

DESIGN THINKING WORKSHOP CONCLUSIONS

YOUTH+ GROUP 2 - SUMMER 2022

Kullaberg nature reserve has a problem: there are very few young people interested in working at Kullaberg.



We picked up the work of the Youth+ group 1

We re-tought the way to approach young people to know if they could be interested in getting involved in nature conservation in Kullaberg.

We made two posters to catch youths attention. A QR code led people to an Instagram profile in order to collect data about the interactions. The profile's main goal was knowing how many people could be interested in Junior Rangers.

The conclusion we came to is that there is no way to know if the viewers are young people from our area of interest.

We took a step further

In order to know what steps have been already done with youth, we decided to talk with people that work in Kullaberg. Even though we found out that staff is motivated to work with youth and have several ideas, we can conclude that there's a lack of communication.

We came to the following suggestions: are:

- 1) Go to schools to spend some time with youth and introduce different options in Kullaberg. At the end of the day ask for their opinion.
- 2) Organise a trial-day. Introduce them to work in protected area in a practical way.
- 3) Put more focus on Junior Rangers.
- 4) Be patient! Getting youth involved takes time.

We changed our approach

We did a round of conversations with youth around naturum to ask if they might be interested in joining the Junior Rangers. Just two families were from the Höganäs municipality and they showed interest but the numbers are too little to justify this approach.

This is confirmed by the data from the surveys that were held in 2021 and from our time doing them this year. Only 5% of the interviewed people were from the municipality of Höganäs (fig. 1) and that is why we suggest reaching out to local schools (fig. 2).



Fig. 1 The number of people from the Höganäs municipality who visit the Kullaberg reserve according to the 2021 surveys results.

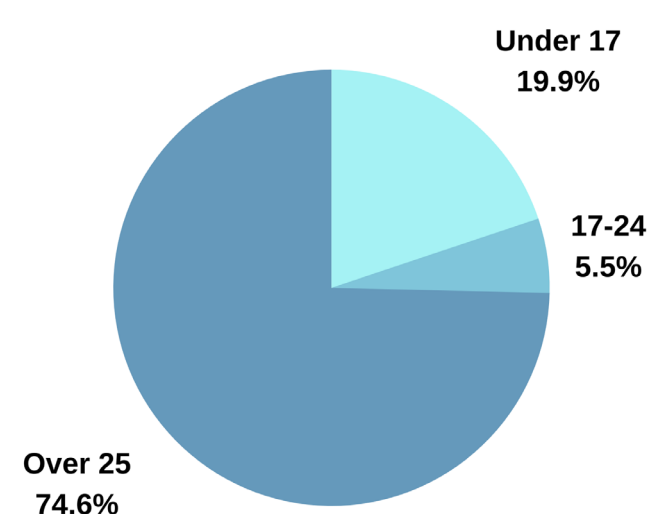


Fig. 2 The percentage of inhabitants of the Höganäs municipality under 17 years old, 17-24 years old and over 25 years old according to 2020 statistics.