

THE SOYL PROJECT



WHAT IS THE SOYL PROJECT AND WHAT'S THE MAIN OBJECTIVE

SOYL (Speak our Youth language) is a new project led by the Regional Parliament of Children and Youth of the Karlovy Vary Region. The project will include several participatory youth activities. Many activities are planned to help deepen youth participation within the Karlovy Vary Region. These include workshops both among young people and between the young generation and the political representation of the Karlovy Vary Region. From the findings we will develop a detailed communication manual that will describe and define the ways that are ideal for communicating with the young generation in our region. In addition to this, we will also create a professional motivational video in which young people will motivate their peers to stay in the Karlovy Vary Region. We aim to fund the project from the EU Teens4Green grant.

The main objective of the project is to contribute to the retention of young people in the region.

The Karlovy Vary Region is a region that suffers from an intensive youth outflow. One of the reasons for this is the fact that young people find it difficult to identify with the region. We want to contribute to solving this problem because we know that the problem is also in communication.

The news, information and communication that the political representation conducts is often conducted from their point of view through standard communication channels and methods, and often either does not impress the young generation or does not reach them at all.

As young people today, we use a wide range of media. We are aware that we often speak a different language and use different expressions. In spite of this, we want to know about the decisions that will affect our lives and we are interested in being involved in them. We want to comment on them and we want to influence them.

Therefore, we propose that within the framework of the project, we will introduce and propose appropriate ways of communicating with the young generation in the Karlovy Vary Region, thus giving the current political representation and those who decide our future a tool to engage and communicate with the young people in the Karlovy Vary Region in an appropriate way and thus increase their participation.

TARGET GROUP

The target group of this project are young people in the Karlovy Vary Region. Specifically, young people between the ages of 14 and 19. According to the Just transition plan of the Karlovy Vary Region, youth are at risk in our region and it is necessary to motivate young people not to leave the region and to live here in adulthood. We want to engage them in the current discussion about just transition in our region and improve the county's communication towards youth in the context of just transition.

ACTIVITIES

WORKSHOPS

Workshops among young people and decision makers in the Karlovy Vary region with the aim of transferring information, but especially to verify the validity and clarity of the communication of the political representation of the region.

Workshops among young people on current and modern ways of youth communication.

COMMUNICATION MANUAL

Preparation of a detailed manual focusing on the form of communication of the Karlovy Vary Region in order to make it attractive for young people.

MOTIVATIONAL VIDEO

Making a motivational video "I'm staying", in which young people from the Karlovy Vary Region will motivate their peers not to leave the region or to return to it.

EXPENSES

The planned budget for the SOYL project is 10 000 €, which is the maximum amount that can be applied for in the EU Teens4Green grant. The money will mainly fund the production of the video, the creation of the communication manual and the media campaign (social media posts etc.).

TIMELINE

(TIME ALLOCATION - 12 MONTHS)

MARCH, JUNE, SEPTEMBER 2023 AND JANUARY 2024

Meeting of the Regional Parliament of Children and Youth (four times)
Workshop with the participation of the political representation of the Karlovy Vary Region on the topic of the transformation of the region and its impact on young people.

MARCH 2023 - JANUARY 2024

Filming sequences for the motivational video "I'm staying" (to be filmed in different seasons).

JANUARY 2024

Youth workshop on communication.

JANUARY - FEBRUARY 2024

Development of a communication manual.

MARCH 2024

Presentation of the manual to the public and political representation of the Karlovy Vary Region and the motivational video "I'm staying".

THE SOYL PROJECT IS DEVELOPED IN COOPERATION WITH

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