

NON-PROFIT ALL-INCLUSIVE

PROJECT REPORT

KA2 Small-scale partnership in the field of youth
September 2024 - August 2025

A project within Erasmus+ Programme 2021-2027



MIROMIDA



Co-funded by
the European Union

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"Thanks to the project team for the chosen topic, which was necessary and qualitatively conducted! Training on these issues, which are so important in the processes of forming new organisations, should be continued!"
(translated from Latvian)

1. Executive Summary

“Non-Profit All-Inclusive” (NoPAI) is a KA2 Small-scale partnership project in the field of youth within Erasmus+ Programme 2021-2027, organized in collaboration between the non-profit organisations **Miromida (Latvia)** and **Ideell Marknadsföring i Sverige** (“Non-profit Marketing in Sweden”), **IMIS (Sweden)** and is funded by the EU through the Swedish Agency for Youth and Civil Society (MUCF).

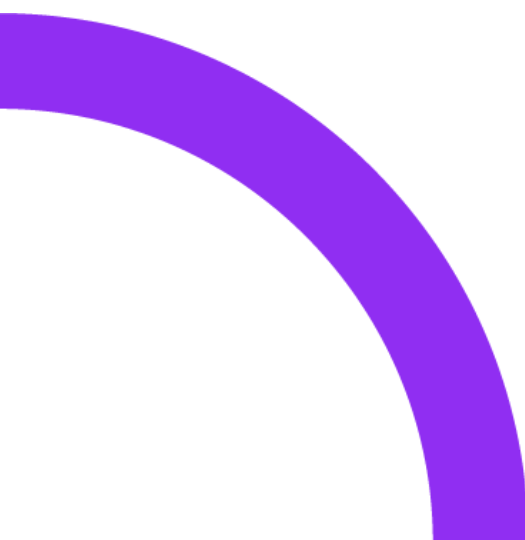
Project aim is to empower a new generation of changemakers with the knowledge and skills to start and run movements and organisations to influence and shape opinions in a modern, digitalized world. Methodology is a combination of Neurographica coaching for long-term vision setting, guidance in non-profit marketing, non-formal education and mentoring.

Key activities include the following:

- [Online coaching by Miromida \(using Neurographica method\)](#)
- [Guided presentations by IMIS \(About Non-profit Marketing\)](#)
- [Transnational webinars with experts](#)
- [International training course in Stockholm, Sweden - download detailed programme in PDF here](#)

47 unique participants have taken part in at least one of the project's activities. Of these, 32 belong to the project's target group (aged 18 - 30), while the remaining participants are youth workers.

Key results include the educational materials available via the links above, as well as the [Startup/Levelup Cycle Guidelines](#) to help individuals start or upgrade non-profit organisations or movements.



This report is published in the final phase of the project as part of the dissemination campaign. Some metrics will continue to evolve after publication.

2. Background and Rationale

Context

In recent years, Europe has experienced profound societal shifts that have reshaped the conditions for civic engagement. The COVID-19 pandemic accelerated digital transformation but also deepened social isolation and uncertainty, particularly among youth.



Simultaneously, geopolitical instability and economic pressures have contributed to a shrinking democratic space, where grassroots voices increasingly struggle to be heard. Youth organisations, especially those led by or serving marginalized communities, report reduced access to funding, heightened administrative demands, and limited opportunities to influence decision-making.

Against this backdrop, *Non-Profit All-Inclusive (NoPAI)* was launched to empower young people - particularly those with fewer opportunities - with the tools, skills, and confidence to build resilient, inclusive civil society initiatives. By supporting the next generation of non-profit leaders, the project aimed to counteract disengagement and foster active participation in shaping more democratic, just, and connected communities.

Target groups

This project is originally aimed primarily at the following target groups:

- Young people of 18 to 30 years old in Sweden and Latvia, who are part of informal groups of people, and show interest in civil activism but lack either knowledge or experience of where and how to start and what is needed to do.

- Young people of 18 to 30 years old in Sweden and Latvia and are engaged in some social movements or members in newly established non-profit organisations. They are already motivated enough to be active citizens and want to help their movements, communities, ideas or organisations develop but lack solutions, skills and/or knowledge for it.

With this project we especially wanted to give chances for young people from underrepresented, marginalized, or economically disadvantaged groups to have equal access to these learning opportunities.

During the project implementation, we decided to also offer participation opportunities to individuals older than 30, provided that they work with youth. This adjustment aimed to strengthen the project's outreach and ensure that the intended target groups could also be reached indirectly through these participants' professional or volunteer engagements.

In addition, we hope to reach as wide an audience as possible to spread awareness about the potential of our concepts in dealing with the challenges and needs of the non-profit sector and society in general.



3. Objectives

Project Aim

The overall aim of the project is to empower young people from various backgrounds for civic engagement and non-profit leadership, and to foster inclusivity skills and cross-cultural collaboration among youth.

Project Objectives

The objectives of this project are:

- To give young people necessary knowledge and skills to initiate and sustain civil society movements, to establish and develop non-profit organisations.
 - To summarize and structure the knowledge and experience of IMIS and Miromida when it comes to building and developing new non-profit organisations in the current landscape to a condensed and simplified format: a set of comprehensive guidelines, an interactive course, or a series of practical checklists.
 - To boost civil activism and competence among a wider audience by "the ripple effect" thanks to broad promotion of the project as well as its results and examples, which includes peer-to-peer sharing experience and promotion campaigns in social media. Some activities of the project include workshops and webinars to be streamed to a larger audience.
 - To give possibilities for young people from underrepresented, marginalized, or economically disadvantaged groups to have equal access to these learning opportunities.
- 

4. Project Activities Overview and Results

“Non-Profit All-Inclusive” consists of eight (8) project activities. Seven of these are sequential (with some partial overlap) and are directly related to the delivery of various project results. The eighth activity encompasses all necessary project management tasks carried out by Ideell Marknadsföring i Sverige (IMIS) and Miromida, from September 2024 to August 2025.

An overview of the activities linked to the project results is provided below. In some cases, the activity dates differ from those stated in the original application - these changes were made in agreement with the donor, the Swedish Agency for Youth and Civil Society (*MUCF - Myndigheten för ungdoms- och civilsamhällesfrågor*).



As of July 2025, the results listed under each activity have been achieved. Dissemination efforts will continue until the end of August 2025.

Final statistics on views, downloads, and reach will be included in the internal final report to the National Agency and may be updated even beyond that point, as some KPIs are projected through August 2026.

4.1. Kick-off Meeting

Date: 3 September 2024

Format/Location: Virtual via Zoom

Participants: 2 - project managers of IMIS and Miromida

General Outcomes: Signed internal agreement regarding project implementation and budget distribution. Detailed schedule for the rest of the project.

4.2. Online Coaching by Miromida (using Neurographica method)

Dates of the activity: 5 September - 30 November 2024

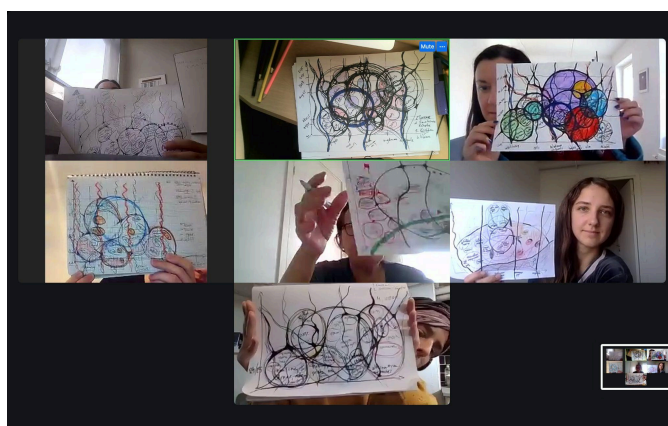
Dates of the sessions: 14 - 16 October, 5 - 6 November 2024

Format/Location: Virtual via Zoom

Participants: 23 unique participants: 12 from Sweden, 11 from Latvia. 14 of the participants are young people, the rest are youth workers.

General Outcomes:

- Two recorded and published YouTube master-classes, open and available in free access:
 - **Website link:**
<https://www.ideellmarknadsforing.se/en/neurographica-masterklass>
 - **YouTube playlist:**
https://youtube.com/playlist?list=PL_Gqh2bPPKnBtr2b6sCseVlk24p6ek9l0&si=z9ZZXmnA6VRyN52l
- One International coaching workshop via SALTO EU-platform, which gathered 52 participants from more than 10 countries around the world, including Azerbaijan, Brazil, Belarus, Kenya, Morocco as well as many EU countries.



"A very good way to generate ideas. At the moment, I don't have the idea to start or develop an organisation, but I think it's a fantastic idea. Coaching gave me the opportunity to see what ideas can be created and what resources are already available to write projects."

(translated from Latvian)

4.3. Guided Presentations by IMIS (about Non-Profit Marketing)

Dates of the activity: 10 October - 22 December 2024

Dates of the course with mentor support: 1 - 22 December 2024

Format/Location: Virtual, mini-course via Google Classroom with pre-recorded video-presentations, quizzes, homework, exam and certificates upon completion. Mentor available for support 6 hours per day, 6 days per week.

Participants: 23 participants: 6 from Sweden, 17 from Latvia. 17 of the participants are young people, the rest are youth workers. 12 participants have successfully completed the course and gotten certificates.

General Outcomes:

Ready to use and published in free access voice-guided presentations (voiceover in Swedish and English) with subtitles and PDF-presentations in 3 languages (Swedish, English and Latvian):

- **Website link:**
<https://www.ideellmarknadsforing.se/en/mini-kurs-ideell-marknadsforing>
- **YouTube playlist, Swedish:**
https://youtube.com/playlist?list=PL_Gqh2bPPKnAsWFa1RZdwfOFuKKtLz5T4&si=Xbmtx5CPsHdO0rH9
- **YouTube playlist, English:**
https://youtube.com/playlist?list=PL_Gqh2bPPKnCjM8t65xTro0v0se42Yzpz&si=o9k9m-HYzMgoibol
- **YouTube playlist, Latvian (English voiceover):**
https://youtube.com/playlist?list=PL_Gqh2bPPKnBn-p4xSiyZmLlo-tinmB27&si=28LO2s4g3Hy84iFu

4.4. Transnational Inspirational Webinars (with experts)

Dates of the activity: 1 December 2024 - 31 January 2025

Dates of the webinars: 23, 27, 28 and 29 January 2025

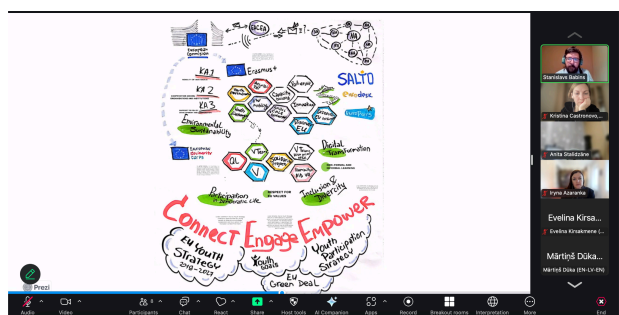
Format/Location: Virtual, live webinars via Zoom.

Participants: 6 participants in total: 2 from Sweden, 4 from Latvia.

General Outcomes:

Ready to use and available in free open access webinar recordings with original PDF-presentations (in English) and subtitles in 3 languages (Swedish, English and Latvian):

- **Website link:**
<https://www.ideellmarknadsforing.se/en/internationella-webbinarier-2025>
- **YouTube playlist:**
https://www.youtube.com/playlist?list=PL_Gqh2bPPKnD3d3WufFn-uNrQhCqkHX5R



4.5. Training Course in Stockholm, Sweden

Dates of the activity: 1 February - 31 May 2025

Date of the Advanced Planning Visit (APV): 10 March 2025

Dates of the Training Course: 11 - 15 March 2025

Format/Location: [Resort Hellasgården](#), Stockholm, Sweden.

Participants: 16 participants in total: 8 from Sweden, 8 from Latvia.
Of them: 2 trainers, 7 young people, 7 youth workers.

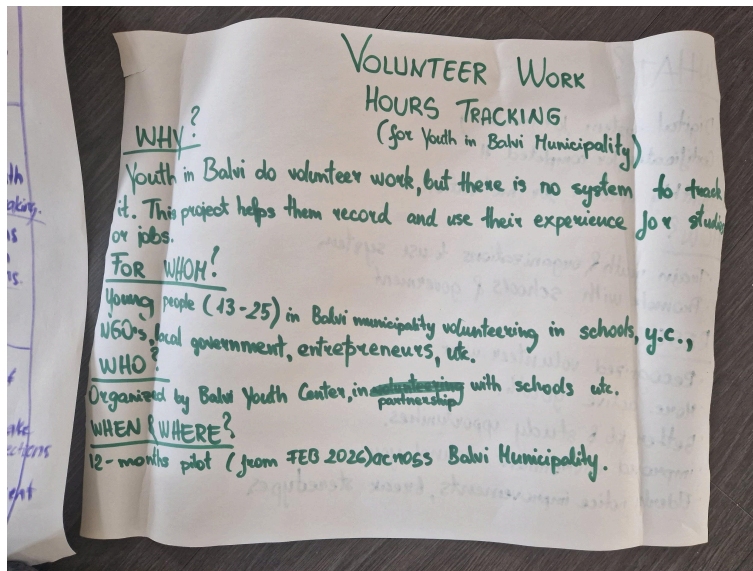
General Outcomes:

5-days' Training Course Programme with site visits to local nonprofits, brainstorming sessions, workshops, and other activities. 3 drafts of project applications prepared. Also prepared a draft of "Startup / Levelup Cycle Guidelines," a collection of tips and tools to start or improve non-profit organisations or movements in Sweden or Latvia.

- **Training Course Programme here:**
https://www.ideellmarknadsforing.se/en/_files/ugd/e33097_bbf66a44fce643109ccec262fd6c4f70.pdf
- **Short recap video on YouTube:**
<https://youtu.be/NVMwA2XuKeQ>

"I learned the steps to start my own NGO. Thanks to the study visits I got to meet people who started their NGO in Stockholm. Based on the conversation with participants and trainers, I also gained useful information and insights into civil society and experiences regarding working with young people."





4.6. Follow-up Mentoring about the Next Steps

Dates of the activity: 1 - 30 June 2025

Format/Location: Virtual.

Participants: 11 participants of all previous activities have answered the survey. 7 participants have been in contact with Miromida for mentoring.

General Outcomes:

Half-year survey and draft of project results data for this report. Three (3) participants have written or are currently working on new project applications. Four (4) participants are planning to start new non-profit associations after mentoring from Miromida, where 1 is currently in the process of preparing documents.

"Positive change in me is that I feel my self esteem growing and I feel confident in putting my ideas of how to participate in community to action."

According to the follow-up survey, 1 more participant from Sweden is working currently on starting up a new non-profit association, even though they didn't reach for additional mentoring support.

"We are preparing to register as a non-profit organisation; the analysis models have helped me have better evaluations on our projects too".

4.7. Communication campaign to disseminate project results

Dates of the activity: 1 July - 31 August 2025

Format/Location: Virtual.

General Outcomes:

This report is a part of this currently ongoing activity. See more in the chapters "Impact", "Dissemination" and "Lessons Learned and Recommendations".



5. Impact

5.1. On Participants

To assess the impact of specific project activities, participants were asked to complete evaluation surveys at the end of each activity (Activities 2-5), as well as a follow-up survey evaluating the overall project. Among those who responded to the final follow-up survey, the average rating of the NoPAI project's usefulness overall was 8 out of 10.

"Thank you for this amazing and valuable experience. It was obvious that you put genuine effort and your hearts into this. I hope that it was a nice experience for you as well to interact with participants and so on."

Although the surveys varied slightly in the questions asked after each activity, several conclusions can be drawn regarding the overall impact of the project, backed by the testimonials from the participants:

- The most highly rated activity was the training course in Stockholm, Sweden, with various content related aspects receiving scores ranging from 9,25 to 9,83 out of 10.

"For me the change was about realising that establishing an NGO and trying to write a project can be possible. It looked challenging to manage all of it until this training. But this training provided me with the inspiration and the space to think about this deeper. I feel more encouraged to be responsible for my own projects and activities if it comes to that."

- The activity rated as the least useful by the participants was the online mini-course on non-profit marketing (Guided presentations) led by IMIS, which still received a high average score of 8,33 out of 10. In addition, 12 out of 23 participants have completed the course, meaning they answered quizzes, did homework, successfully passed the final exam, and received certificates.
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"In fact, all 5 parts of the [online] course were very important to me, because I had never thought about this topic before! I have often worked with young people based on intuition. Thank you!"
(translated from Latvian)

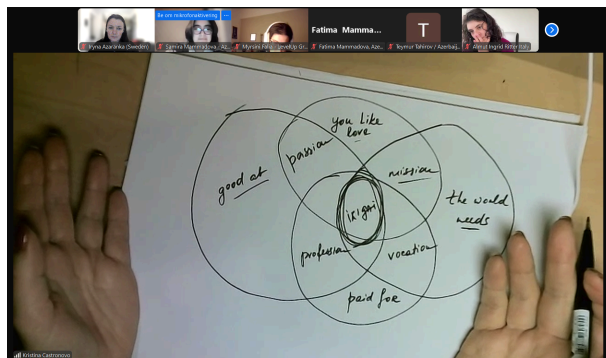
- The international webinars with experts attracted the fewest participants, with only 6 people attending live. However, there is potential to reach a wider audience through the ongoing final dissemination campaign.

"I would like to thank you for the course you created, because I received really important and necessary information, many useful examples. Excellent lecturers, an important topic for the project itself has been chosen, especially for my informal youth group, which wants to become an NGO in the future."
(translated from Latvian)

- Placing Miromida's Neurographica online coaching at the beginning of the project proved to be a strategically sound decision. It increased participants' motivation to start or develop NGOs and grassroots movements, with the average motivation rating rising from 6,17 before the session to 7,94 out of 10 after gaining these new skills.

"During the session, I got acquainted with an interesting way of generating ideas, which uses neurographics. After the session, I became better aware of the goals of my project, the resources available to me to achieve the goals, as well as the future prospects for both our youth group and the project."
(translated from Latvian)

"It was the first time I heard about the golden circle model - it gave me many new insights and made me reflect. I will use it in the future. Thank you!"
(translated from Swedish)



5.2. On Partner Organisations

Miromida:

The “*Non-Profit All-Inclusive*” project has had a significant and positive impact on Miromida’s development and visibility. Since the start of the project, we have become much more active and creative on social media, with a notable increase in both the quantity and diversity of our content. In addition to our Facebook page, we have launched an Instagram account to better engage with younger audiences. While we are still in the early stages of mastering communication and marketing, we see this as a strong improvement in how we present our work and connect with the public.



Other ways the project has made impact on Miromida include the following:

- The project has strengthened the network of local partners. We remain in regular mentoring contact with many of the project participants, especially those who attended the training course. Several of them are now writing or implementing their own projects or preparing to register non-profit organisations, which naturally creates opportunities for long-term collaboration and a sustainable support network.
- The project has also led to a group of regular participants in our international projects, both from Sweden and Latvia. Several NoPAI participants have joined – and are eager to continue joining – other Miromida projects, which we see as a recognition of the quality and impact of our work.

- Most significantly, the project has inspired us to continue working in the field of youth civic engagement. We are currently in discussions with a Serbian partner to develop a new KA2 project. In this upcoming initiative, Miromida would focus on project writing and coaching for young people, while the Serbian team would provide a comprehensive approach to fundraising strategies. This continuation reflects our long-term commitment to empower young changemakers through practical tools and international cooperation.

Ideell marknadsföring i Sverige (IMIS):

"Non-Profit All-Inclusive" has become the largest project IMIS has ever implemented. It has been a valuable opportunity to gain important experience in our area of work as well as international project management, and it helped in broadening the capacity of the association. In particular, the project enhanced IMIS' development in the following ways:

- Significantly strengthened the core capacity of the association - its "knowledge platform." The online mini-course in non-profit marketing, available on-demand and free for anyone visiting the platform (with materials in Swedish, English, and Latvian), will serve as IMIS's main educational product even beyond the project.
- Substantially improved project management skills, particularly in managing Erasmus+ projects. Even though the new IMIS board has decided to put work with Erasmus+ funding on hold for now, implementing this project enhanced association's capabilities in international budgeting and accounting across multiple currencies, which might prove useful in the future.
- Enhanced practical competencies in non-profit marketing, including strategic planning, design, digital marketing, and public relations. The project provided the opportunity to apply



these skills on an international scale, adapting approaches to the local realities of both Sweden and Latvia, which significantly enriched the association's experience and flexibility in cross-border work.

- Although temporary, IMIS expanded its staff from 2 to 5 part-time employees during the project. This expansion led to improved quality in accounting, project and marketing management, design, and data analysis.

5.3. On Wider Community

Some impact indicators - such as number of downloads or video views - are expected to peak after the official project end date in August 2025, backed by the final dissemination campaign aimed at reaching out to the wider community.

These will continue to be monitored and reported internally by the time of and even beyond the Final Beneficiary Report deadline in October 2025.



6. Dissemination

To evaluate the success of the "Non-Profit All-Inclusive" project and its dissemination strategy, we measured our progress against the communication and dissemination goals outlined in the Erasmus+ project application. These goals were designed to ensure that the project reached both its primary target group (young people aged 18-30, including those with fewer opportunities) and a wider audience, thereby creating a lasting "ripple effect" of knowledge-sharing and civic engagement.

According to the project application, we consider this project's dissemination activities a success if:

- We have prepared and shared a guideline, a set of checklists and/or a course which is available to download for free from the organisational websites and other platforms.
- At least **20 unique participants** who are part of the project target groups have taken part in at least one of the project activities.
- At least **100 people of wider audience** have seen video educational materials streamed and published during the time of the project.
- At least **100 people of wider audience** (those who are not involved in any of the activities) have downloaded the material within a year after the project ends.

So far we can assess that the project has already reached two first of the communication and dissemination goals:

- Three online project activities have produced recorded materials freely accessible to the public, including **two Neurographica masterclasses** and the **online mini-course in non-profit marketing** (See links to the materials under the chapter "*Project Activities Overview and Results*").

- The in-person training course in Stockholm, Sweden resulted in at least **three project drafts** and a draft version of the **Startup/Levelup Cycle Guidelines** for non-profit organisations and movements. The final version of the guidelines is available for download alongside this report.
- **47 unique participants** have taken part in at least one of the project activities, wherein **32 of them are part of the project target groups and within age 18 to 30**. This is 12 more than the original goal.
- All participants outside the 18-30 age group work with youth, which strengthens the likelihood of reaching the intended target group indirectly through their work.

Based on the application and the evaluation forms collected from various project activities, we can draw the following additional conclusions about the profiles and participation patterns of project participants:

- **The average age of participants in the online activities was 29**, while the average age of those attending the training course in Stockholm, Sweden, was 33. The youngest participant, aged 16, only took part in the online activities, while the oldest participant was 64.
- We strived to maintain gender balance within the project; however, there were **three to four times more women than men** among the participants.
- **Latvia was equally active to Sweden** in terms of participation in the online Neurographica coaching and the training course in Stockholm. However, the guided presentations on non-profit marketing and the international webinars with experts attracted **two to four times more participants from Latvia than from Sweden**.

This report itself is a product of Activity 7: “Communication campaign to disseminate project results.” As dissemination activities are ongoing until the project ends in August 2025, this report provides an overview of methods used, see the table below, while full analytics will be compiled in the Final Beneficiary Report and even beyond.



Activity	Channels
Crafting personas for targeted dissemination	N/A
Publications on websites	Homepages of IMIS and Miromida
Interactive marketing activities	Social Media (Facebook, Instagram, LinkedIn), Online communities
Direct marketing activities	Newsletters, Peer-to-Peer sharing
PR and publicity activities	Press releases to media, Erasmus+ project results platform, SALTO-platform etc.
Making a 15-seconds Meta commercial	Reel format 9:16
Paid advertising campaigns	Social Media (Facebook, Instagram)

As mentioned earlier, some KPIs are designed to be tracked up to one year after the project ends, in line with common Erasmus+ practice for dissemination and long-term impact. We forecast that by August 2026, over 100 more unique users will have accessed our tools based on early trends and partner reach.

7. Lessons Learned and Recommendations

- What worked well

Miromida:

Overall, the project unfolded very much according to plan, and we are genuinely satisfied with both the implementation and the outcomes. One of the biggest successes has been the active follow-up engagement of our participants. Many of them have initiated or contributed to new projects. Others are in the process of founding new NGOs. This confirms that our methodology and mentoring had a real impact.

A clear highlight of the project was the training course in Stockholm. Not only did it provide strong content and inspiration, but also ran smoothly thanks to our adaptable and efficient logistics. A small but important point of pride is how we managed to bring key resources – including food and staff – all the way from Latvia, ensuring the quality and comfort of the event.

Moreover, we received positive feedback from participants for being a thoughtful and environmentally conscious organizer. We carefully planned meals, offered vegetarian catering, and kept sustainability in mind throughout the training. This attention to detail reflected our values and was well appreciated by those involved.

Ideell Marknadsföring i Sverige (IMIS):

“Non-Profit All-Inclusive” has become the largest project IMIS has ever implemented and only the second Erasmus+ project in the association's history. Compared to the previous pilot project, “Uniting Digital Generations for Real Action”, this initiative has been over ten times larger in both scope and budget.

One of key factors in the project's success was the existing joint work experience between the managers of both partner associations. Their prior collaboration made it much easier to establish effective and well-functioning cooperation. This included regular meetings, joint work on documents and materials, participant outreach, mentoring, and other essential tasks.



Although most activities took place online, the collaboration was especially effective during the project's five-day training course in Stockholm, Sweden in March 2025, something that was clearly reflected in participant testimonials:

"I liked the way how the both project organisers worked together. It was very pleasant."

"The training was designed so well that I learned more than I expected not only through activities but also through other participants' experiences and the extra study visits we made."

Having a more experienced partner organisation proved to be very helpful for IMIS. At the same time, IMIS brought a specialized focus to an area where Erasmus+ projects have historically faced challenges. Since the two organisations work in somewhat different fields, we had valuable opportunities to learn from each other. We conclude this project having grown not only in our respective areas of expertise, but also in understanding our partner's field of work.

- **Challenges encountered**

"[One of my key takeaways is that] Developing your NGO, in personal life and so on, you should be ready for unexpected consequences, yet rejection is redirection, therefore try to focus on the ways how you can improve rather than overthink."

Miromida:

The main challenge we encountered was maintaining consistent mentoring during the summer holiday period, when many participants were less available. However, thanks to the strong personal relationships built during the project, most participants remained engaged and in touch, which allowed us to provide support and keep the momentum going.

In summary, the project strengthened our confidence in managing international activities, mentoring youth-led initiatives, and promoting sustainability, while also highlighting the importance of timing and flexibility in follow-up engagement.

Ideell Marknadsföring i Sverige (IMIS):

For IMIS, managing the project implementation has proven to be a significant challenge and became an important lesson to learn. KA2 projects, while aimed at increasing capacity of cooperating organisations, require some capacity and enough resources being present at the start. Despite the attractive flexibility of the lump-sum funding model and higher grant amounts, this type of project is not something new and small organisations should rush into, which we have learned the hard way.

We recommend that new and small organisations take time to build up funds and resource capacity, and not only relevant competence, before starting working with KA2 type of projects. A good milestone is when the organisation is able to have at least 1-2 employees part-time on a regular basis, and not only in connection to project grant funds.

We hope that by sharing this experience openly, it may contribute to the ongoing discussion within the Erasmus+ community about the accessibility of the grants for smaller and newer non-profit actors without large reserves. We remain proud of the content and impact of the *NoPAI* project and grateful for the collaboration and knowledge it enabled.



8. Conclusion

The **“Non-Profit All-Inclusive” (NoPAI)** project has successfully achieved its goal of equipping young people with the knowledge, skills, and motivation to engage in civic life and develop resilient non-profit organisations. Through eight interconnected activities, the project provided practical tools, mentorship, and cross-cultural collaboration between Sweden and Latvia, engaging 47 unique participants - 32 of whom were within the project target groups and aged 18-30 - and reaching many more through freely available educational materials.

The project also strengthened the capacity of both partner organisations, IMIS and Miromida, and produced lasting tools such as the Startup/Levelup Cycle Guidelines, Neurographica coaching masterclasses, and an online mini-course in non-profit marketing. These resources will remain available to ensure a long-term “ripple effect” of impact.

While some dissemination indicators will continue to grow until August 2026, early evidence shows a strong contribution to Erasmus+ priorities of inclusion, diversity, and civic engagement. NoPAI concludes as a project that not only met its objectives but also laid a solid foundation for future youth empowerment and collaboration across borders.

We warmly thank all participants, partners, and the Swedish Agency for Youth and Civil Society (MUCF) for their invaluable support in making this project possible.

Contact details:

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Miromida (Latvia): <https://www.miromida.org/>

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