

Transcript

MODULE 5: Topic 3- Transcript of the video with Dusan, Robert, Zakayo and Viv

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Dusan Pjevac: The co-design is really the key word. But I will say we need to analyse the needs of the group before starting the whole process of co-designing and creating the program. So analysing the needs would be very important and then having the possibility to adapt to do to these needs. I can give a concrete example with the Activ'Attitude programme. So we have actually changed the hours of the programme in order to adapt to the group, because women who has small children, they cannot arrive early in the morning and they have to leave early in the afternoon. So we actually adapted the whole programme to these needs and actually resulted with a lot more participation and regularity in the programme. And the Wednesday is off also because Wednesday is in France it's a day off in school. So they need to keep their children, especially unemployed women they don't have. Yeah, it's a bit complicated in this way, but Wednesday is always an off day in the programme to allow them to spend their day with their kids and family.

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Robert Benyhe: Analysation of your group is really important. So as I mentioned, regarding the elderly, our first step was to analyse the problem and what we can do. So that's the first step, definitely. Then don't give up. It sounds a cliché, and I know, but still it takes time to make an impact and engage any kind of disadvantaged group. So you need some kind of engagement and you don't have to give up and you have to fight for it and for it. But it's definitely worth, I would say. Then don't be afraid of innovation. We had the festival in 2006 at the first time, and we were just doing it, doing it, and we need some kind of new fresh energy. And surprisingly, COVID brought a new situation. And then we realised that we have to grow and we have to reach these people more. And one festival is great. It's a promotional event for public to make other sports an issue in the public eye. But COVID helped us in a way to grow and to make new ways and to be innovative. Then we just realised that we have to approach differently the different members of our disadvantaged groups. Just a simple example, men and women are totally different. If you could see the video, the women are always really open and they are open to dance, and it's a different way to find demand to involve in our programs. And we need a different approach and we have to think a lot about it. And last but not least, the monitoring activities of our impact, it's also a key part and I think we have to work a lot on this because as we are a central organisation in Budapest, an umbrella, there is a lot to do to monitor how is it going on the field. We show the good examples, but can we really reach and how can we reach the local people and regions? So I think we need development in this field and working on it.

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Zakayo Wandoloh: The lessons learned in all of these, have already been pointed out by one of the speakers, is the people behind the organisation. It is very important. We found it very important to take time to put together a working team. The team that was effective, well gelled together with different specialties and always make a risk analysis before actually even rolling out the project. And that's why our initiative actually didn't survive COVID and, as was already said by Viv, involve the target group. The involvement of target group is the one that made us really grow so fast before COVID hit. Involve and inform the target group and engage external shareholders as well.

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Zakayo Wandoloh: Adapting your organisation to the needs of the target group is one of the most challenging thing that we experienced. Because it requires always requires extra resources, money, human

resources and money, especially for volunteer-based organisations. So it is something that you need to first think about. See if you can be able to have those resources in place before actually you start communicating that we are going to have extra opening hours. It's one of the things that we, we one of the challenges that we faced. But if you have the resources, it's the best way of attracting. It's one of the best way of attracting at risk target groups.

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Viv Holt: So it's about finding those people in communities that have the confidence and the interest in wanting to do something different for themselves and those people around them and then working with them. For me, I just I have seen too many projects where they have been done onto people. And yes, they get some buy in and they get some attendance. But the most successful ones and actually the most innovative, because Robert was just talking about learning from each other, the most innovative, most developmental ones are where we involve our target audience and the design because they will come up with ideas from there. Their perception, from their contacts that will help us to shape it. So for us, really, and the work we do, Student Voice, Young people's voice is important and develop changemakers. They can be young people, it can be older people, they can be females, it can be anybody who are willing to work with you to engage that community and help you shape programs.

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Dusan Pjevac: Actually, at the beginning it was the biggest challenge. It was to attract a sufficient number of participants to the programme, especially for the first edition, as the programme was still unknown and we didn't have any results to present. So it was quite challenging. But now, after this is our third edition and the programme is starting to have a good reputation, I would say I would say quite interesting results. So, I would say that it's a good question and it's still something that we are working on. We try to create a network with local associations and organisations that are working with our target groups, and we try to go to meet them, to meet the target group to talk with them, to present the programme on a regular basis in order to attract them and to make them come to the programme and discover it by themselves. So we also have a big support from the regional employment agency in terms of communication and also when finding our participants. So yeah, I would say that it was really challenging at the beginning and now it's starting to get better as the programme showed some good results. It's a bit easier to communicate than to attract participants to our program. And it's all about how we present the programme. So I think we don't come there and say, okay, you don't have anything, you need to do this, you need to do that. We try really to present the positive aspects of the programme. You have an opportunity to engage in this programme to do different physical activities that you like to engage in theatre, to try some things that, yeah, maybe you will like. So play on a positive motivational aspect and try to attract the public in that positive way. I would say.

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Robert Benyhe: Actually in our communication we are trying to show to the man participants that moving in a festival is not embarrassing at all. As you could see in the pictures, for example, when we have these big dancing programmes, this is certainly more popular for the women participants, but we also offer more muscular things as well and we feel that some of these muscular men, participants need some kind of muscular experience, some kind of competitiveness, and we offer it in a very creative, playful way. And fortunately, we experience that it makes an impact. And actually when we communicate before the festival, we are showing that this playground is very, very colourful. And it's not only about dancing, and if you are not familiar with dancing together with old ladies, you can still have plenty of opportunities to do. And not just in the festival, but also on your in your daily life. And that's why we also have the online

training platform where they don't even have to be with someone, but they can be alone in front of the laptop or computer and they can they don't have to be shy at all. So that's what we are trying to do.

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Robert Benyhe: Digitalisation is the challenge for this age group for sure. But actually I'm surprised that there are more and more people who are familiar with this in this age. If you see like the Facebook platform itself, I see that our parents and grandfathers are even more active than us. So I see that this will be just better and better. But as I mentioned, here in Hungary, we are national umbrella and we have many member organisations across the country. And as I mentioned, this is this is not a miracle what we do, and we are aware of that. So this is like I mentioned, lighthouse event, just to make an image of active seniors. And also we are having participants from these counties through our member organisations. So some of them are even coming by buses and then they spread the message through the counties of Hungary and this way through our member organisations, we can just spread the message that we have this festival. And in fact, in this festival you have like 80 kinds of ideas how to move. And through our member colleagues on the local field, you can practice it anytime when you want because we have the Nordic walking instructors, we have the senior trainers also on the local regions as well, of course, not everywhere. So it's still a challenge and of course we still have to work a lot on that. But that's the main goal, to show the example and to spread this through the festival, that this is like a showcase festival where you can get some inspiration. And yes, the online initiative is just one leg of this, but we really base our strategy on the contribution of the local colleagues and trainers.

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Viv Holt: You've got to create a link with the community you want to serve. And you've got to create a communication where they don't. It's not about respect, it's trust. It's building a relationship of trust. And it comes back to the few insights I gave you at the beginning. Raise your awareness, challenge your perceptions, think about your unconscious biases, and then try and engage with the community you want to work with and see it from their perspective. And once you've gained trust and you open those communication channels, actually the less confident people for me will come forward.

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Zakayo Wandoloh: So if I may just add on Viv as I was saying before we even got started, we just went about hanging around, hanging up in the, in the neighbourhood, getting people to know us, talking to them, selling our idea, letting them buy into our idea before we even got started. That's when we identified the one in every target group, in every community, in every from different countries. There are always those ones who most of them look up to, the ones who help them with communication. We identify these people. That's how we got to know, like, okay, how can we engage your community in this? So it's always and again, I come back to this point because I cannot stress enough how important that is. It requires a lot of work. I have a full-time job. Most of my colleagues had full time jobs and we were combining this with what we were doing. So again, it's very important to have enough people to do that because that that is the foundation upon which you will build all the rest. Like we say, trust. Trust is very important. They see you there regularly. They see you talking to those influential people within their community. Then you notice them starting to approach you and then you sell your idea. And that's how they get to know "He is a good guy". He is a good person. He means it well for us. And when you get started, they come. So it's very important to, you know, get build that trust relationship with them. And it is not something that happens in one day.

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Zakayo Wandoloh: We unfortunately did not survive COVID because we were an indoor sports facility, and

the first thing that they did when they started the lockdown is abolishing all indoor activities. So right from the beginning we were not active. So we ended up losing all our members, most of our volunteers left and all that. So we didn't survive. However, we have taken all that back to the drawing board and now we are negotiating with the city of Leuven, where we are going to relaunch the same, same project this time, better, well-thought and well executed. And this city of Leuven is really, really generous. So, yes, we are planning to restart in Leuven. And they have already we've already talked about expansion. So we are not going to just be in one area. We are going to be in different neighbourhoods to start with two in Leuven. So it ended bad. But from that bad experience, now comes hopefully a much better experience.

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Robert Benyhe: I think it's really important. To share and communicate. And it's also I know that you hear it every time, but still, I also feel it in my case that to us, it's also important, important to talk about this project in the European level. And I'm sure that in the participant list there are you have many great ideas and I just want to encourage everyone that if you have something: Let's be open and share it and try to create contacts and yes, go to conferences, go to webinars and show your best, best practices because it's very important. In our case, I always felt that our association is doing a very good job, but no one knows about that. That was our problem. We had this festival we started in 2006 and it was amazing. And to see more than 1000 senior people, I don't really know if there is such unique elderly events anywhere else in Europe and people just didn't know about that. And realize that yes, we have to work more in the communication and share our ideas and of course, learn from others. So, yeah, let's be open. Let's be visible. Let's be heard. That's it.

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Zakayo Wandoloh: In most cases we approach our target groups as the experts. Who knows what is best for them. But let me just point this out. They are also experts in being in their socioeconomic situation or being in a foreign country being challenged with language. So if you also involve them and get them to let you know what the challenges they face and how they expect you or hope you would deal with those challenges, it just makes you an all round organisation that is keen and takes into account most of those challenges that not we as an organisation face, but them as our target groups. So they are also experts and that's how we have to actually engage with them. First of all, like I said, invest in identifying those people who play a significant role in the in the community. They are the ones who are communicating because, first of all, they are people who know Dutch. They speak Dutch really well. So if we communicate with them and we give them all the information and tools that they need, they were the ones who are communicating with their communities. And second, and that's also something that I just came to realize there is nothing like hard to reach target groups. I believe it's differently reached target groups because every target group that we consider to be difficult to reach there is always that organisation that reaches them. So the question is how you reach them. It's just the way you reach them that you have to figure out, but they are reachable at the end of the day. So that's just it. Just like we say. Just like. Just like we say disabled or disabled, they're just differently abled because they are not disabled is just like they cannot do that. They have other capacities as well that we, the so called abled people, do not have.

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Viv Holt: It what you highlighted for me there, then that's great the way you've described it. But what you highlighted for me, there is something I mentioned right at the beginning about our perceptions and attitudes and our unconscious bias that we perceive them to be disadvantaged. So the way I like to think about reaching out to them is a little bit like Zakayo said, that, you know, that we're looking to provide opportunities for everyone in society. You're not you've not accessed what we've got. What can we do?



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How can we work with you? Because immediately you put that victim statement or that negative comment, you are identifying them in a way that they don't want. You know, I mean, if we want you to be really, really picky, there are people at the top end of the economic scale who don't access any support because they're too busy working, holidaying or doing whatever they're doing. So they are just as much entitled to it. So it's challenging our perception and the way we view these people. And it's exactly it's that opposite thing. Exactly as Zakayo said, we have differently abled people, not disabled people. So we have different sections of society who are not accessing things and we have to approach them in a way that says you're not accessing things, what can we do to help you not label them?

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Robert Benyhe: So in our case, of course, we cannot say that elderly is a socially disadvantaged group. So it's too much, it's too far. What we say towards them, it's more like a group which needs more attention by our side. So in like a more positive way, that's, that's our approach and it's really important. Of course, elderly is also very colourful and very different kind of situations in this in this group. So we also have this positive approach in our communication.