

NLDELTA

NLDELTA YOUTH COMMUNITY

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Workshop Youth, EUROPARC Conference 2021





NLDELTA



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MEET NLDELTA NATIONAL PARK

One with water

NLDelta tells the story of life under sea level, of protection against water and the harnessing of water to the fullest.

Nature of the Dutch Delta

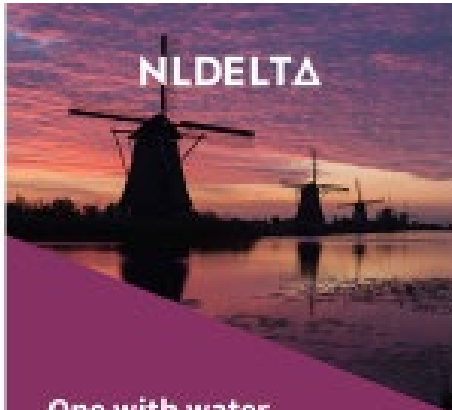
High and flood, fresh from the salt, high and low: the dynamics of the water determine all life in the Dutch Delta.



NLDelta National Park

www.visitnldelta.com

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One with water

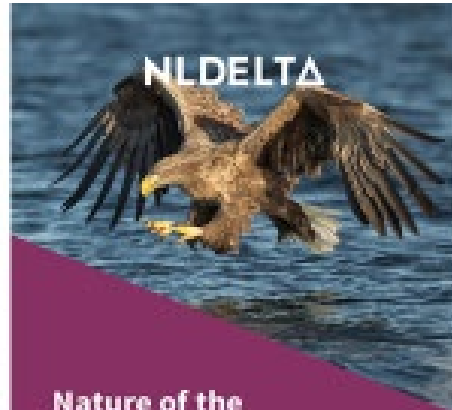
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THE CHALLENGE: HOW TO INVOLVE YOUTH ON A STRUCTURAL BASE (2018)

- How to give youth a voice in the development on their future, in their living and working area and thereby in the development of a National Park (NLDelta)?
- Nature + cultural heritage + important issues like climate change
- Youth Manifesto as inspiration
- Why not Youth+?

INVENTORY OF POSSIBILITIES (2019)

1. Cooperation with schools
2. Green jobs, internships etc.
3. Cross-over with other interests
like sportclubs
4. Give youth a voice
5. Activities





Focus!

**How can we put youth in the lead
instead of decide for them?**

RETHINKING THE IDEA (2020)

- A community of ambassadors, advisors and vloggers
- >1.000 followers by the end of 2022
- >75 active youth

- Age 15-25
- Youth in the lead
- Coaching/facilitating role for mentors

THEN CAME CORONA

[Let's go digital!]

CORE GROUP

- Vacancy for 8 young people to start building the community
- Website and educational institutes
- Incentive



FIRST MEETING OCTOBER 2020. SINCE THEN:

Step by step

- Getting to know each other
- Getting to know the park
- Visibility
- Learning to work together
- Training social media
- Digital meetings
- Instagram #nldelta_community
- Weekly posts
- Facebook group

Results

- 345 followers
- Advise on education strategy
- Advise on development of 2 activities
- Digital meetings with 2 other youth groups
- Ambassador role to NLDelta partners
- Involved in Europarc
- No chance to organize activities yet



LESSONS FROM THE FIRST YEAR (2021)

- Everybody loves the idea of involving youth!
- We planted the seeds, but it takes time to harvest.
- Youth have many priorities
- Different interests in content
- Different capabilities so divide tasks
- Short term planning (concrete)
- More active role for mentors
- Invest in continuity
- Flexible project organization
- Field trips with mentors



CHALLENGES FOR THE SECOND YEAR

- How to keep a core group (recruitment, communication and skills)
- How to make the community grow?
- How to involve followers to participate actively?
- How to get NLDelta partners to invite youth for advise on projects (out-of-the-box-thinking, we need youth to be connected)?

WHAT YOU NEED

Money: for organizing field trips, trainings and incentives

Time: for mentors to be able to guide and help

Knowledge: about what youth want, about social media, about the park

Patience: long term goal, small steps

And committed mentors!

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[#nldelta-youth](https://twitter.com/nldelta-youth) community