# **Promotion of the Young Planners’ Contest**

# **Step by step**

**VASAB encourages you to help us to promote the Young Planners’ Contest. Here are some steps how you can help us.**

# **Update your web page!**

Add an article to your web page news section (page 2). You are welcome to translate this information in your national language, just add the note that the contest language is English. We prefer to keep the contest regulation only on the VASAB web page, in case we change something in the regulations, we can easily update it. Here is the link - <https://vasab.org/ypc/apply/>

# **Visualise it!**

We have prepared following visual materials:

1. Logo:
	* Use the logo in your publications where you mention the contest;
	* We add to this “visual package” the logo description, coloured and black&white versions.
2. Poster:
	* print the poster in A3 and place it in your institution and forward it to other institutions that you find relevant (especially Universities);
	* Publish the poster on your homepage;
	* Send it as an invitation via email to your networks.
3. Web page and social media image
	* Use the image from the poster to visualise your News article (file name YPC\_web \_1.jpg; YPC\_web\_2.jpg; YPC\_web\_2.jpg).
	* Use the same images for the social media posts (See the example on page 3).
	* We have prepared images with and without text. If you need some specific size of the image, please inform VASAB Secretariat.

# **Spread the word!**

A personal invitation sent via email always works! We believe you know institutions that can help to spread the word about this contest or you might even know some young professionals who are willing to participate. Share the poster and link to a web page with them!

**Encourage your younger co-workers to apply!**

Please let us know which organisations you have informed, this will help us to understand who else to invite and inform.

# **WEB ARTICLE**

**Young Planners’ Contest Liveable places and spaces of tomorrow**

**What do you want the Baltic Sea Region to be in 2050? How will we live, work, travel, commute and lead our lives in the future? We are looking for young planners’ ideas on how to address future challenges of the Baltic Sea Region by the spatial planning tools and processes.**

VASAB has initiated the Young Planners’ Contest “Liveable Places and Spaces of Tomorrow” to bring together young professionals and give them an opportunity to create a network of next generation planners and provide them with a chance to express their expectations and perspective of the future of the Baltic Sea Area. Therefore, young professionals and students are invited to apply for the contest and join the 4-day International Summer Camp in Poznan, Poland, the 26th to the 29th of August 2019.

During the International Summer Camp multinational and cross-sectoral teams will be formed to prepare propositions on development of Liveable Places and Spaces of Tomorrow. Teams will be provided with inspiring introductory workshops and mentors will be available through the whole Summer Camp. Best team(s) will be rewarded and invited to present their work to the high-level VASAB Ministerial Meeting.

**How to apply?**

* Describe the challenge(s) that Baltic Sea Region might face in the future.
* Develop an idea, “out of the box” solution, on how to adapt to these future challenges.
* Fill in and send your application by 17th January 2019 via email **youngplanners@vasab.org**. Find the contest regulation and application on the VASAB web page [www.vasab.org/ypc](http://www.vasab.org/ypc).

**Who can participate?**

* At least 2nd Year students or graduates;
* No older than 35 years, but have not worked in the same field for more than 5 years;
* Have studied or worked in one of the VASAB countries (Finland, Estonia, Latvia, Lithuania, Poland, Germany, Sweden, Belorussia, Denmark, Russia);
* Have interest in spatial and/or strategic planning;
* Participants have to be willing to join the Summer Camp in Poznan from 26th to 29th of August in 2019. Accommodation and travel costs for the participants will be covered.

*Young Planners’ Contest is organized by VASAB (Vision and Strategies Around the Baltic Sea)* [*www.vasab.org*](http://www.vasab.org) *and has been made possible through funding from the Swedish Institute Seed funding for cooperation projects in the Baltic Sea Region. The project partnership consists of lead partner The Swedish National Board of Housing, Building and Planning and project partners VASAB and the Institute of Socio-economic Geography and Spatial Management at the Adam Mickiewicz University in Poznan (Poland).*

# **SOCIAL MEDIA**

Example:

What do you want the Baltic Sea Region to be in 2050? Share your idea to apply for the Young Planners’ Contest and join the International Summer Camp in August 2019. [www.vasab.org/ypc](http://www.vasab.org/ypc) #YPC #SpatialPlanning #Contest #BSR