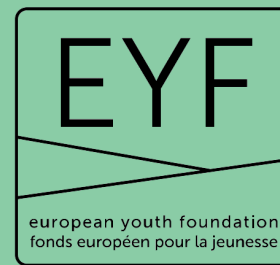


Rural Youth europa

IDEATION CARDS



Congratulations!

You now hold your very own set of Rural Ideation Cards in your hands. The set of cards has been developed by Rural Youth Europe during 2021 and extended by the communications aspect in 2022. The cards are funded by the EU Project Together Thursdays and the European Youth Foundation.

What are they about? - These Cards help you develop ideas and plans for various tasks of active rural youth organisation members. They help you with advocacy, setting up projects and events and can be used for different group work activities. Mostly you will work with analogies, stimulation and combination to find your solutions.

There are different types of cards.

Instruction cards: There you find instructions of different ways to use the cards, but you can also make up your own way to use them.

Content Cards: Here you find words and icons for the 6 topics RURAL, SOCIAL, PERSONALITY, POLICY and COMMUNICATION

Now you can start exploring the different instructions and use them with your local, regional, national or international group of rural youth

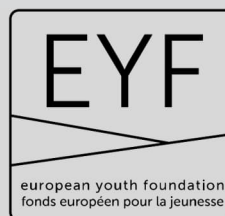
SWOT-Analysis



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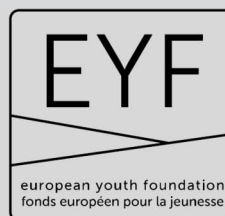
SWOT-Analysis



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SWOT analysis is a strategic planning and strategic management technique used to help you assess and analyse situations and plans. It is very useful in project planning. e.g you can use it when planning a campaign to get a picture of the starting point and most effective targets. For the SWOT analysis you try to fill a grid with the 4 Sections "Strengths", "Weaknesses", "Opportunities", "Threats".

Prep: Put the 4 words on a table. On a second table next to it, you place the Rural, Policy and Social Cards.

Main: every player picks one card they feel to relate to one of the 4 sections and present it to the group. Afterwards they write down the point they came up to in detail on a note and stick it on the table. You can repeat this for multiple rounds to get a more details situation analysis.

Additional: After you filled the grid, every player picks one personality card. They think about how this personality word relates to the things pointed out in the grid and tell the group which they think are more or less important from their (cards) view.

Strengths

SWOT-Analysis



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SWOT-Analysis



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Weaknesses

Opportunities

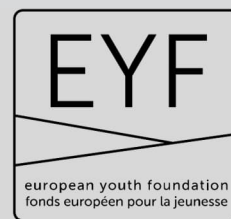
SWOT-Analysis



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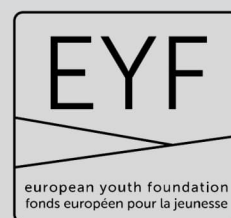
Building Blocks



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Threats

This activity should help you to quickly build a programme draft for a one or multiple day rural youth event on a specific topic.

Prep: Place the Building Block cards on a table together with a schedule overview, defining the timeframe of your Event On a second table you put down all the ideation Cards.

Main: You go through the Event Day by Day.

First, your group chooses the Building Blocks, you want to include in the programme. Then, Block by block, every group member chooses an ideation card and explains to the group what their idea is for the activity. The participant should think of Ideas for the Methods, Title and Topic as well as the expected outcomes. Every participant is invited to also add and merge their ideas with the ones presented. Repeat for all blocks and days until you have a finished program.

Additional: All participants take a Communications and a Personality card and use them as "goggles" on the program. They try to imagine how their Personality trait and their Communications aspect impacts the outcomes and implementation of that activity. Every participants shares their thought with the group and after short group discussion they adjust the program accordingly.

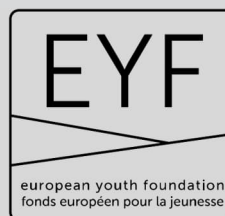
Building Blocks



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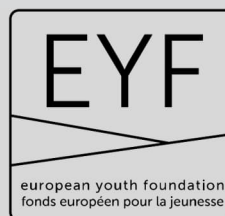
Building Blocks



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Icebreaker

Energizer

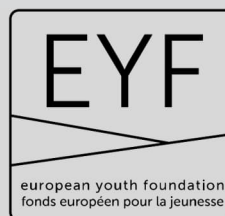
Building Blocks



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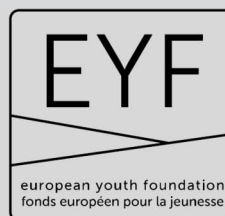
Building Blocks



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Team Building

**Setting
Common
Ground**

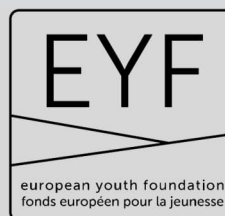
Building Blocks



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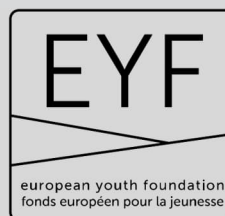
Building Blocks



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Cultural Exchange

Introduction

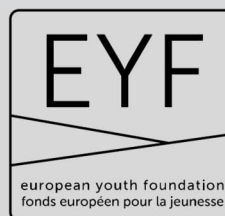
Building Blocks



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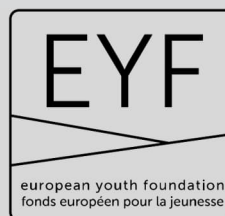
Building Blocks



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Information

Practise

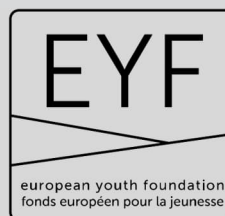
Building Blocks



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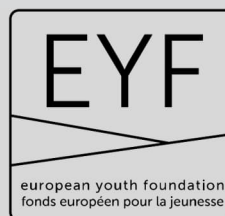
Building Blocks



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**Awareness
Raising**

**Capacity
Building**

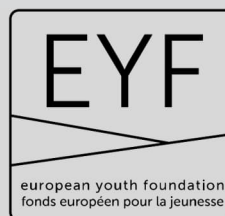
Building Blocks



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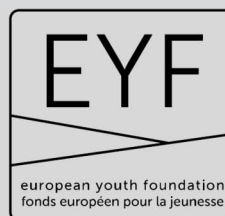
Building Blocks



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**Creating
Outputs**

Campaigning

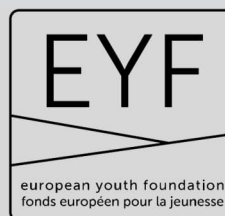
Building Blocks



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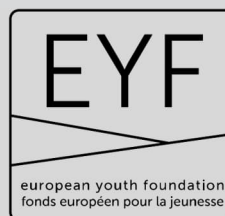
Building Blocks



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Follow Up

Evaluation

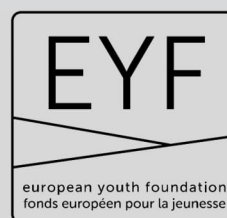
Building Blocks



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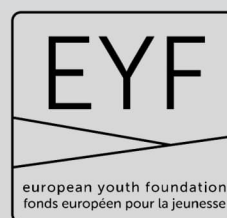
Team Ideas



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CONSEIL DE L'EUROPE



Reflection

This activity helps you to find an interesting, relevant and valuable topic or content for a future event or project.

Prep: Place all cards with their category visible on a round table. Place all participants around it and provide some pens and paper for everyone.

Main:

(round 1) random card picking and coming up with ideas

(round 2) handing over to your neighbour who add some details to the ideas (do this twice)

(round 3) sharing the best idea in your sheet with the group. and the group picks top 3

(round 4) every player picks a personality and a social card and comments on the top 3 related to the two cards.

In the end the group can choose a project/event/campaign/strategic topic and already has a broader view considering different aspects on it.

Team Ideas



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Reflection Groups



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Find

.....

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Reflecting on activities content, the flow of the day or any other aspects during events is crucial to improve for the future. This activity is an easy tool to set up a small group reflection with a reflection question of your choice.

Prep: Place all Ideation Cards on the Table and Write a Reflection Question (e.g. How was your day?, How did you feel during the activity?, Why was the activity important?, What were the highs and lows of today?) on the Blank-Card. Next you decide how many Cards every participant is allowed to pick and sit down with the group around the table.

Main: One by one, every participant is asked to pick a predefined number of cards which suit best for them to answer the reflection question. They explain their choice to the group and put the cards back on the table to let their neighbour continue until all participants had their say.

As a facilitator, do not forget to take notes for further use during this activity. It can also help the group dynamic, when the facilitator takes part in the reflection too.

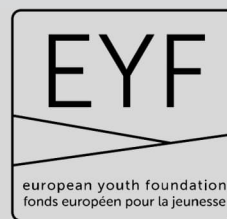
Reflection Groups



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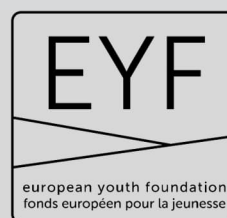
Person X



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Describe your Day

This activity helps you understanding different points of view on a complex topic. It can be used e.g. to evaluate the outcomes of activities from different perspectives. It helps especially good when the participants come from similar backgrounds.

Prep: You think of a question you want to solve in a diverse way (e.g. Why would you participate in this event?; What problems do you face during this activity?) and note it on a the Card. Provide a paper and pen to every participant.

Main: Ask each participant to pick a personality, social and a communication card. They imagine a character of their choice from them and note down details of this character. Afterwards, the question is discussed by the group while each participants takes the viewpoint of their character.

Additional: Instead of keeping the character, the participants hand over the description of Person X to their neighbor. Hereby your characters are formed by the input of two different persons adding more depth into them. It can also be interesting to see the difference, if you reveal the question to the group before or after developing their characters.

Person X



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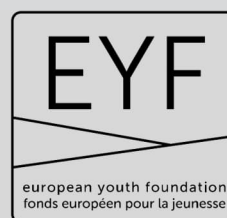
Conversation Starters



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This activity should help the groups informal learning process through personal conversations. They will get some inputs to start more in-depth conversations and discussions.

Prep: Go through all cards and sort out ones, you think do not fit the event or group of participants. Place your selection in a common area e.g. next to benches or a group of chairs and tables.

Main: Before you start into a break, introduce all participants to the cards and their location. The cards offer the participants different views and topics, they might want to discuss with each other. It is especially helpful with a diverse group and shy participants who do not know each other before.

Additional: More active than optional use. Place them grouped by topic on different tables and let the participants go round and ask them to pick a card from each table and discuss one question involving the card with another participants.

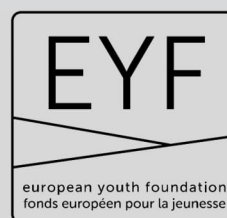
Setting Rules



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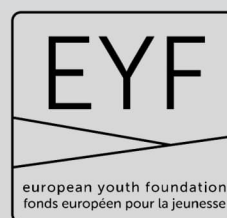
Dialogue Environment



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This activity helps the group to set rules in the beginning of an event or a project. It is also useful for Prep-Teams before beginning the planning process.

Prep: All cards are spread over a table with the content side up. A facilitator takes notes on a flipchart and sorts them. The participants stay around the table so all cards are visible to each of them.

Main: Every participant is asked to think about rules that are important for them to set for the whole event or meeting. If they do not find important things to them right away, the cards may help them find some interesting points, where they connect a rule to. Once someone comes up with a rule, they are noted down by the facilitator. If similar rules come up, the facilitator is asked to sort or connect them, to avoid creating a mess.

Additional: After some time, the most important rules might be written down (e.g. 15min). Now it can make sense that the participants rate them, to sort them by importance. Therefore you hand out 3 small point-stickers to each participant and they stick them to the rules they feel it is most important.

This activity for prep teams helps to set up an ideal working environment to engage in dialogue in new projects or events. It also helps to improve already planned activities to make them more effective when it comes to dialogue and cooperation of the participants during the activity.

Prep: For this activity you need a draft of your programme/project/campaign and split it up in single sessions or actions. Secondly you place all Communication, Social and Personality Cards on a table

Main: Now you go through all sessions or actions one by one. For each, the participants will be asked to look at the cards, pick some and come up with an advice to set a dialogue friendly environment. You can skip a round if they are very similar to the ones already discussed.

Additional: To double-check your recommendations you can combine this activity with the "Person X". Therefore you need to write down all of the recommendations for a dialogue friendly environment. Afterwards you assign a Person X to each team member. They discuss each recommendation from their point of view to make sure your project/event/campaign is inclusive for everyone and not only for people, that are similar to the team-members.



Social



Social



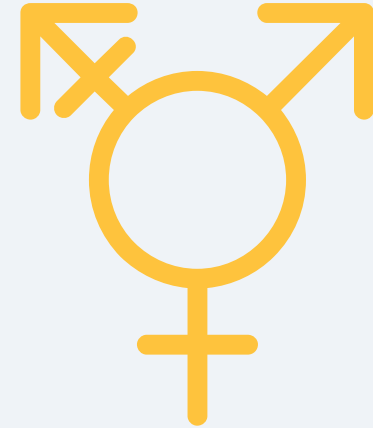
Social



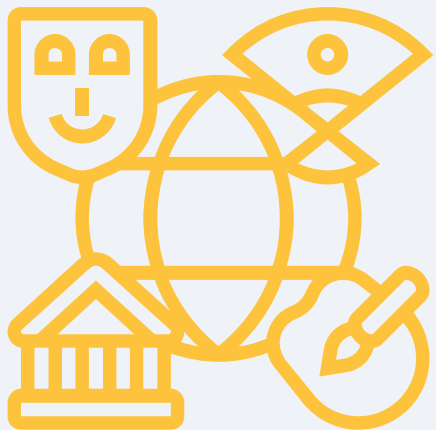
Social



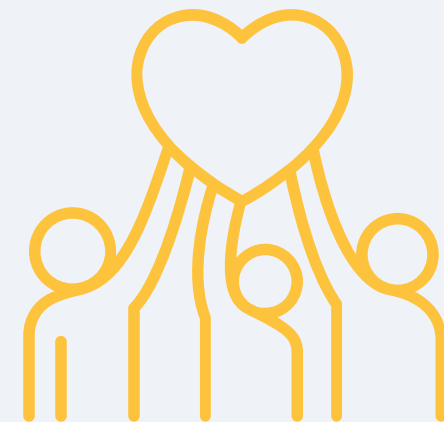
Health



Gender



Culture



Community



Social



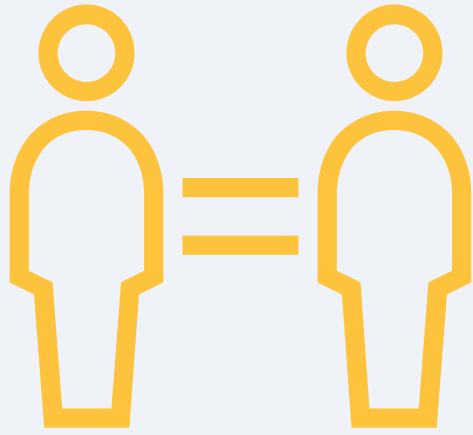
Social



Social



Social



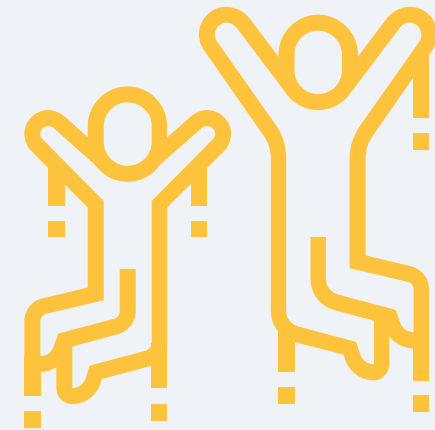
Equality



Friends & Family



Freedom



Entertainment



Personality



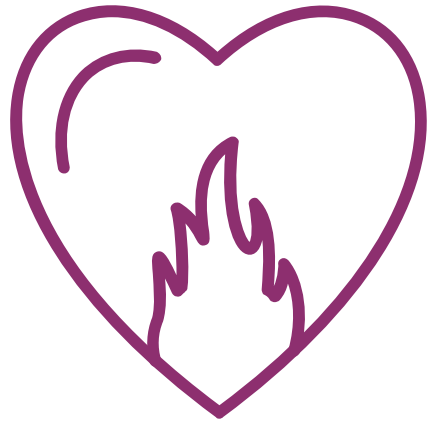
Social



Personality



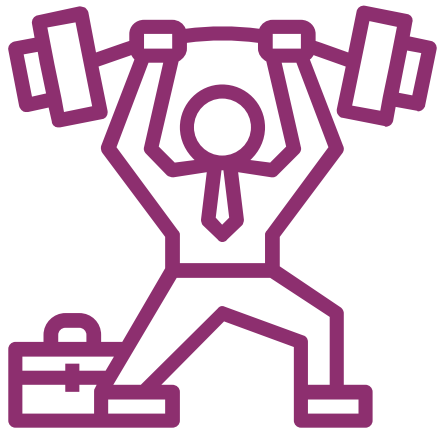
Social



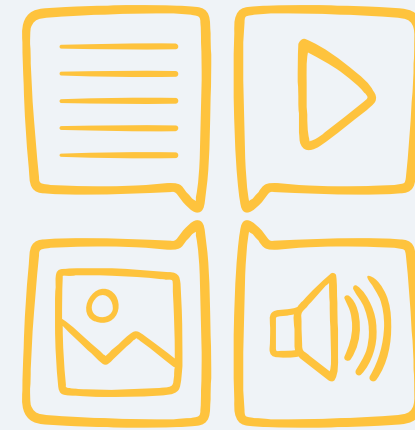
Passion



Language



Resilience



Media



Personality



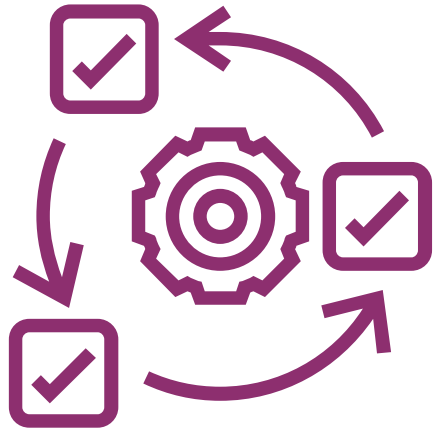
Personality



Personality



Personality



Agility



FOCUS



Creativity



Joy



Personality



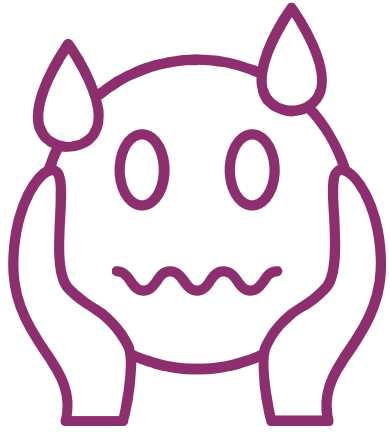
Personality



Personality



Personality



Fear



Patience



Vulnerability



Trust



Rural



Rural



Rural



Rural



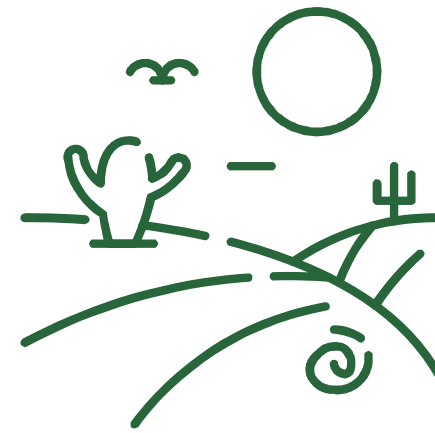
Air Quality



Remoteness



Agriculture



Free Space



Rural



Rural



Rural



Rural



Water



Tourism



Forest



Mountain



Policy



Rural



Policy



Rural



Human Rights



Village



Infrastructure



City

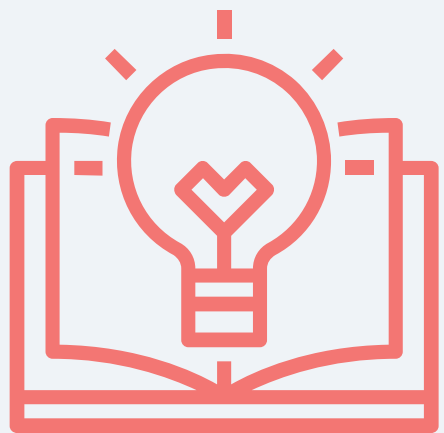
The background is a solid reddish-orange color with a repeating pattern of white line-art icons: a sun with rays, two clouds, a tractor, and concentric circular ripples.

Policy

Policy

Policy

Policy



Education



Europe



Jobs



Participation



Policy



Policy



Policy



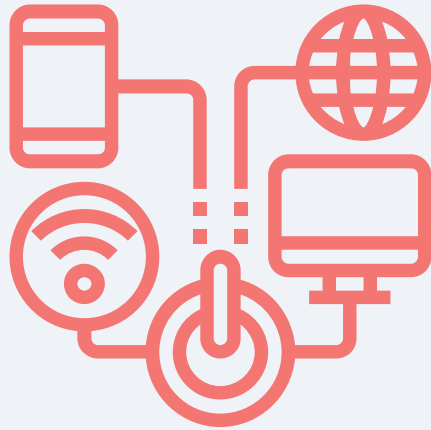
Policy



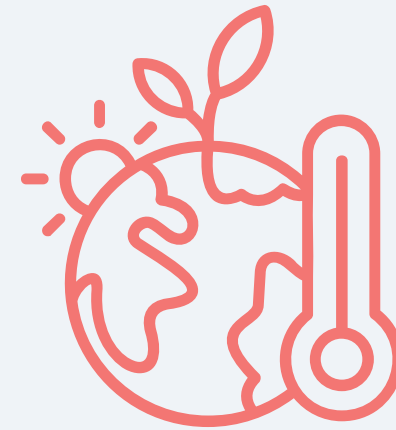
Migration



Housing



Digitalisation



Climate



Communication



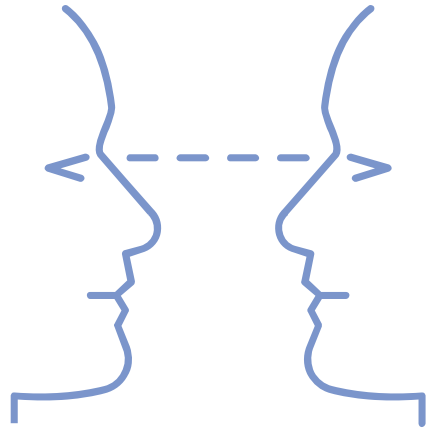
Communication



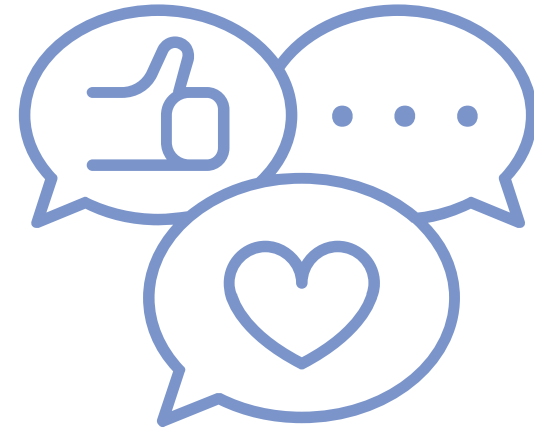
Communication



Communication



Eye Contact



Feedback



Storytelling



Active-Listening



Communication



Communication



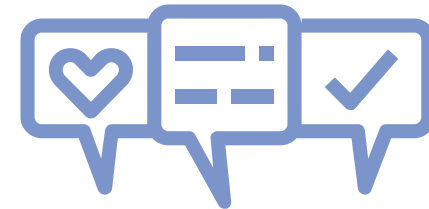
Communication



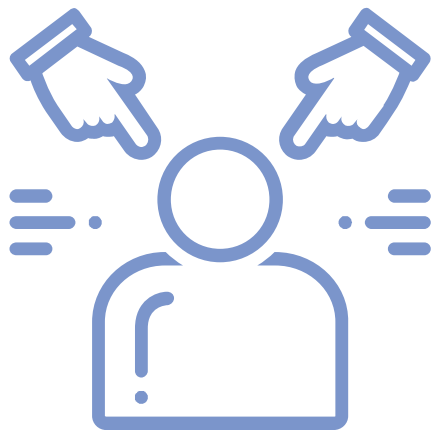
Communication



Exchange



Opinions



Accusation



Confrontation



Communication



Communication



Communication



Communication



Laughing



Common Sense



Fact-Based



Questioning



Communication



Communication



Communication



Metaphor



Body Language



Silence