



# OUTREACH MATERIAL FOR CULTURAL ENGAGEMENT

BALTIC SEA YOUTH DIALOGUE 2024



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CBSS — Wollmar Yxkullsgatan 23, 118 50 Stockholm, Sweden

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**You are a city in the Baltic Sea Region (BSR)? In The Union of Cities THE HANSA? You are a school? A museum? Another stakeholder of culture and cultural heritage in the BSR? You want to inspire young people and engage with young people on the topic of culture and cultural heritage? You want more young people to be interested and participate?**

**If you are a young person engaged in Baltic Sea Region affairs, interested in peer-to-peer outreach and exchange, this could be for you also!**

**In the following Baltic Sea Youth Dialogue 2024 presents: the 20 participants of the BSYD have created different outreach materials for cities and stakeholders to use, as well as a concept of “How to” for young people to have their own outreach session with and for peers.**

**Have a look at this outreach material for cultural engagement – from youth for youth.**

# INTRODUCTION

## **The Baltic Sea Youth Dialogue 2024: Exploring Cultural Heritage in the Baltic Sea Region**

**THE BALTIC SEA YOUTH DIALOGUE (BSYD)** has taken place annually since 2014 as a dialogue meeting with youth and experts. It is funded by the German Federal Foreign Ministry and organised by the Council of the Baltic Sea States (CBSS) plus typically a partner organisation. The dialogue aims to further youth engagement in democratic processes and intercultural knowledge exchange.

The CBSS and THE HANSA were pleased to conduct the eleventh edition of the dialogue: The Baltic Sea Youth Dialogue 2024: Exploring Cultural Heritage in the Baltic Sea Region. 20 young participants from across the region met in Gdansk, Poland from 11-16 November 2024, to discuss youth engagement in the field of culture and cultural heritage with the topic of the Hanseatic League as an example and formats like YouthHansa and the Baltic Sea Region Youth Forum (BSRYF) as examples.

At the beginning of the project, the participants were introduced to the work of the CBSS and THE HANSA, the Baltic Sea Region, the Hanseatic legacy, culture and cultural heritage as such, as well as youth engagement. They also learned about the task at hand: developing outreach material that can be used directly (or as a template) by cities, schools, museums or other cultural stakeholder in the BSR to really engage young people in a way that speaks to them.

# BACKGROUND

Each year the BSYD picks up on a different topic of interest for the region. The 2024 edition picked up on the widespread and important topic of culture and cultural heritage in the BSR. This can be found on one or the other political agenda, as well as being the topic of many practical efforts.

Taking the region's geopolitical situation, current priorities and the network of involved youth into consideration, a variety of topics would be considered relevant. One will often hear a call for building resilient societies. For properly resilient societies, many consider a "whole-of-society approach" Meaning, the entire society with all its different parts, actors and topics is needed to create resilience, security and prosperity. Be it businesses, individuals, authorities; on topics like education, politics or culture. The topic of culture is therefore in no way considered a contradictory or untimely topic. Exploring (shared) history, knowing about (shared) culture and creating a common identity is important for continuous exchange and peaceful connectivity. The BSYD decided to support this by setting the topic of cultural heritage and youth engagement therein.

When considering interesting and tangible approaches to culture and cultural heritage, the focus turned to the Hanseatic Legacy to our shared regional and cultural heritage. Together with the expressed wish of youth from the region to connect with more different youth platforms, this led to cooperation of CBSS and the BSRYPF (Baltic Sea Region Youth Forum) and the Union of Cities THE HANSA with the youthHansa.

The participants had many ideas and impressions already when starting the meeting of with brainstorming on what (shared) cultural heritage in the BSR means to them.

1

**What comes to your mind when thinking about (shared) cultural heritage in the Baltic Sea Region?**

freedom  
water  
security  
seafaring  
war  
finland  
common threat  
shipping  
coasts  
economic union  
cultural practices  
hansa  
sweden  
sea fairing  
underwater heritage  
economic alliance  
fishing  
architecture  
trading  
boats  
traditional  
finishing  
preserving culture  
brick architecture  
estonia

The youth participants however also expressed that more can be done to engage young people in the field and interest them in culture.

**2**

**Do you think many young people are interested in culture?**

**3**

**Do you think cultural actors (museum, theatres, cities etc.) are good at sparking interest and involving youth?**



And while, according to youth, many cultural actors (for BSYD purposes defined as among other cities, schools, museums and other) provide insights and options in a way that speaks to young people, there are also ideas and suggestions for how they can improve their offers and engagement strategies.

## 4

### What insights and options do they provide in a way that speaks to you?

- Interactive exhibitions at the museums/galleries,
- Youth strategies,
- Conferences,
- Pop culture references,
- They hold the power and have the resources of the history of that city. They are the key to teaching about their own history. Here is to hoping that they employ some youth to help stimulate culture.
- Employing younger people
- Just talking to me
- History and culture is worth preserving and cultivating. It's not only a thing of the past.
- History, feeling of belonging
- Conference
- Events and exhibitions
- A larger dialogue event between young people and decision makers and culture personnel
- Cultural pearls
- Simple language
- Free events
- Lower prices

## 5

### What could cultural actors (museums, cities, organisations, etc.) & others (schools, individuals, etc.) do to make their cultural offers more interesting?

combine with social event  
only good pop culture  
special offers for studen  
party at the museum  
night at the museum  
share people experiences  
events at museums  
free entry  
make nice cities  
lower prices  
go into the streets  
social media  
discounts  
free of charge  
involving locals  
specific events  
making importance clear  
easier accessibility  
horizontal hierarchy  
digital solutions  
employment of youngsters  
employ unassociated youth  
activities  
publicity  
make it fun

# OUTREACH MATERIAL

The result of the BSYD 2024 intensive dialogue week is this compilation of Outreach Material for Cultural Engagement. Different material has been developed by the participating youth who represent themselves, their peers and the various cultural-related fields that come with their backgrounds and interest. The result is based on the topics, discussions and workshops – meaning: local and regional cultural heritage, potential Hanseatic legacy of a city, youth engagement in the field of culture.

The overall result takes form of two kinds of outputs; a concept or blueprint of “How to” for outreach sessions with peers to provide guiding material for such occasions, and also a variety of practical, content-related material for cities and schools showing how the topic of culture and heritage (of a specific area or city) can be made accessible and interesting for youth.

The material is therefore developed with two groups in mind (that both can make use of all BSYD results):

1. **Cities, organisations and institutions like museums:** Cities are especially encouraged, thinking of for example partner cities in the Union of Cities THE HANSA, as well as cities across the BSR (in CBSS countries, Union of the Baltic Cities, etc.).
2. **Schools, individuals and youth representatives:** any stakeholder of youth outreach and peer-to-peer learning.

Each reader – whether city representative in the field of culture, museums staff, cultural organisation, school, general society, youth group or individual – can use this material. Either as it is or as inspiration, template and guiding concept to create own material that follows the suggestions and interests of young people.

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## PEER-TO-PEER CONCEPT

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- A concept on community outreach (e.g. to schools)
- Aim: visiting and speaking with other young people and to share experiences and opportunities with them and talk/ discuss with about a certain topic (in this case culture, cultural heritage and youth engagement)
- Allowing for flexible use, being a “blueprint” for different topics, group sizes etc.
- Addressing aspects of: What to have at hand when visiting the schools and when talking to other young people to advocate for youth engagement?, and What does the speaker need to consider, so that young people are indeed interested in listening and discussing?

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## CONTENT MATERIAL

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- Aim: develop engaging material to involve young people on matters of their own/ local/ regional cultural heritage.
- Addressing aspects such as: What would be interesting to learn, show and see? What would be good for the user to have? And how should it be that young people are indeed interested in it?

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## Flyer

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- Mainly to students, pupils
- About BSYD format and 2024 event, about youth participation in the BSR
- To interest new members

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## Interactive quiz

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- Using tools like Kahoot!

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## City game

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- Like a scavenger hunt, active, including space and community
- Example “Gdansk” but can be a template for other cities
- Allowing for flexible use (age, number of participants, number of questions etc.)

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