

# Youth market



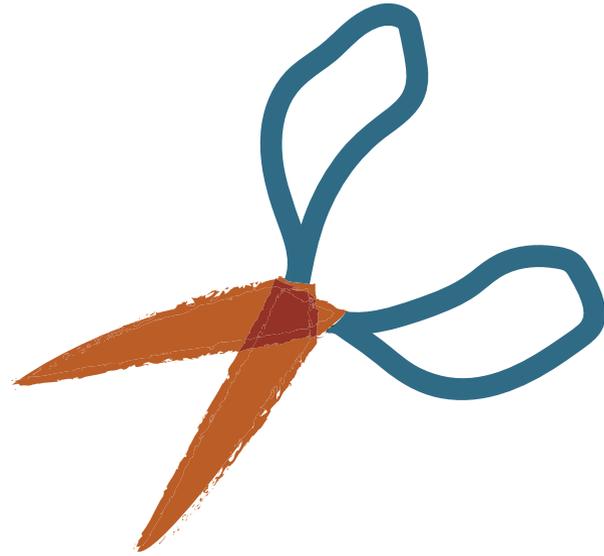
## Brief description of the activity

Youth market is an activity that connects the existing local youth centres and informal youth groups by creating an "open market" on a sunny day, with the aim of developing cooperation and networking between youth centres working in different fields with different groups of young people.

The aim is to give youth organisations the opportunity to promote their work, present their activities, exchange good practices and generally publicise their existence among young people. The outdoor market could be created with a stand dedicated to each organization, where they can show advertising material, expose innovative equipment if they have it, provide information on the activities they perform.

This is not just an opportunity to get publicity for youth centres, but bring them closer to young people by showing some activities they could benefit from, in an

informal setting. Along with the information stands, there is a space to eat something, since food is a great tool to bring people closer. It could be vegan or fair trade food, so as to take the opportunity to show other lifestyles and eating habits.



## Youth market

### **Topics. Objectives and methodology:**

The representation of young people is one of the main objectives of the youth market. Many young people may not know about the existing youth centers and organizations that work in the area, and may therefore not have the chance to be actively involved in local work or to take part in their activities. This is a great opportunity for young people to learn about existing realities and to participate in youth activities. In order to achieve this goal, it is often necessary that youth centers take a step forward, leaving their comfort zone represented by the center itself, in order to meet the young people from whom a spontaneous approach is often expected.

To contact youth centers and organizations and invite them to participate in the youth market, the methods to be used are sending e-mail, phone calls, meeting in person. This is the most important part of the activity, because once the partners (youth organisations) are identified, everything else will

follow accordingly. The topics that will be discussed are of various types, depending on the work of the youth organization. They may include cooking, volunteering, sports, culture, arts and entertainment, etc. The different organizations can use various and different methods to present themselves, since the more ideas there are, the richer the activity. It is therefore correct to leave autonomy and space to individual associations/youth centres/informal groups. Try to minimize the ecological footprint throughout the duration of the event, this means e.g. using wooden or compostable glasses and plates to serve food. Even the choice of food to serve has to do with the promotion of interculture, privileging flavors and different cooking methods. The main objective is to give autonomy and visibility to young people and youth workers, and thus promote their importance to the local community. The differences are not only accepted but welcomed, so as to be able to represent a broad spectrum of identities, in which it becomes easier to identify for people attending at

the event.

**Duration:**

Choose a day on the weekend where there are more likely to be young locals. From 9.00 to 15.00, indicatively. The duration in any case is about 6-8 hours.

**284****Costs:**

Costs can be very low depending on the sponsorship you manage to obtain. It is possible to apply for funding from the institutions or the local municipality, as well as from private, perhaps owners of food shops, etc. You can both go in person, and explain the initiative, and make donation request via email. It is not necessary that the donations are only monetary, You can involve “technical sponsor” (the food used during the activity for example, or the stands, or the flyers for the promotion, or some elements for the logistics.) All materials used for individual stands are brought by youth organisations/centers.



**Location:**

Outside, preferably close to the youth center that organizes it, in the main square, in a sports center or in any other place where people usually gather.

**Materials:**

Stands/ gazebo. The rest of the material depends on the needs and desires of the participant organization, that can be brought by the organizations themselves. This includes decorations, food, scissors, glasses, cups, plates, flyers, gifts, gadgets, balloons etc.

**Staff needed and eventual specific skills requires:**

The staff depends on the number of youth organisations/ centers taking part to the event. However, at least 2 people per stand. If youth organisations wish to present activities that need more people, it is necessary to increase the staff. The tasks within the event can be divided according to personal abilities and availability.

**Participants involved:**

8-10 youth centers or organizations, with at least two people per stand.

All people who normally attend the venue chosen for the event

## Steps:

### Before

**Communication.** Invite youth organizations through calls, messages, social media posts, open calls on the youth center website or personal emails, and explain them all the necessary rules and information. This is the main objective of the youth market, leaving them the autonomy to present anything but also remain available for any organizational aid. (for example with electricity, with some logistics, etc.)

**Management.** After the communication, the organization hosting the event must take care of the management of the activity, such as getting the necessary authorizations for the chosen public place, taking care of the rent/purchase of the equipment, taking care of the bureaucratic aspect in order to play live music etc. (This last aspect is extremely important, because in some municipalities it is necessary to obtain permits

and pay a fee to allow people to play in a public place) The host organization must then set up the stage and the stands, contact any sponsors, manage logistics, electricity etc. It is also important to ensure that participants have everything they need at the time of the event. This applies both to the preparation stage and to the event. Usually these events can be expensive, so it would be better to look for some sponsorships, donations and financing from shops, studios, companies, etc.

**Preparation.** The hosting organisation shall be responsible for the provision of all the necessary material for the realisation of the youth market, including electricity, the stage, IT equipment if necessary. All this depends on the number of organisations invited, so the ideal would be to organise a preparatory meeting where all informal organisations/centres/groups can exchange information and organise the event. If this is not possible, the host organization will visit each group individually, in order to know in advance the plans of

each. This phase is essential to gather information on the needed materials, the equipment they might need, and the activities that the individual groups intend to conduct. Remember to be open to any suggestions and ideas. Once you have collected all the information, you can set a calendar for activities. This agenda is also useful for visitors, who will know exactly what activities are planned and the schedule (for example 9.00 dance class at Stand 1 and creativity workshop at Stand 5..) The event can be large, but also small, it does not matter. The important is that all organizations participate actively.

**Promotion of the event/activities.** Promote the youth market within the local community, using leaflets, posting on the social media of the organizations involved, on websites, via mailing lists, etc.

### During

**Presenting the youth market.** First, the stands must

be set accordingly with the planned activities. Each organisation coordinates and manage its own activity. Their performance depends on the number of visitors. It is important to have a list where to collect the contacts of young visitors, to involve them in further activities in future. Both the host organisation and the partner organisations can prepare this list.

### After

**Clean up the location.** The host organization can take care of cleaning operations, or can ask for help from partners and groups to share this part of the process as well.

**Evaluation within partner organisations.** The host organisation shall evaluate the event, both among the youth organisations that participated in the youth market and among the young people who visited it. As for organizations, you can base the evaluation on the following questions: did you enjoy the event? Was your

stand successful? If so, how? Would you participate in the youth market again? If not, why? From your point of view, what have been the pros and cons of the youth market?

For this evaluation it can be useful (as well as economic and eco-friendly) to prepare a form by using Google Forms, and send it to the partner organizations via email after the event.

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As concerns the individuals who have visited the youth market, it may be difficult to carry out an ex post evaluation but the host organisation can observe their behaviour during the event and provide a list of indicators such as:

- the time they spent at each stand,
- the expressions and behaviours observed during the event,
- the number of young people who have visited the

youth market,

- the evaluation of the partner youth organisations, their comments on the degree of satisfaction of young people.

## Do's and don'ts

Make sure not to organize the youth market at the same time of other large local event, because this would cause less participation. Young people very different from each other, from different cultures, can be attending your event, so take into account that a climate of intolerance may arise, which needs to be monitored and, if necessary, promptly addressed.

## Innovative aspects for the promotion of interculture

This activity gather different organizations, with dif-

ferent working methods and different cultures. SO the diversity itself, and its valorisation, is the core of the activity. Youth market represent a great chance for migrant young people residing in the local community to integrate with their peers.

Partner organisations working with migrants, or people from other countries in general, have the chance to present their work and different cultures through activities and workshops. Such workshops can be organised both at the organisations' stands and in common areas of the youth market, fostering an exchange of cultures and diversity.

## Video, links and external resources

[https://www.lokalno.si/2011/09/25/67678/aktualno/FOTO\\_Prva\\_Novomeska\\_mladinska\\_trznica/](https://www.lokalno.si/2011/09/25/67678/aktualno/FOTO_Prva_Novomeska_mladinska_trznica/)



