

Czech-Polish House of Regional Brands

Young audiences: should we be afraid of teenagers and young adults?

Interreg
CENTRAL EUROPE



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Foundation for Landscape Protection



How old are „young people”?

A few questions to warm up, please
write your answers in the chat window,
or say them on the forum.

What are „young people” like?

(What do they do, where do they work, what interests them?)

A few questions to warm up, please
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or say them on the forum.

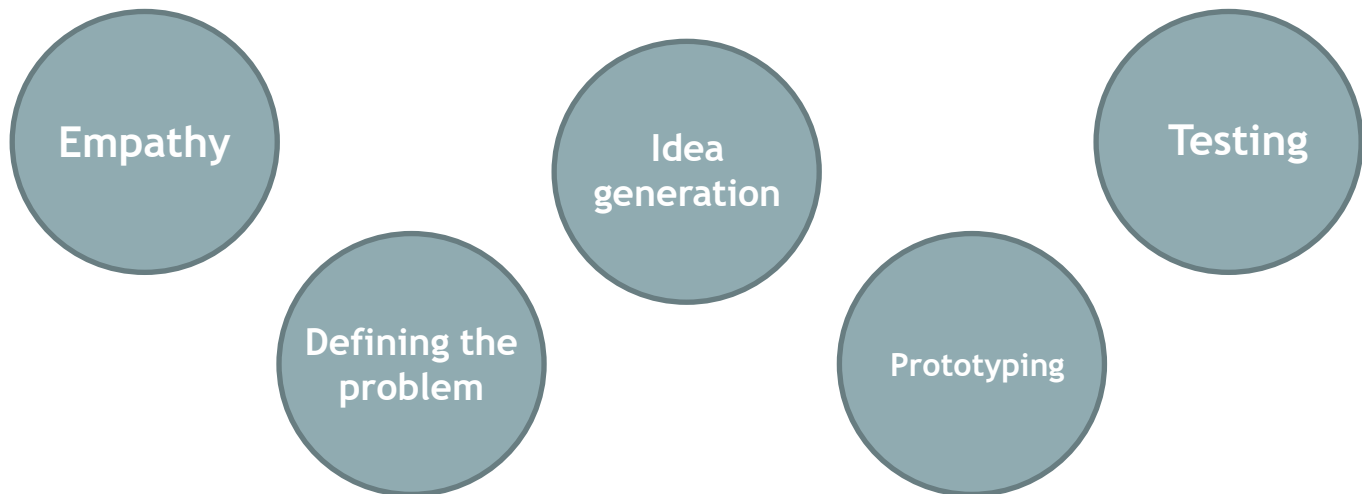
What challenges await today's „young people”?

A few questions to warm up, please
write your answers in the chat window,
or say them on the forum.

What activities do you involve/have you involved young people in?

A few questions to warm up, please
write your answers in the chat window,
or say them on the forum.

How to reach younger audiences without hitting a brick wall



Stages of design thinking

Problem: young people are not getting involved in our activities

Empathy: they do not engage because they do not believe in their agency/they did not know about our activities/our activities are not presented in an interesting way/they are too busy.

Defining the problem: our brand is unable to locate the target group/young people are distrustful of our proposals.

Generating ideas: the problem of reaching young audiences - where do we go? Schools, academic circles, action groups.

Prototyping: coming up with a draft project, e.g. devising a campaign for secondary schools.

Testing: we test the campaign among friends/our own children. We diligently write down comments.

The 5 Whys Method

Young people are not getting involved in our activities.

WHY?

Because information about the shares does not reach them.

WHY?

Because we do not know where to communicate our projects in order to reach young people.

WHY?

Because we do not know the customs/habits/expectations.

WHY?

Because we did not consult a representative of this target group.

How to reach younger audiences without hitting a brick wall

Young people are

children, teenagers, secondary school pupils,
students, people entering the labour market,
people under 30 years of age, etc.

representatives of various target groups.

How to reach younger audiences without hitting a brick wall

Young people are

persons between the ages of 13 and 19

- attending primary and secondary schools
- living in their hometowns
- focused on peer approval and the school environment
- less aware individuals, less inclined to spend money on products; however, this is a group that studies in smaller centres, is connected to the region, often looks for job or internship opportunities, and it is worth instilling an interest in regional brands in this group

persons between the ages of 20 and 28

- young adults entering a period of stability
- studying/entering the labour market
- often at a time when they are settling into a new city
- ready for new challenges while wanting to secure a stable position
- often people who have left their hometowns but still have ties to their roots, are people with greater awareness and wealth, this group is a potential opportunity

How to reach younger audiences without hitting a brick wall

What do young people want?

Ask them about it.

Strategies for engaging young people in local activities – examples that can be implemented immediately

[illegible]

Strategies for engaging young people in local activities - examples that can be implemented immediately

Young people are not interested in public affairs



Many European studies indicate that young people want to get involved, but bad experiences prevent them from doing so again.

Remember! Build trust, give space for their own thoughts and comments.

Young people only complain, but do not make any specific proposals



When designing activities with young people, set aside time for 'complaining', then translate this into formulating the problem, and then work out a solution.

Remember! Give young people the power to act and the opportunity to moderate the creative process.

Young people are impatient and expect to see the results of their work the very next day



Ensure that your activities include 'small successes', minor stops on the way to your main goal.

Remember! Set a work schedule and outline the framework for expected results.

Young people have unrealistic expectations that we cannot meet



Set the framework for action at the beginning of the meeting. Outline the possibilities. Highlight what can be influenced and what cannot.

Remember! The process of participation is an excellent way to learn about the framework of a social or activist system.

Young people do not attend our meetings



Do not wait for them to come to you. Attend events organised by them. Meet them at the bus stop, at school, in the park. Create an informal and enjoyable experience.

Remember! Every participant is better than none!

Strategies for engaging young people in local activities – examples that can be implemented immediately

Group 13-19 Examples of action

- it is worth focusing on free/budget solutions, e.g. workshops
- it is worth considering cooperation with educational institutions that bring this group together
- it is good to invest in and support this group, counting on long-term effects

Strategies for engaging young people in local activities - examples that can be implemented immediately

Group 13-19 Examples of action

Internship in the position of „social media”

Workshops conducted in schools (related to the environment, recreation, slow food - demonstrating specific activities rather than promoting a brand)

Youth representative/advisory council
with a CLEAR scope of authority

Discount cards for students on regional
products, workshops

Strategies for engaging young people in local activities – examples that can be implemented immediately

Group 20-28 Examples of action

- creating an „export” brand for the group that left to study/work abroad
- primarily activities on social media
- cooperation with representatives

Strategies for engaging young people in local activities - examples that can be implemented immediately

Group 20-28 Examples of action

Cooperation with student organisations from larger urban centers

Arranging meetings, contacting prominent individuals from the towns you represent (graphic designers, artists)

Openness to their observations and contact, including online activities

Workshops, e.g. yoga, slow food, bread making - on a different thematic level

Strategies for engaging young people in local activities – examples that can be implemented immediately

What should you bear in mind?

Give it time - do not be discouraged by a lack of response.

Beware of falsehood.

Give power to act and create.


Think the concept through carefully.

Strategies for engaging young people in local activities - examples that can be implemented immediately

Example of action taken by the Czech project partner, ARZ

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REGIONÁLNÍ ZNAČKY



Regionální značky označují kvalitní produkty z různých regionů ČR. Regionální značka znamená, že výrobek, služba nebo zážitek pochází z konkrétního regionu, respektuje tradice a je ohleduplný k životnímu prostředí.

Ošetenský chléb

- je regionální, protože se pěstuje v Oblastem v chráněných hospodách
- je tradiční, protože se peče podle starého receptu
- je ohleduplný pro životní prostředí, protože se nikam daleko nevozí.

Perlickové ořezky

- jsou regionální, protože se vyrábí v Ponití v tržnicích
- jsou tradiční, protože se vyrábí podle unikátního historického postupu
- je ohleduplný k okolí, protože zamestnává místní lidi

Výroba rautního papíru

- je regionální, v papírně ve vesnici Loučkov
- je tradiční, protože se stejně dělá už více, než 400 let
- je ohleduplný pro životní prostředí, protože nasazuje okolí

Materiál připravila Asociace regionálních značek
www.regionalni-znacky.cz

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CO ZNAMENÁ, ŽE JE NĚCO REGIONÁLNÍ

Region



Suroviny



Výrobky



Dokážeš popsat, co znamená, že je firma regionální?

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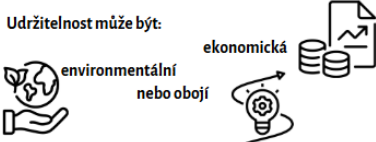
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CO JE TO UDRŽITELNOST

Udržitelnost může být:

environmentální nebo obojí

ekonomická



K čemu a ke komu se chovají hezky značky, které jsou udržitelné?



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