

#TASK 2

Come rendere la memoria comunitaria rilevante per i giovani

Obiettivo: Brainstorming e raccolta di formati e temi adatti ai giovani per lavorare sulla memoria.

Input teorico

Breve discussione:

- 1) quali tipi di formati di contenuto attraggono i giovani di oggi?
What types of content formats appeal to today's youth?
 - A) **Short formats and social networks (mainly Instagram)**: Young people are informed, cultivate their interests and discover new realities mainly Through Instagram. It is important to accompany them in this process of discovery through engaging videos that tell what the project deals with through short testimonials or ambient videos.
 - B) **Video & Games**
 - C) **Easy and speed in finding info/activities**: It must also be easy to find information and above all the usability must be fast (like the internet).
 - D) **Travel and learning by doing**

- 2) Quali argomenti potrebbero rendere la memoria più personale e urgente?
What topics could make memory more personal and urgent?
 - A) **Uniqueness of places and people**: Show the uniqueness of the place to which you belong, that that is an added value and their they are the only ones who can talk about it.
 - B) **Sharing with other young people from other European countries**
 - C) **Topics related to the sphere of emotions, love, sensitivity**
 - D) **Business**: To make people understand that memory can best influence not only our private life but also our professional life.

Task pratico

Titolo: Format + Theme Matrix

Insieme, i partecipanti compilano questa matrice con 4-6 combinazioni:

Format	Theme/Story	Why it works for youth?
1-Instagram Reel	Small urban realities and their commercial/personal success	Possibility to discover the stories of people they only know by sight. Helps to empathize, speed, success

2-Party-Workshop	Our community: what we like it and what we would like change through a party / aperitif	It allows young people to feel listened to and part of the activities of the community in which they live; The aperitif and the party allow them to commit themselves to the organization and see it as "free time" "fun"
3- Video challenge	One week-zero plastic	The challenge keeps the attention high and creates a common topic among the participants. "Challenge" and "competition"
4- Art/ photography exposition	Forgotten places	Creating something yourself will make them feel involved and linked to the issue. perhaps through European meetings
5-Travel & Come Back	Out to come back in	Traveling to discover the similarities and riches of our city and our community, what we can change and what is perfect and we have to preserve
6-Street art	Color the tradition	paintings, graffiti etc. to get back in touch with places and people.