



mYOUTH CONTINENTAL APP CAMP EUROPE



MEDIA MOVING FORWARD CAMP

EUROPEAN YOUTH AWARD

Digital Solutions with Social Impact

mYouth Continental App Camp Europe
Media Moving Forward Camp

July 9-15, 2018
Salzburg, Austria

Impact Report

With kind support of:

TECHNO_Z

SALZBURG
Stage of the World

wissen:stadt
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Salzburger Nachrichten

UNIMARKT
mehr für mich

mYouth coordinator and project lead

mYouth 2.0

mladiInfo
INTERNATIONAL

Co-funded by the
Erasmus+ Programme
of the European Union

Media Moving Forward coordinator and project lead

JUGENDPRESSE
Netzwerk junger Medienschaffender

EUROPEAN
YOUTH PRESS
NETWORK OF YOUNG MEDIA MAKERS

Co-funded by the
Erasmus+ Programme
of the European Union

The Youth Camps were hosted by the European Youth Award, a project of the International Center for New Media founded and run by Prof. Dr. Peter A. Bruck, PhD.



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a. GENERAL INFORMATION

MYOUTH APP CAMP

In 2016, small teams of mobile app developers from Africa, Asia and Europe developed and launched their apps, started their businesses and grew their own companies through the **ERASMUS+ mYouth** project.

The mYouth 2.0 edition is the follow up activity providing young people to gain skills for programming and for business, mentoring assistance from experts and a large network of contacts with potential investors!

12 Hackathons were organized in Africa, Asia and Europe by partner organizations in the respective countries.



The Winners of these events were invited to Continental App Camps.

The **Continental App Camp Europe** was hosted by the European Youth Award in Salzburg and gathered 12 app developers from four different countries (Austria, Macedonia, Poland and Romania) for five days who helped each other to further develop their mobile apps. Working language was English.

On the last day, the App Campers had 3 minutes each to pitch their project in front of an interdisciplinary jury that evaluated the projects and selected the best four. The winners are given the chance to participate in the upcoming International Business and Marketing Camp in Ohrid, Macedonia, September 17-24.



➔ The Winners of the International Business and Marketing Camp in Ohrid will be official Winners of the European Youth Award 2018 in the Special Category mYouth.

MEDIA MOVING FORWARD CAMP

In parallel the (first) **ERASMUS+ Media Moving Forward Camp** was organized in collaboration with Youth Press Austria (Jugendpresse Österreich) and the European Youth Press. 45 young media makers (18-30 years old) from Armenia, Austria, Belarus, Bosnia and Herzegovina, Germany, Italy, Montenegro and Portugal joined the six days training course, focusing on how to report on digital technologies and events related to them and how to use modern tech tools in media.

The young reporters got the opportunity to work in an innovative environment, interview the app campers working in the field of digital technologies.

The second **Media Moving Forward Camp** will be organized in Graz for six days, partly in parallel with the EYA Festival 2018 (Nov 28-Dec1). There the young media makers will have another chance to gain hands-on experience and connect with young people working in the digital field as well as meet participants from all over Europe. Their work will be published through the media channels of our partners and in parts on the EYA Website.



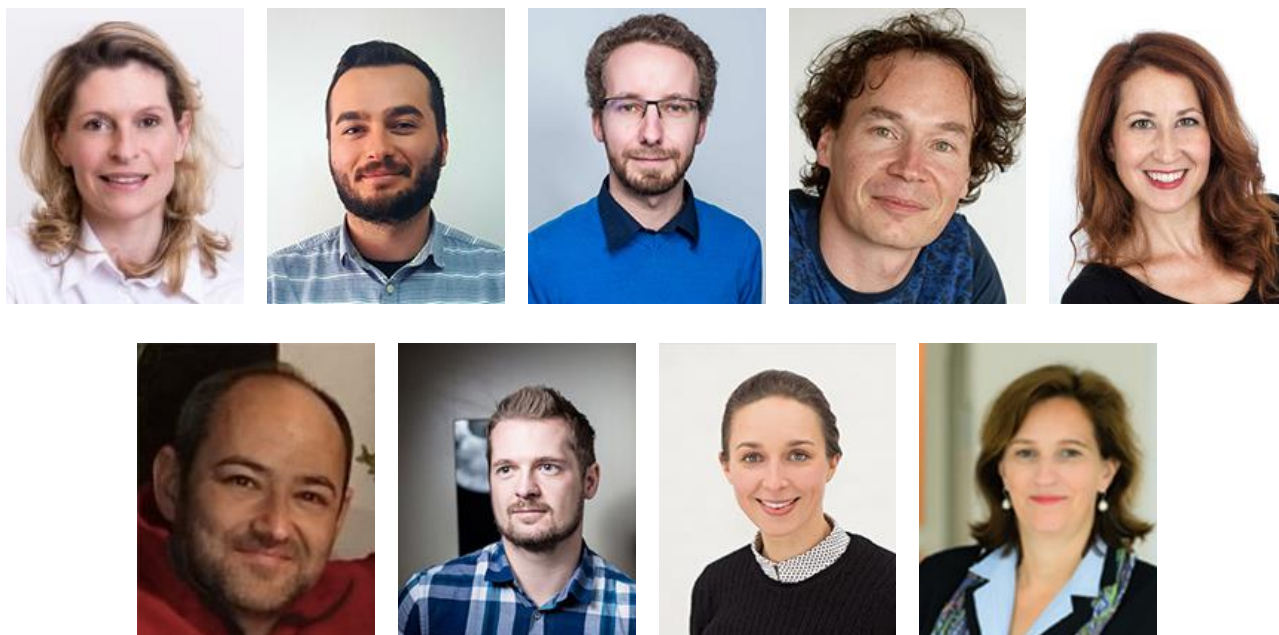
b. PARTICIPANTS

A total of 57 young engaged participants took part in the Camps, 12 app developers and 45 media makers. They worked together benefitting from the intercultural environment and peer-to-peer learning.



C. JURY

The winners of the Continental App Camp Europe were selected by an interdisciplinary Jury of experts:



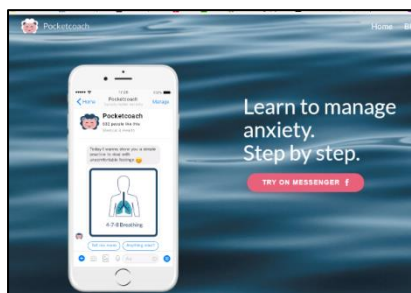
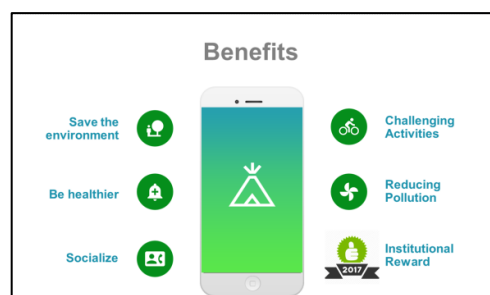
- **Gabriele Sevigani:** Communications Manager | AQA Pearls – For You and Planet Blue - *Austria*
- **Marjan Icoski:** Project Coordinator | Mladiinfo - *Macedonia*
- **Philipp Goetz:** Co-founder & CEO | REDOX Labs - *Austria*
- **Jan Schwieger:** Head of Web & Mobile Projects | Styria Content Creation - *Austria*
- **Erin Snell,** Senior Media Advisor | Silicon Castles GmbH – *Austria/US*
- **Walter J. Knoglinger:** Teamlead | Youthplatform of Salzburg's Federal State - *Austria*
- **Werner Richtsfeld:** Co-founder | BikerSOS - *Austria*
- **Agnes Boehm:** Product Development Coordinator | Salzburg Schokolade - *Austria*
- **Veronika Hornung-Prähauser:** Head of the Innovation Lab of the Salzburg Research Landesforschungsgesellschaft – *Austria*



d. MYOUTH APP CAMP WINNERS

Applinka by Endrit Rusthi, Macedonia

Applinka encourages and rewards environmental-friendly behaviors through gamification. Users can actively create challenges for other players, such as recycling or choosing public transport.

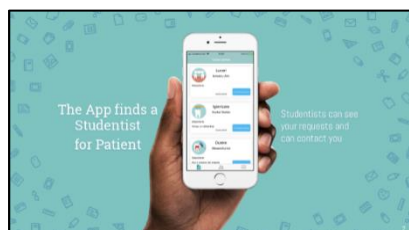
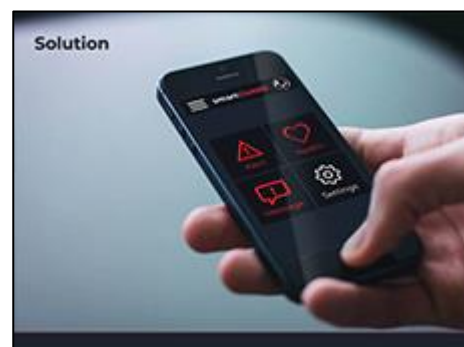


Pocket Coach by Manuel Kraus, Austria

Pocketcoach guides users through the most effective anxiety treatments that have been developed to this date, offering hundreds of sessions teaching a variety of coping skills, from cognitive behavioral therapy to mindfulness-based approaches. It's build around small activities that can be completed anywhere and anytime.

Smart Guard by Ahd Zlika, Germany

Smart Guard helps people are at risk in emergency cases. With the help of the Smart Buddy wearable it studies your health situation and your average heartbeat, analyzes the noises surrounding you (silence, screaming, bombs, and others), your movements and your location. Combined with other factors like the current daytime, data about dangerous and unsafe areas an intelligent machine learning based algorithm can analyze these inputs and decide if you are in danger or in unsafe situations and categorize them. If something happens, it sends an auto-alarm for the current situation to contacts of your choice or to emergency services (police/ER).



Studentist by Mario Vasile, Romania

Studentist is the solution for dental students who need to practice on real patients and for people who have trouble affording medical care. The app brings the two in contact, making it easier and quicker to create appointments.

e. OTHER APPS PARTICIPATING IN THE CAMP

- **Kubo** by Markus Petritz, Austria
- **Zero Waste** Challenge by Stefan Kotevski, Macedonia
- **Eco Hero** by Jovana Krstikj, Macedonia
- **Language Corner** by Jakub Stephan, Poland
- **Ready to Go** by Jakub Łobodecki, Poland
- **My Favs** by Patryk Karwat, Poland
- **Shall Pass** by Daniela Andreea Moraru, Romania
- **IziBAC** by Eduard Lache, Romania



f. CONTINENTAL APP CAMP EUROPE PROGRAM

Tuesday, July 10, 2018

16.00 | Registration & First Meet-Up

16.30 | Hill-Walk: Enjoying Salzburg from the top

Walk over "Mönchsberg" together

19.00 | Welcome Dinner (with Media Moving Forward Camp Participants)



Wednesday, July 11, 2018

Techno-Z, TECHNO 3, EG, Jakob-Haringer-Straße 5

9.30 | "Hello App Campers!" – Official Welcome by Mladiinfo

Marjan Icoski, mYouth Project Coordinator

10.00 | "What is the European Youth Award?"

Birgit Kolb, EYA Project Manager

10.20 | Getting to know each other: Networking Games and Teambuilding Activities

11.30 | App Camp Pitching

App Campers introduce their projects in 5 minutes

14.15 | "What's my strength, what do I need?"

Strength and Weakness matching session, group forming and start of coding

18.00 | Cooking together on the rooftop!

Akzente Salzburg, Glockengasse 4c, top floor



Thursday, July 12, 2018

Techno-Z, TECHNO 3, EG, Jakob-Haringer-Straße 5

9.00 | Work on projects!

14.45 | Getting publicity: Interviews with Media Moving Forward Campers

45 minutes interviews with young journalists writing articles about App Campers and their projects

16.45 | Youth Camps meet SALZBURGER NACHRICHTEN: Official Welcome

17.00 | "Socially responsible journalism and critical thinking: How to report nowadays"

Interactive discussion with Peter A. Bruck (ICNM), Angelika Wienerroither (SN), Wais Bashir, Dana Bologova (EYP), Mariell Raisma (EYP)

19.00 | Behind the scenes: tour through the SN printing house



Friday, July 13, 2018

Techno-Z, TECHNO 3, EG, Jakob-Haringer-Straße 5

9.00 | Work on projects and preparation of presentations!

15.00-18.30 | Pitch training

20 minutes slots per participant

20.00 | Trip to the Water Games in Hellbrunn by night



Saturday, July 14, 2018

Techno-Z, TECHNO 3, EG, Jakob-Haringer-Straße 5

10.00 | App Camp Final Pitching!

App Campers will pitch their projects to the Expert Jury selecting the best four.

12.30 | Jury Meeting (jurors only)

12.30 | Interview Feedback

App Campers will give feedback to the Media Campers on their interviews and articles



13.00 | Press Conference: Winners Announcement

13.30 | Explore Salzburg – City Rallye

Enjoying and discovering the city of Salzburg

19.00 | Farewell Dinner (with Media Moving Forward Camp Participants)



Sunday, July 15, 2018

Techno-Z, TECHNO 3, EG, Jakob-Haringer-Straße 5

9.00-12.00 | Optional: Participation in the Media Moving Forward Camp Program

Throughout the day | Departures

g. MEDIA MOVING FORWARD CAMP PROGRAM

Monday, July 9, 2018

17.00 | Registration | Welcome Dinner & Europe Café

Techno-Z, TECHNO 3, EG, Jakob-Haringer-Straße 5



Tuesday, July 10, 2018

Techno-Z, TECHNO 3, EG, Jakob-Haringer-Straße 5

10.00 | Welcome Speech | Introduction: Agenda & House Rules

Martin Maska, European Youth Press; Roman Möseneder, Youth Press Austria

11.00 | Ice-Breaking Games: What are your Expectations?

Martin Maska, European Youth Press; Roman Möseneder, Youth Press Austria

11.45 | Workshop I: Challenges and Opportunities in Media World today

Mariell Raisma, European Youth Press

14.00 | Workshop II: Challenges and Opportunities in Media World today

Mariell Raisma, European Youth Press

16.00 | Workshop III: New technologies in Media I

Trainer from Mladiinfo Montenegro



17.15 | 1st Editorial Meeting

19.00 | Joint Welcome Dinner (with App Camp Participants)

Wednesday, July 11, 2018

Techno-Z, TECHNO 3, EG, Jakob-Haringer-Straße 5

10.00 | "What is the European Youth Award?"

Birgit Kolb, EYA Project Manager

10.20 | Getting to know each other: Networking Games and Teambuilding Activities

11.30 | App Camp Pitching – App Campers introduce their projects in 5 minutes

14.15 | Digital Solutions improving Society in your country – get in contact!

Research and reach out to national digital projects with impact on society. Nomination for #EYA18!

Birgit Kolb, EYA Project Manager

16.30 | Workshop IV: Transition from traditional media and reporting in the age of digital media

Amir Zonić, ONAuBiH

18.00 | Cooking together on the rooftop!

Akzente Salzburg, Glockengasse 4c



Thursday, July 12, 2018

Techno-Z, TECHNO 3, EG, Jakob-Haringer-Straße 5

9.00 | Workshop V: Media Literacy, Critical Thinking & Socially responsible journalism

Philipp Lackinger, European Youth Press

11.00 | Workshop VI: How to conduct interviews (with focus on new technologies and science)

Mariell Raisma, European Youth Press

15.00 | Interview the App Campers!



16.30 | Youth Camps meet SALZBURGER NACHRICHTEN – Official Welcome

17.00 | “Socially responsible journalism and critical thinking: How to report nowadays”

Interactive discussion with Peter A. Bruck (ICNM), Angelika Wienerroither (SN), Wais Bashir, Dana Bologova (EYP), Mariell Raisma (EYP)

19.00 | Behind the scenes: tour in the SN printing house!

Friday, July 13, 2018

Techno-Z, TECHNO 3, EG, Jakob-Haringer-Straße 5

10.00 | Energizer

10.30 | Storytelling with GIS – Using StoryMaps

Martin Maska, European Youth Press

14.00 | Pitch Trainer Training – what you need to know!

Birgit Kolb, European Youth Award; Marjan Icoski, Mladinfo

14.30 | 2nd Editorial Meeting

15.30 – 18.30 | Pitch training for App Campers

Media Moving forward participants give feedback to the App Campers pitches.

16.00 | 3rd Editorial meeting

20.00 | Trip to the Water Games in Hellbrunn by night



Saturday, July 14, 2018

Techno-Z, TECHNO 3, EG, Jakob-Haringer-Straße 5

10.00 | App Camp Final Pitching!

App Campers pitch their projects to the Expert Jury selecting the best four.

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Techno-Z, TECHNO 3, EG, Jakob-Haringer-Straße 5

9.00 | Energizer

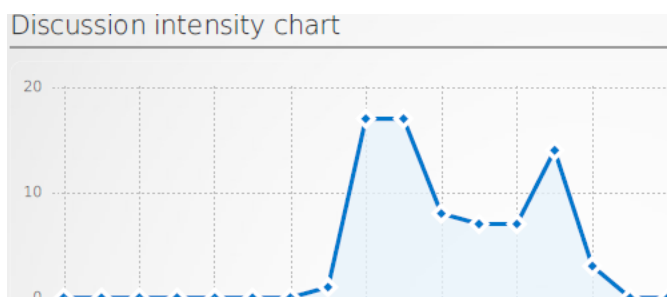
9.30 | Presentations

11.30 | Goodbye activity and Closing Speech



h. SPOTLIGHT SALZBURG CHALLENGE

Challenge held by Tourism Salzburg showed great outcome and was successful in terms of social media outcome. Social Media tagged with the hashtag #spotlightsalzburg showed Salzburg “off the beaten track”.



K. #VISITSALZBURG CHALLENGE

The #Visitsalzburg Challenge encouraged to post about travel experiences in the region. This hashtag is openly used, but a significant increase in mentions is notable in the days of the camps – reaching one third of the activity that one week later, the Salzburger Festspiele created.

One of the Media Moving Forward Participants later also published an article on travel and sightseeing in Salzburg.

i. MEDIA OUTPUT

12 interviews with the App Campers were produced by the participating Media Moving Forward Campers. They will be published on eu-youthaward.org, the website of the European Youth Press and Youth Press Austria as well as local partner organizations of the ERASMUS+ project in the upcoming weeks.

[Junge Programmierer erobern Salzburg](#) Kronen Zeitung, July 23, 2018 (German)

[Demokratie braucht Journalismus](#), Salzburger Nachrichten, July 16, 2018 (German)

[Interview with Manuel Kraus from „PocketCoach“](#) EYA Website, July 19, 2018

[Sightseeing Article by Chiara Lodi](#) on Tourism in Salzburg

<http://myouth.eu/european-continental-camp>

<http://myouth.eu/myouth-2-0-connecting-continents-ghana-to-austria-via-hong-kong>

j. PHOTOS OF THE EVENT

Foto Album: <https://www.facebook.com/media/set/?set=a.968646109979920.1073741871.173261352851737&type=1&l=22b028b491>

k. VIDEOS AND LIVESTREAMS

Video Collage:

<https://www.facebook.com/EuropeanYouthAward/videos/983245505186647/>

FB – Live of the Winners Announcement: <https://www.facebook.com/EuropeanYouthAward/videos/970703819774149/>

Livestream of the Panel Discussion at Salzburger Nachrichten Newspaper: <https://www.facebook.com/EuropeanYouthAward/videos/968809393296925/>

I. ORGANISATION, PARTNERS AND SUPPORTERS

The Youth Camps were hosted by the European Youth Award, a project of the International Center for New Media founded and run by Prof. Dr. Peter A. Bruck, PhD.



The EYA Youth Camps were conducted with kind support of:



mYouth coordinator and project lead



Media Moving Forward coordinator and project lead

