

AYCH

Issue No 6 July 2023

INTER NATIONAL CREATIVE JAM 2023

INTRODUCTION

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Head of Municipal Division INVEST Santo Tirso

The European Project **Atlantic Youth Creative Hubs (AYCH) – Extension and Capitalisation**, financed by Call 3 of Interreg Atlantic Area, to be developed until July 2023, aims at **capitalizing and disseminating** the successful methodologies developed in the previous AYCH (Call 2, implemented from October 2017 to May 2021), but also to implement new pilots in the area of **Entrepreneurship and Youth Employability**, throughout the Atlantic Area in the Cultural and Creative Sector.

The **“AYCH International Creative Jam”**, held on the 10th to 12th May, in the city of Nantes, at the Magnificent Space of the L'École de Design Nantes Atlantique (EDNA), represents an **“anchor activity”** of the project, whose methodology and results achieved are worthy of being disseminated, considering the transferability potential to other territories, as well as to other agents, partners and entities that act in the field of young entrepreneurs.

During this event, the AYCH partnership brought together **young people, partners, specialists, mentors, stakeholders and jury members from 5 countries on the Atlantic Area**, mobilizing and involving participants from Portugal, France, Spain, United Kingdom and Ireland for an intense creative process around of a topic considered strategic for the Atlantic Area **“Impacts on the Sustainable Future”**.

We want to share this experience and its successful methodologies, so invite you to enjoy this Magazine, so that you can become aware of our AYCH vision and educational values, and **how an International Creative Jam can be implemented in practice**, enabling young people to explore and develop new ideas in new creative processes. of co-creation and co-experimentation.

Santo Tirso Municipality, as a Lead Partner, is very proud to talk about the European AYCH partnership, and about their developed international networking, which through a network of hubs encourage the sharing of knowledge, experiences and resources and stimulate the development of youth creativity.



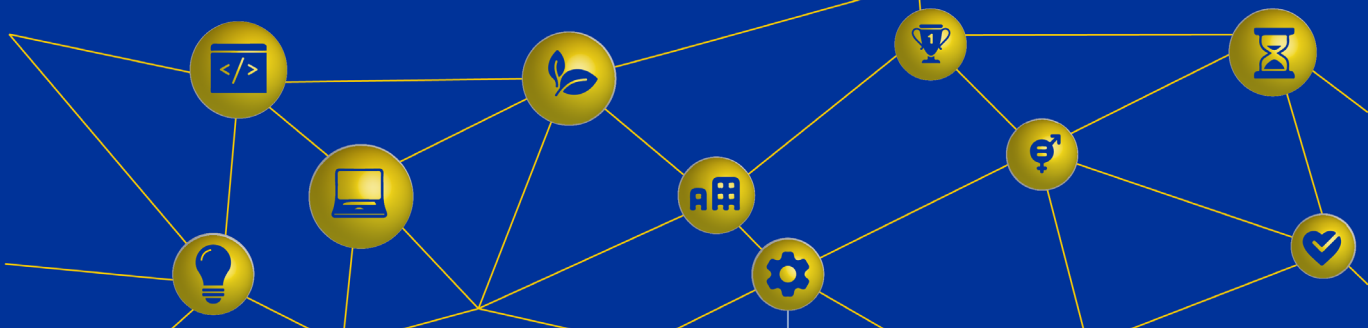
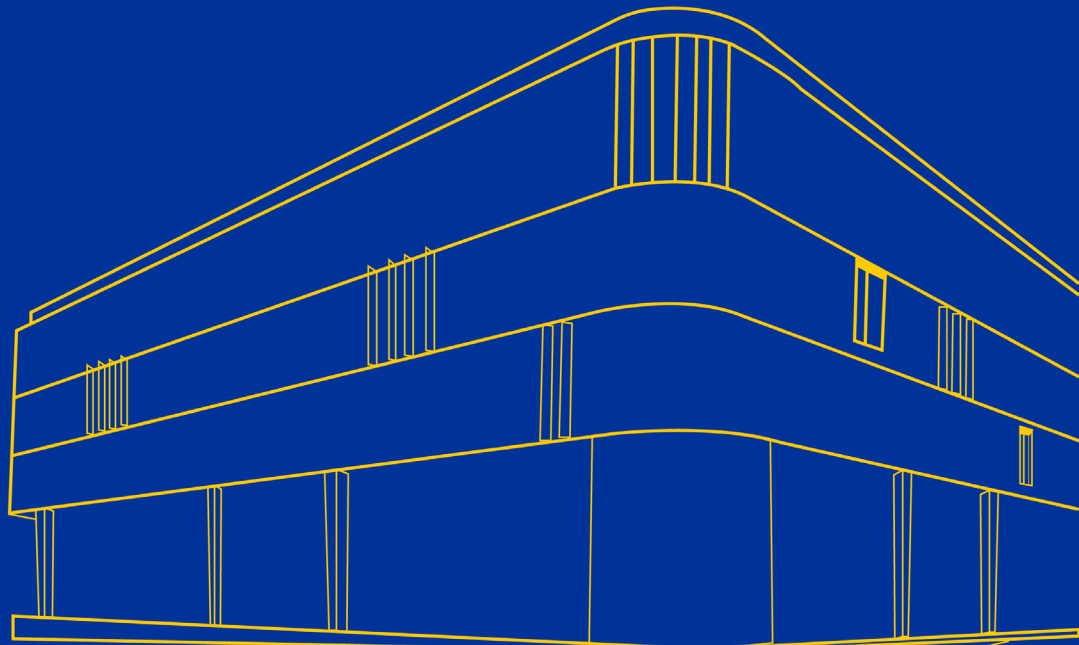


All participants and partners of the International Creative Jam that took place at L'École de design Nantes Atlantique, France. 10,11,12 May 2023

AY CREATIVE JAM NANTES MAY 2023 10th - 12th

CH BAM!

Impacts on the Sustainable Future



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Introductory talk of the International Creative Jam at L'École de design Nantes Atlantique, France. 10,11,12 May 2023

AYCH INTERNATIONAL

CREATIVE JAM



L'École de design Nantes Atlantique, France. 10,11,12 May 2023

WHEN AYCH DOCKS AT NANTES

The Atlantic Youth Creative Hubs (AYCH) project is an international partnership in the *Interreg Atlantic Area project* for the *promotion of entrepreneurship and youth employment*. AYCH's main objective is to develop new approaches and interventions in support services for young people across the Atlantic space in the creative sector, connecting people, ideas, skills, technologies and companies in a network of hubs, in order to unlock the creative potential and youth entrepreneur

Our International Creative Jam aims at bringing together young people, partners and experts for an intense creative process in which they learn from each other and collaborate in prototyping solutions for societal challenges through different activities, workshops and a hackathon. We have chosen our themes around the theme social issues that we believe is currently pertinent

For the year **2023**, the *International Creative Jam* is held at *L'École de design Nantes Atlantique* from the **10th to 12th of May 2023**.

1

**International
Event**

1

**Atlantic
Challenge**

20+
Nationalities

95+
Participants

15+
Workshops

10+
**Innovative
Proposals for
SDG's***

...And a lot of fun!

** SDG is shortform for Sustainable Development Goals as defined by the UN

IMPACT

So...What is Impact?

Impact generally refers to **the effect or influence that a particular event, action, or phenomenon has on a person, group, organization, or community**. Impact can be positive or negative, and it can manifest in a variety of ways, including **social, economic, environmental, and personal impacts**.


In many contexts, impact is a key consideration for **decision-making and evaluation**. For example, when implementing a new policy or program, stakeholders may want to assess the potential impact of that initiative on various groups of people or the environment. Similarly, when evaluating the effectiveness of an intervention or project, stakeholders may want to measure the impact it has had on specific outcomes.

The concept of impact is closely related to the idea of **sustainability**, which emphasizes the need to minimize negative impacts and maximize positive impacts over the long term. As such, impact assessment and evaluation have become increasingly important in many fields, including business, government, non-profit organizations, via design and creativity amongst others.

Yes, Design and Creativity!

DIFFERENT METHODOLOGIES EXPLORED

DESIGN THINKING




INNOVATIVE SOLUTIONS



EFFICIENT RESOURCE USE



CIRCULAR ECONOMY



SUSTAINABLE BEHAVIOR CHANGE



SUSTAINABLE URBAN DESIGN



CROSS-DISCIPLINARY COLLABORATION



SOCIAL INNOVATION





SOUND OF IMPACT

Tap...Clap...Bam !!

The sound of Impact resonates in the world.

This very sound of Impact makes way for the 3 day AYCH Creative Jam held from the 10th to the 12th of May at L'École de design Nantes Atlantique.

So... What is the sound of impact of creativity and design on building sustainable future?

Creativity and design play a significant role in building a sustainable future:

Innovative solutions: Creative thinking can lead to innovative solutions to complex sustainability challenges. For ex. humans can develop new materials, products, and systems that are more environmentally friendly and energy-efficient.

Design thinking: Creativity can also contribute to sustainable design practices, such as using sustainable materials, designing for circularity, and reducing the environmental impact of production and distribution. Design thinking approaches can help to identify and address environmental issues throughout the design process, resulting in more sustainable

outcomes.

Efficient resource use: Humans can create products and systems that use resources more efficiently, reducing waste and environmental impact. For example, designing buildings that use natural light and ventilation can reduce energy consumption.

Circular economy: Creativity and design can facilitate the transition to a circular economy, where resources are used in a closed-loop system. This can include designing products that are easily repairable and recyclable.

Sustainable behavior change: Creative design can also influence behavior change towards more sustainable practices. For example, designing a product that makes recycling easier and more convenient can encourage people to recycle more.

Sustainable urban design: Creative design can also impact sustainable urban development by creating walkable neighborhoods, reducing car use, and promoting green spaces.

Cross-disciplinary collaboration: Creative collaboration between disciplines can help to address complex sustainability challenges by bringing together diverse perspectives and expertise. Collaborations between multidisciplinary teams can lead to innovative solutions and new approaches to sustainability.

Social innovation: Creativity can also contribute to social innovation, such as creating new business models that prioritize sustainability or developing sustainable solutions for underserved communities. Social innovation can help to create new opportunities for sustainable development and reduce inequalities

Overall, creativity and design are critical in building a sustainable future. By using innovative approaches, efficient resource use, promoting circular economy, influencing behavior change, and sustainable urban design, we can create a more sustainable and equitable future for all.

These subjects are explored in the context of 3-Day AYCH Hackathon, wherein the Youth Participants were divided in groups of 5 - 7. Each of these groups were assisted by mentors from all the Partners of AYCH.

During the 3-Day Hackathon, the groups worked on problematics based on today's cities.

The global theme of this event International Creative Jam was **"Impacts on Sustainable Future"**.



L'École de design Nantes Atlantique, France. 10,11,12 May 2023

NEW AYCH

METHODOLOGY

Legend

- Timeline of AYCH ICJ
- Events
- International Creative Jam 3 days
- General Activities
- Start and end of ICJ
- Actions during ICJ

- ICJ* - International Creative Jam
- SDG* - Sustainable Development Goals as per UN. 4 SDG's - Goal 3 - Good Health & Well Being
Goal 5 - Gender Equality
Goal 10 - Reduced inequalities
Goal 11 - Sustainable cities & Communities
- Impact* - "Impact on Sustainable Future"
- PESTEL* - P : Politic, E : Ecology S : Social, T : Technology, E - Enconomy, L : Legal Methodologies
- 5x5 Group Juries* - The juries were divided into judge 2 different set of 5 teams

Creative Workshops

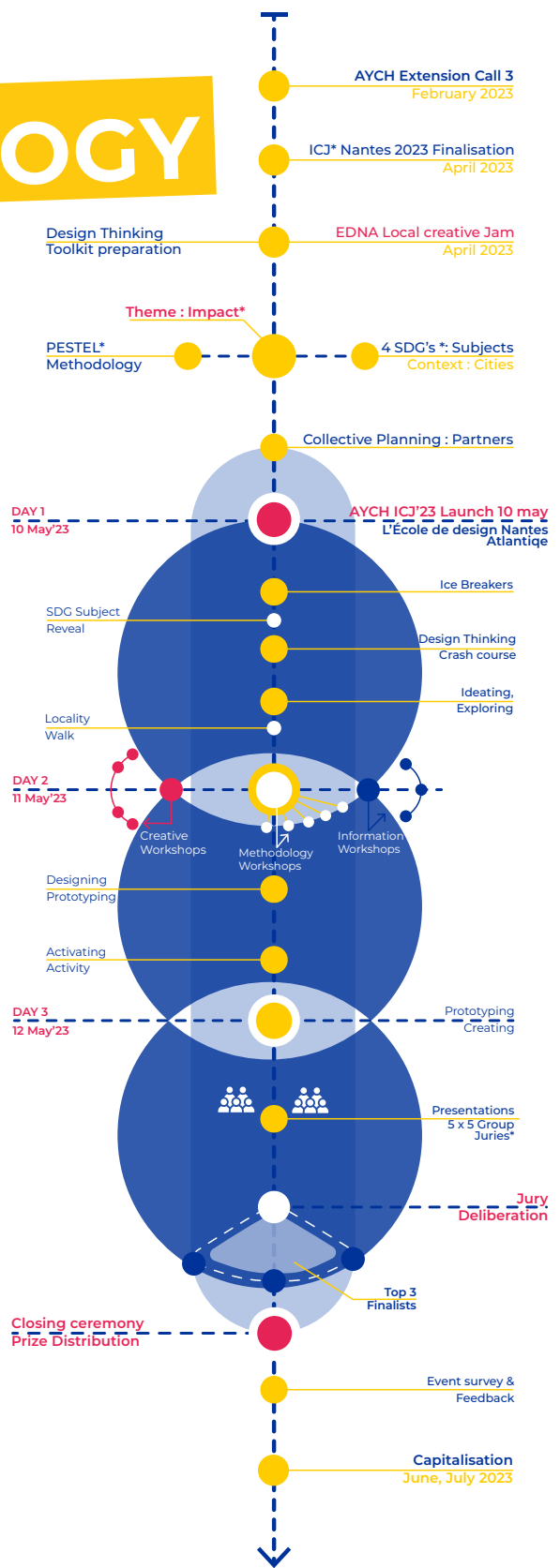
- AR Sparks Workshop
- Model Making Workshop
- AI & Cables workshop
- Ux / Ui Workshop

Methodology Workshops

- Climate Change Workshop
- Interculture Workshop
- Anthopology Workshop
- Sustainability Workshop
- AI & Creativity Workshop

Information Workshops

- Economy Workshop
- Politics Workshop
- Legal workshop



ICJ* STUDENT PROJECTS



GROUP 1

Mentor

Sara Castro Pena

Team Members

Juliette (EDNA)

Elena (CAMARA)

Andrew (IMI)

Joao (INCUBO)

Alejandro (VL)

PROBLEMATIC: What is a Healthy City and how to achieve it?

PROPOSAL: The group proposed a safe environment for people on Autistic spectrum in the city.

Their digital proposal consists of an app, and a set of different technologies that could help people on the autistic spectrum to navigate to quieter spaces and feel safe in crowded spaces.



GROUP 2

Mentor

Luisa Marinho

Team Members

Isabel (EDNA)

Diana (ST)

Francisco (CAMARA)

Eoin (IMI)

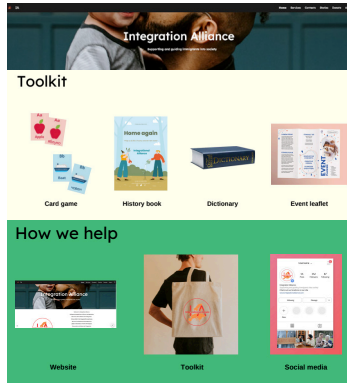
Juliana (INCUBO)

Jolina (VL)

PROBLEMATIC: Social frontiers and ways to overcome them

PROPOSAL: The group worked on Social Frontiers faced by minorities in the cities. .

Their proposal is an inclusive job searching site for people with disabilities with a travel map and time-calculating features among others



GROUP 3

Mentor

Elena Cotelo

Team Members

Eva (EDNA)

Fusheng (EDNA)

Bruna (ST)

Hammond (IMI)

Icia (VL)

Neil (VL)

Emilie (SPACE)

PROBLEMATIC: Social frontiers and ways to overcome them

PROPOSAL: The group proposed a digital format for Immigrants to experience a sense of belonging and to integrate in the society. It consists of a web platform where they can access to various activities - from administration to job finding. Additionally, there are toolkits proposed for insertion in the society and sharing culture.



GROUP 4

Mentor

Catarina Reis

Team Members

Julie (EDNA)

Guopeng (EDNA)

Joao (ST)

Beatriz (INCUBO)

Gabriel (VL)

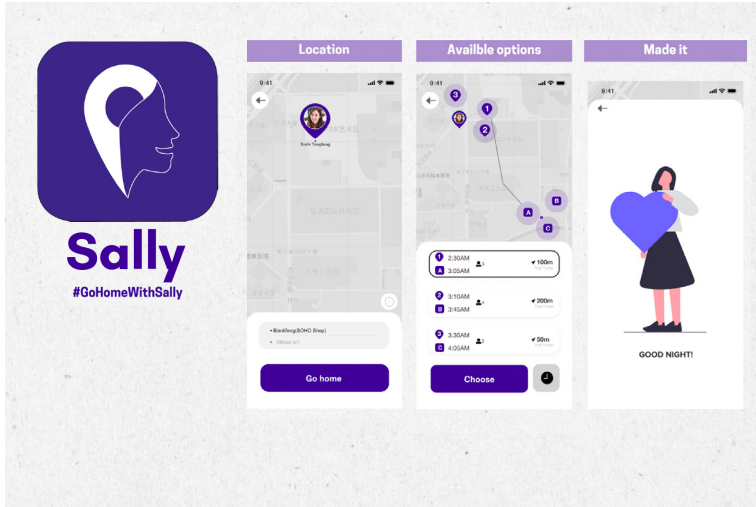
Alexandre (VL)

PROBLEMATIC: What is a Healthy City and how to achieve it?

PROPOSAL The group proposed to install water fountains in the city with an application that encourages people to drink water.

Their digital proposal consists of an application via which citizens can identify different water fountains within the city via geolocation, while giving daily reminders and encouragement to people to drink water.

** Following are the shortforms - ST- Santotirso, VL- Vida Lactea, EDNA - L'École de Design Nantes Atlantique, IMI- Institute for Methodological innovations



GROUP 5

Mentor

Barbara Levering

Team Members

Nour (EDNA)

Jiajie (EDNA)

Cian (IMI)

Brad (SPACE)

Nuno (INCUBO)

Ignacio (VL)

PROBLEMATIC: Social frontiers and ways to overcome them

PROPOSAL: The group worked on Social Frontiers by proposing a transit-safe application for women.

This app helps women coordinate their way back home. This application uses geolocalisation and tracking system with face recognition to avoid fraudulent accounts.



GROUP 6

Mentor

Katy Humberstone

Team Members

Lisa (EDNA)

Huiling (EDNA)

Francisco (ST)

Icia (CAMARA)

Ruben (VL)

Anthia (VL)

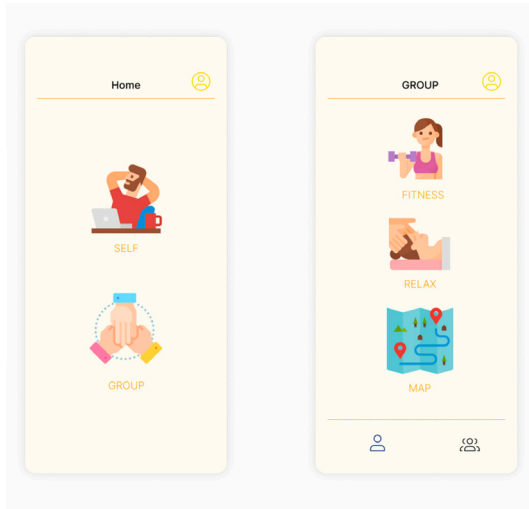
Maddie.A (SPACE)

PROBLEMATIC: Social frontiers and ways to overcome them

PROPOSAL : The group worked on Social Frontiers by proposing a VR Game where we get to put ourselves into the shoes of Minorities in the city

This game is focused on raising awareness and creating empathy among younger generations. It is an educational app that will reach out to young people via workshops carried out in schools.

** Following are the shortforms - ST- Santotirso, VL- Vida Lactea, EDNA - L'École de Design Nantes Atlantique, IMI- Institute for Methodological innovations



GROUP 7

Mentor

Richard Doak

Team Members

Hana (EDNA)

Qiaotong (EDNA)

Tatiana (CAMARA)

Cathal (IMI)

Tiago (INCUBO)

Maria (VL)

PROBLEMATIC: What is a Healthy City and how to achieve it?

PROPOSAL : The group proposed an application that helps young people maintain healthy psychological state in their busy life.

This app has various mindfulness and activity features along with community sharing and social activities.



GROUP 8

Mentor

Adriano Fidalgo

Team Members

Lauryne (EDNA)

Florian (EDNA)

Ana Sofia(ST)

Adriel (CAMARA)

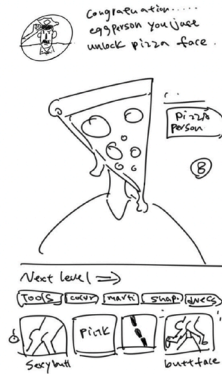
Iheb (VL)

Pablo (VL)

PROBLEMATIC: Non-gendered city and ways to achieve it

PROPOSAL: The group worked on non-gendered city by proposing an application that creates a community that protects against gender based inequalities in the city, educates and encourages open-mindedness.

This digital platform has features like online community to have live chats to encourage conversation and education based on gender based biases as well as an emergency feature that sends alerts when in danger.



CITYSSEY

PROBLEMATIC: Non-gendered city and ways to achieve it

PROPOSAL : The group worked on non-gendered city by proposing a game that eases barriers and educates youth.

The app aims at making an impact on the society and urban spaces via education, accessibility, entertainment and participative design.

GROUP 9

Mentor

Diego Moreiras

Team Members

Zunding (EDNA)

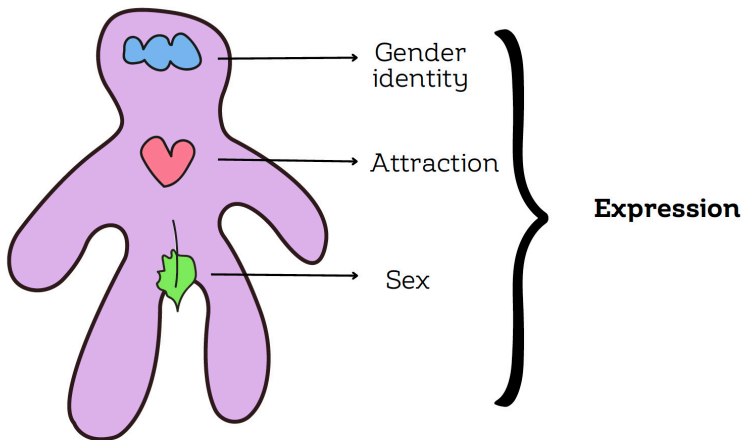
Elizabeth (EDNA)

Alvaro (ST)

Arron (SPACE)

Amina (VL)

Yossef (VL)



GROUP 10

Mentor

Gonzalo Vidal

Team Members

Quentin (EDNA)

Jia (EDNA)

Ana (CAMARA)

Maddie (SPACE)

Amelie (SPACE)

Eva (VL)

Alberto (VL)

PROBLEMATIC: Non-gendered city and ways to achieve it

PROPOSAL : The group worked on non-gendered city by proposing to *de-gender* or *re-gender* societies via campaigns, education via toys, and augmented reality based games.

The proposal aims to break mental, physical and societal barriers via awareness, encouragement, support and acceptance.

WINNERS OF ICJ

1st
Prize



Group 6 : Mirror / Katy Humberstone (Mentor)
Lisa (EDNA)Huilng (EDNA),Francisco (ST),Icia (CAMARA),Ruben (VL),Anthia (VL), Maddie.A (SPACE)

2nd
Prize

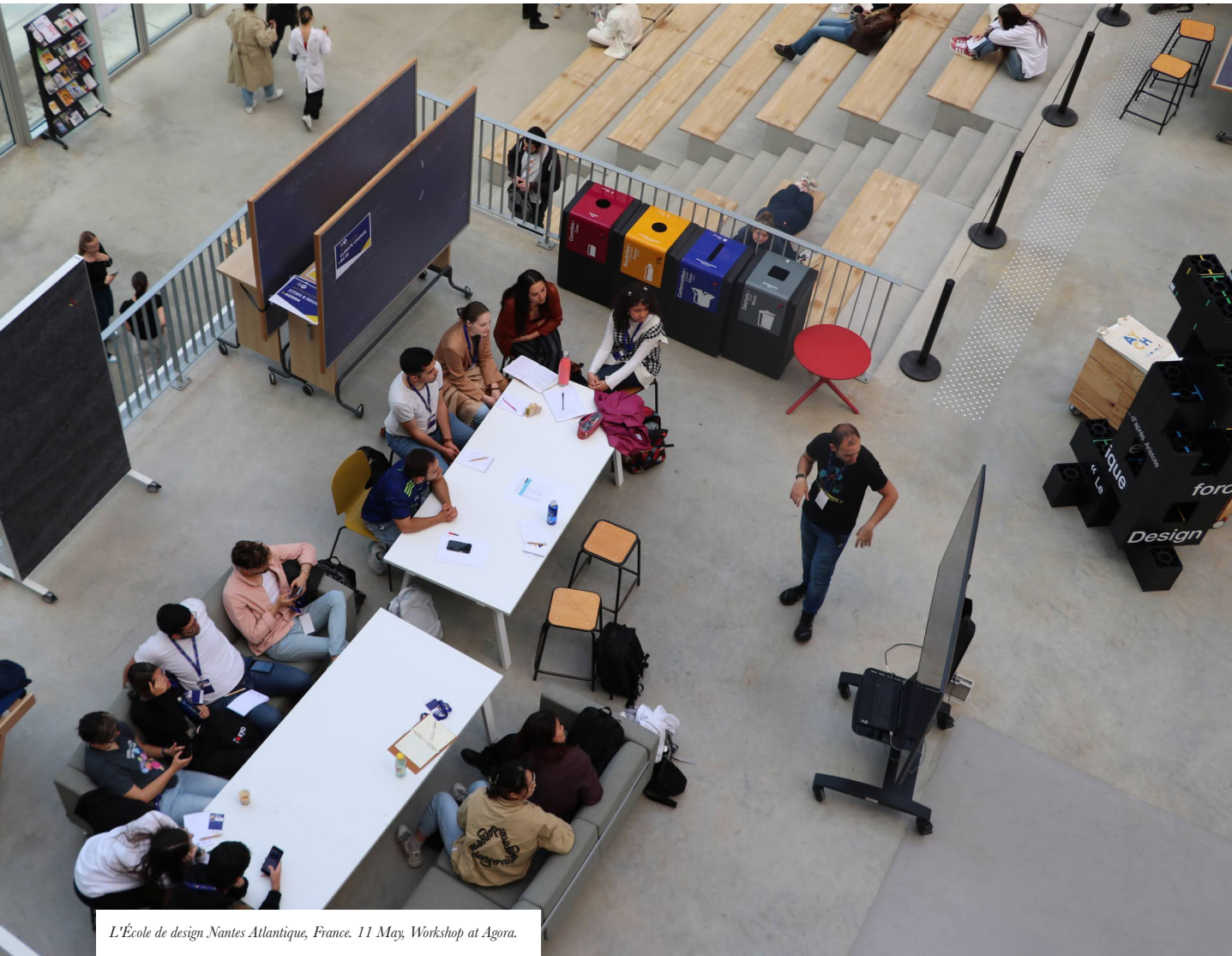


Group 5 : Sally / Barbara Levering (Mentor)
Nour (EDNA), Jiajie (EDNA), Cian (IMI), Brad (SPACE)
Nuno (INCUBO), Ignacio (VL).

3rd
Prize



Group 2 : MetIn / Luisa Marinho (Mentor)
Isabel (EDNA), Diana (ST), Fransico (CAMARA),
Eoin (IMI), Juliana (INCUBO), Jolina (VL)



L'École de design Nantes Atlantique, France. 11 May, Workshop at Agora.

ICJ WORKSHOPS

The **International Creative Jam** facilitated 13 Workshops on the theme of **Impact on Sustainable Future**.

These workshops corresponded to four sustainable development goals (SDG) as presented by the UN:

- **Sustainable Goal 3 / Good Health and Well-being:** Ensure healthy lives and promote well-being for all at all ages.
- **Sustainable Goal 5 / Gender Equality:** Achieve gender equality and empower all women and girls.
- **Sustainable Goal 10 / Reduced Inequalities:** Reduce inequality within and among countries.
- **Sustainable Goal 11 / Sustainable Cities and Communities:** Make cities and human settlements inclusive, safe, resilient, and sustainable.

Several experts were available throughout the event to help participants understand the theme better and shape their creative ideas for regeneration.

The outcomes of this International Creative Jam were the exploratory projects proposed by the different groups finding plausible solutions to the SDGs.

Different workshops were chosen based on *PESTEL as subjects* i.e *Political, Ecological, Social, Technological, Economical and Legal subjects*.

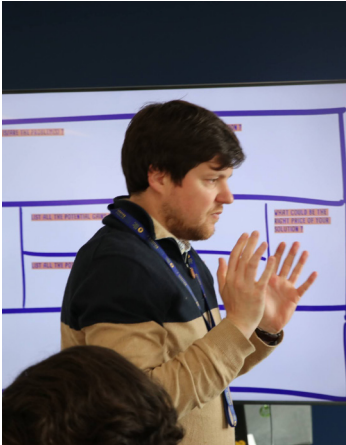
This helped to divide workshops into three categories such as Informative, Methodology and Technical Workshops.

DIFFERENT WORKSHOPS EXPLORED



** ICJ is shortform of International Creative Jam

ECONOMY WORKSHOP



Economy workshop conducted at L'École de design nantes Atlantique 11 May 2023

Short Description

Animator

Johan Carelli

Subject

Design Your economic Strategy

Duration

30 Minutes

Type

Informative Workshop

Johan Carelli explained Finance, Viability, Economic Projection, Stakes while designing a business or a project. The workshop explored different business ideas via economic business model.

LEGAL WORKSHOP



Legal workshop conducted at L'École de design nantes Atlantique 11 May 2023

Short Description

Animator

Adriano Fidalgo

Subject

Legal Stakes in a Project

Duration

30 Minutes

Type

Informative Workshop

Adriano Fidalgo explained the legal implications of a project by focusing on the aspects like copyright, patent and restrictions related to business and idea development

POLITICS WORKSHOP



Public Policy workshop conducted at L'École de design nantes Atlantique 11 May 2023

Coline Fiquet detailed the European Union's policies and how they can impact and support urban strategies via defined criterias.

Short Description

Animator

Coline Fiquet

Subject

European Union from perspectives of Public Policies

Duration

30 Minutes

Type

Informative Workshop

CLIMATE CHANGE WORKSHOP



Climate change workshop conducted at L'École de design nantes Atlantique 11 May 2023

Vidal Gonzalo detailed the importance of protected areas to promote healthier cities. This workshop highlighted what is at stake in the field of ecology and climate change.

Short Description

Animator

Vidal Gonzalo

Subject

Importance of protected areas to promote healthier cities

Duration

60 Minutes

Type

Methodology Workshop

INTERCULTURE WORKSHOP



Interculture workshop conducted at L'École de design nantes Atlantique 11 May 2023

Katy Humberstone animated the Intercultural connections workshop by exposing what interculturality can bring to design.

Short Description

Animator
Katy Humberstone

Subject
Communicating Interculturality through design

Duration
60 Minutes

Type
Methodology Workshop

ANTHROPOLOGY WORKSHOP



Anthropology workshop conducted at L'École de design nantes Atlantique 11 May 2023

Marketa Fingerova described how ethnographic practices challenge subjectivity and rational thinking, anthropology and sociology included.

Short Description

Animator
Marketa Fingerova

Subject
Challenging subjectivity via ethnographic thinking

Duration
60 Minutes

Type
Methodology Workshop

SUSTAINABILITY WORKSHOP



Sustainability workshop conducted at L'École de design nantes Atlantique 11 May 2023

Hamond Sarpong focused on *Rethinking Water Management* by charting a path to circularity and sustainability for precious resources and community.

Short Description

Animator
Hamond Sarpong

Subject
Rethinking Water

Duration
60 Minutes

Type
Methodology Workshop

AI & CREATIVITY WORKSHOP



Ai & Creativity workshop conducted at L'École de design nantes Atlantique 11 May 2023

Pablo Vazquez Muniz looked into the chronological evolution of Artificial Intelligence and its applications.

Short Description

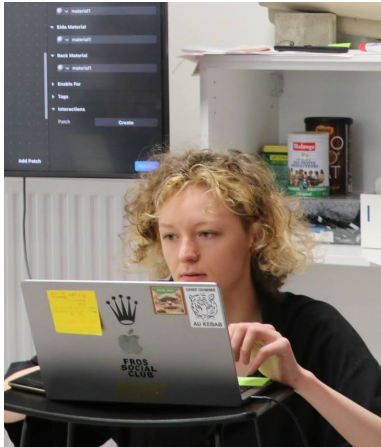
Animator
Pablo Vázquez Muñiz

Subject
Introduction to AI & Creativity

Duration
60 Minutes

Type
Methodology Workshop

AR & SPARKS WORKSHOP



AR & Sparks workshop conducted at L'École de design nantes Atlantique 11 May 2023

Lucie Marécaille illustrated and taught the usage of Augmented Reality via Sparks, an instagram filter creation tool.

Short Description

Animator
Lucie Marecaille

Subject
Introduction to Augmented Reality and Sparks

Duration
60 Minutes

Type
Technical Workshop

MODEL MAKING WORKSHOP



Model Making workshop conducted at L'École de design nantes Atlantique 11 May 2023

Neil Carmichael and **Coline Lequenne** illustrated ways to visualise and create models, prototypes from a 2 dimension design or service. And to test the proposals in real time.

Short Description

Curator
Neil Carmichael + Coline Lequenne

Subject
Exploring 3 Dimensional via 2 Dimension

Duration
60 Minutes

Type
Technical Workshop

AI & CABLES WORKSHOP



AI & Cables workshop conducted at L'École de design nantes Atlantique 11 May 2023

Bérenger Recoules helped students visualising with the help of Artificial Intelligence and *Cables* (software used to create interactive content).

Short Description

Curator

Bérenger Recoules

Subject

Creating projects via Artificial Intelligence and Cables

Duration

60 Minutes

Type

Technical Workshop

UX & UI WORKSHOP



UX UI workshop conducted at L'École de design nantes Atlantique 11 May 2023

Pedro Moreira illustrated how UI:UX is key to creating digital products that consider aspects such as user-centered design, prototyping, usability testing, etc.

Short Description

Curator

Pedro Moreira

Subject

Interfaces to improve UX:UI

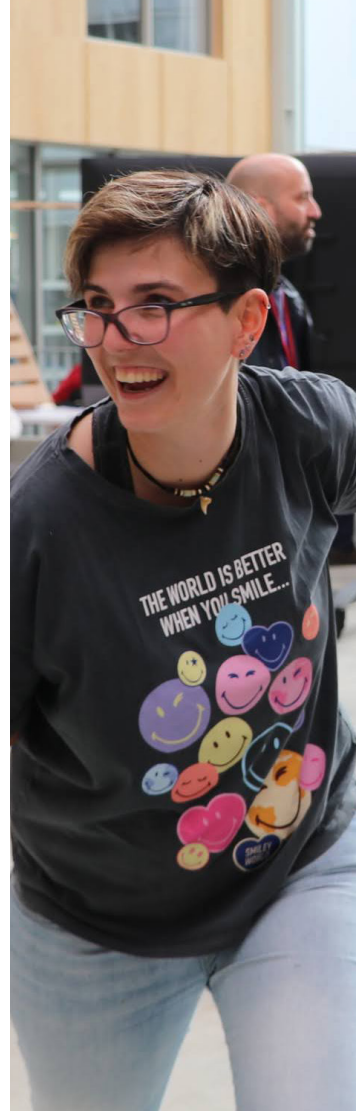
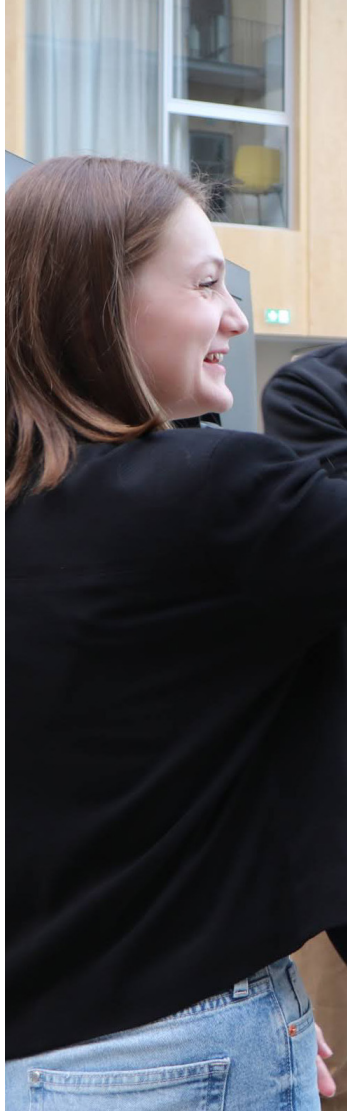
Duration

60 Minutes

Type

Technical Workshop

ICE BREAKER ACTIVITIES





Ice Breaker workshop conducted at L'École de design nantes Atlantique 10,11,12 May 2023

Ice Breakers are games or activities, used to introduce people to each other so that they feel more relaxed together, building up the group strength. It was used to energise groups during those three days.

PARTICIPANT'S INTERVIEWS



JOÃO SILVA

How was your experience with AYCH ICJ? how did this experience affect you?

An enriching and impactful experience, I had the opportunity to immerse myself into in a highly creative and collaborative environment, filled with talented and inspiring diverse individuals. The training and development activities offered during the event were crucial to my growth. It also had a significant impact on my entrepreneurial mindset.

How did your project fit into the intercultural and environmental context?

My project, called Drink+, encouraged water consumption. It plays a relevant role in the intercultural and environmental context, contributing to the societal challenges faced by communities. By promoting access to clean water through the various available sources, the application has a positive impact on people's health and well-being. Furthermore, encouraging the use of water sources instead of bottled water promotes environmental sustainability.

What will your advice be for the future AYCH Participants ?

Be open-minded and curious. Connect with other participants. Be willing to step out of your comfort zone. Engage actively in activities. Make the most of networking opportunities and embrace an entrepreneurial mindset.



IHEB FENDRI

How was your experience with AYCH ICJ? how did this experience affect you?

It was amazing. I loved the event in general and the topics we worked on. My favourite part was the vibe and environment of this event. I also worked on topics that I have never worked on with an international team and everyone had their vision of seeing things.

How did your project fit into the intercultural and environmental context?

My project regarded the subtheme "non-gendered city and how to achieve it". By creating a non-gendered society, we can create a reality that is opened to everybody, without making any difference in gender, nationality, descentance and so on. A reality opened to everybody is also an intercultural reality that preserves the environment.

What will your advice be for the future AYCH Participants ?

My advice to the future AYCH participants would be to be open, to be creative and to let AYCH guide you to somewhere new!



SARPONG HAMMOND ANTWI

How was your experience with AYCH ICJ? how did this experience affect you?

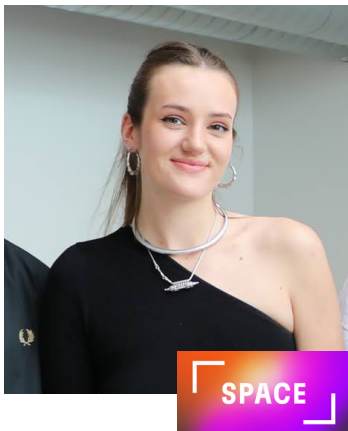
An intriguing experience! I had the opportunity to connect with enthusiastic young individuals from diverse backgrounds around the globe. Engaging in various group exercises and activities proved to be mentally stimulating and fulfilling, allowing me to gain valuable knowledge and insights

How did your project fit into the intercultural and environmental context?

Our project played a significant role in addressing intercultural and environmental challenges, specifically those associated with migration. We aimed to bridge cultural gaps and promote understanding among diverse communities. Our project thus aimed to address the environmental impact of migration and explore sustainable solutions by combining intercultural awareness with environmental consciousness.

What will your advice be for the future AYCH Participants ?

To build upon the program's outstanding features, with a particular focus on group discussions and engagement. To dive into the exercises that can facilitate personal growth and foster positive change in both our individual lives and the communities.



EMILIE LOADER

How was your experience with AYCH ICJ, how did this experience affect you?

I found my experience with AYCH thoroughly enjoyable and extremely eye-opening and exposed me to many new opportunities it allowed me to meet like-minded people, explore new and exciting ideas and it has helped me grow as an individual.

How did your project fit into the intercultural and environmental context?

I loved the interculturality of the event. The diversity helps your cultural knowledge to expand, which is always interesting, and it is nice to meet new people from different backgrounds. I am very much a people person, so this was great for me.

What will your advice be for the future AYCH Participants ?

Don't be nervous to open yourself up to new experiences, make full use of a good network of support you are not alone in this! Don't be afraid to express your feelings and ideas and everyone is important and valid.



ELIZABETH VELAZQUEZ

How was your experience with AYCH ICJ? how did this experience affect you?

It was my first time experiencing a design sprint and to take up the role of design manager. I learnt how to mediate, coordinate and understand different human behaviours. This experience also equipped me with project and business management skills.

How did your project fit into the intercultural and environmental context?

Our project Cityssey is a game, designed to de-gender cities. It's a prototype that considers social, intercultural, political contexts of cities and different urban spaces. It proposes to construct them better than the existing ones.

What will your advice be for the future AYCH Participants ?

Be open-minded and communicate with people to share ideas and to have a solid teamwork. Do not be afraid of your creativity or ideas and to share them! Sentiments, emotions, ideas, everything.



ICIA VAZQUEZ

How was your experience with AYCH ICJ? how did this experience affect you?

I went first to the Jam held in Santiago and I won there, so I went to Nantes and I won again. My experience in both events was very positive, because I am a fashion designer and I have a career in the creative field, so I really liked being able to apply my creativity in other areas with a greater scope, especially in areas that need to develop this type of project. .

This experience contributed to my personal project the possibility of working with experienced professionals who know how to guide so as not to make mistakes, which is a great benefit for my entrepreneurial career.

How did your project fit into the intercultural and

environmental context?

My project is my own brand of photography and what interests me is working with Galician companies that have this international projection to improve relations between them and, in the event that it does not exist, achieve it between them. On the other hand, help to improve this vision of Galician companies and that there is own consumption in Galicia before it is marketed with other external ones because the local and proximity product presents greater environmental sustainability.

What will your advice be for the future AYCH Participants ?

I would tell them to ask all the questions they have and to try to be very open when it comes to thinking of ideas and being creative, not to close themselves off to crazy ideas because in the end it is all about knowing how to approach it and above all being very open with the ideas that they go through your head.



PILAR DEL ORO SAEZ

How was your experience with AYCH ICJ? how did this experience affect you?

Applying virtual reality and gamification to educate in equality, learning by seeing what it feels like when you suffer bullying, are discriminated against – these were ideas that the young participants developed.

I would summarize that I experienced a great work done by young people in Atlantic Europe.

How did your project fit into the intercultural and environmental context?

For the Galicia Europa Foundation, participating in this event has brought a note of creativity, a nuanced understanding of a more cohesive world of young people being more respectful towards the environment. We have a new impulse to continue

supporting the young people of Atlantic Europe in the search for their professional future.

What will your advice be for the future AYCH Participants ?

Participate! Enjoy the AYCH Collaboration, interact with other young people from Atlantic Europe, work and study with them, all for a more cohesive Europe. It is worth it !



L'École de design Nantes Atlantique, France. 10,11,12 May 2023

merci!