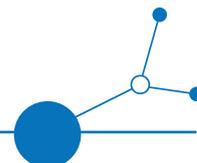




Central Mountains



Powerpoint Template

Czech-Polish House of Regional Brands

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



Polish–Czech House of Regional Brands

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 write your answers in the chat window,
or say them on the forum.

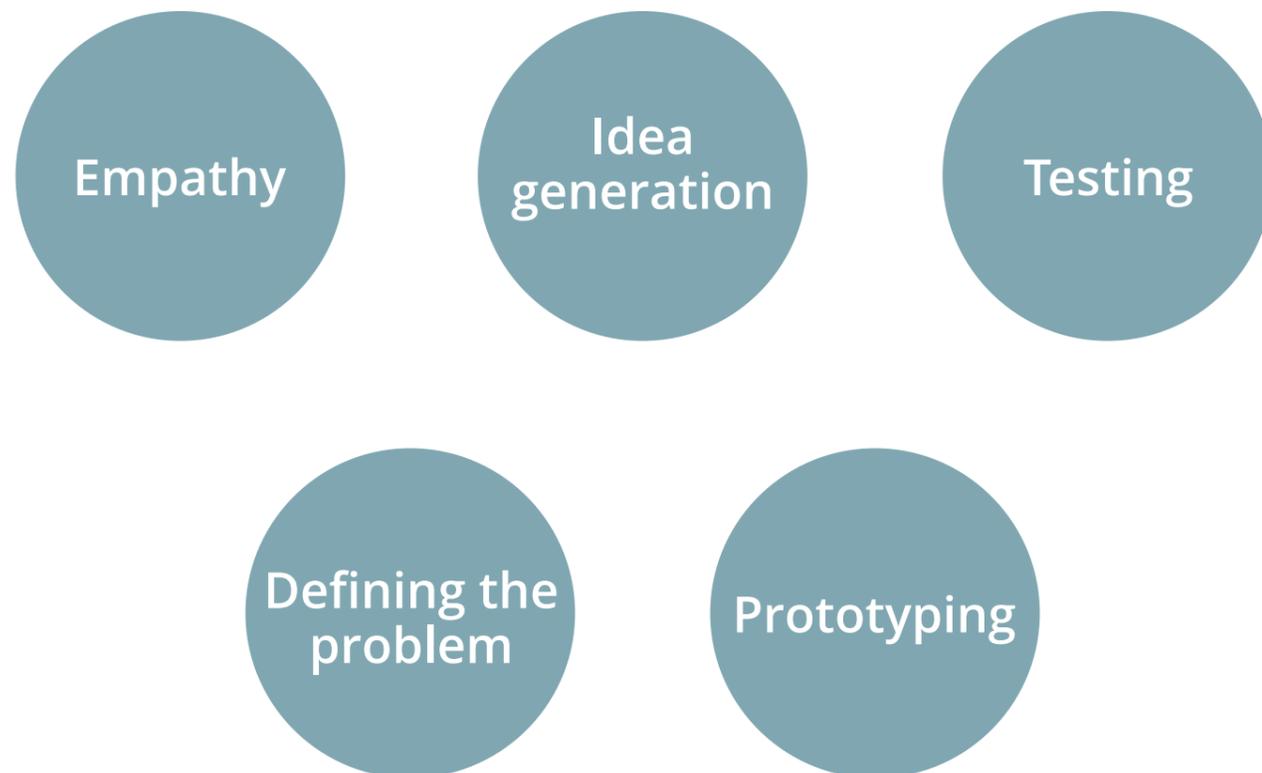
What challenges await today's “young people”?

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 their
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, so 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

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

Interreg Alpine Space GaYA

GaYA'S YOUTH PARTICIPATION TOOLBOX

A Way to Bring Youth and Authorities Together

Young people tend to leave the Alpine space because they lack personal and professional fulfillment. Furthermore, a majority of decision-makers remain unaware of the benefits a young active population brings to society.

This toolbox was developed to inspire and guide decision- and policy-makers in designing new democratic methods of involving young people in decision-making processes at the local level.

In this toolbox you will find:

- posters to raise awareness among your colleagues
- case studies to be inspired and learn about good practices
- cards to find alternative approaches to common obstacles
- a brochure to learn about designing youth participation processes

More: www.alpine-space.eu/projects/gaya

Scan the QR code and find out more. www.alpine-space.eu/gaya

interreg Alpine Space GaYA

MANY LITTLE PEOPLE DOING MANY LITTLE THINGS IN MANY LITTLE PLACES CAN CHANGE THE FACE OF THE WORLD.

- African proverb

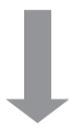
Young people are not interested in public affairs

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

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

Young people have unrealistic expectations that we cannot meet

Young people do not attend our meetings



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

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

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

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

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

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

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

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

Remember! Every participant is better than none!

GaYa project

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
centres

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

REGIONAL BRANDS



Regional brands denote high-quality products, i.e. food, handicrafts and natural products from various regions of the Czech Republic. Each brand has its own logo symbolising the region, but they all have the same style and are therefore similar to each other.

- Bread from Deltá**
 - is regional because it is baked in Deltá
 - is in the Orlické Mountains
 - is traditional because it is baked according to an old, authentic recipe
 - is environmentally friendly because it is not transported far.
- Glass bead decorations**
 - are regional because they are made in Poniklá in the Kokořínské Mountains
 - they are traditional because they are made according to a unique historical process
 - they are environmentally friendly because their production employs local people friendly.
- Hand made paper**
 - is regional, as it is produced in a paper mill in Vohéň Loučny in the Jeseníky Mountains
 - is traditional, as it has been made in the same way for over 400 years
 - is environmentally friendly because it does not burden the environment.

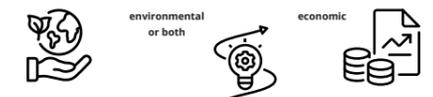
WHAT MEANS TO BE REGIONAL?



Can you describe what it means for a company to be regional?

WHAT MEANS TO BE REGIONAL?

Sustainability can be:



What and who do sustainable brands treat well?



K V Ě T Y B V EIGHT-WAY PUZZLE
U Y K U O L O KRAJ KVĚTY
L E S Y D I D LESY LIDÉ
P Ř Í R O D A LOUKY PŘÍRODA
Z E M Ě O Ě U ŘEKY VČELY
C K R A J N O VODA ZEMĚ
S Y L E Č V T TAJENKA:
