

CiViTAS
Cleaner and better transport in cities

ELAN

BRNO • GENT • LJUBLJANA • PORTO • ZAGREB

“ELAN Youth on the Move!” CIVITAS ELAN Youth Congress

Author: Susanne Loch, Austrian Mobility Research
Co-Author: Jörg Kastelic, Austrian Mobility Research
Date: October 2011
Version: 3.0
Work package: WP 13 Dissemination, citizens' engagement, training and knowledge transfer
Working Document: WD 13.8.



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION



Content

1. Planning and organising issues	4
1.1 Idea.....	4
1.1.1 CIVITAS ELAN: Citizens first!.....	4
1.1.2 From “School children and student exchange programme” to “Youth Congress” ...	4
1.2 Planning stages	5
1.2.1 The basis.....	5
1.2.2 The topping	5
1.2.3 Helpful planning tools	6
1.3 Presenting a Youth Event	8
1.3.1 Design – the face of an event	8
1.3.2 Media – the eyes of an event.....	13
2. Event documentation	14
2.1 The CIVITAS ELAN Youth Congress – a successful example.....	14
2.1.1 The setting	14
2.1.2 And: Action!.....	16
2.1.3 More information on the agenda:	18
2.2 Evaluation	20
2.2.1 CIVITAS ELAN Youth Congress: the results.....	20
2.2.1 What went well? What could be improved?	22
2.3 Lessons Learned	23
2.4 Additional Pictures	24
Annex	26
Logos.....	26
T-Shirts.....	27
Manual.....	28



Abbreviations

MTH Mobility Treasure Hunt

Document History

Date	Person	Action	Status	Circulation
July 2011	Susanne Loch , Austrian Mobility Research	Producing 1 st draft version of working document	draft	DM
September 2011	Daniel Buchmann, Austrian Mobility Research	Providing spell and first quality check	draft	DM
October 2011	Jörg Kastelic, Austrian Mobility Research	Providing second quality check and final version	final	DM



1. Planning and organising issues

1.1 Idea

1.1.1 CIVITAS ELAN: Citizens first!

The CIVITAS ELAN project is the result of an intensive cooperation and exchange process between the five CIVITAS ELAN cities Ljubljana (Slovenia), Gent (Belgium), Zagreb (Croatia), Brno (Czech Republic) and Porto (Portugal). The focus on citizen participation has been strongly built into the working plan, in many measures, evaluation, and dissemination activities.

The CIVITAS ELAN mission is ‘to mobilise their citizens by developing, with their support, clean mobility solutions for vital cities, ensuring health and access for all’.

Sixty-eight individual measures will be implemented during the project’s lifetime and most of them are based on the principle of ‘putting the citizen first’ which will be further supported through active citizen engagement processes.

Within this enormous working plan, an idea dealing with young citizens and with school children can also be found. Young people are the drivers of developments, the so often called “future of society”. This power of youth will be addressed by having school children on board, working with them on CIVITAS ELAN topics and motivate them to bring in own ideas. So the idea of a school children and student exchange programme was born.

1.1.2 From “School children and student exchange programme” to “Youth Congress”

Within the CIVITAS ELAN project a school children and student exchange programme was originally designed. The programme would enable a certain number of school children and students to travel to another CIVITAS ELAN city and experience the CIVITAS measures of this city. Furthermore it was aimed to carry out a CIVITAS school children congress, where school children of all five ELAN cities would participate and contribute to the topic.

Soon it was clear that CIVITAS ELAN wanted to organise a school children congress due to various reasons. First of all there were crucial worries about safety and supervision of children, especially during a school exchange. Secondly CIVITAS ELAN wanted to work with kids and teenagers, as students, being young adults, were already addressed through different other CIVITAS ELAN measures which are targeting grown ups.

After agreeing on a school children congress, it was decided to work with school kids between 15-17 years old that also ended up in a new search for a proper title for the event. That is why CIVITAS ELAN finally organised a »Youth Congress«. Each city sent 8 pupils to the City of Brno in May 2011, together with two teachers of their schools. Within three days 40 teenagers and 10 teachers from five European cities experienced a funny and productive get-together learning more about sustainable public transport and CIVITAS ELAN.

1.2 Planning stages

1.2.1 The basis

The first important steps have been decisions about:

- What is the message?
- How is this message told and sold?
- Is the message compatible with the ideas and values of teenagers?
- How many participants should the event have?
- How old should the participants be?
- Which city is able to organise and implement such a youth event?

The most important thing in organising a youth event (besides the whole set of security measures) is to have a clear and strong message. The most challenging thing is to bring this message along with the ideas young people have. Mobility and public transport for example are topics that hardly represent any trend or teenagers' passion - although young people are interested in aspects of modern lifestyles, represented in such modern terms like sustainability and ecological footprint. Sometimes it is more effective to go an unconventional way to bring important theory to its young “customers”.



CIVITAS ELAN solved this challenge by organising a big scavenger hunt that led the students through the City of Brno. They had to solve riddles and codes which told where to go for the next stop – all riddles dealt with mobility aspects and they had to use public transport as well. More about the game can be read in chapter 2.

1.2.2 The topping

As soon as the message of an event is clear enough to work with, the planning process can be continued by giving the event its topping: an impressive venue, a satisfying accommodation, a motivating moderator as well as a good and clear structured agenda, animating games inclusive.

The **venue** has to fulfil more than just the standards of a conference room. The size should be in relation to the requirements which a youth event needs: possibilities for modern presenting (beamer, laptops, sufficient computer links, screen(s), etc.), space and facilities, sanitary facilities as well as a good connection to public transport, to the participants' accommodations as well as to other event venues. Besides these standards the venue has to cope with all safety standards that ensure a smooth programme run free of dangers and risks.

The role of the **moderation** is to lead through the event, to give input, organise discussion and to give the event a voice. It is





important to reflect his or her importance in a youth event, being the person who represents the content, the context and the input of the event.

Therefore it is worth getting informed about young men and women who are able to motivate and appeal to teenagers. Possible target groups could be radio moderators, TV moderators working in kids' programmes or music programmes, young musicians or actors, moderators specialised on kids/teens events.

The **agenda** of a youth event should not contain too many official speeches, welcomes or theoretical working parts. It is important to find a balanced mixture of action, fun, serious



working on different topics, discussions and official parts. Depending on the duration of an event a certain amount of leisure time should be considered carefully. If working in groups is planned, games intending to get introduced and to get to know each other are highly appreciated. Language barriers are often one of the biggest problems in interaction and introduction games or icebreaking games can help to overcome this problem very well and effectively.

1.2.3 Helpful planning tools

Actors' books:

For a better overview of the different tasks and action during the event, a management tool was developed that lists all tasks of the responsible persons considering all parallel actions as well as stating all regarding comments. Below a screen shot of such a list is shown.

It is possible to split information, so that each “actor”/“actress” (moderator, organisation staff, technician staff, catering staff) is listed separately.

CIVITAS ELAN SCC Actors' Book - organisation staff

CiViTAS
Cleaner and better transport in cities



time	description of task	resp. person	parallel actions	comments	location	responsible organisation
	Tuesday, 24.4.	OH, LH, JK, IM			Gallery Vankovka	all
08:30 - 08:45	Welcome speech by the Mayor of the City of Brno	LH, OH, photographer		on stage: 1 or 2 microphones, big screen, tabel, CIVITAS banners, decoration (flowers); ppt or presentations of OH and students collected and prepared; ready for being presented;		Brno
09:15	Welcome and introduction	OH, photographer	pictures	pictures has to be taken during the whole SCC!		AMOR, Brno
09:30	Brno presentation	students	ppt or presentation			Brno
09:50	Gent presentation	students	ppt or presentation			Gent
10:10	Ljubljana presentation	students	ppt or presentation			Ljubljana
10:00	preparation of coffee break	LH, ??				Brno
10:30	COFFEE BREAK	OH	music starts			Brno
10:55	break reminder	LH	music stops			
11:00	Porto presentation	students	ppt or presentation			Porto
11:20	Zagreb presentation	students	ppt or presentation			Zagreb
11:40	icebreaking games	OH				OH
13:00	LUNCH	LH				Brno
14:30	team matching	OH				OH
14:45	Introduction of the Mobility Treasure Hunt	OH		introduction of the game, examples of the codes		Brno, OH
16:00	preparation of coffee break	LH, ??				Brno
16:25	meeting point dinner	LH				
16:30	COFFEE BREAK	OH	music starts			Brno
16:55	break reminder	LH	music stops			
17:00	Traffic Sounds Workshop	OH		till 18:30		OH
19:30	DINNER	LH				Brno
	Wednesday, 25.5.	OH, LH, JK, IM			Gallery Vankovka	Brno
09:00	Agenda	OH				
09:00	preparation of coffee break	LH, ??				Brno
09:15	COFFEE BREAK	OH	music starts	sandwiches and water to go		Brno
09:25	break reminder	LH	music stops			



Youth Congress Roadmap:

The Youth Congress Roadmap is a collection of monitoring lists for various topics, issues and to dos: programme, moderator, main location, dinner venue, furnishing, technical equipment, catering, safety, conference welcome bag, promotion, social events, accommodation and more.

All subtasks could be listed as well as the regarding responsible person or organisation, the deadline of the task, comments and the possibility to document the current status of the task (in process, done).

The Roadmap is a very convenient tool to keep an overview of all organisational tasks and their time schedule. One day before the event, the organisation team is able to go through each task for a final check.

Telephone conferences:

During a long period of organising an event it can be useful to plan some telephone conferences for all members of the team, especially when the team is not working together in one office or even in one city.

Meetings:

Although telephone conferences can help finding common decisions, giving feedback and keeping the track of work, it is sometimes even more productive to meet in person and to spend a few hours of working face to face, than rather to speak about the latest developments via telephone or internet.

1.3 Presenting a Youth Event

1.3.1 Design – the face of an event

A common Corporate Design will increase the impact of the communication and will provide guidance for the understanding of the information. The aim of the visual design is to support the CIVITAS ELAN project through consistent, memorable, attractive and user-friendly visual presentation of all the information products delivered within the event.

Therefore various design products have been developed and distributed among the participants. All products directly linked with the CIVITAS ELAN Youth Congress were branded with an own congress logo, which represented all tasks and action that happened during the event. The Corporate Design of the CIVITAS initiative has been considered as well by embedding the official CIVITAS ELAN logo in the Youth Congress logo.

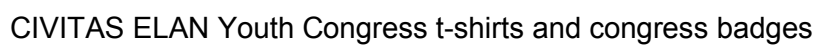
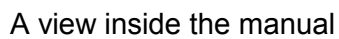




Distribution of welcome bags filled with CIVITAS gadgets, manual, agenda and various information materials



CIVITAS ELAN Youth Congress Manual



“ELAN Youth on the Move!” - CIVITAS ELAN Youth Congress



CIVITAS ELAN Youth Congress Logo



CIVITAS ELAN Youth Congress Certificate

“ELAN Youth on the Move!” - CIVITAS ELAN Youth Congress



CIVITAS ELAN gadget



CIVITAS ELAN Youth Congress poster

1.3.2 Media – the eyes of an event

Photos, videos, internet and radio/TV are very effective media of presenting an event to a broad audience.

Photos as well as videos can be distributed easily through websites, online press articles, and above all social networks. CIVITAS Elan is presented in Facebook via a project page and has announced the event online as well as recorded the actions taken place during the event. Photos and an own CIVITAS Elan Youth Congress video have been posted online.



2. Event documentation

2.1 The CIVITAS ELAN Youth Congress – a successful example



2.1.1 The setting

As already mentioned above, each city sent 8 pupils in the age between 15 -17 to the City of Brno in May 2011, along with two teachers of their schools. The City of Brno was commonly chosen as the host city for the CIVITAS ELAN Youth Congress – the city already had implemented some CIVITAS ELAN measures, it was big enough for a scavenger hunt game and fitted ideally for hosting a youth event.

The event had **three central issues**: a city/students' presentation, the Mobility Treasure Hunt and a final review presentation of the Mobility Treasure Hunt.

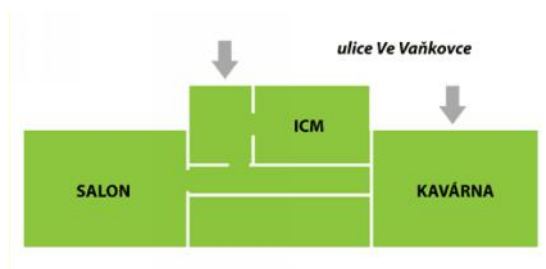
The city/students' presentation introduced the participants and their home town, including some aspects about public transport and a short SWOT analysis of their home town. The Mobility Treasure Hunt was a big scavenger hunt through Brno, organised on site and aiming to motivate the students to use public transport to get to the next stop. As a result they could get to know Brno and its public transport system. The final review presentation should show a short recap of the students' experiences during the Mobility Treasure Hunt, providing their very own recommendations for optimisation as well (all three issues are described more detailed below).

In between these three central issues the event was filled in with short introducing– and ice-breaking games, music (a beatboxing workshop called »Traffic Sounds Workshop«) and even more music and dancing at the final event.

For a neat and smooth run a young and creative moderator and musician took care of, Mr Ondrej Havlik. He also led the »Traffic Sounds Workshop« as well as the final event.

For the venue the Gallery of the Slévárna Vaňkovka (see www.vankovka.cz) was booked – a room and a building facilitated with all standards and needs that a conference is asking for.

“ELAN Youth on the Move!” - CIVITAS ELAN Youth Congress



The conference rooms in the Slévárna Vaňkovka.





2.1.2 And: Action!

FINAL AGENDA – ELAN Youth on the Move

09:00 – 09:10	Welcome and Introduction
09:10 – 09:30	Brno presentation (1)
09:30 – 09:50	Gent presentation (1)
09:50 – 10:10	Ljubljana presentation (1)
10:10 – 10:30	Porto presentation (1)
10:30 – 11:00	COFFEE BREAK
11:00 – 11:20	Zagreb presentation (1)
11:20 – 13:00	Icebreaking game (2)
13:00 – 14:30	LUNCH
14:30 – 15:30	Team Creation (2)
15:30 – 16:30	Introduction of the Mobility Treasure Hunt (3)
16:30 – 17:00	COFFEE BREAK
17:00 – 18:30	Traffic Sounds Workshop
19:30 – 22:00	DINNER location: VISTA Hotel, Hudcova 72, Brno



FINAL AGENDA - ELAN Youth on the Move

09:00 – 09:15 Introduction

09:15 – 09:30 **COFFEE BREAK** (sandwiches and water to take away)

09:30 – 14:00 **Mobility Treasure Hunt (4)**

14:00 – 16:00 **LUNCH**

17:00 – 18:30 Preparation of the Final Presentations

19:30 – 21:00 **DINNER** | location: Slévárna Vaňkovka, Ve Vaňkovce 1, Brno

21:00 – 23:00 **Final event** | location: Slévárna Vaňkovka, Ve Vaňkovce 1, Brno

09:00 – 09:15 Introduction

09:15 – 09:30 Presentation Group N 1 (5)

09:30 – 09:45 Presentation Group N 2 (5)

09:45– 10:00 Presentation Group N 3 (5)

10:00 – 10:15 Presentation Group N 4 (5)

10:15 – 10:45 **COFFEE BREAK**

10:45 – 11:00 Presentation Group N 5 (5)

11:00 – 11:15 Presentation Group N 6 (5)

11:15 – 11:30 Presentation Group N 7 (5)

11:30 – 11:45 Presentation Group N 8 (5)

11:45 – 12:00 **Conclusions**

12:00 – 12:15 **Good bye**

12:15 – 13:00 **LUNCH** to take away



2.1.3 More information on the agenda:

(1) – City/Students presentations

AMOR has produced a template for students and teachers with an introduction and points that should be considered while preparing the presentation:

The cities should be presented in a creative way with a lot of pictures - the content:

- How is the city like?
- What are the interesting places there?
- What's the national food?
- What are the characteristics of the transport modes of the city?
- Their perspective of mobility in the city –
 - What are the *strengths*,
 - what are the *weaknesses*,
 - what are the *opportunities* and
 - what are the *threats*

of the public transport system in the city from the students' point of view?!

(2) – Games and team matching

Description of idea for “Icebreaking game”

Each student has to draw a picture of himself/herself. The pictures will be collected, mixed and dealt out again, so that every student has a picture of someone else. Now they have to find the person who is imaged on the picture. Once they have found the person they can ask 3 questions that will describe the person. At the end they have to introduce their game partner to the whole group.

Description of idea for “Team matching”

5 pots will be built up on a desk, each pot containing the students' names of one city. Like in a lottery, someone draws lots, one out of each pot, so that he or she will then have 5 lots all in all. – These are the names for the first group. This procedure is repeated 8 times.

(3) – Introduction of MTH

A manual guide in form and content has been prepared and distributed at registration (see ANNEX Manual). The manual was not only an information material for the students, but also an official document for the EC. The content consists of:

- Official introduction
- General description of the game and the aim of the game (they have to make a documentation and present their results,...)
- Information about how to encode the riddles
- Information about the documentation (why to take pictures, don't forget to collect all tickets, etc....) and presentations for the last day
- Support material for the MTH (map of Brno, contact details of ambulance, police, contact details of persons in charge,...)

During this session the manual has been explained step by step. Examples of codes have been explained and exercised.



(4) – Mobility Treasure Hunt (MTH)

There were 8 groups and each group consisted of one student from each city. The students of those 8 groups have been fellows for the whole game. They started their challenge at the congress meeting venue. For safety reasons they were travelling around the City of Brno accompanied by a teacher.

The Mobility Treasure Hunt (MTH) had 5 stops which were the same for all the groups as well as one common start and end. At every stop a riddle had to be solved. Correct answers to this riddle led the group to the next stop. One person from the organisation team has waited at each stop and posed the riddle to the students. If they couldn't find a proper solution for the riddles, they were allowed to ask the person at the stop.

In this way the students were travelling around the City of Brno. How to get to the next stop and what transport modes to be used depended on the students' decision.

At the end of the Mobility Treasure Hunt a surprise was waiting for all groups!

(5) – Presentations MTH

On the last day of the Youth Congress all groups had to present the outcomes of their travels through Brno to colleagues, teachers and CIVITAS experts.

The presentation should describe the path the teenagers chose to their destination. They had to use pictures or other materials as it was wished to be creative and unique!

The presentation could either be in the form of a normal power point presentation or be a creative performance or improvisation theatre!

In addition to their conclusions and photos, they also presented their recommendations to CIVITAS ELAN experts. Here are some ideas that got them started:

- What funny, wicked, interesting, shocking, awesome stories can you tell us about your travels?
- What would you change in the public transport system of Brno?
- What can you and your city learn from Brno, Gent, Porto, Ljubljana and Zagreb?
- What are your recommendations?

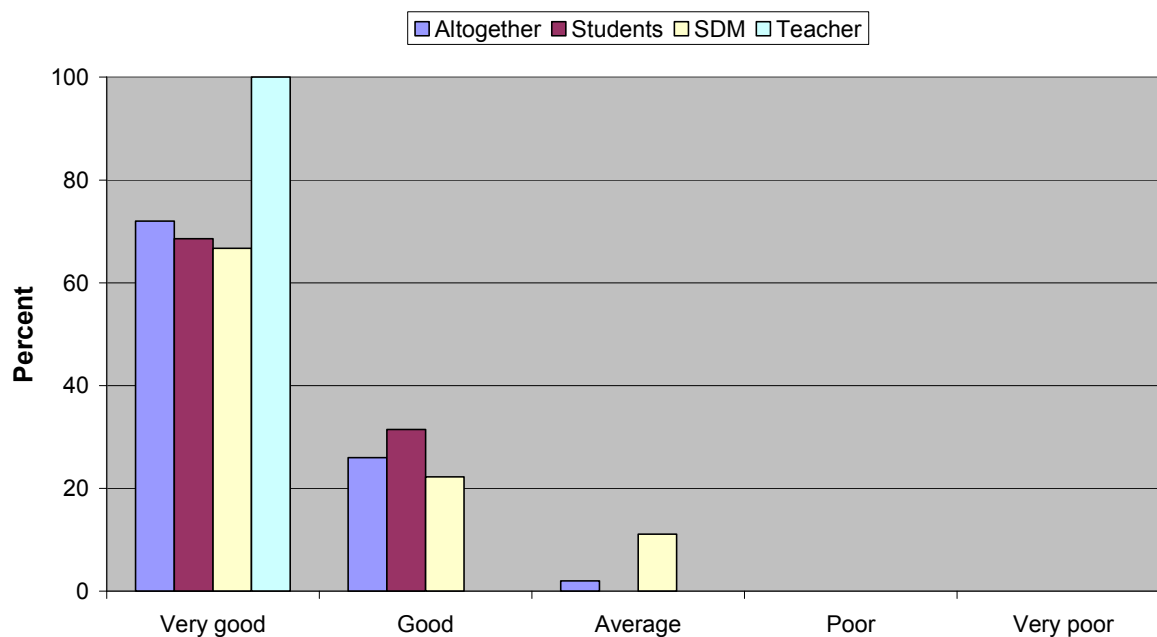
These recommendations have been elaborated on the basis of their experience from the Mobility Treasure Hunt and their students' presentation of the public transport in their home towns.



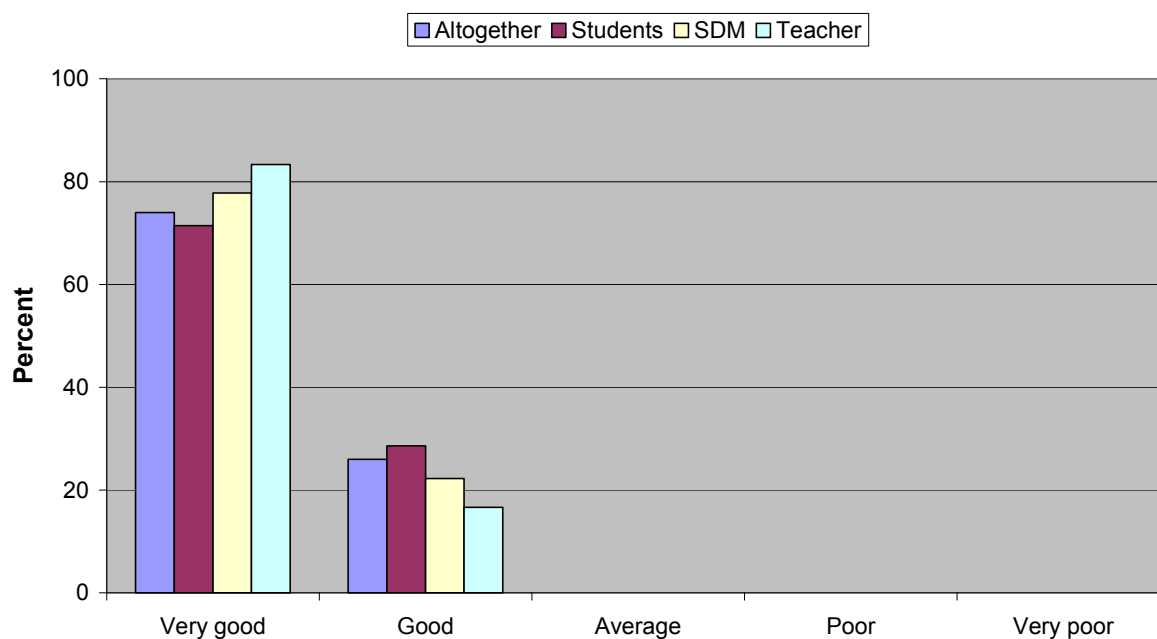
2.2 Evaluation

2.2.1 CIVITAS ELAN Youth Congress: the results

How did you like the Youth Congress in general?

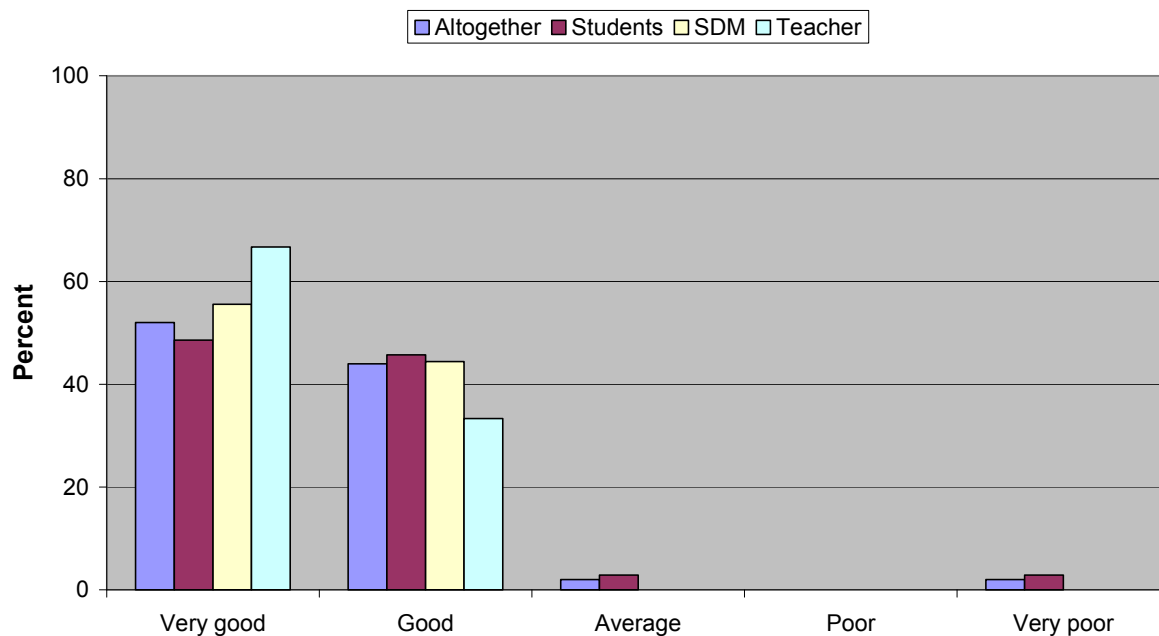


How did you like the moderator?

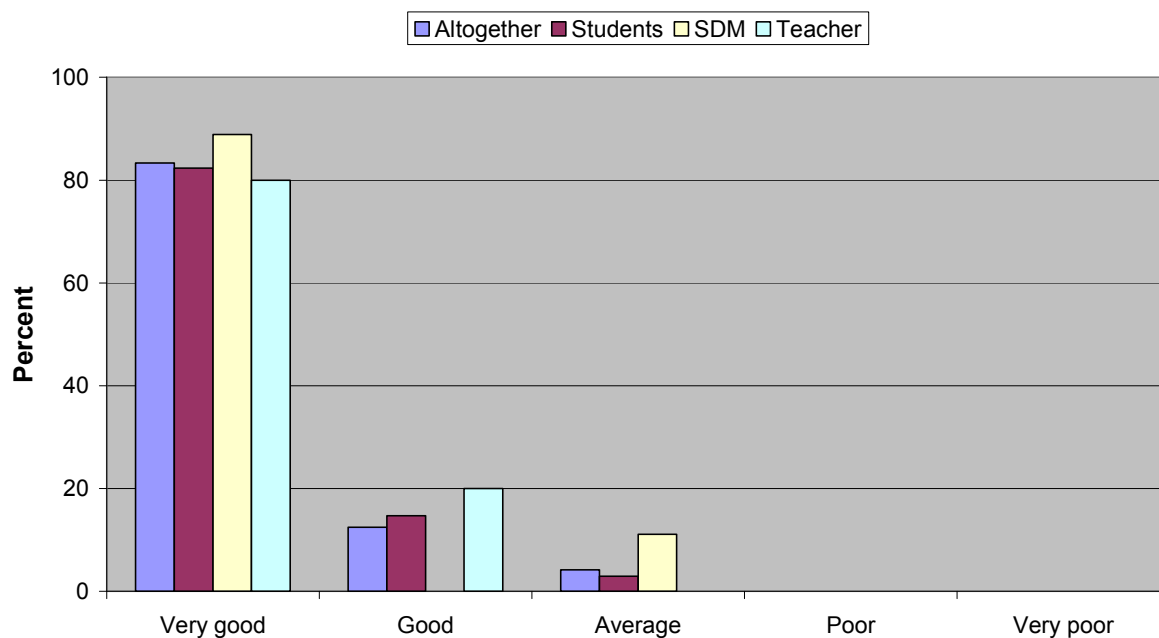




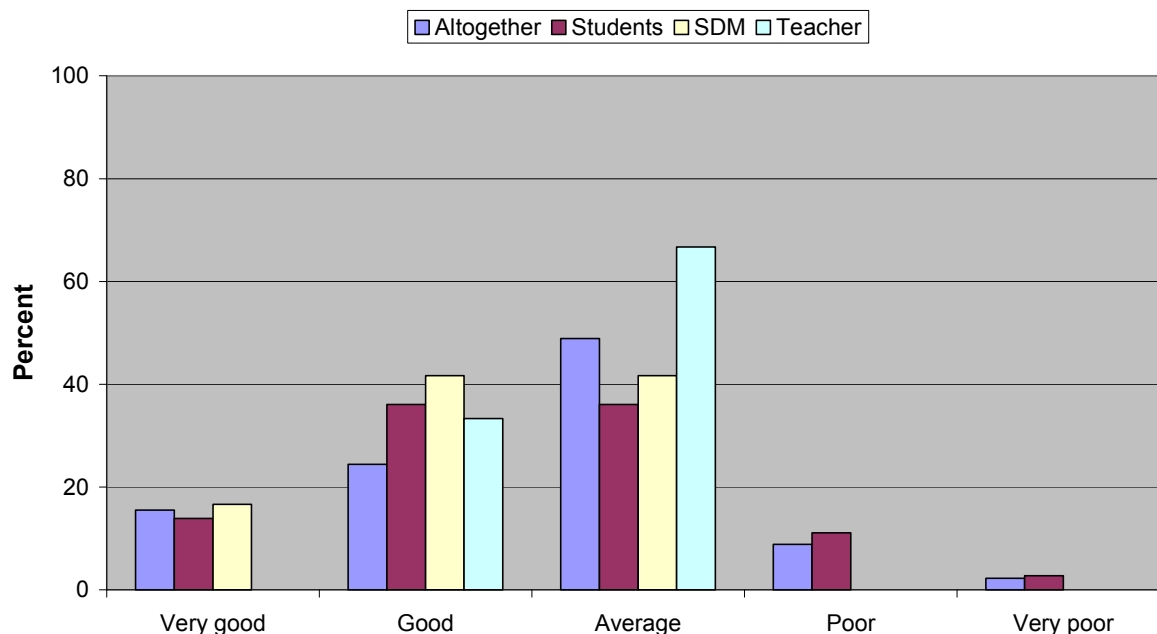
How did you like the Mobility Treasure Hunt?



How did you like the Traffic Sounds work shop?



How did you like the hotel?



2.2.1 What went well? What could be improved?

The organisation, idea and execution of the Mobility Treasure Hunt was very much appreciated by students and teachers and was the most successful task of the Youth Congress.

The beat boxing workshop (“Traffic sounds”) and the moderator as a beat box musician seemed to fulfil all expectations regarding creativity and innovative connections between creativity, leisure time actions as well as working.

Creativity is closely followed by socialising as a close third – meeting people of other countries, to interact and work with them and to enjoy the resulting atmosphere was mentioned by over 10% of the participants.

Room for improvement however have been left for accommodation and catering. The participants found fault with food (breakfast and lunches) and the hotel that was wished closer to the city centre as well as its facilities.

It was also critically mentioned that 10% of all participants would have liked more free time.



2.3 Lessons Learned

1. Target Group

Select your target group wisely. The children should not be too young as it will be difficult for them to stay longer away from home. They should be able to speak and understand English. Therefore, we defined pupils between 15-17 years as ideal target group.

2. Moderator

The role of the moderator is a crucial one. He or she leads through the event, gives input and organises discussion. It is important to reflect his or her importance in a youth event, being the person who represents the content, the context and the input of the event.

Therefore it is worth getting informed about young men and women who are able to motivate and appeal to teenagers. Possible target groups could be **radio moderators, TV moderators working in kids' programmes** or music programmes, young musicians or actors, moderators specialised on kids/teens events.

3. Agenda

The agenda of a youth event should **not contain too many official speeches**, welcomes or theoretical working parts. It is important to find a balanced mixture of action, fun, serious working on different topics, discussions and official parts. Depending on the duration of an event a certain amount of leisure time should be considered carefully. If working in groups is planned, games intending to get introduced and to get to know each other are highly appreciated.

4. Interactive parts

Young pupils have different and fresh views and they can be very creative. **This huge potential should be used by creating interactive parts**, where they can bring in their perspectives. So it is desirable to let them be creative by taking advantage of different tools (videos, pictures, sounds etc.)

5. Design – the face of an event

A common Corporate Design increases the impact of the communication and provides guidance for the understanding of the information. The aim of the visual design is to support the event through consistent, memorable, attractive and user-friendly visual presentation of all the information products delivered within the event. **You should provide an attractive congress logo** which fits to the overall idea of the youth congress. The official logo can also be embedded.

6. Mobility Treasure Hunt

The concept of the mobility treasure hunt was very successful. **It can be copied and transferred to other events very easily.**

2.4 Additional Pictures



“ELAN Youth on the Move!” - CIVITAS ELAN Youth Congress





Annex

Logos



“ELAN Youth on the Move!” - CIVITAS ELAN Youth Congress



T-Shirts





Manual

