



e-Youth

PATRIMONY

4.

Izmir, Turkey

30. Nov. – 1. Dec. 2018.

Partners coming from:

FRANCE

SPAIN

TURKEY

HUNGARY

ROMANIA

GREECE



Izmir, Turkey

# TO DO

## EVALUATION

YOUTH WORK & NON-FORMAL ACTIVITIES

*handcraft and partnership*

## CHALLENGES

RESULTS OF "E-YOUTH PATRIMONY" SURVEY

*good practices and ideas*

## BUILD A STRATEGIC PLAN

*within*

*Discuss*

*of*



Izmir, Turkey

# NEEDS

Regulation awareness  
& harmonization

**Promotion**  
Visibility  
**IMAGE**

Reaching out &  
**EXPAND TARGET GROUP**

**Formation of**  
Mentors

**MEETINGS & EXCHANGE**  
of ideas, skills

**INVOLVE FURTHER STAKEHOLDERS:**  
Parents, schools & public bodies

*exhibitions*

Visibility:  
**SOCIAL MEDIA USE**

**Use of online platform**  
& **NEW TECHNOLOGIES**

**Focus on:**

**EMOTIONAL ASPECTS &**

**Creative side**

# PROPOSALS



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# THE SURVEY

NEED FOR  
**ADDITIONAL ANSWERS**



GREATER COMMITMENT  
*of the partners*

Extended deadline

**Additional trainings:**

Establishing  
**a business**

Confidence in  
**YOUR CREATIVITY**

Source of financing:

**NEED FOR GIVING CRAFTERS INFORMATION**

INTERESTS  
**TOP OF THE**  
**(POTENTIAL) CRAFTERS:**

**BRANDING &  
MARKETING**

Strategic plan  
development

e-training



Activities  
to develop

career day

youth exchange

training course

- SCHOOLS
- CRAFTERS\*
- YOUTH
- MEDIA
- AUTHORITIES
- ENTREPRENEURS
- INVESTORS

With whom?

\* register for the club



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Activities  
to develop

(e-) trainings

NEED-BASED  
LANGUAGE SUPPORT  
CERTIFICATIONS  
MENTOR-MENTEE  
MEETINGS

exhibitions

ONLINE

OFFLINE



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# Strategic plan



**E-MENTOR TRAINING**

MANUAL  
+ trainings

**DIGITAL**

**CAREER DAY**

exhibitions

LOCAL  
EVENTS

**COLLECT INFORMATION**

authorities  
REGULATIONS

DATABASE  
financial support

**ADMINISTRATOR**

selection

**JOB-SHADOWING**

SOCIAL  
MEDIA & websites

**PROMOTION**

events



Izmir, Turkey



# Visiting crafters

## Problems

**HIGH TAXES**

**EXPENSIVE RENTS**

**LACK OF SUPPORT**

**LACK OF DIGITAL PRESENCE**

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**COMPETING** WITH MASS PRODUCTION

**VALUE OF PRODUCTS**  
HANDCRAFTED

PASSING ON TRADITION

PRESERVING HERITAGE

EMOTIONAL ASPECT IN MAKING & BUYING



Izmit, Turkey

Meeting organized by:

ΜΟΝΟΠΑΤΙΑ ΑΛΛΗΛΕΓΓΥΗΣ



[www.tamonopatia.org](http://www.tamonopatia.org)



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