



German-Baltic
Youth Exchange
Network

GBYEN MEETING 2023

27 – 30 April 2023

Lüneburg

Information Package

Preparing for the German-Baltic Conference: Creating guidelines on sustainable communication and media usage in international youth work



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Who are we?

The German-Baltic Youth Exchange Network GBYEN brings together German and Baltic organizations and institutions that promote youth exchange between their respective countries and within Europe. GBYEN acts as a central knowledge platform and support center that strengthens cooperation between its members and develops their expertise, skills, and societal outreach in international youth work. It achieves this through exchange formats that enable sharing of knowledge, best practices, and policy advice between actors of civil society, politics, administration, and education both on a national and transnational level.

Find more information: [Home](#) | [GBYEN](#)



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The GBYEN Meeting 2023: What is the goal?

The GBYEN Meeting is in Lüneburg and serves to prepare for our big German-Baltic Conference in Tartu 2023. As of this year, we have the vast topic "Sustainable communication and media usage in international youth work". To tackle this issue from different angles, we put together three themes:

1. *How to develop a catch-all image as a youth organization?*
2. *Media usage as a youth organization*
3. *Cybersecurity and Data protection as a youth organization*

At the GBYEN Meeting in Lüneburg, we will introduce you to all the themes, and you will have the chance to work on one of the themes further in smaller groups. With the help of your input, we will get a glimpse of what we could talk about at the German-Baltic Conference. Therefore, the goal of the GBYEN Meeting is to have a preliminary program for our conference, put together by your ideas and wishes.



Picture from the last conference in Riga 2022

Our workshops

1. How to develop a catch-all image as a youth organization?

The first theme tackles the issue of image building or even brand building as a youth organization. For that, we will not only talk about visual implications but also concentrate on language and how to convey your message as an organization efficiently. Therefore, one of the questions we might tackle could be how a youth organization can create or build an image of inclusion and equality on its communication channels.

2. Media usage as a youth organization

The second theme tackles, more specifically, the visual aspect of being a youth organization. We will discuss how to use the mysterious "Social Media" world as efficiently as possible. Therefore, we discuss do's and don'ts and allow you to work on your visual and online image as a youth organization with one of our experts.

3. Cybersecurity and Data protection as a youth organization

The third theme tackles Cybersecurity and how youth organizations can protect their data. For that, we will tackle the issue of social media from a more critical point of view and talk about safety on the web. Furthermore, the discussion might also lead toward the role of youth organizations in disinformation as a matter of Cybersecurity.

Program of the GBYEN Meeting 2023

Thursday, 27 April 2023

Registration and reception

17:00 Pre-Welcome Session

Introduction of GBYEN

Lara Löser, Head of GBYEN

Opportunity to mingle and network

Rozite Spica, DBJW

18:00 Finger food and mingle

Friday, 28 April 2023

9:00 Welcome Session

In this session, we will introduce our ideas for the German-Baltic Conference in Tartu and introduce you, once again, to the program of our GBYEN Meeting.

Lara Löser, Head of the German-Baltic Youth Exchange Network

10:00 Keynote

Introduction to communication and media usage in youth work

For this introductory session, you will be given an overview of the topic of this meeting and the German-Baltic Conference in Tartu 2023. To discuss the issue, we will provide you with an overview of current statistics on youth work.

Shell Youth Study (tbc)

11:00 Coffee Break

11:30 Workshop Theme No. 1

How to develop a catch-all image as a youth organization

In this session, the first workshop theme will be introduced. There, you get an idea of what will be discussed in the workshop on Saturday.

Die Coach Akademie (tbc)

12:30 Workshop Theme No. 2

Media usage as a youth organization

In this session, the second workshop theme will be introduced. There, you get an idea of what will be discussed in the workshop on Saturday.

Hi-tide (tbc)

13:30 Lunch Break

15:00 Workshop Theme No. 3

Cyber-Security and Data protection as a youth organization

In this session, the third workshop theme will be introduced. There, you get an idea of what will be discussed in the workshop on Saturday.

16:00 Discovering Lüneburg

Since we are in this beautiful city, let's go and discover it as well.

17:30 Dance lessons for the German-Baltic Ball

You don't know what a Francaise or Wengerka is? No worries, we have you covered. With our very own dance teacher, we will prepare you for the Ball.

Maximilian Wende, German-Baltic Future Foundation

20:00 Dinner

Saturday, 29 April 2023

9:00 Brainstorm-Session

What are guidelines, and how do you write them?

In this session, we will give you an overview of our idea of guidelines in preparation for the German-Baltic Conference in Tartu 2023.

Ultimately, you will have to decide on one workshop theme you would like to work on further.

Belinda von Freymann, Deputy Head of GBYEN

10:00 Parallel Sessions: Work in groups with experts

All three workshop themes will be tackled in small workgroups. The goal is to discuss the issue further and to get an idea of what input is needed at the German-Baltic Conference in Tartu in 2023.

11:30 Coffee Break

12:00 Parallel Sessions: Work in groups with experts

All three workshop themes will be tackled in small workgroups. The goal is to discuss the issue further and to get an idea of what input is needed at the German-Baltic Conference in Tartu in 2023.

13:30 Lunch Break

15:00 Result presentation of the group work

All three groups can present what they have been working on. Further, they will suggest on what to tackle further at the Conference in Tartu 2023.

16:30 Get ready for the Ball

19:00 GERMAN-BALTIC BALL IN THE MOZART-HALLS in Hamburg

Sunday, 30 April 2023

10:00 Closing remarks and feedback

#EuropeShallHearYou!

The 2023 GBYEN Meeting has brought together youth organizations to exchange views on how the topic of sustainable communication can be tackled. Catch a first glimpse at the preliminary program of the German-Baltic Conference 2023 and be part of our closing remarks.

Lara Löser, Head of GBYEN

Belinda von Freymann, Deputy Head of GBYEN

12:00 Networking Lunch



WHERE DO WE WORK?

The place for us to work will be the so-called "Brömsehaus" in Lüneburg. The townhouse built between 1406 and 1426 is one of the oldest in Lüneburg. Today, the Brömsehaus is the property of the "German-Baltic Cultural Foundation". It is home to the German-Baltic Carl-Schirren Archive and is used for public lectures, concerts and seminars.



WHERE DO WE STAY?

The GBYEN Meeting takes place in Lüneburg. Lüneburg is a town in the German state of Lower Saxony. It is located about 50 km (31 mi) southeast of another Hanseatic city, Hamburg, and belongs to its wider metropolitan region. The district's capital, which bears its name, is home to roughly 77,000 people. Lüneburg is also home to Leuphana University.



In Lüneburg, we are staying at the Hotel "Stadthaus". It is Lüneburg's oldest hotel in the middle of the city center. Therefore, we can not only experience history to look at but also to touch.

As you can see, there is a lot to discover for us! And we have especially prepared the German-Baltic Ball 2023 in the Mozart Halls for you! Please have a look what fantastic dance and networking evening awaits us!



WHERE DO WE DANCE?

Dance? – Yes, dance. The German-Baltic Association Hamburg (*Baltenverband Hamburg*) invites the participants of the GBYEN Meeting to its annual Ball in the Mozart-Halls.

As a bridge to the Baltic States, German-Baltic associations have promoted the European idea of

meeting cultures and bringing people together for more than 70 years. The German-Baltic Cultural Association (*Carl-Schirren-Gesellschaft*) and the German-Baltic Society are associations of Baltic Germans from Estonia and Latvia. Above all, they want to preserve and convey the cultural heritage of the Germans from the area of today's Latvia and Estonia. Therefore, they partner with many institutions and associations and organize meetings and conferences in Germany and in the Baltic States.

Us awaits an evening of networking opportunities and traditional German-Baltic dances.

Dress code: formal

You don't know any traditional German-Baltic dances? Don't worry! We have you covered. On Friday evening, we will have a dance lesson with our dance teacher – Maximilian Wende, our Head of the German Country Office.

Information about travel expenses

Travel expenses

Participation in the entire program, boarding, and lodging will be covered in total, while the **German-Baltic Youth Exchange Network can compensate travel expenses for up to 200€ for the Baltic states and 100€ for Germany.** Any costs exceeding this budget have to be paid by yourself.

Procedure & Requirements:

Please, first, organize your tickets and pay for them yourself. Then collect all receipts or payment confirmations/tickets and forward them to us via email or with the final registration for that conference.

We can only compensate for costs that we have proof of. Also, if possible, try to issue tickets in German or English. After the in-person conference in Riga, it will take about 4-6 business days to reimburse you for your expenses.

We wish you a wonderful experience in Lüneburg, and we are looking forward to your contribution to the workshops!

See you in Lüneburg!

