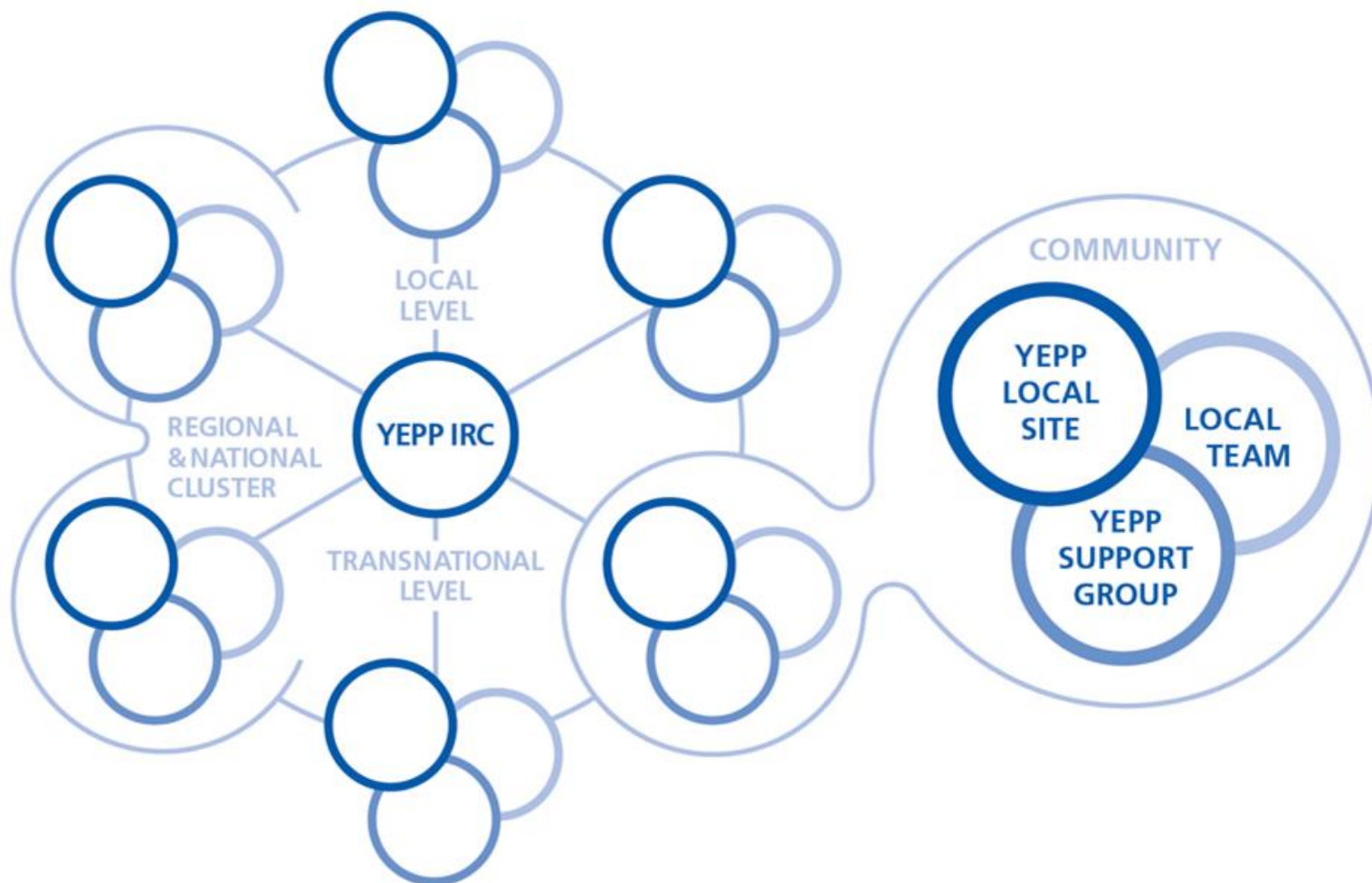
**YouthBank Tuzla
project**



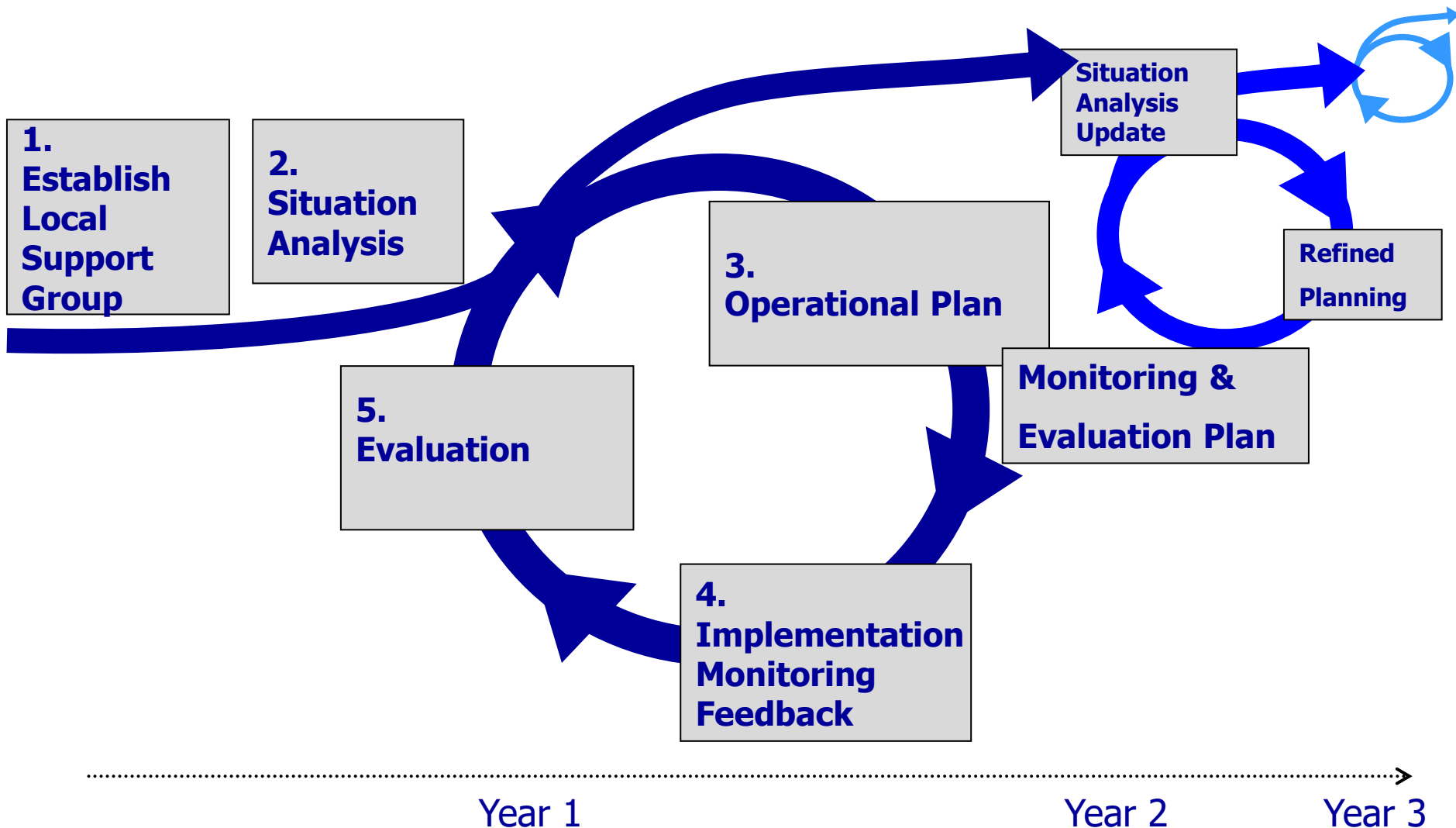


The YEPP Approach & Methodology

YEPP MULTI-LEVEL APPROACH



At the local level: YEPP 'S Cycle of Change







At the international level: YEPP Community Network

2001 - 2011

**YEPP Community
Conferences (6)**

800 participants, incl.
250 young people with
fewer opportunities

**Capacity-building
workshops and trainings
(20)**

300 local stakeholders

Bilateral study visits (10)

70 youngsters and adults
(est.)

**Media youth exchanges,
workshops, trainings**

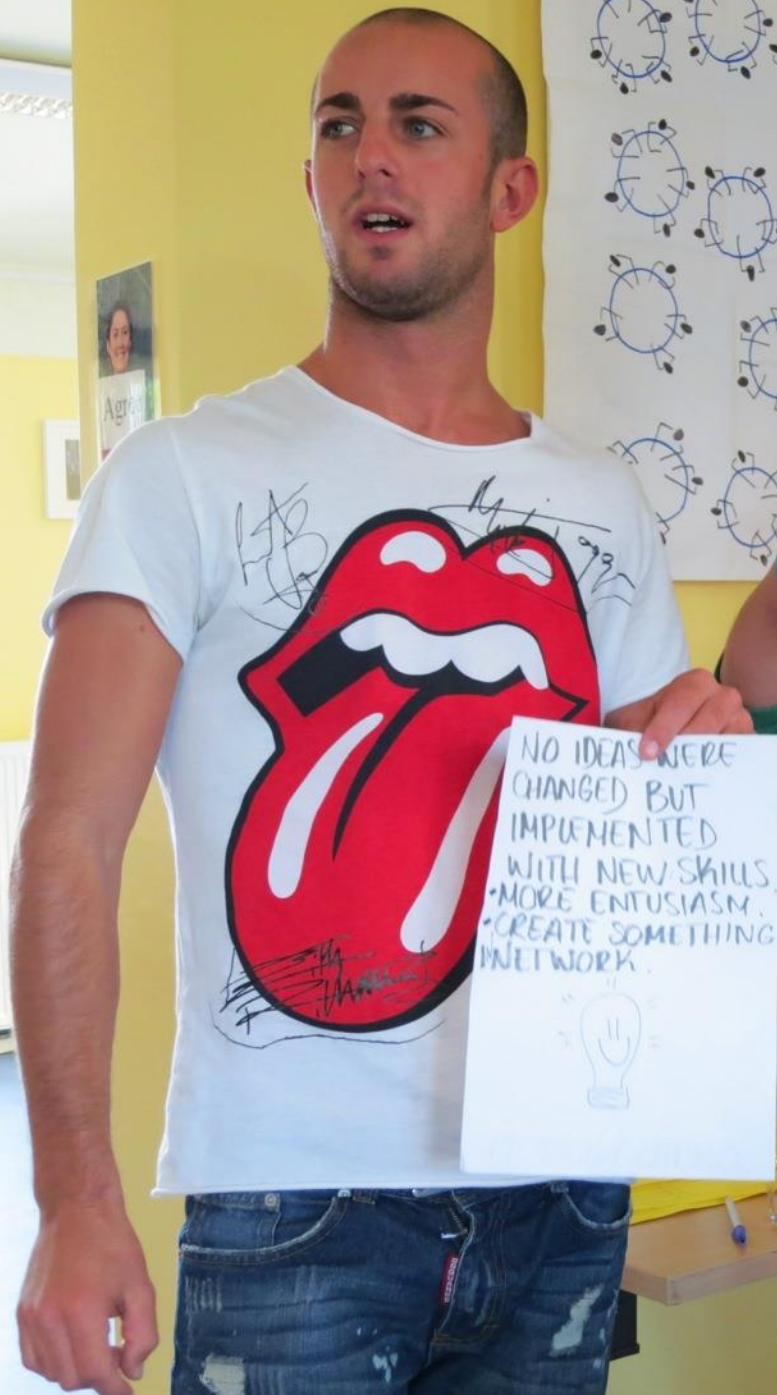
500 youngsters, local
coaches and youth workers











YEPP Community Network:

Benefits for local stakeholders and the community

Cross-border and intercultural learning and acting together towards becoming European

Personal growth through building self-confidence and self-initiative to become active citizens

Community empowerment through wealth of invaluable initiatives and promotion of common quality standards.

Strengthening the position of stakeholders, in particular young people at local level

Building a local & European/global identity of local projects opens doors



YEPP Community Network: Benefits for local youth policies

Learning through cross-border dialogue for designing and enhancing local youth policies

Consultaion of young people to become co-designers of policies

Youth- and community-led structures become public policy partners

Participation and partnership at local and transnational level have a democratizing effect





Thank

You

5. Conclusions

Based on understanding of heritage that stands for sustainable human development

→ Empowerment becomes a key issue and key strategy for interpreting the cultural, natural and intangible heritage and for developing future-oriented strategies of sustainable human memory policy

The Role of Empowerment

- To build an active civil society to take ownership and become the motor and agent of the promotion, protection, maintenance and future-oriented development of their natural and cultural heritage including the intangible heritage
- To safeguard, live and enhance cultural diversity, intercultural dialogue and sustainable development
- To develop strategic alliances to influence policies
- To produce an effect in the local community, the Heritage Site, and at national and international level
- To take part in World Heritage as transnationally shared experience and commitment of civil society.

Challenges for Heritage Studies

- To further contribute to theory-based understanding and further development of the protection and the sustainability of World Heritage and of Intangible Heritage
- To include community development and empowerment approaches in the programme of Heritage Studies
- To enable future professionals to support the development of an inclusive and active civil society through and for World Heritage and Intangible Heritage and to facilitate empowerment processes at a local level, national and transnational level

Challenges for Heritage Studies (cont.)

- To prepare future professionals for enabling young people and other citizens to resource the sustainability of World Heritage and Intangible Heritage
- To integrate the work at local level with international exchanges across the World
- To commit to research about open questions and key issues pertaining to participation, empowerment and sustainable development



For further information, please visit us at:

www.inaberlin.org/ina/

www.yeppeurope.org