



German-Baltic
Youth Exchange
Network

German-Baltic Conference 2023

26 – 29 October 2023

Tartu

Information Package

The German-Baltic Conference: Creating guidelines on sustainable communication and media usage in international youth work



Contents

Who are we?	3
The German-Baltic Conference 2023: What is the goal?	4
The two branches of the conference	5
Our GBYEN-Workshops	6
Program of the German-Baltic Conference in Tartu 2023.....	7
WHERE DO WE WORK?	12
WHERE DO WE STAY?	12
Information about travel expenses.....	12
Registration links	13
Participation fee	13

Who are we?

The German-Baltic Youth Exchange Network (GBYEN) brings together German and Baltic organizations and institutions that promote youth exchange between their respective countries and within Europe. GBYEN acts as a central knowledge platform and support center that strengthens cooperation between its members and develops their expertise, skills, and societal outreach in international youth work. It achieves this through exchange formats that enable sharing of knowledge, best practices, and policy advice between actors of civil society, politics, administration, and education both on a national and transnational level.

Find more information: [Home](#) | [GBYEN](#)



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The German-Baltic Conference 2023: What is the goal?

Before the German-Baltic Conference, the German-Baltic Youth Exchange Network met in Lüneburg to prepare the program for our big German-Baltic Conference in Tartu 2023. As of this year, we have the vast theme "Sustainable communication and media usage in international youth work". As a result of the GBYEN Meeting in Lüneburg, we will tackle two topics in Tartu:

1. *How to develop a catch-all image as a youth organization?*
2. *Media usage as a youth organization*

During the Tartu Conference, participants can collaborate in smaller groups to explore one of the abovementioned topics. The German-Baltic Conference aims to create digital guidelines on these topics and equip youth organizations with practical communication tools to spread their message. As the future belongs to the youth, it is crucial to establish communication methods that benefit them and the environment. By working together, we can build a better world for the next generation.



Picture from the last German-Baltic Conference in Riga 2022

The two branches of the conference

Apart from the German-Baltic Youth Exchange Network, there will also be workshops of our youth ambassadors. Therefore, the conference is divided into two subcategories: **workshops of the Youth Ambassadors and the German Baltic Youth Exchange Network meetings**. The Keynote speeches are open to all participants and intend to give impulses for the clusters and the network. Also, the opening and closing Ceremonies will be attended by all.

The Youth Ambassadors aim to establish policy papers. For that, we have four clusters. The heads of cluster will work with selected youth ambassadors online between June and September and will complete the policy papers at the conference in Tartu. The theme of this year's cluster work is "Freedom as a shared European value" and each cluster will focus on a specific subtopic within this theme.

The clusters are divided as follows:

- Cluster A: "Environmental Freedom"
- Cluster B: "Freedom of Speech"
- Cluster C: "Freedom of Movement"
- Cluster D: "Freedom of Creative Expression"

Our GBYEN-Workshops

1. How to develop a catch-all image as a youth organization?

The first topic tackles the issue of image building or even brand building as a youth organization. For that, we will not only talk about visual implications but also concentrate on language and how to convey your message as an organization efficiently. Therefore, one of the questions we might tackle could be how a youth organization can create or build an image of inclusion and equality on its communication channels.

2. Media usage as a youth organization

The second topic tackles, more specifically, the visual aspect of being a youth organization. We will discuss how to use the mysterious "Social Media" world as efficiently as possible. Therefore, we discuss do's and don'ts and allow you to work on your visual and online image as a youth organization with one of our experts.

Program of the German-Baltic Conference in Tartu 2023

Thursday, 26 October 2023

Registration and reception

17:00 Pre-Welcome Session

Introduction of GBYEN and Clusters

Opportunity to mingle and network

19:00 Reception at the White Hall, University of Tartu

21:00 Transfer to the Hotel

Friday, 27 October 2023

09:00 Keynote and Ensuing Debate

Topic: Arts of Survival

Tartu 2024, Organization for the European Capital of Culture

10:00 Introduction to the GBYEN Program and Teambuilding

We aim to establish a positive and supportive work environment in our network where members can communicate effectively, trust each other, and work together to achieve success. To achieve this, our teambuilding session promotes camaraderie and builds trust among us.

Lara Löser, Head of the GBYEN

Liis Tamman, Coach

11:30 Coffee Break

12:00 Exploring Youth Organizations` Approach to Engaging Youth

In this unit, we will address the topics of defining your youth organization's identity and values and identifying your target audience. By gathering the answers to these crucial questions, you can assess how your organization is portrayed on social media and your website. That will prompt you to consider whether your organization's current status quo aligns with your values and goals. Additionally, you can share your findings with other youth organizations and receive guidance from our coaches on developing new ideas.

Liis Tamman, Coach

13:30 Lunch Break

14:30 Introduction into the workshops

The two workshops will be introduced within the smaller work groups in this session. There, you get an idea of what will be discussed in your workshop on Saturday.

Topic I: Agnė Jaraminaitė and Mintaute Paliakaite, Business Branding Managers

Topic II: Gustavs Mārtiņš Upmanis, Social Entrepreneur - founder of youth talent platform Visas Iespējas and event platform Kurp.es in Riga

15:30 Transfer to the Museum

16:00 Visit to the Estonian National Museum, Tartu

The *Eesti Rahva Muuseum*, known as the Estonian National Museum, was established in Tartu in 1909. The museum is dedicated to preserving the cultural heritage of Jakob Hurt, a prominent folklorist, and Estonian ethnography and folk art. The museum's collection was first gathered in the late 19th century and showcases Estonian people's history, traditions, and way of life.

18:00 Free time

19:30 Dinner

21:30 Tartu Night Tour

As we find ourselves in this picturesque city, why not embark on an adventure to explore its wonders? Our esteemed team in Estonia has arranged for something special to ensure your second evening in the European Capital of Culture 2024 is genuinely unforgettable.

Saturday, 28 October 2023

09:00 Keynote and Ensuing debate

Topic: Innovative Technology: Enhancing Education and Youth Work

Riin Tamm, Head of Department of Youth and Talent Policy
Estonian Ministry of Education and Research

10:00 Parallel Sessions: Work in groups with experts

The participants will divide into smaller groups for two workshops during the conference. Each workshop will focus on addressing specific issues and aim to develop guidelines by the end of the conference.

Topic I: Agnė Jaraminaitė and Mintaute Paliakaite, Business Branding Managers

Topic II: Gustavs Mārtiņš Upmanis, Social Entrepreneur - founder of youth talent platform Visas Iespējas and event platform [Kurp.es](https://kurp.es) in Riga

11:30 Coffee Break

12:00 Parallel Sessions: Work in groups with experts

The participants will divide into smaller groups for two workshops during the conference. Each workshop will focus on addressing specific issues and aim to develop guidelines by the end of the conference.

Topic I: Agnė Jaraminaitė and Mintaute Paliakaite, Business Branding Managers

Topic II: Gustavs Mārtiņš Upmanis, Social Entrepreneur - founder of youth talent platform Visas iespējas and event platform Kurp.es in Riga

13:30 Lunch Break

14:30 Discussion round and writing of the guidelines

Here, you'll have the opportunity to summarize what you've learned and create guidelines for your workshop. Towards the end of the session, each workshop will briefly present their results and discuss the lessons learned in the plenum.

Topic I: Agnė Jaraminaitė and Mintaute Paliakaite, Business Branding Managers

Topic II: Gustavs Mārtiņš Upmanis, Social Entrepreneur - founder of youth talent platform Visas iespējas and event platform Kurp.es in Riga

16:30 Transfer to the Tubina Saal, Tartu

17:00 Panel discussion in the Tubina Saal

Topic: Ethics and Artificial Intelligence

Margit Sutrop, Professor for Practical Philosophy and Head of the interdisciplinary Centre for Ethics at Tartu University, currently also a Member of the Estonian Parliament

Stella Kaprāne, ZAB NJORD lawyer, Economics and Culture University and Alberta College lecturer

18:30 Concert: An Introduction to Estonian music

20:00 Dinner

Sunday, 29 October 2023

09:00 GBYEN-Yoga

10:00 Result Presentation and Closing remarks

The German-Baltic Conference has brought together youth organizations to exchange views on how the topic of sustainable communication can be tackled. Catch a first glimpse at our digital guidelines created by our participants.

#EuropeShallHearYou!

13:00 Networking Lunch



WHERE DO WE WORK?

Our designated workspace will be at the Tartu University Library (Tartu Ülikooli raamatukogu). The University of Tartu owns this library, the biggest academic library in the country.



WHERE DO WE STAY?

The German-Baltic Conference takes place in Tartu.

Did you know that Tartu is the second-largest city in Estonia? It is known as the "intellectual capital city" due to the presence of the University of Tartu, the oldest and most prestigious university in the country, founded back in 1632.

Additionally, Tartu is home to the Estonian National Museum, the oldest Estonian-

language theater Vanemuine, and the birthplace of the Estonian Song Festival. It's exciting to note that Tartu will be the European Capital of Culture in 2024. In Tartu, we are staying at the Hotel "Tartu" (Soola 3, 51004 Tartu). As you can see, there is a lot to discover for us!

Information about travel expenses

Travel expenses

Participation in the entire program, boarding, and lodging will be covered in total, while the **German-Baltic Youth Exchange Network can compensate travel expenses for up to 200€**. Any costs exceeding this budget have to be paid by yourself.

Procedure & Requirements:

Please, first, organize your tickets and pay for them yourself. Then collect all receipts or payment confirmations/tickets and forward them to us via email or with the final registration for that conference. **We can only compensate for costs that we have proof of.** Also, if possible, try to issue tickets in German or English with your name, surname, the date and price. After the in-person conference in Tartu, it will take about 4-6 business days to reimburse you for your expenses.

Registration links

To attend our conference, kindly complete the questionnaire provided below: <https://www.mittoevents.com/Tartu2023/apply-gbyen>.

Additionally, please provide information regarding your accommodation and travel arrangements by completing the second questionnaire:

<https://www.mittoevents.com/Tartu2023/registration-gbyen>.

Thank you.

Participation fee

As of this year, there will be a participation fee of 40€ (Baltic States) or 80€ (Germany).

To transfer the fee, please use the following account information:

Deutsch-Baltische Zukunftsstiftung

Stadtsparkasse Düsseldorf

IBAN: DE23 3005 0110 1009 0055 37

BIC: DUSSEDDXXX

Purpose: Participation fee for the German-Baltic conference Tartu 2023

Please note that the deadline for transferring the participation fee is the 10th of October!

If there are any questions or problems, please do not hesitate to contact us.

We wish you a wonderful experience in Tartu, and we are looking forward to your contribution to the workshops!

See you in Tartu!

