

## MISSION REQUIREMENTS

As a Youth Goodwill Ambassador, you have agreed to actively promote Denmark as an attractive study and work destination to potential students and other relevant audiences in your home region.

**During your stay in Denmark you are considered a *local ambassador*, which means that you are primarily expected to carry out long-distance promotion activities from your base in Denmark to target groups in your network.**

**Upon leaving Denmark to return to your home country or another international location you become a *global ambassador*, and are expected to work as a promotion satellite benefitting from a direct access to target groups in your home country or alternatively your new destination. We expect you to be active as a global ambassador for minimum a year. Hereafter your commitment will be evaluated and taken up for discussion.**

Your promotion activities may be smaller or larger projects accomplished individually or in corporation with fellow ambassadors, your Danish host university or others. You are obliged to report and document your activities in the ongoing evaluation surveys conducted by the Secretariat. Below you find a list of guiding examples of the type of activities that are expected from you at respectively local and global ambassador level.

### Local Ambassador Mission Requirements

**You must:**

1. **Participate actively in all Youth Goodwill Ambassador Corps events.** Being a youth goodwill ambassador means taking an active and responsible part in the program. Your active participation not only qualifies your work as an ambassador, but it also strengthens the network with your fellow ambassadors – and furthermore being part of a professional network also means that we are responsible for the external partners and the professionals that we hire in for the events. As such, please bear in mind that we expect active participation in all events. As we do our planning according to the number of participants, it is very important that you show up, when you have signed up for an event. If you are prevented by illness or other personal issues this is of course acceptable. In case of event cancellation due to personal reasons please email to [youth@ambassador.net.dk](mailto:youth@ambassador.net.dk) prior to the event.
2. **Complete a minimum of one viral marketing activity every month** contributing to tell the good story about living, working or studying in Denmark via blogging, videos, photos, status updates, etc. on social platforms such as Twitter, Flickr, Facebook, etc.
3. **Write an article, a blog or likewise each month**, e.g. for your home university newspaper, a Danish local or national newspaper etc.
4. **Contact the International Office at your Danish host university**, present the YGWA program and offer to assist them with promotion activities in your home country upon your return, e.g. attending International Education and Career Fairs, cross-cultural support, bridge-building, etc.
5. **Participate in the Annual Youth Goodwill Ambassador of the Year competition**, where you submit one Denmark promotion project or activity that you have carried out as an individual or in cooperation with other youth goodwill ambassadors. The Secretariat will keep you updated on deadlines and criteria.

## Global Ambassador Mission Requirements

### You must:

1. **Contact the International Office at your Danish host university and offer to assist them with promotion activities in your home country**, e.g. attending International Education and Career Fairs, cross-cultural support, bridge-building, etc.
2. **Continue to carry out a minimum of one viral marketing activity every month** contributing to tell the good story about your experiences with living, working or studying in Denmark via blogging, videos, photos, status updates, etc. on social platforms such as Twitter, Flickr, Facebook, etc.
3. **Complete a minimum of one information session every other month** about studying in Denmark at your home university or at other relevant events. This can either be a presentation to a group of students seeking information about studying abroad in general or a one-to-one meeting with individuals, who have specific interest about Denmark or have been accepted to a Danish University and want to know more about life in Denmark.
4. **Carry out continuous informal mentioning (word-of-mouth) of Denmark** as an attractive study destination at relevant educational institutions, student networks, etc.
5. **Contact your local university and make yourself available at the local Study Abroad Office** to any students seeking to know more about Denmark. Consider even interning at the International/Study Abroad Office at your home university.
6. **Participate in the Annual Youth Goodwill Ambassador of the Year competition**, where you submit one Denmark promotion project or activity that you have carried out as an individual or in cooperation with other youth goodwill ambassadors. The Secretariat will keep you updated on deadlines and criteria.

The Youth Goodwill Secretariat will conduct on-going surveys on your promotion activities and collect all contributions. Remember you are encouraged to report your activities to [youth@ambassador.net.dk](mailto:youth@ambassador.net.dk). Please remember to include a brief description of your project, presentations, photos or other visuals. Not only is your contribution tremendously important in order to help us bring more talents to Denmark. Your contribution and marketing promotion activities is also a requirement if we want to retain the funding for the Youth Goodwill Ambassador allowing other international students to benefit from the program just like you have.

We look forward to follow your footprints...

The Secretariat