



Concept Note

REBUILD UKRAINE AMBASSADORS

A project by the European Youth Parliament

Empowering Youth for Sustainable Reconstruction and Collective Resilience

Executive Summary

The Rebuild Ukraine Ambassadors Programme, by the [European Youth Parliament \(EYP\)](#), empowers young people from across Europe to contribute to Ukraine's post-war recovery. The programme offers young people the skills, knowledge, and platform to voice their visions for a sustainable reconstruction at a time when ideas from the youth are too often absent from this discourse. This project is an opportunity for young people to take on a new sense of self-efficacy and agency, while engaging with memory, identity, and the social impact of war.

About the Project

Post-war recovery plans often overlook the very generation that will live with their consequences. Ukrainian youth and their peers across Europe are crucial voices that must contribute to rebuilding, but lack accessible platforms, training, and opportunities to do so meaningfully.

The [Rebuild Ukraine Ambassadors Programme](#) addresses this gap by empowering the youth to co-develop ideas and policies for rebuilding Ukraine. Since 2023, it has brought together 20-30 young **Ambassadors** each year – half from Ukraine, half from other parts of Europe – to collaborate on innovative approaches to reconstruction, rooted in solidarity and sustainability. Through expert input and collaboration, the project offers its participants to gain practical skills in policy writing, critical analysis, public communication, research, and more.

The key element of the Rebuild Ukraine Ambassadors Programme consists of the **Rebuild Ukraine Lab**, a weekend seminar where the **Rebuild Ukraine Ambassadors** begin consolidating their ideas for Ukrainian reconstruction and exchange with experts. A typical timeline looks like the following:

Month 1	Selection of Ambassadors
Month 2-3	Online Preparatory Group Work
Month 4	In-Person Rebuild Ukraine Lab
Month 5-6	Collaborative Paper Writing and Post-Lab Group Work
Month 7	Publication of Project Outcomes
Month 7 onwards	Dissemination, Campaigning, and Advocacy

Why it works

The Rebuild Ukraine Ambassadors Programme first creates exchange between Ukrainian and non-Ukrainian youth, building transnational bonds and shared understanding. Participants engage with



expert input and benefit from tailored mentoring, which provides them with insights into post-conflict reconstruction and sustainable development. Through this, young people gain the capacity to develop their own policy ideas based on informed perspectives.

The project includes focused training on research, writing, communication, and advocacy, enabling Ambassadors to effectively articulate and share their proposals. These efforts culminate in direct engagement with decision-makers, through youth-led briefings and presentation events, ensuring that the voices of young people are heard where it matters most.

The Rebuild Ukraine Ambassadors Programme engages two key **target groups**:

1. **Primary Target Group: Young Changemakers (Aged 18–25):** The core participants of the programme are young people from Ukraine and across Europe who are passionate about contributing to Ukraine's reconstruction and Europe's democratic future. They are students, young professionals, and emerging civic actors interested in:
 - a. sustainable development
 - b. post-conflict recovery
 - c. remembrance and identity
 - d. policymaking and civic engagement
2. **Secondary Target Group: Political Decision-Makers and Stakeholders:** While not direct participants, national and European policymakers and institutional stakeholders are a key audience for the programme's outputs. Through the youth-authored publication, presentations, and dissemination events, the programme makes sure that young voices:
 - a. are heard and considered in political decision-making
 - b. contribute to shaping inclusive, forward-looking recovery strategies
 - c. raise awareness of the value of youth participation in post-conflict and policy processes

Expected Outcome

Each edition of the Rebuild Ukraine Ambassadors Programme results in a series of structured activities and tangible milestones:

- Selection of Rebuild Ukraine Ambassadors
- Online meetings
- Rebuild Ukraine Lab
- Online work on paper
- Publication of paper
- Communications & advocacy training for the Ambassadors
- Briefings with political decision-makers / launch events / general dissemination

The programme has a clear and multi-layered impact, with some of its main elements being:

1. **Youth Empowerment and Skill Development:** Participants gain skills in policy writing, critical thinking, and public communication, preparing them to engage in civic life with confidence and purpose.
2. **Stronger Youth Voices in Reconstruction:** Through professional publications and presentations, the programme ensures young perspectives are visible and taken seriously



in national and European policy discussions.

3. **Cross-Border Solidarity:** By connecting young people, the project builds transnational networks, promoting resilience and shared responsibility for Europe's future.
4. **A Human-Centred Approach:** The programme highlights reconstruction as a cultural and social process, integrating themes of remembrance, identity, and inclusion into visions for the future.
5. **A Model for Youth Engagement:** With the reach of the EYP network, the programme creates a multiplier effect, leading by example on meaningful youth involvement in post-conflict recovery.

Furthermore, a key product of the programme is the publication of a vision paper co-authored by young participants. These build on the legacy of previous editions:

- [Towards a Sustainable Reconstruction of Ukraine: Youth Perspectives from Europe](#)
- [A Sustainable Tomorrow: Youth Visions for Rebuilding Ukraine](#)

These papers are disseminated at youth and policy events across Europe, contributing directly to the discourse on reconstruction and resilience.

Why the EYP

The European Youth Parliament is one of Europe's largest platforms for citizenship education, intercultural dialogue and youth-led participation. We are active in 40 countries and organise more than 400 events annually, engaging around 25,000 European youth each year.

All our work is by young people, for young people, with the Rebuild Ukraine Ambassadors Programme standing out in its ability to engage youth meaningfully and reach diverse audiences across Europe. With our trusted network and proven methodology, we ensure impact and wide visibility.

Join Us

To implement the next editions of the Rebuild Ukraine Ambassadors Programme, we are looking for partners to join us in supporting the Rebuild Ukraine Ambassadors Programme – a youth-driven effort dedicated to the long-term, sustainable reconstruction of Ukraine. Providing support enables partners to contribute not just to a one-time event, but to a sustained, strategic effort that creates lasting impact.

Our partners are invited to co-shape priorities, recommend experts, and support outreach. At the same time, our experienced team ensures meaningful results through proven methods and a trusted network. Together, we are building more than a youth-led programme — we are investing in the generation that will carry reconstruction forward with purpose and conviction!