

Youth commitment's strategy of Svetlogorsk urban district 2020+

About project

International project «Capacity Building for Strategic Youth Policy and Transnational Cooperation» (CaSYPo) is implemented since 2016. Municipal corporations of Svetlogorsk urban district and Gusev pitch in this project at the regional level; the handler of this research is The Agency for Youth Affairs of Kaliningrad area; sociological and analytical part of the research is realized by IKBFU (Immanuel Kant Baltic Federal University). Under the scope of the project comparative analysis of the situation is held in youth community of Poland, Russia, Lithuania and Sweden and also opinion of these countries is negotiated.

The research is held for obtaining investigatory data about life conditions of young people by authorities of municipalities – participators of the project; another purpose is considering of the demands of young people by participators of the project for changing the situation for the better. The major intention of this project is attraction of the youth to participation in decision making on local level.

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The principal conclusions of the conducted research on the territory of Svetlogorsk urban district

The key issue for Svetlogorsk, identified in researching process, is the youth migration

1. Building a career is the strongest factor, which influences on decision about resettlement from Svetlogorsk for young;
2. Lack of wealthy quality of life (financial position and attractiveness of leisure) - also affects on decision making;
3. The youth is opened for new missions and interested in having the own business in the future;
4. The majority of young people of Svetlogorsk is ready to participate in public and political life;
5. Svetlogorsk is relatively safe from youth's point of view;
6. The youth reports about numerous psychosomatic diseases (the investigation of CaSYPoT shows, that it can be related with school pressure and with congestion in school);
7. The major part of young community is dissatisfied with leisure offers and the price of services for organization of free time;
8. Young people prefer having mental and physical activities in their leisure time. They try to find new types of leisure activities .

Suggestions of investigative group of IKBFU about work with the youth on the territory of Svetlogorsk urban district (on the basis of the conducted sociological survey in 2017)

1. Within the scope of events with young people, attention should be paid to questions of financial literacy. During the survey major part of people answered, that either they aren't very worried, or aren't worried about financial position of their parents(legal representative) at all. One of the forms of work may be business games for budget planning and distribution.
2. According to the survey, the most popular forms of spending leisure time are: using social networking sites; hanging out; reading books, articles, blogs. That is why if you want to make contact with the youth, it makes sense to create groups in social network, attract activists of youth organizations as bloggers, spread information in social networking sites with various information about different events for young community on the territory of this municipality. Also it can be possible to set some prizes for the best photos, video and можно установить какие-либо призы за лучшие фотографии, видеосъемку и initiative competitions within the scope of public events.
3. The major part of respondents noted, that they spend their leisure time playing computer games several times a week or every day. If there is an opportunity, it is offered to make computer game, essence of which is deciding problems of management of virtual communities and the promotion of them, thus, on the virtual «career ladder». It can be fascinatingly and useful, because it will help to form the managerial qualities of young people, and also show the administrative responsibility.
4. One of the teenagers answered on question about the lack of different events just like this: «Meetings on certain themes for. Maybe some conversations on various topics ... All young people something somewhere walk, wander, do not know what to do». Probably, it is necessary to organize meetings with interesting people more often (artists, musicians, scientists, actors, writers, doctors, sportsmen, businessmen, volunteers e t.c.) and spread the information about it in social networking sites.
5. Conducting sociological surveys requires organizational efforts and funding. It is important to carry out, but after a certain period of time. If you want to keep abreast of demands of teenagers regularly, it may be possible to to organize special «Mailbox for the youth», where everyone can send their suggestons. This «Mailbox for the youth» can exist in reality (it can be on the territory of municipality), and be virtual (for example, on the web-site of administration). This communication tool also can help people to share with their problems, worries and get the advice from experienced and knowing people.

6. It's essential to organize similar sociological surveys for the youth regularly, every 2-3 years, to keep in touch with their moods and wishes.

Subjects of the youth policy of Svetlogorsk urban district

- Authorities
- Municipal establishment
- Government and private institutions
- Public organizations
- The junior self-government
- The youth clubs by interests
- Public centers (open spaces)

The most significant circumstance of efficiency in realization of the youth strategy consists in insight of the youth's demands.

However, it requires much effort from the youth's side, because young generations work and think differently. In their turn, the youth isn't ready to step in maturity – they don't have required skills, have difficulties with responsibility for their decisions.

That is why the youth policy must be reversible:

- The positive element of this strategy is incorporation in process of document creation the youth and experts, politicians, University researchers, local authorities.

The suggested strategy has a chance to succeed only in case, when the youth participates extensively in it's realization. It is connected with commitment to real making decisions in questions of financing of support measures of youth.

- The youth administration of Svetlogorsk urban district, school self-government, public organizations, which lead work with the youth, are useful, but nowadays they don't have sufficient real influence in municipal youth policy.

Legal and regulatory framework

Municipal level:

- The strategy of development of Svetlogorsk urban district till 2030
- Municipal programs («Prevention of Offences» «The Modern town environment Formation», «Tourism development», «Education development», «Social support of population», «Housing for young families», «Development of small and medium business», «Culture development», «Sport development» e t.c.)

Regional level:

- Laws of Kaliningrad area
- Government Decree of Kaliningrad area
- Orders of The Youth Agency of Kaliningrad area
- Regional projects
- others

Federal level:

- Fundamentals of the state youth policy of Russian Federation on the period till 2025

- Federal laws
- Government orders and regulations of Russian Federation
- National projects
- Others

International level:

- International Youth Strategy of Euroregion Baltic 2020+

Strategical goals of the youth policy of Svetlogorsk urban district

1. Connection and cooperation: give opportunity to young people to get experience , collaborate, be mobile;
2. Involvement: gives opportunity to the youth to actively participate in social, economical and political processes on municipal, regional, federal and international levels;
3. Empowerment: promotes formation of civil community among young people, formation of the system of support of volunteerism and encouraging of those, who takes responsibility

Methodology of the youth policy of Svetlogorsk urban district

Target	Connection and cooperation	Involvement	Empowerment
Tools	Researches and projects of the youth	The youth organizations and clubs	The youth institutions and public organizations
Technologies	Strategic documents in the youth policy's sphere	Events and occasions for the youth	Volunteer and business projects and programs for the youth
Practicies	<p>City's public spaces</p> <p><i>for example, public & cultural center «Telegraph» in Svetlogorsk</i></p>	<p>City platforms for dialogue between youth and authorities</p> <p><i>for example, municipal youth «Active Camp» in Svetlogorsk</i></p>	<p>Participation of the youth in realization of city's youth strategy</p> <p><i>for example, The youth administration of Svetlogorsk urban district</i></p>

The youth is the most important source of municipality's development.
We make conditions for development of the city by the youth's elaboration.

Brochure is prepared by a team of authors of working group for realization of project «CaSYPoT» on the territory of Svetlogorsk urban district.

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The youth of Svetlogorsk urban district in V Kontakte <https://vk.com/molodsvetlogorsk39>

Photo: Ангелина Соловьёва (г. Светлогорск)

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