



CASYPOT



European
Regional
Development
Fund

Youth Strategy of Euroregion Baltic 2020+

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I. ANALYSIS



Introduction

The aim of this document is to provide policy guidance and recommendations on the subject of Euroregion Baltic's Youth Strategy.

The implementation of this Strategy depends solely on the municipalities and regions concerned.

Euroregion Baltic

ERB connects different countries and administrative regions, and despite the connection with the Baltic Sea, it is a very diversified area, both economically and socially.

The whole region, like many others in the European Union, experiences high emigration from rural to urban areas. This is particularly evident in Lithuania, Poland and the Danish city of Bornholm and to a lesser extent in Sweden. In the Kaliningrad region, people from small peripheral municipalities are attracted by the city of Kaliningrad.



The limited opportunities for self-realization and ensuring a certain quality of life are some of the factors that cause the young to leave the region.

- ERB is not in a privileged position when it comes to attracting people:
 - most of the areas are peripheral and underdeveloped
 - there is unemployment and low investment opportunities in the region
 - despite the high cost of living, large cities attract young people with their work opportunities, infrastructure, and business environment. They can invest in small business growth, science, sport and culture at a higher level than the average towns from the municipalities of the Euroregion Baltic.
- **A region that is involved in many types of cross-border cooperation will be much more attractive to young people as a place to live and work.**

CaSYPoT project

As part of the project CaSYPoT, Euroregion Baltic conducted a research titled “Living conditions and future preferences of youth in the South Baltic Region – a cross-border comparative report for Sweden, Lithuania, Russia and Poland”. As a result of the realization of the project and the conducted research, a document was prepared with recommendations for the regions in order to improve young people’s lives. The document consists of 3 parts: in-depth youth situation, a bank of dedicated tools and a strategic study intended for practical use by the Communes and NGOs.

The collected tools and recommendations illustrate the thoughts and possibilities of making the Euroregion Baltic a more attractive place for young people. Included in the document are practices previously implemented in other communes of the European Union, which we can recommend for implementation in the Euroregion Baltic’s regions.

ERB Youth Board

The Euroregion Baltic is aware of the role and importance of youth in shaping development policy, which is why the ERB Youth Board was established. This is the first important step for the active participation of young people in society. In addition, the Youth Board established at the ERB can organize meetings, create initiatives and development areas and participate in many diverse international

undertakings. Normally, young people aren’t given the chance to participate in such initiatives.

However, the situation isn’t simple. The Youth Board is active, but its importance is still marginal – there are no specific laws and guidelines defining the framework of its activity. Furthermore, each country is given presidency of the Youth Board for only 1 year.

- Pros of the ERB youth policy:
 - no barriers to youth participation in the policy of the region
 - a high level of independence
 - financial support for activities
 - voting rights at meetings
- Considerable disadvantages of the Youth Board:
 - lack of electoral regulations for membership
 - difficulties in finding time for activities
 - lack of connections between members and wider youth structures in the region
 - low efficiency of board members’ work

Currently ERB aims to promote the activities of the Youth Board and provides it with support, opportunities and appropriate responsibilities so that it can empower the youth.

Some of the current activities of the Youth Board include being involved in various projects, meetings (in real life and online), round table conferences and training.

The Vision of the ERB Youth Board states: “Active and engaged young people working for a better future in Euroregion Baltic”.

The Mission declares the goals of the Youth Board which shall be: “Engaging young people in democracy, international cooperation and the principles of the Euroregion Baltic”.

The Youth Board has planned the following initiatives: exchange of young people between different regions, bringing young people in contact online by their interests, exchange of experience and event calendar.

I. ANALYSIS



Target group analysis

In this study, we use the research carried out as part of the CaSYPoT project: “Living conditions and future preferences of youth in the South Baltic Region – a cross-border comparative report for Sweden, Lithuania, Russia and Poland”.

Youth is understood as a broad group between 12 and 30, at various stages of life.

Youth, in this document is understood as young people experiencing rapid development and life changes up to the age when they become stabilized in their professional and family environments.

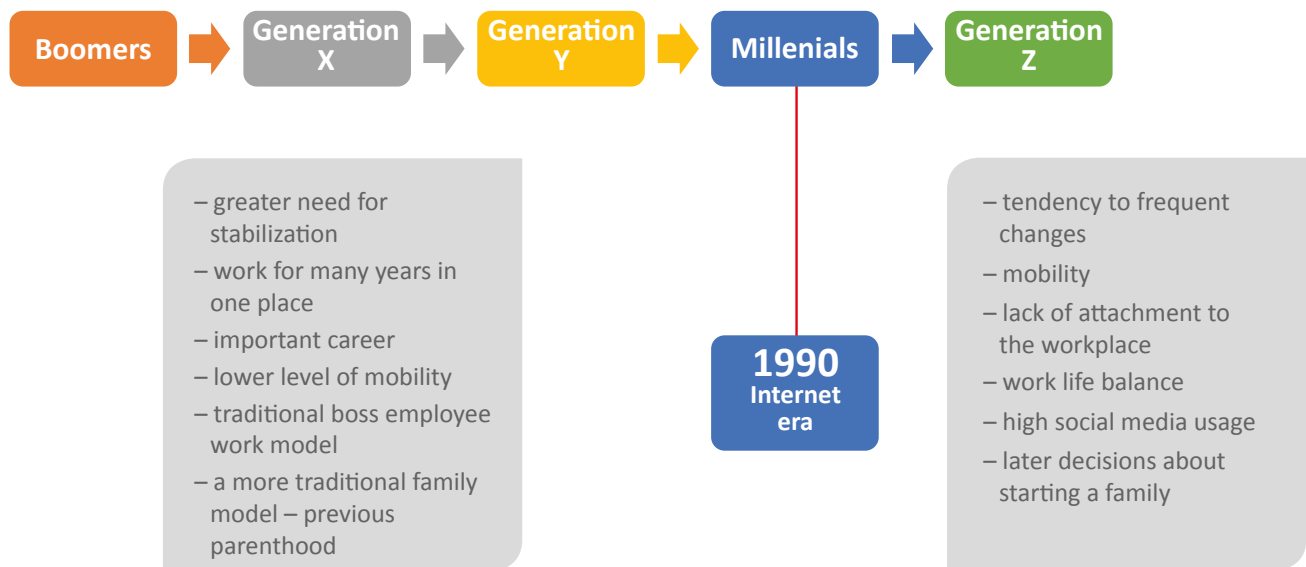
As we understand it, children become youth when they start thinking and acting towards shaping their futures. This especially includes decisions and actions about education, profession, places of studies, work and residence. The youth become adults when they achieve a certain level of professional, personal, family and residential stabilization and when their feeling of safety and security grows.

Their roles in that time allow for stabilized career planning and family building. In the Euroregion Baltic this period usually starts between ages 12-14 and ends at or shortly after 30, with a lower age range in more developed Euroregion countries and a higher age range in the less developed.

New generation

Nowadays young people perceive reality and themselves in a different way. These differences make it sometimes difficult to find an agreement between adults and young people.

GENERATIONAL DIFFERENCES



These generational differences are among the main reasons for the stagnation of cities and the increasing outflow of young people from them. This can be partially attributed to the influence of the Internet, especially the social media on younger generations. The problem is starting to become more and more visible, because representatives of the Millennials and Generation Z belong to the labor market.

One of the biggest barriers they face is the patriarchal style of management often represented in companies by decision-makers. Good practices for combining competences and building cooperation between generations are still missing.

Each generation brings different goals and values, they are often difficult to reconcile. Young people often meet with the phenomenon of “glass ceilings”, which is the plateau many young people often reach in their work environment and prevents them from advancing further. Another major obstacle is the lack of preparation for cooperation at the level of municipalities and the officials’ fear of losing their jobs for the benefit of young people.

Youth motivation

In addition to the expectations related to earnings, the young generation manifests the need for:

- power / codecision
- personal development
- affiliation, or the need to feel involved and be part of a group

I. ANALYSIS

Indications from CaSYPoT survey 2017, for Euroregion Baltic Youth Strategy Building. Insight from Common Features

The ERB Youth Strategy which will fit the needs of all surveyed municipalities must be based on common features. Therefore the task of the CaSYPoT project strategic planners was aimed at finding those elements of the youth's living conditions (reported by them) which were common to all the 6 surveyed municipalities. We ignored all elements which distinguished each municipality from the others but tried to find the elements which were similar. The differences among them are important for shaping the strategies of individual regions, municipalities or counties and for being a subject of their strategic planning. However, the features which unite all municipalities are important for the entire region.

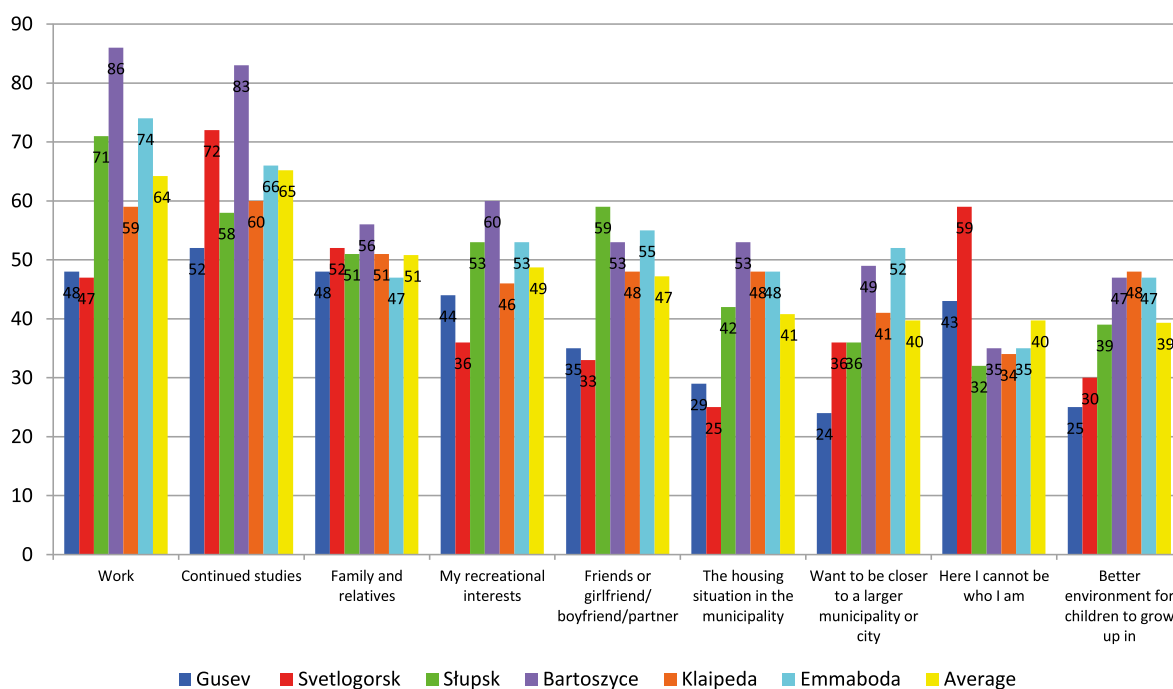
In this process we found, that for strategic purposes, the following groups of problems have real significance: youth's thinking about the future, work, civic engagement, safety, health, leisure time.

1. Youth's thinking about the future

The CaSYPoT survey revealed that the majority of the respondents think about moving out of their municipalities in the future. Moreover, the highest proportion of those wishing to move away from their city is registered in Bartoszyce (90%) and Emmaboda (85%), 79% in Słupsk, 75% in Gusev, 71% in Klaipeda and the lowest in Svetlogorsk (65%). Those numbers are a negative indication for the future development of ERB municipalities.

Thinking about the future is an important part of the decision making process of young people. In the table below, we added "important" and "very important" as answers in order to measure the significance of various factors in the decision of youth to leave their ERB municipalities.

Graph 1. How important are each of the following aspects for your decision to move away from the municipality you live in? (answers of „important” and „very important” in %)



Source: CaSYPoT survey 2017

Youth's thinking about the future – common observations

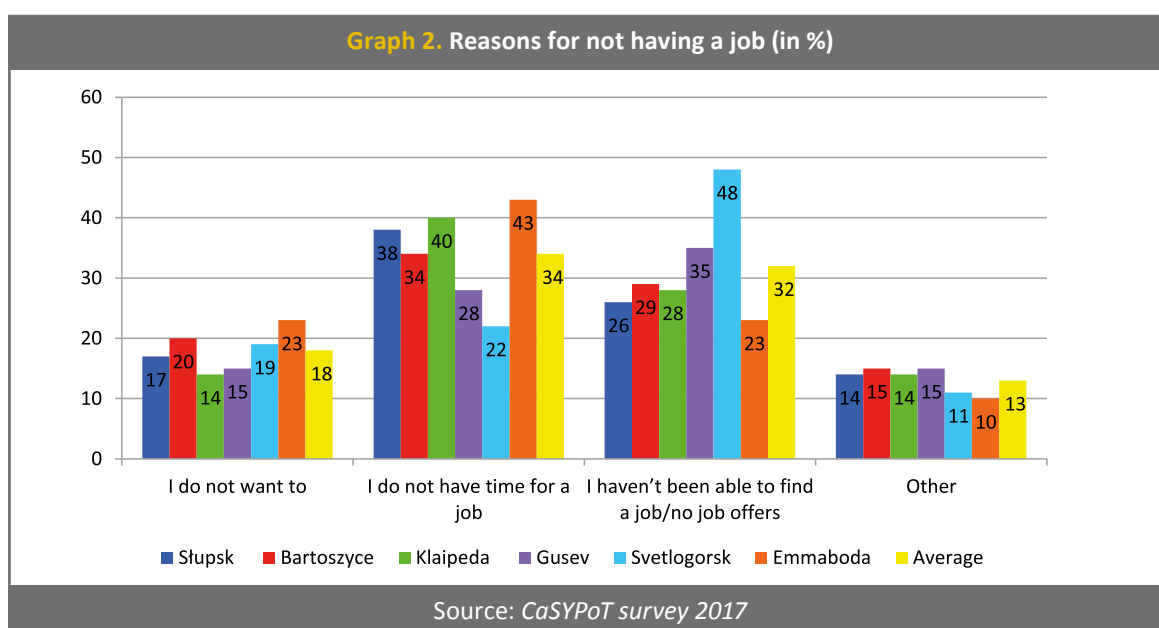
1. The key factor for leaving the municipalities seems to be a propensity for career building. Unsurprisingly work and continued studies were the two main reasons given by young people as prompting them to move away.
2. Another important part of the decision criteria for leaving the municipalities are personal reasons: family and relatives or girlfriend/boyfriend. This is the second decision criteria group. Both of these decision criteria can be assigned to personal safety space.
3. Leisure time is also an important aspect of the decision to leave. It is associated with recreational interests and proximity to big cities which offer more cultural opportunities.
4. The material life quality aspects indicate difficult housing conditions and poor conditions for bringing up children in small municipalities.
5. There is a lack of personal freedom in small towns since individual actions tend to be more visible and are easily scrutinized. The youth reported that they often feel they can't really be themselves.

Youth's thinking about the future. Conclusions

1. Career building is the strongest factor which influences the decision to leave the ERB municipalities. It also shows that the career building opportunities are scarce in the ERB municipalities (jobs and adequate education).
2. Personal engagement in family and dating is the second group of factors which influence migration from small towns.
3. The low quality of life, indicated by the material living conditions as well as the unappealing leisure activities, further prompts young people to leave.

2. Work

Career building was the key driver of the surveyed youth. So next we found out what they think about work. We asked whether respondents had a job at the time of the survey. A positive response was given by 25% of the respondents from Słupsk, 8% from Bartoszyce, 16% from Klaipėda, 12% from Gusev, 50% from Svetlogorsk and 50% from Emmaboda. Inactive students were also asked their reasons for not working. It is important to take into account the age of the respondents and also that legislation is different from country to country regarding minors' employment. The results are presented in Table 2.



I. ANALYSIS

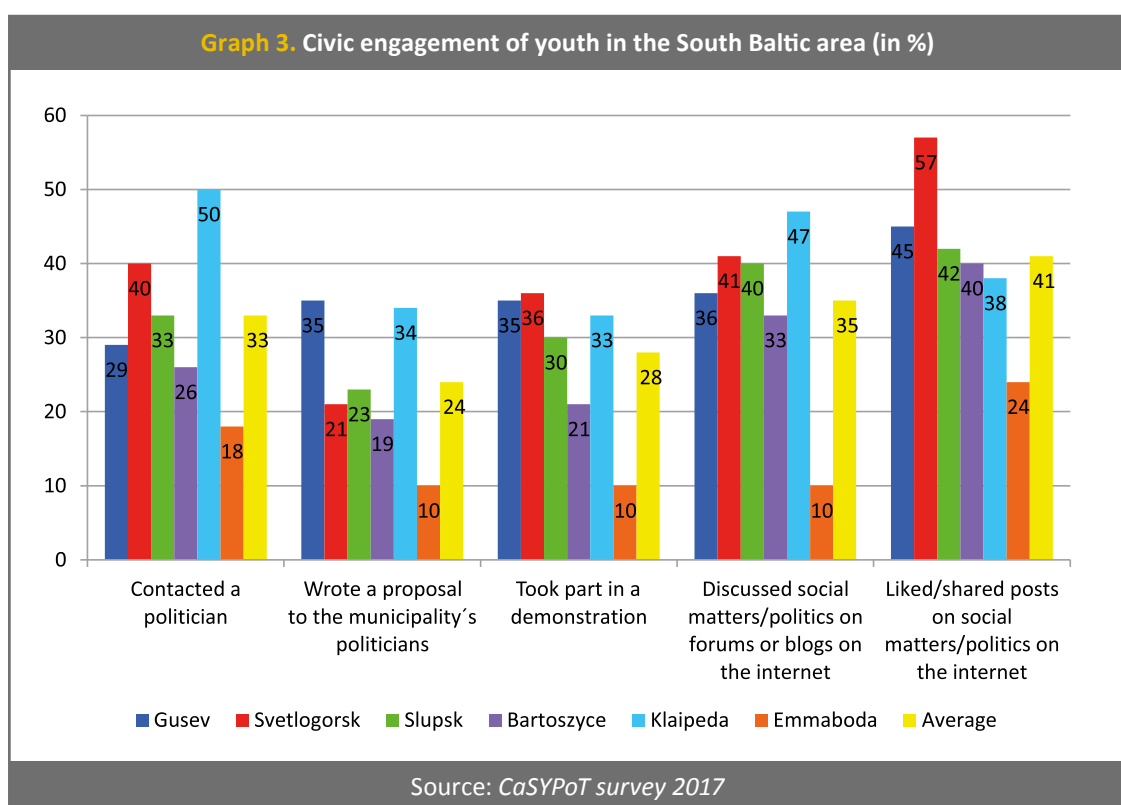
Students who responded to the questionnaire were also asked if they imagined running their own business in the future. 65% of respondents from Słupsk answered positively, 65% from Bartoszyce, 66% from Klaipeda, 67% from Svetlogorsk and 47% from Gusev and 48% from Emmaboda. Survey results show that in four municipalities around 2/3 of the surveyed were interested in running their own business and in two of the municipalities around a half of them were interested.

Common observations

1. Young people from the selected ERB municipalities generally do not have extra work in addition to school work due to lack of time or because they did not find work or did not receive an interesting offer.
2. Young people do not want to have extra work.
3. Most of the pupils are interested in running their own business in the future.

3. Civic engagement

The youth's ability to participate in civic, social and political life seems to be a good indicator for their future political participation. Political and social engagement and participation have been studied in relation to what young people practically did in civic engagement. Results of our study are shown in table 3.



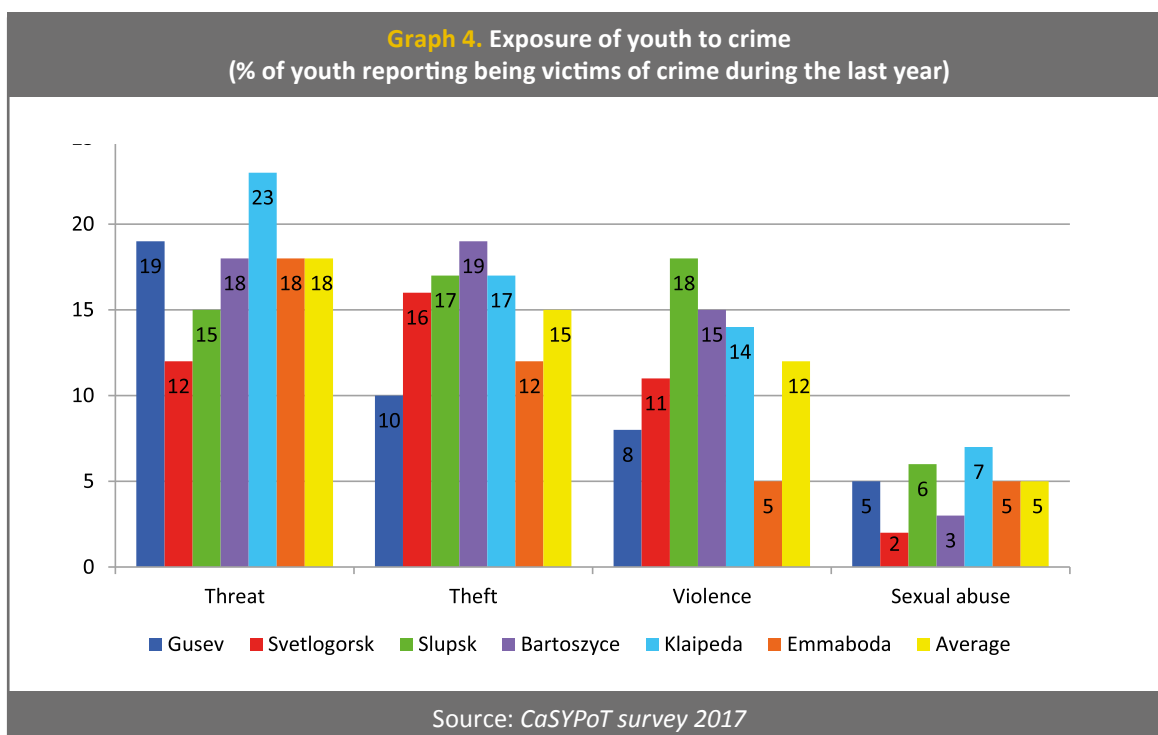
The results show that a significant part (but not the majority) of young people in the surveyed municipalities participate in political and local life.

Common observations

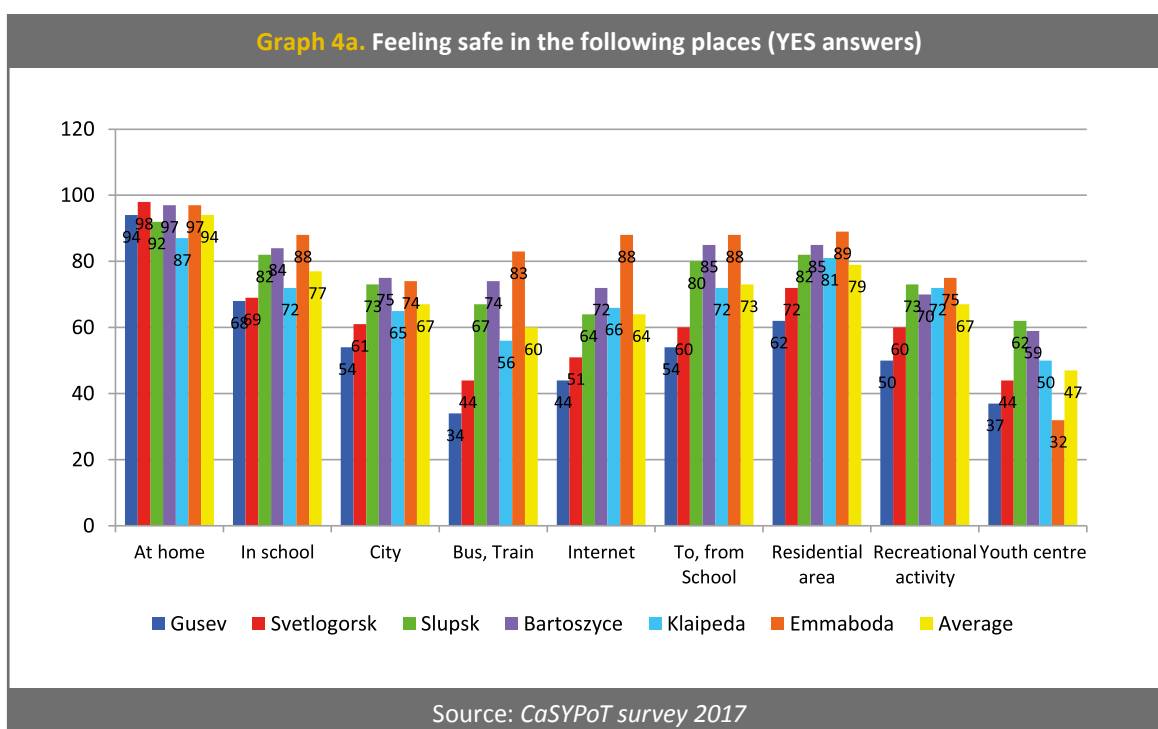
1. The most popular activity among youth is using social media in order to express themselves.
2. The most challenging part for the pupils is to prepare and present their own proposals to the municipality's politicians.

4. Safety

The feeling of personal safety seems to be an important factor when looking for a place of residence. Our analysis explored two aspects of safety: exposure to crime and the feeling of safety. Results are shown in Graph 4.



And corresponding graph 4a.



I. ANALYSIS

The research results show that among youth a substantial proportion were exposed to crime in the last year. Besides that, students feel safe at home, at school and in their residential area.

Common observations

1. Young people are mainly worried about thefts. But this is not a major fear.
2. The area in which the respondents live (the South Baltic) is considered safe by them.
3. Taking into account the above, it can be assumed that the issue of security is not a big problem and has no impact on decisions regarding the future of respondents.

5. Health conditions in ERB municipalities

The CaSYPoT-survey revealed that all regions share the same results when it comes to young people's health. Girls are more susceptible to somatic and psychosomatic health problems.

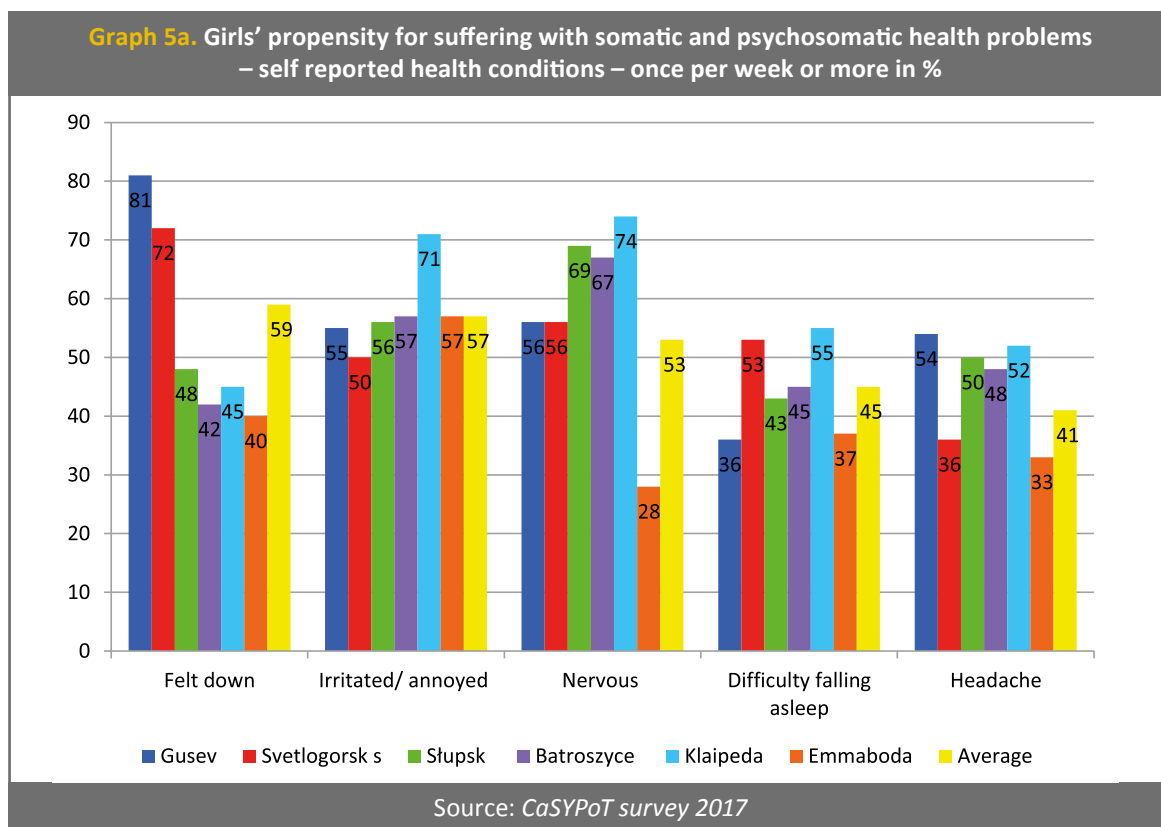
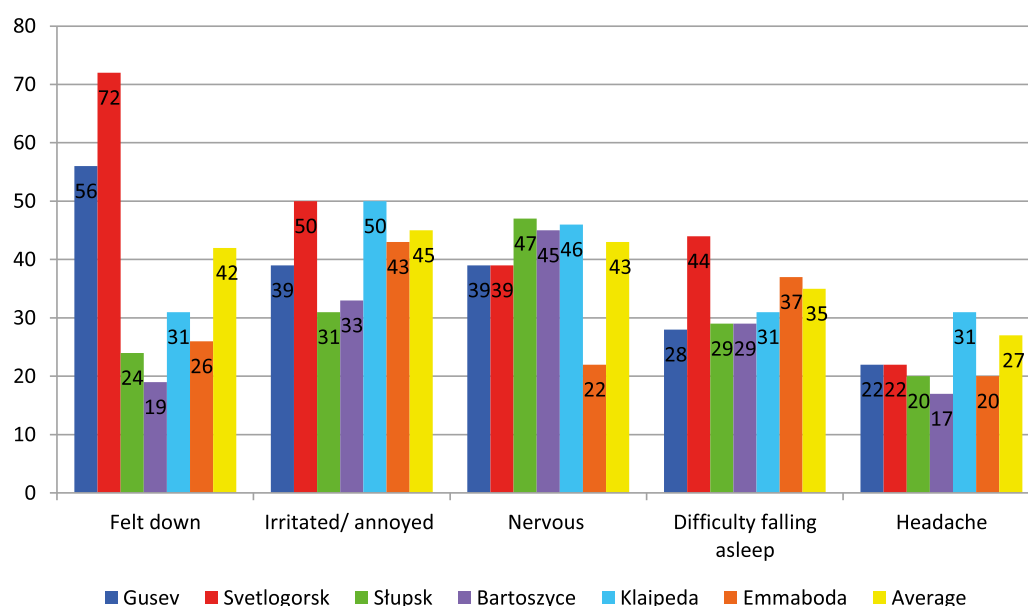


Table 5b. Boys' propensity for suffering with somatic and psychosomatic health problems – self reported health conditions – once per week or more in %



Source: CaSYPoT survey 2017

Common observations

1. In all of the surveyed ERB municipalities, the girls tend to report more health conditions than the boys.
2. The respondents report more psychosomatic problems than somatic.

Health issues – conclusions

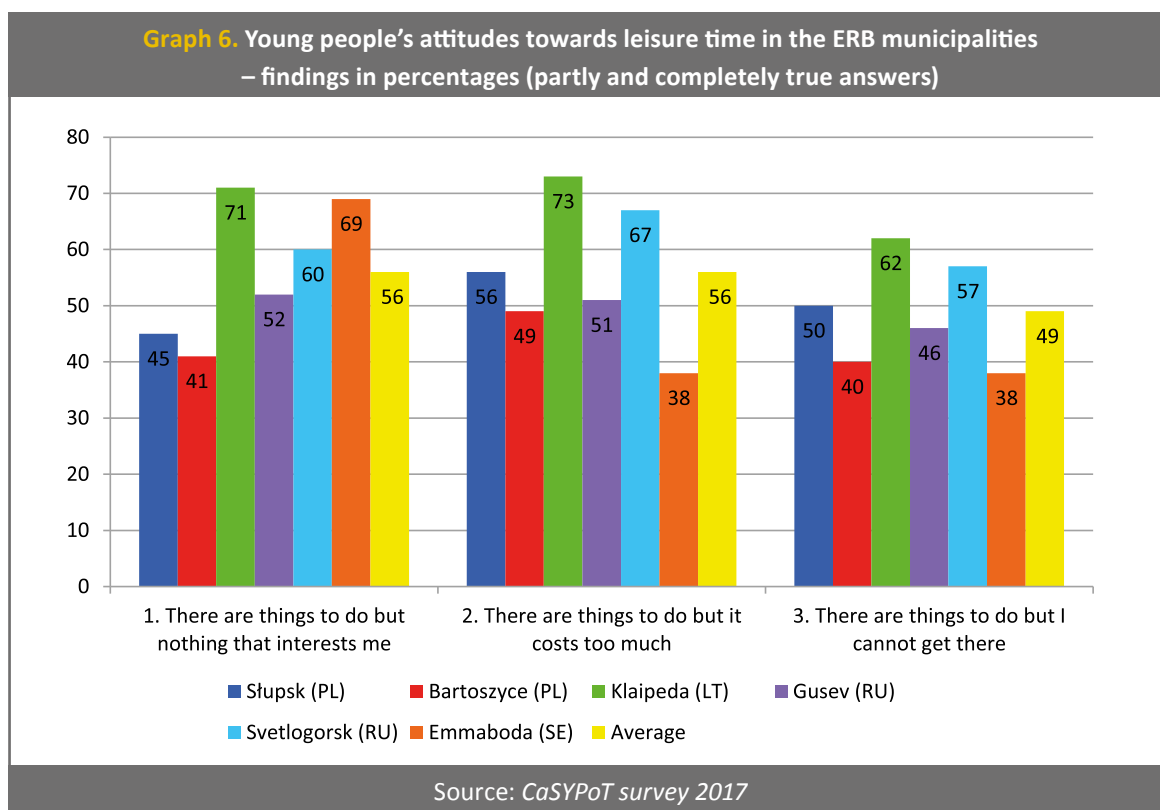
The report of so many psychosomatic problems by the girls and boys in the ERB municipalities may be caused by negative social interactions in their schools, families or during extracurricular activities. Additionally, young people might also feel overburdened with their studies. Those issues are reflected by the CaSYPoT survey assessing the situation in schools.

I. ANALYSIS

6. Leisure time

The quality of life is shaped by different factors, but leisure time plays an important role in it. Within this section of diagnostic research we explored young people's attitudes towards free time and discovered the main leisure activities.

Attitudes towards leisure time



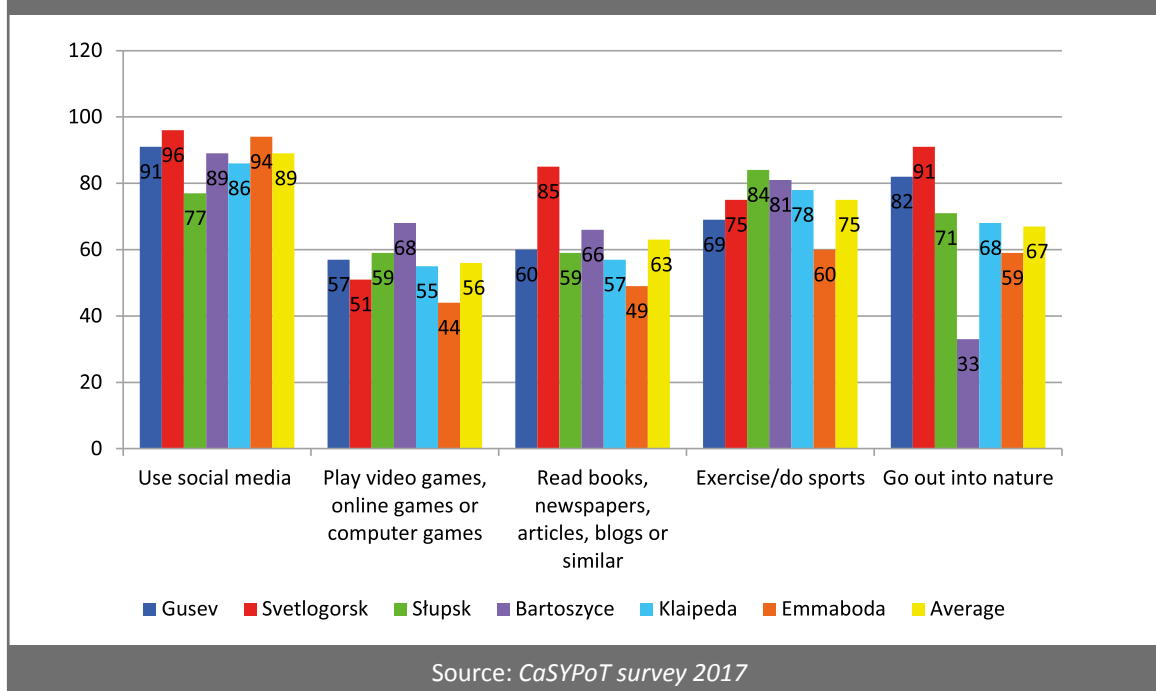
Common observations

1. The most important issue according to youth from the 4 surveyed municipalities around the Baltic Sea, is a lack of interesting leisure activities.
2. An almost equally significant issue is the cost of the leisure activities. Young people stated that they and their parents cannot afford to pay for many of them.
3. Finally, another factor was the lack of access to the available leisure activities.

Main leisure time activities

Out of the 16 activities presented to them, the young people in the ERB municipalities mainly gravitated towards 5 (see Graph 2).

Graph 7. The main leisure activities of young people in 4 ERB countries
– CaSYPoT survey 2017 (findings in %)



Common observations

1. Three of the most popular leisure activities are non-physical and two are physical.
2. Spending time on social media is the most popular free time activity in the ERB municipalities. Sports and exercise are a close second.
3. Reading books, articles, blogs etc. is also very popular among youth which shows that youth in all ERB countries is relatively interested in culture.

Leisure time survey common conclusions

1. A significant proportion of the young people in Euroregion Baltic is dissatisfied with the available leisure options and their high cost.
2. Despite various barriers to leisure time, youth in ERB municipalities combine mental and physical activities- mainly social media and sports. A practical observation on how the youth spend their free time in the ERB municipalities is the high openness of the young generation to different types of leisure activities.

II. STRATEGIC PREMISES



Final Conclusions from CaSYPoT survey 2017 for the ERB Youth Strategy Design

1. Career building is the strongest factor which influences the decisions to leave the ERB municipalities.
2. Low quality of life indicated by the material living conditions and the unappealing leisure activities also cause young people to move away.
3. Young people are entrepreneurial, open to opportunities and wish to launch their own business in the future.
4. A substantial portion of the young people in the ERB municipalities are interested in participating in civic and social life. However, there is a visible lack of tools to support them.
5. South Baltic Region is relatively safe for youth and safety is not the decision making factor in looking for a new home.
6. Youth reported numerous psychosomatic health problems and according to the CaSYPoT survey this can be mostly associated with school pressure and too much homework.
7. A notable portion of the young people appeared dissatisfied with the available leisure options and their high cost.
8. Youth in the ERB municipalities combine physical activity with sedentary leisure time. They are interested in new forms of leisure time activities.

Implementation conditions

- The most important condition for the effective implementation of the strategy is to understand the young people's needs.
- However, this requires a lot of effort on the part of Generation X, because younger generations work and think differently. In turn, young people are often not prepared for adulthood – they do not have the right skills, and face difficulties when it comes to taking responsibility and decision making. The process must therefore be two-sided.
- A positive element of the strategy is the inclusion of not only young people in its creation process, but also experts, politicians, universities and local governments. This should help with the efficient implementation of the strategy by the local governments.
- The representatives of this group must understand that the introduced strategy has a chance to succeed only if there are young people actively involved in its implementation. This is connected to the commitment for a real decision-making process and the financial security of the planned activities.
- The ERB Youth Boards established in the municipalities are helpful, but in many cases have no real impact on urban youth policy.

A prerequisite for the effective implementation of the proposed tools is the presence of a person responsible for youth development in every municipality

III. STRATEGY



Key problem

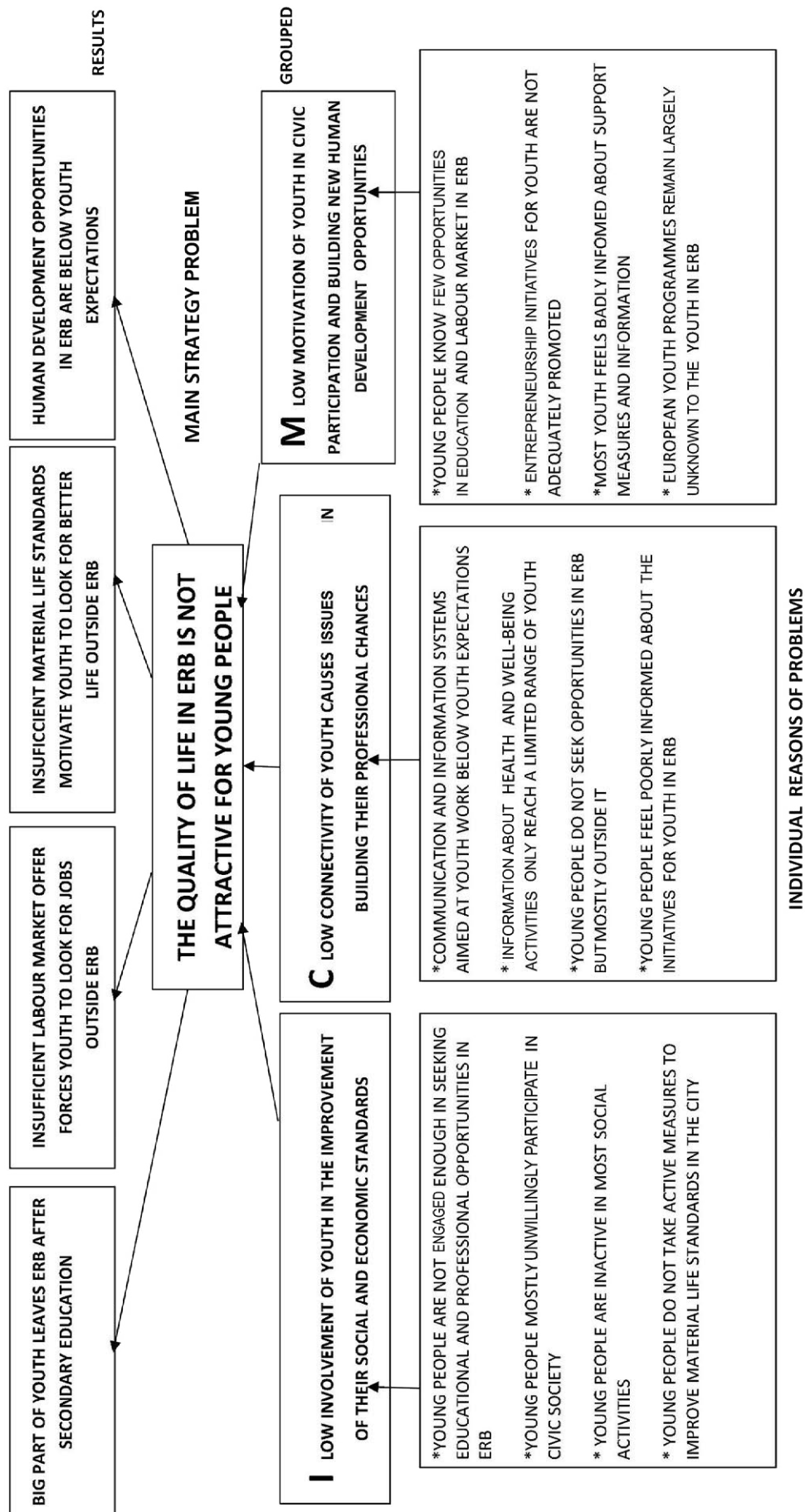
Migration of young people from small towns to large cities and from less prosperous regions to richer ones is one of the biggest problems of the EU and the Russian Federation, including the Euroregion Baltic.

Most young people leave the Euroregion Baltic and do not come back.

On the other hand, the ERB does not attract enough young people from other regions to balance out the deficit. This may hinder social, economic and cultural development.

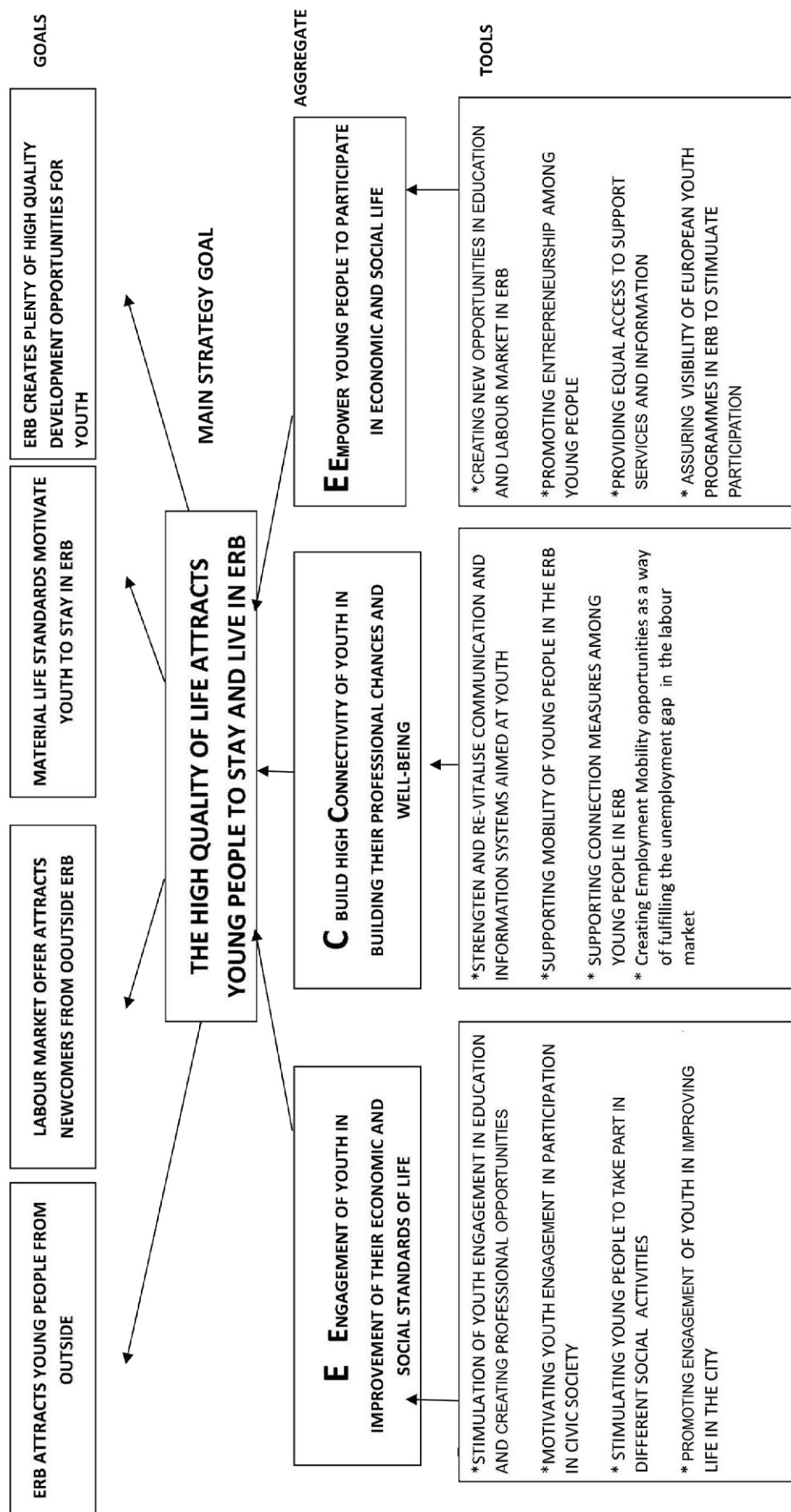
Young people should be able to fulfill their goals and ambitions in the Euroregion Baltic. The ERB's goal is to contribute in creating the conditions that will ensure a good quality of life for all young people here. We also want to attract young people from other regions and encourage the return of those who left. It is very important that they come back and apply their knowledge and experience.

GRAPH 1. ERB 2020+ YOUTH STRATEGY PROBLEM ANALYSIS



III. STRATEGY

GRAPH 2. ERB 2020+ YOUTH STRATEGY GOALS ANALYSIS AND MAIN TOOLS SELECTION



The most important challenge

To create a guiding document and a tool base that will allow associated municipalities to take action to make the Euroregion Baltic more attractive to young people.

The Region needs a dynamic and realistic youth development strategy. Joint actions of Swedes, Lithuanians, Danes, Russians and Poles can contribute in transforming the Euroregion Baltic into a modern 21st century region characterized by: good earning standards, high productivity, closeness to nature and active lives for the young generation.

Source of financing

The key issue will be the acquisition of external financing, for example Norwegian, Erasmus+ or EEA funds*, which will open new possibilities for real impact on the situation in the Euroregion Baltic.

The implementation of the postulates included in the Youth Strategy is a key element of this procedure.

Strategic goals

European Council Resolution** set three main areas where young people need support***:

1. Connect

Making it easier for young people to gain experience, cooperate, build relationships, communicate and increase mobility.

2. Engage

Creating commitment paths for young people so that they can actively participate in all important social, economic and political processes.

3. Empower

Encouraging the creation of civil societies, with particular emphasis on young people with fewer opportunities, solidarity, support systems and volunteering. Empowering young people, encouraging them to take responsibility for their lives.

* In the Russian Federation youth can take part in <https://fadm.gov.ru/Russia> and EU youth collaboration projects can take part in <https://www.plru.eu/> and <http://www.eni-cbc.eu/lr/en/programme/2>

** There is a document for Russia: "Fundamentals of the state youth policy of the Russian Federation until 2025" too. "The objectives of the state youth policy are to improve the legal, socio-economic and organizational conditions for successful self-realization of young people, aimed at unlocking their potential for the further development of the Russian Federation, as well as promoting the successful integration of young people into society and enhancing its role in the life of the country." <http://mosmetod.ru/metodicheskoe-prostranstvo/sredne-professionalnoe-obrazovanie/normativnye-dokumenty/osnovy-gosudarstvennoj-molodezhnoj-politiki-rf-do-2025-goda.html>

*** Resolution of the Council of the European Union and the Representatives of the Governments of the Member States meeting within the Council on a framework for European cooperation in the youth field: The European Union Youth Strategy 2019-2027

IV. OPERATIONAL GOALS & TOOLS



1. Connect, specifically by increasing mobility
2. Engage, specifically to develop
3. Empower, specifically by building an identity

1. Connect, in particular mobility

DIRECTION:		CONNECT		
Objectives and goals	Principal executor	Key partners	Tools	Results
1. Connecting young people across the Euroregion Baltic and beyond to foster employment, learning mobility, voluntary engagement and intercultural understanding				
1.1. To provide more and equal opportunities for young people in education and the job market.	City	NGO, companies	<ul style="list-style-type: none"> • Employment mobility • School's First Job 	<ul style="list-style-type: none"> • Increase the number of young people who are employed in the city • Number of companies established by young people
1.2. Promoting entrepreneurship, employment, education, and volunteering opportunities inside Euroregion Baltic.	ERB	Cities, schools, NGOs, companies	<ul style="list-style-type: none"> • Global entrepreneurship week • European Youth Week 	<ul style="list-style-type: none"> • Number of events • Number of engaged stakeholders
1.3. Ensure equal access to quality information and adequate support mechanisms to prepare young people for the changing labour market and future of work.	City	NGO	<ul style="list-style-type: none"> • Youth centers • Youth cooperation 	<ul style="list-style-type: none"> • Number of international projects of young people • Number of youth centers • Number of attending youngsters
1.4. Ensure visibility and provide quality information on youth organisations and European youth programmes for all young people.*	NGO	City, schools	<ul style="list-style-type: none"> • Youth information • Future lessons 	<ul style="list-style-type: none"> • Number of youth information points • Number of lessons per year
1.5. Increase the accessibility of European youth programmes, ensure a youth friendly administration process and provide support and quality information for all participants and applicants.**	NGO	City, schools, University	<ul style="list-style-type: none"> • Youth information • Baltic Development Fundraising Office 	<ul style="list-style-type: none"> • Number of applied/realised projects • Pieces of provided information

* **Europe Direct** is a European information network designated by the European Commission. The target group is all citizens of the European Union.

Europe Direct includes Europe Direct Information Centre (short: EDI or EDIC), European Documentation Centre (EDC) and the EU Team Europe speakers bureau. The network was created in 2005 and restructured in February 2009.

The main aim of Europe Direct is to provide European citizens with general information on the European Union. Other aims include the answering of questions on political activities of the European Union and promoting European integration. Advice and practical tips on rights entitled to Union citizens are provided.

Inquiries, in any of the current 24 official languages, are processed in a central contact point and answered in the same language.

Europe Direct support is available via telephone (free of charge within the EU and on a uniform number), e-mail or web-chat. The network of EU-wide 500 information centres (16 in the UK, 10 in Ireland, 3 in Malta) are open to the public. These centres are run by national or private organisations under a public contract.

They are co-funded by the European Commission.

IV. OPERATIONAL GOALS & TOOLS

CONTACT POINTS IN YOUR COUNTRY

A network of information centres, documentation centres and speakers exist in every EU country.

One can contact their local **Europe Direct information centre** – in any official EU language for: answers to questions on EU rights, funding, etc., invitations to local EU information/networking events, EU documents and publications, references to other information sources, contact details for relevant organisations.

One should contact their nearest **European documentation centre** for: access to official EU publications and documents (online and print), help finding detailed information on European law, integration, policies and institutions, training for students on EU-related fact-finding and research.

Furthermore, one could find an EU expert speaker (lawyers, consultants, academics) if they're planning an **EU-focused** event in their area.

CONTACT DETAILS

Below we include some contact details of Europe Direct in the regions featured in this Strategy.

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<https://www.karlskrona.se/kommun-och-politik/sa-arbeta-vi-med/internationellt-arbete>

Europa Direkt Hässleholm (upon appointment)

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Europa Direkt Skåne Nordväst (upon appointment)

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<https://helsingborg.se/europadirekt>

Russia – Kaliningrad Region

Agency for Youth Affairs of the Kaliningrad Region

236022, Kaliningrad, Sovetskii prospect 13 (room 410-415)

<http://www.molod39.ru/>

Tel. (4012) 570-451, fax: (4012) 570-456.

Opportunities for youth mobility

European Solidarity Corps

https://europa.eu/youth/solidarity_en

Erasmus +

<https://ec.europa.eu/programmes/erasmus-plus/>

2. Engage, in particular develop

EDUCATION

DIRECTION:		ENGAGE		
Objectives and goals	Principal executor	Key partners	Tools	Results
2. Supporting youth empowerment through quality, innovation and sustainable development in cities and regions.				
EDUCATION				
2.16. Ensuring that all young people have equal access to high quality education and training.	School	City, Youth	<ul style="list-style-type: none"> School of the Future Scholarships for leaders 	<ul style="list-style-type: none"> Percentage of NEETs Number of scholarships Number of schools using Future Schools' methodology
2.17. Make new technologies available to empower young people's creativity, innovation and entrepreneurial skills.	City	School, NGO	<ul style="list-style-type: none"> Youth City Card Social media communication 	<ul style="list-style-type: none"> Number of active places Number of new technologies used
2.18. Create and implement more personalised, participative, and cooperative learner-centered methods in every step of the education process.	School	City, NGO	<ul style="list-style-type: none"> Future lessons School of the future Youth cooperation 	<ul style="list-style-type: none"> Number of provided lessons Number of different types of lessons Number of youth cooperations Number of schools interested in program
2.19. Incorporate methods with informal and non-formal education settings that enable the learner to develop personal skills including critical and analytical thinking, creativity and learning.	School	City, NGO	<ul style="list-style-type: none"> School's NGO Zone Baltic Schools Bonds 	<ul style="list-style-type: none"> Number of active schools Number of NGOs involved in the program Number of hours of the NGO program for youth
2.20. Provide youth-led physical facilities and infrastructures called youth spaces defined by being autonomous, open and safe, accessible to all, offering professional support for development and ensuring opportunities for youth participation.	City	School	<ul style="list-style-type: none"> Sports Habits School's Youth Zone School's Safety 	<ul style="list-style-type: none"> Number of places Number of recipients

IV. OPERATIONAL GOALS & TOOLS

PARTICIPATION IN CIVIL SOCIETY

DIRECTION:		ENGAGE		
Objectives and goals	Principal executor	Key partners	Tools	Results
2. Supporting youth empowerment through quality, innovation and sustainable development in cities and regions.				
PARTICIPATION IN CIVIL SOCIETY				
2.6. Support information and education for young people about their rights.	NGO	Schools	<ul style="list-style-type: none"> Youth information Youth media 	<ul style="list-style-type: none"> Number of activities Number of recipients
2.7. Engaging young people in dialogue with school authorities in order to strengthen participation of young people in schools as a first step of civil society involvement.	School	Young people	<ul style="list-style-type: none"> Students' Council Youth Participatory Budget 	<ul style="list-style-type: none"> Number of actions done by SC Number of common decisions
2.8. Ensure involvement of young people and youth organisations as equal partners in the development, implementation, monitoring and evaluation of local, regional and transnational youth policies.	City	Young people	<ul style="list-style-type: none"> Youth Council Youth Participatory Budget 	<ul style="list-style-type: none"> Number of events with representation of all generations Number of common decisions Number of actions/projects
2.9. Ensure that young people have access to citizenship education to provide them with solid knowledge on political systems, democracy and human rights, attained also through community-based experiences in order to promote active civil participation.	Schools	City	<ul style="list-style-type: none"> Future Lessons Youth cooperation 	<ul style="list-style-type: none"> Number of lessons Number of projects Number of recipients
2.10. Ensure that marginalised young people are participating in all decision-making processes and are key players, particularly in processes concerning their own rights, wellbeing and interests.	City	NGO	<ul style="list-style-type: none"> Street working 	<ul style="list-style-type: none"> Number of common decisions Number of events with representation

ACTIVITY

DIRECTION:		ENGAGE		
Objectives and goals	Principal executor	Key partners	Tools	Results
2. Supporting youth empowerment through quality, innovation and sustainable development in cities and regions.				
ACTIVITY				
2.21. To encourage young people to actively participate in society.	NGO	City, schools	<ul style="list-style-type: none"> Youth information Map of activities in the city Baltic Youth Week European Youth Week 	<ul style="list-style-type: none"> Percentage of active young people Number of events done by young people
2.22. Developing youth work and other non-formal learning opportunities.	NGO	City	<ul style="list-style-type: none"> Youth centers 	<ul style="list-style-type: none"> Number of youth centers
2.23. Provide access to places where young people can develop their creativity and interests.	NGO	Schools, City	<ul style="list-style-type: none"> Youth centers School's NGO Zone School's First Job 	<ul style="list-style-type: none"> Number of different activities accessible for young people Number of places
2.24. Give children and young people the opportunity to experience, exercise and affect a wide range of cultural and leisure activities.	Schools	NGO, city	<ul style="list-style-type: none"> Youth Centers Youth Cooperation Baltic School Bonds 	<ul style="list-style-type: none"> Number of activities Percentage of interested young people
2.25. Ensure equal opportunities for all young people to develop the necessary skills and gain practical experience in order to smoothen the transition from education to the labour market.	City	NGO, Schools	<ul style="list-style-type: none"> School's NGO Zone Future Lessons 	<ul style="list-style-type: none"> Unemployment rate Percentage of NEETs

IV. OPERATIONAL GOALS & TOOLS

LIVING IN THE CITY

DIRECTION:		ENGAGE		
Objectives and goals	Principal executor	Key partners	Tools	Results
2. Supporting youth empowerment through quality, innovation and sustainable development in cities and regions.				
LIVING IN THE CITY				
2.26. Create opportunities for young people to form independent lives, especially improving the access to housing system.	City	Business	• Municipal housing programs	• Number of new houses
2.27. Ensure appropriate infrastructure in rural areas in order to provide equitable delivery of public services, data connectivity and housing opportunities for young people.	City	NGO, business	• Municipal housing programs	• Number of inhabitants
2.28. Ensure the decentralisation of different activities by, for and with young people in order to support their inclusion and to benefit local communities.	City	NGO	• Youth centers	• Number of places
2.29. Easing Access for People with fewer opportunities to ensure equal participation in society in the fields of infrastructure, communication and learning opportunities.	City	NGO	• Easing access for people with fewer opportunities	• Percentage of supported youth
2.30. Easing Access to Municipal Kindergartens and Nurseries in order to strengthen employment of parents.	City	NGO	• Early stage support	• Number of children in Kindergartens

COMMUNICATION AND INFORMATION

DIRECTION:		ENGAGE		
Objectives and goals	Principal executor	Key partners	Tools	Results
2. Supporting youth empowerment through quality, innovation and sustainable development in cities and regions.				
COMMUNICATION AND INFORMATION				
2.11. Strengthen outreach of information to marginalised young people, to ensure they are aware of spaces, opportunities and experiences available to them.	NGO	City	<ul style="list-style-type: none"> Map of activities in the city Youth media 	<ul style="list-style-type: none"> Number of youth spots Number of recipients of youth content
2.12. Provide youth-friendly, relevant, comprehensive information, also developed by and with young people, in order to enable youth participation.	NGO	City, school	<ul style="list-style-type: none"> Youth information Youth centers 	<ul style="list-style-type: none"> Number of youth content information Number of recipients of youth media Number of members of youth centers Number of programs for young people
2.13. Empower young people to be critical and responsible users and producers of information.	NGO	Young people	<ul style="list-style-type: none"> Youth media 	<ul style="list-style-type: none"> Number of young people engaged in creating youth media Number of articles/ auditions
2.14. Ensure that policy-makers are using the same tools to promote and communicate with young people.	Youth Council	City, NGO	<ul style="list-style-type: none"> Social media communication 	<ul style="list-style-type: none"> Number of tools Coverage of social media
2.15. Ensure young people have the ability to recognise and report hate speech and discrimination online and offline.	NGO	City, school	<ul style="list-style-type: none"> Internet safety School's youth zone 	<ul style="list-style-type: none"> Number of activities supporting young people Amount of reported content
2.20. Provide youth-led physical facilities and infrastructures called youth spaces defined by being autonomous, open and safe, accessible to all, offering professional support for development and ensuring opportunities for youth participation.	City	School	<ul style="list-style-type: none"> Sports Habits School's Youth Zone 	<ul style="list-style-type: none"> Number of places Number of recipients

IV. OPERATIONAL GOALS & TOOLS

HEALTH AND WELL-BEING

DIRECTION:		ENGAGE		
Objectives and goals	Principal executor	Key partners	Tools	Results
2. Supporting youth empowerment through quality, innovation and sustainable development in cities and regions.				
HEALTH AND WELLBEING				
2.1. Promoting mental and sexual health, sport, physical activity and healthy lifestyles.	School	City, NGO	<ul style="list-style-type: none"> • Psycho-progress • Healthy Young life 	<ul style="list-style-type: none"> • Number of activities done by young people • Number of lessons • Number of support activities for young people
2.2. Making health facilities more accessible and attractive for young people.	City	NGO	<ul style="list-style-type: none"> • Sports habits 	<ul style="list-style-type: none"> • Number of public gyms, bicycle paths and other free of charge opportunities
2.3. Encourage the development of self-awareness and less competitive mindsets by fostering appreciation for individual skills and strengths.	School	NGO	<ul style="list-style-type: none"> • School's Youth Zone 	<ul style="list-style-type: none"> • Degree of satisfaction with the living conditions in the city • Degree of satisfaction with the school's learning conditions
2.4. Ensure everyone including young people know the effect of their actions on the environment.	NGO	School, City	<ul style="list-style-type: none"> • School's First Recycle • European Sustainable Development Week 	<ul style="list-style-type: none"> • Growing number of environmental actions
2.5. Take into account the environmental impact of every policy and life decision while ensuring that young people are included in sustainable development policy-making on all levels.	City	NGO	<ul style="list-style-type: none"> • Youth Council 	<ul style="list-style-type: none"> • Number of consultations with young people • Number of actions supported by the city

3. Empower, specifically by building an identity

DIRECTION:		EMPOWER		
Objectives and goals	Principal executor	Key partners	Tools	Results
3. Focusing on strengthening the relations between young people in the Euroregion Baltic as a way of creating future cooperation, integrity and common understanding				
3.1. Improving the cooperation between cities in order to raise the awareness of common history, culture and heritage.	City	NGO	<ul style="list-style-type: none"> • 500 reasons to visit ERB 	<ul style="list-style-type: none"> • up-to-date offer of ERB
3.2. Promote open-mindedness and support the development of interpersonal and intercultural skills.	City	NGO	<ul style="list-style-type: none"> • European Youth Week • Baltic Pearl Prize • Scholarships for leaders 	<ul style="list-style-type: none"> • Number of events • Number of schools in the contest • Number of scholarships
3.3. Ensure sufficient resources from EU programmes for youth organisations and schools to develop projects and access structural support to carry out their missions and to support their work.	City	Schools, NGO	<ul style="list-style-type: none"> • Baltic Development Fundraising Office 	<ul style="list-style-type: none"> • Number of projects • Amount of money invested from projects to regions
3.4. Increase the participation of youth in international events on global topics as a tool for broadening the minds of young people in their development process.	NGO	City, schools	<ul style="list-style-type: none"> • European Youth Week • GEW • ESDW • BYW 	<ul style="list-style-type: none"> • Number of events • Number of recipients
3.5 Strengthening the exchanges and networking between regions of Euroregion Baltic as a way of improving cooperation and breaking stereotypes.	Schools	NGO	<ul style="list-style-type: none"> • Baltic Languages Lessons • Baltic schools bonds • Youth cooperation 	<ul style="list-style-type: none"> • Number of projects • Number of recipients

We can not use the same problem-solving tools in all regions. Each region has its own specific problems and the selection of tools depends on the individual decision.

Links to full analysis and tools

Research	https://www.dropbox.com/s/9vlp69xb90zijt/ERB%20Youth%20analysis.pdf?dl=0
Tools	https://www.dropbox.com/s/2hqp2ke9jr6foo7/tool%20box.pdf?dl=0
Ordination	https://www.dropbox.com/s/osm0vjkr4pib12a/Ordination.pdf?dl=0

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