

Košice Self-governing Region Presents:

YOUNG PEOPLE CARE!

Europe Day

2023



YOUTHOPIA **AT EUROPEAN VILLAGE**

At this year's Europe Day, Košice Region mastered the Art of getting its YOUTH interested in Europe and Cohesion, with a set of fun and thought-stimulating activities... (continues pag. 2).

The aim is to educate and raise awareness of young people living in the region about the positive impact of the Cohesion Policy and Cohesion Funds on the lives of citizens in the Košice Region

GET THEM INTERESTED.



...The combination of **entertainment and education** is currently the most widespread and popular form of creation on social networks, especially among young people. Often entertaining content that is most acceptable form of learning for youth, and the easiest to accept **without feeling pressured**. Slightly more youth engagement can be achieved with content that is close to their hearts that is relatable to their day-to-day.





The programme of the event was divided into **two parts**:

- 1) a programme for high schools and
- 2) a programme part open for the public.

Pupils and students had the opportunity to meet the event partners, to find out more about their activities, and learn or take part in **ongoing competitions**, including the exciting "Create YOUTHopia - what would YOU use Cohesion Funds for in your neighbourhood!"....

"CREATE YOUTHOPIA - WHAT WOULD YOU USE COHESION FUNDS FOR IN YOUR NEIGHBOURHOOD?"

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...Another activity onsite was a **quiz on Cohesion Policy**, followed by a pitch visual presentation on already implemented successful projects. "When observing the behavior of first responders, we **changed the order of activities on the spot**, At the beginning we noticed they had no idea what Cohesion Policy was, we changed the order of the presentation on the topic of Cohesion Policy and placed it before the quiz. **The difference in the engagement was noticeable.**" Viktoria, YOUTHopia Project Manager.

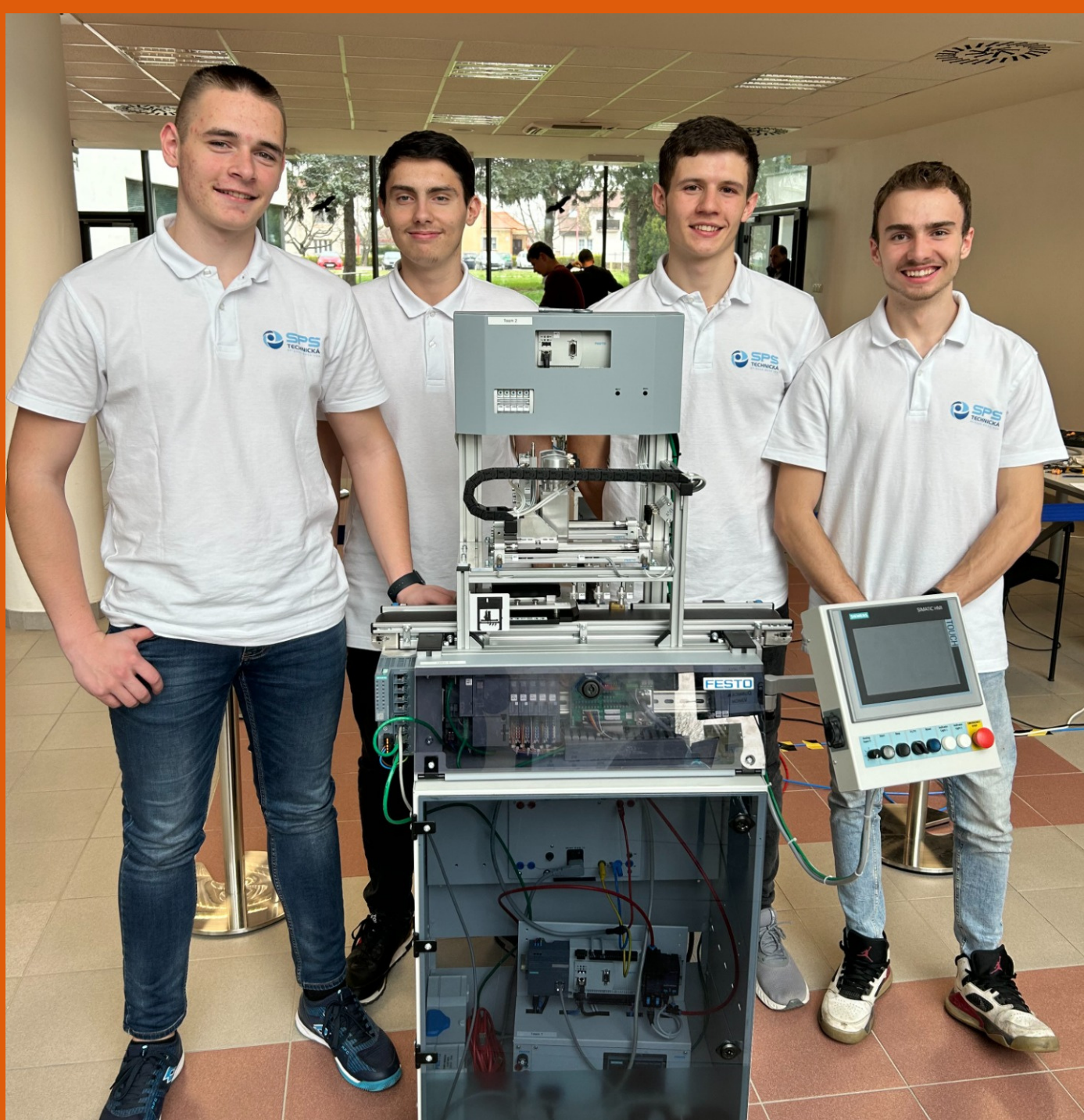
A JOURNEY *Through Europe...* THROUGH THEIR LOCAL NEIGHBOURHOOD



The idea behind the "Create YOUTHopia: what would YOU use Cohesion Funds for in your neighbourhood?" Contest is based on a **multidimensional perception of the Cohesion Policy and Cohesion Funds**. At the beginning of the activity the youth has access to theoretical information about the topic. This theoretical information is presented also in practice through **audiovisual content**, i.e a video from their immediate environment - school. In the second part of the activity, youth is motivated to **self-study** the topic, the use of which will be necessary in writing an essay, promoting the development of **critical thinking and the use of imagination**. The topic will motivate them to explore their social environment and reflect on its potential development, thereby also encouraging them to become **more deeply integrated into their social community**.



Coherent with this "learning by having fun" approach, Košice Region collaborated with a **regional influencer, DomiHaly** (above disguised as stereotypic slovak teacher), who is popular for handling ordinary life in a hilarious way. They worked together to create the region's main communication activity within the YOUTHopia project - **an educational and entertaining video set in a high school environment**. The aim of the video is to make young people aware of the benefits of cohesion funds, in particular in the educational field and through the **modernization of educational facilities**, such as learning aid machines for electrical engineering and robotics studies.





In cooperation with 4 regional partners (Europe Direct Košice, Youth Council of Košice region, KSK Foundation and Carpathian Foundation) Košice Region has managed to create a **strong working group** focused on communication and sharing new opportunities for young people skills development, and youth engagement in the region.



The Future Fair Corner at the European Village, the collaboration with the Influencer and the "Create YOUTHopia" contest are activities organised by the Self-Governing Region of Košice under the framework of the YOUTHopia Project, a pan European campaign led by the Assembly of European Regions to shed lights on the benefits of Cohesion Policy for young people in Europe's Regions.

