

# PROJECTPLAN GENZ-RISING



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Uniovision  
Utrecht

# Projectplan – GenZ Rising

## 1. Summary

The world is changing at lightning speed. Young people from Generation Z experience pressure, uncertainty and at the same time a desire for direction and meaning. With the project **GenZ Rising** we offer a series of meetings and an in-depth training in which young people are given the opportunity to develop their own compass. Through insights, exchange and practical tools, they learn how to orient themselves in the present time and how to integrate spirituality into their daily lives.

The project consists of low-threshold masterclass evenings for a broad group (reach approx. 270 young people) and an in-depth training programme for a smaller group (reach approx. 16 young people). This will reach a total of almost 300 young people.

The total project has a size of **€ 63,380**. We ask for a contribution of **€ 52,500** from the fund.

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## 2. Background and urgency

Generation Z is growing up in a world full of transitions: climate, technology, social polarization. Young people are looking for something to hold on to, but often experience that existing structures and institutions do not provide an appropriate answer. There is a need for places where they can discover who they are, how they find direction, and how they can make a positive contribution together with others.

Every day we receive young people in **De Werfeling** who come for readings. Every year we do about **1,000 readings**, of which about **one third falls into this age category**. In addition, we have noticed for some time that many young people of this generation are struggling with serious mental problems. From their interest in spirituality, they look for answers – answers that they often do not find in the regular circuit. When we talk to them about it, they indicate that they, like many of their friends, struggle with this. That they don't get any real answers, that trajectories in regular care don't work, or that the waiting times are too long and offer little perspective.

**GenZ Rising** responds to this by providing a safe and inspiring learning environment, where young people can explore their questions, find answers, and develop skills that help them live and act future-proof.

## 3. Objectives

- Young people discover and strengthen their inner compass.- Young people learn to deal with rapid changes and uncertainty.- Young people experience connection and support through exchange with peers.- Young people become aware of the functioning of their **physical and energetic system**, so that they better understand how their own system functions. This helps them integrate spirituality into their daily lives and take better care of themselves.- In the longer term, young people contribute to a more conscious, resilient and sustainable society.

## 4. Target group

- Age: primary 17–23 years.- Characteristic: young people who are curious about meaning, personal development and practical tools for their future.

The approach has two levels:1. **Masterclass evenings** – these are more broadly focused and accessible to a larger group of young people. We expect to reach approximately **270 young people** during the course of the project. This gives them a basic knowledge of their own system and how it relates to the developments in the world in which they live.

2. **Conscious Leadership 1** – this is an in-depth process for a smaller group. In terms of content, we offer the program 'Earthly Magic' here, but because it offers better support for the future of this group towards the outside world, we call it **Conscious Leadership 1**. This is a program that we have been successfully offering with Uniovision for more than fifteen years in the private and business market of personal development.

We expect to reach **approximately 16 young people** during the course of this pilot project.

## 5. Approach / Activities

The approach of **GenZ Rising** has two levels that reinforce each other:

1. **Masterclass evenings** The masterclass evenings are the accessible part of the program and are accessible to a wide group of young people. Each evening lasts approximately 2.5 hours and contains short inspiring introductions, dialogue, practical exercises and creative working methods. Themes include:

- \*New Wave Spirituality\* – new forms of meaning and connection.
- \*From chaos to compass\* – finding direction in turmoil.
- \*Future Now\* – the power of acting in the present.
- \*Navigating in a new world\* – tools to stay on course.

We expect to reach approximately **270 young people** during the course of the project. The masterclasses give young people basic knowledge about their own system and the relationship with the world in which they live. In addition, the evenings also aim to find young people who want to enter the in-depth training program.

2. **Conscious Leadership 1** This is an in-depth process in which young people are intensively guided for a longer period of time. In terms of content, we offer our program \*Earthly Magic\*, but for this project we call it \*Conscious Leadership 1\*, because this is more in line with the future possibilities of the participants towards the outside world. It looks better on your CV.

We have been offering the Conscious Leadership 1 / Earthly Magic program with Uniovision for more than fifteen years in the private and business market for personal development. For many people, it has made a major contribution to the strength with which they stand in life. We expect to reach approximately

16 young people **during the course of this pilot project** . They gain deep insight into their physical and energetic system, learn to let go of obstructive patterns and develop personal strength and leadership that they can use in their studies, work and relationships.

Both levels – the broad masterclasses and the in-depth track – together form a continuous learning line of getting to know each other, deepening and applying.

## Pilot character and cooperation

**GenZ Rising** is being carried out as a **pilot**, so that we can investigate how the approach is successful and whether it is powerful enough to be scaled up further in the next phase. In this context, we actively seek cooperation with parties from the social work field, such as the **GGZ** and other organisations involved, in order to connect with existing structures and to enable upscaling and/or further development.

## 6. Innovation and added value

- Connects social topicality to personal development.- Accessible form for young people who are often not reached by regular spiritual or educational trajectories.- 'Pay what you can' principle: young people contribute what is feasible, with low threshold amounts, while there is still appreciation for the real value.

## 7. Results and impact

**For participants:**- More direction and self-confidence.- Practical tools to manage stress and uncertainty.- Experience of connection with like-minded people.- Awareness of their physical and energetic system and integration of spirituality into daily life.

### **For society:**

- Young people who make more conscious choices for study, work and society.- New forms of community and cooperation.- A model that can be further developed that can also be used in other places.

### **Measurement & evaluation:**

- Short questionnaires afterwards.- Stories/quotes from participants.- Number of participants and degree of involvement.- Interim sessions with parties involved- Closing meeting

## 8. Planning

The project will start on **1 November 2025** and will continue until **the end of June 2026**. In doing so, we consciously connect to the rhythm of the educational institutions in which most young people operate.

## 9. Organisation and implementation

The implementation of this project is in the hands of **Uniovision** and **Rien Hagenaars**. Uniovision has over fifteen years of experience in guiding people of all ages in the

development of their consciousness. During that period, several young people in the target group (17–23 years) have already participated in the programme. Their enthusiastic experiences confirm the added value and relevance of this approach for this age group.

**Profile Rien Hagedaars**Rien Hagedaars (1964) is a trainer, supervisor and founder of Uniovision. He guides people in finding inner clarity, direction and strength, and does so with a light, accessible style. His work is aimed at deepening awareness and concretely connecting spirituality with daily life.

He has followed courses and gained experience in coaching, trauma processing, therapeutic guidance and mystical traditions. With this broad background, he developed a unique approach in which personal experience, practical methods and spiritual deepening come together.

Characteristic of his style is that he knows how to translate complex themes clearly and simply, so that young people and adults alike are given tools that can be directly applied in study, work and personal relationships. He creates a safe and open atmosphere, in which there is room for dialogue, research and personal discovery.

With Uniovision, he developed programs such as Earthly Magic and Conscious Leadership, in which participants learn to better understand and use their physical and energetic system. In doing so, he helps people not to see spirituality as something 'separate', but rather to integrate it into their daily choices and attitude to life.

**Profile Uniovision**Uniovision is a practice and learning environment in the heart of Utrecht, founded with the mission to support people in their personal and spiritual growth. Through a combination of training, lectures, education and individual guidance, Uniovision offers participants the opportunity to live more consciously and discover their unique contribution to society.

The core of Uniovision is to make spiritual insights accessible to daily life. The emphasis is on three pillars:- **Consciousness development** – gaining insight into yourself and your patterns.- **Practical applicability** – translation of spiritual insights into concrete choices and situations.- **Connection and community** – learning and growing in an inspiring, safe setting.

With over fifteen years of experience and hundreds of participants per year, Uniovision is a solid and inspiring basis for the implementation of **GenZ Rising**.

## **10. Conclusion**

With GenZ Rising, we want to give young people not only knowledge and tools, but above all an experience: the feeling that they are not alone and that there are answers and ways that match their search. We believe that every young person has it in them to develop their own compass and from there contribute to a more conscious society.

With this project, we hope to take a first step in a bigger picture: a movement in which young people discover their strength and build new forms of community and future together.

With gratitude we look forward to the opportunity to realize this together with your support.

Kind regards, Uniovision

## 10. Budget and financing

Cost overview:

- Preparation	-	€ 13,115
- Masterclass evenings (events)	-	€ 7,388
- Conscious Leadership 1 (training)	-	€ 41,252
- Monitoring & evaluation	-	<u>€ 1,625</u>

Total investment: € 63,380

Funding overview:

I	Amount (€)
Total project cost	<u>63,380</u>
<u>Personal contribution for young people</u>	7,855
Subsidy requested	52,500
Other contributions (under development)	<u>3,025</u>
Total funding	63,380

## 11. Communication and visibility

We use various communication channels for the recruitment of participants. Young people are actively approached through social media, schools, universities and youth networks.

In addition, we use De **Werfeling's existing marketing channels** to make the masterclass evenings and the in-depth process visible. Examples of this are:- De Werfeling's own agenda, which is distributed to our customers through visitors and mailings;- the Hipsyy platform, where many spiritual seekers are currently active and where we have a large potential reach.- a campaign on the TikTok Youth Communication platform

the communication with young people, we use a style that is in line with Generation Z: short, visual and authentic. We work with images and language that are recognizable for their world, for example through catchy visuals, storytelling and inviting formats. The starting point is that young people recognize themselves in the message and feel invited to participate.

The fund is made visible by mentioning the logo and name on all means of communication and during the meetings.

## 12. Sustainability / assurance

**GenZ Rising** is being run as a **pilot**. In this way, we create space to investigate how the approach meets the needs of young people and what impact it has. Based on the experiences and evaluation, we determine how the program can be scaled up or adjusted in the next phase.

It is our intention to work together in this project with **regular supervisors of young people** in the social work field. In this way, this pilot can show how a substantial contribution can be made to the strengthening of this target group from the perspective of consciousness development.

To this end, we organise a number of evaluation moments **before, during and after the project** to look at the progress together with those involved. We are also looking for ways to integrate the knowledge gained into existing teaching methods. We actively involve the young people themselves – both through conversations and surveys – so that we get a broad and representative picture of the effect of the project.

We see opportunities to **structurally anchor GenZ Rising** through cooperation with parties such as the GGZ and other organizations involved. This collaboration can contribute to continuity, broader accessibility and further development of the programme.

After the pilot, we will look at:- Follow-up programmes or in-depth programmes.- Structural cooperation with social partners.- Scaling up to other cities or regions.

## **Appendices 1: Applicant's details**

### Maatschap Uniovision

Oudegracht aan de Werf 1633511 AK Utrecht

Founded: July 25, 2011

Chamber of Commerce: 532.088.97 Owners: M. Hagenars and C.A.M. Banning

## Annex 2: Financial Budget

Recap:

start project	1-nov						
eind project	1-jul						
aantal maanden	9						
aantal in opleiding	12						
aantal op events	15						
De totale investering in dit project							
	eigen	uren					
fase	uren	investering	huisv	lesmat	extern		totaal
voorbereiding	55	4.115	-	-	9.000		13.115
events	72	6.030	818	540	-		7.388
opleiding	1.152	35.280	5.236	736	-		41.252
monitoring	25	1.625	-	-	-		1.625
<b>totale investering</b>	<b>1.304</b>	<b>47.050</b>	<b>6.055</b>	<b>1.276</b>	<b>9.000</b>		<b>63.381</b>
aantal deelnemers				eigen bijdrage			
events	270			12,50			-3.375
opleiding	16			280,00			-4.480
bijdrage events							-7.855
<b>totale investering door Uniovision</b>							<b>55.526</b>

Preparation:

betreft:	voorbereidingsfase							externe	totaal
Eigen kosten			uren	unieke events	aantal uren	tarief	invest	kosten	
Events		uren							
inhoud geven			1	5	5	65	325	-	325
Lesmateriaal									
op maat maken			2	9	18	95	1.710	-	1.710
Reclame campagne									
opmaken van de campagne			16	1	16	65	1.040		1.040
uitzetten van de campagne			16	1	16	65	1.040		1.040
Reclame campagne								9.000	9.000
<b>totaal</b>					<b>55</b>		<b>4.115</b>	<b>9.000</b>	<b>13.115</b>

Masterclass evenings:

betreft:	events	uren op & afb	uitvoer	aantal	uren totaal	voorb tarief	uitv tarief	kosten	gebruik locatie	uren	tarief	kosten	per evt aantal bez	totaal aantal bez	kosten les mat	materiaal
<b>Events</b>																
algemeen new wave spirituality		1,5	2,5	9	36	65	95	3.015	9	22,5	18	409	15	135	2	270
thema	van chaos naar kompas	1,5	2,5	3	12	65	95	1.005	3	7,5	18	136	15	45	2	90
	future now	1,5	2,5	2	8	65	95	670	2	5	18	91	15	30	2	60
	genz en de grote vragen	1,5	2,5	2	8	65	95	670	2	5	18	91	15	30	2	60
	navigeren in een nieuwe wereld	1,5	2,5	2	8	65	95	670	2	5	18	91	15	30	2	60
					72			6.030				818	75	270		540

Conscious Leadership 1 training:

betreft:	events	start	eind	lesdag aantal	uren totaal	dag tarief	totaal	gebruik locatie	uren	per deeln	tarief	kosten	aantal deeln	kosten les mat	materiaal
<b>Lesprogramma</b>															
lesdagen p1		09:00	17:00	16	128	245	3920	16	8	2	18	582	16	5	82
lesdagen p2		09:00	17:00	16	128	245	3920	16	8	2	18	582	16	5	82
lesdagen p3		09:00	17:00	16	128	245	3920	16	8	2	18	582	16	5	82
lesdagen p4		09:00	17:00	16	128	245	3920	16	8	2	18	582	16	5	82
lesdagen p5		09:00	17:00	16	128	245	3920	16	8	2	18	582	16	5	82
lesdagen p6		09:00	17:00	16	128	245	3920	16	8	2	18	582	16	5	82
lesdagen p7		09:00	17:00	16	128	245	3920	16	8	2	18	582	16	5	82
lesdagen p8		09:00	17:00	16	128	245	3920	16	8	2	18	582	16	5	82
lesdagen p9		09:00	17:00	16	128	245	3920	16	8	2	18	582	16	5	82
				144	1.152		35.280					5.236	16		736
eigen inbreng door deelnemers				144		-35	-5.040								
netto investering		uren					30.240								
		materiaal					5.236								
		locatie					736								
							<u>36.212</u>								

Monitoring:

overleg met betrokken partners				uren	uren	uren		
				start	na 3 mnd	na 6 mnd	evaluatie	totaal
voorbereiden bijeenkomsten				2	2	2	4	10
bespreken met betrokkenen				3	3	3	3	12
slotbijeenkomst met allen							3	3
<b>totaal uren</b>				<b>5</b>	<b>5</b>	<b>5</b>	<b>10</b>	<b>25</b>
<b>tarief voorbereiding</b>				<b>65</b>	<b>65</b>	<b>65</b>	<b>65</b>	
<b>kosten monitoring</b>				<b>325</b>	<b>325</b>	<b>325</b>	<b>650</b>	<b>1625</b>

Rates used:

uurtarief voorbereiding		65
uurtarief uitvoering		95
dagtarief		245
het progr draait met 4 mensen tegelijk		
het gemiddelde tarief bedraagt 325		
gebruik ruimte		
maandhuur		4.400
ex btw		3.636
opslag gwl		727
totale kosten		
		4.364
mnd gebr uren		240
kosten per uur		
		18
kosten lesmaterialen		
event	handout map	2
lesdag		
lesmap		6
inhoud		15
k/t/l		25
		46
per dag		5