

**WS 2:
Communication and
EUSDR - for and
with the youth**

DOs

- Communicate according to your target group
- Ensure your communication strategy represents diversity
- what do you want to achieve? What is your message's goal? How would your message reach that goal?
- Use visual components in your communication strategy.
- Keep the language clear and simple, so it can be understood by everyone.
- Treat everyone as equals.

- Don't use too long sentences
- Don't be defensive or offensive
- Don't monopolize the conversation
- Don't run away from tough topics
- Don't be afraid to step out of your comfort zone

DON'Ts

**Use different tools
for communication
and visualising**

How engage youth actively in communication (for youth - by youth)?

- Show them that their voices care: through workshops, social media interaction
- Make them active within the present structures: schools, universities
- Make the communication sound interesting => use CATCHY words
- Right motivation and personal connection

Tell us your experience, or one experience you have knowledge of: your greatest failure, or a great failure and how could have it been done

The young people will not be young soon =)
open institutional jobs
the job for new young generation

Discussion

How to establish a two-track communication, top-down and bottom-up?

- time frame, better organisation, meeting more often: project example => open door meetings
- opportunities, create the space for discussion
- promote results of the bottom-up processes

- Don't be shy and be confident
- Accident post on Twitter by the Ministry, that educators cannot use the online tools and the education in lock down will not be successful
- Use the right social channels for your communication