

Best practices in engaging young people

Case studies to inspire each other

4th April 2019



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MaB YOUTH FORUM 2017

- An unique event for youth and an opportunity to establish contacts, exchange experiences and elaborate proposals for the future.
- **ENGAGING YOUTH**
 - **Raise awareness, sense of belonging and guarantee its transfer to future generations through the organisation of periodical events involving local communities and stakeholders**
- **Organisation of summer camps, workshops and conferences to train people to be ambassadors of their BRs.**
- **Importance of an effective communication**



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Case studies presented

- Youth Association MY Delta, Po Delta BR
- Youth Association Co'MaB, France
- MaB Youth Camp in Monviso BR
- Junior Rangers Programme in Swabian Alb BR
- Outdoor Smartphone Games to Foster Understanding of Biodiversity, Germany
- Young Environmentalist Awards & Youth Summit Event, EcoUnesco Dublin



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Practical actions identified

- Develop a network among regional/national BRs mentors to facilitate youth engagement
- Organise meetings to connect similar objectives between BRs
- Develop more activities related to nature at every school grade
- Equip pupils and students with MAB-related kits to allow them discover their environment / familiarise them to the MAB values



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Big ideas identified

- Listening to youth expectations before implementing activities targeting them
- Creating emotional « ah-ah » moments to connect young people with nature
- Incorporating youth perspective in MaB communication guidelines and toolkit



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