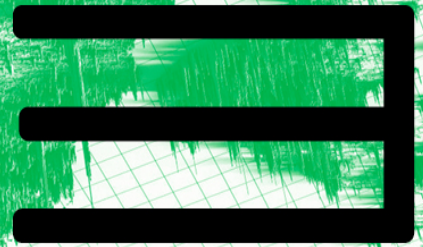# AUG

IDEATHONS

MEET DIGITAL CULTURE CENTER | Fondazione CARIPLO

10/11/20
MEET, MILAN
Inclusion,
equality
and diversity
for a better
Europe

augeproject.eu

4 TRACKS

1. INCLUSIVE JOB OPPORTUNITIES

2. SOCIAL MEDIA: HATE SPEECH ONLINE

3. BODY SHAMING/ VISUAL SELF EXPRESSION

4. INCLUSIVE SPACES

Each participant is invited to choose one track
and to propose a solution for a specific challenge.
Proposals can be submitted through the online form.

TRACK 1
INCLUSIVE JOB OPPORTUNITIES

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INSIGHTS

Employers are **reluctant to invest resources** in training young people when they could hire more experienced adult workers. ([Source](#))

Millennials are more likely to find work when applying with small or medium companies. However, **young adults are more likely to change jobs regularly.** In fact, 41% of millennials expect to keep their current job for two years or less. ([Source](#))

46% of Millennials would consider returning to their former employer. In an era where job-hopping amongst young professionals has become the norm, this could suggest that **Millennial employees might be leaving organizations too soon.** ([Source](#))

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CASE STUDIES

YOUTH EMPLOYMENT INNOVATION CHALLENGE
The challenge involved a pitch event and a 12-week incubation period, where participants underwent business-ready training with an experienced partner, to develop and test their business models and ideas. (**Source**)

HXOUSE
HXOUSE is a Toronto-based, globally focused think-center that serves its community as an incubator and accelerator for young creative entrepreneurs. Rather than traditional education, HXOUSE seeks to empower future entrepreneurs through mentorship and communication. (**Source**)

GOOGLE CAREER CERTIFICATE
Google is starting to act like a university, offering short, profession-specific credentials that can be completed in as little as six months. It is particularly relevant in countries like USA where education costs are high. Some training programs include Project Manager, Data Analyst, Python Developer. (**Source**)

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CHALLENGE 1

How might we turn the potentiality and dynamicity of young employees into an opportunity, in order to create a more inclusive job market?

Share your proposals with us!

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RESOURCES

1.   https://gsdrc.org/publications/barriers-to-youth-work-opportunities/

2.   https://www.itsuptous.org/blog/what-are-things-young-adults-entering-job-market

3.   https://www.cbia.com/news/hr-safety/the-boomerang-employee-phenomenon/

4.   https://launch.innovation.nsw.gov.au/YouthEmployment

5.   https://www.hxouse.com/

6.   https://grow.google/certificates/

7.   Photo 1 fauxels from Pexels

8.   Photo 2 Christina Morillo from Pexels

9.   Photo 3 VisionPic .net from Pexels

10. Photo 4 picjumbo.com from Pexels

11. Photo 5 https://launch.innovation.nsw.gov.au/YouthEmployment

12. Photo 6 Jeffrey Ace Fulgar for Forbes

13. Photo 7 SUNDRY PHOTOGRAPHY from Shutterstock

14. Photo 8 fauxels from Pexels

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TRACK 2
SOCIAL MEDIA:
HATE SPEECH ONLINE

INSIGHTS

The **EU Kids Online study** reports that between 11% and 31% of teenagers aged 15 to 16 have encountered hate material online in 2020.

As for **bullying affecting young people**, the 13-15 age category stands out as the most exposed to cyberbullying. None of the EU Member States collects data on bullying online specifically.

Online victimization is related to not studying, having lack of social support and having low levels of attachment to family.

The psychosocial problems that young people confront offline overlap with their negative online experiences.

This directly affects self-esteem and self-worth of young people and has very real **impacts on their mental wellbeing,** with many reporting high rates of anxiety and depression.
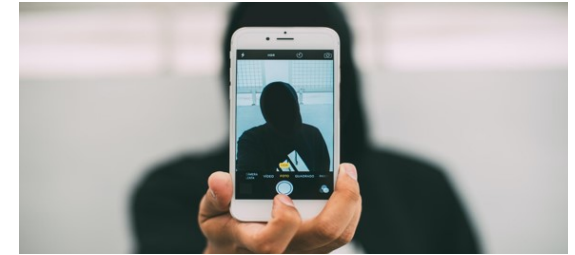
The use of technology has **changed the context** of teenagers' social interactions, moving social to social networking spaces. Anonymity reinforces the power imbalance of the perpetrators.

The document "**Being young in Europe today – digital world**" shows concerns about the behaviors of children and young people. They may be exposed to potentially harmful content, which may create dependency, anxiety or aggression.

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CASE STUDIES

ODIARE TI COSTA and CHI ODIA PAGA

Helping the victims of online violence, offering them a free legal support, in order to prosecute the perpetrators and stopping the "spiral of silence".

This is the objective of "**Odiare ti Costa**" ("Hating can be expensive") and "**Chi Odia Paga**" ("If you hate, you pay"), two projects launched in Italy for providing protection services and immediate action against illegal conducts.

NO HATE SPEECH

This initiative launched by the Council of Europe and targeting youth, promotes a campaign against hate speech in over 40 countries and it seeks to raise awareness on hate speech.

The movement also operates as a monitoring platform, so that users can report and discuss hate content online.
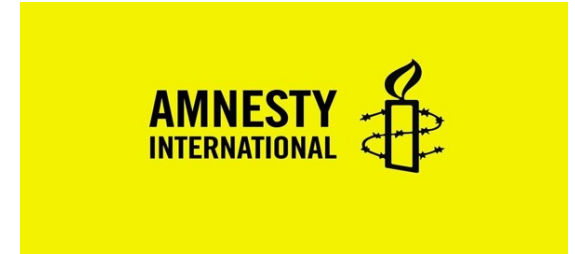
AMNESTY INTERNATIONAL TASK FORCE

To counter those who promote discriminatory, violent and antisocial behaviors online, Amnesty International has launched a training course. The final goal is to create a group specialized in monitoring and activating against online hate speech: the **Hate Task Force Speech**.

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CHALLENGE 2

How might we promote more inclusive online relationships among young people, while protecting them from hate speech?

Share your proposals with us!

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SOURCES ABOUT SOCIAL MEDIA

1. EU Kids Online https://www.lse.ac.uk/media-and-communications/assets/documents/research/eu-kids-online/reports/EU-Kids-Online-2020-10Feb2020.pdf
2. Cyberbullying among young people https://www.europarl.europa.eu/RegData/etudes/STUD/2016/571367/IPOL_STU(2016)571367_EN.pdf
3. Exposure to Online Hate among Young Social Media Users https://www.researchgate.net/publication/266392546_Exposure_to_Online_Hate_among_Young_Social_Media_Users
4. What's is the real impact of online hate speech on young people? https://www.internetmatters.org/hub/question/what-is-the-real-world-impact-of-online-hate-speech-on-young-people/
5. Social networks and cyberbullying among teenagers EU scientific and political report https://www.researchgate.net/publication/264310203_Social_networks_and_Cyber-bullying_among_teenagers_EU_Scientific_e_political_report
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7. Odiare ti costa https://www.odiareticosta.it/
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9. Book by No Hate speech movement https://rm.coe.int/bookmarksen2020-web2/16809e5789
10. Site of the campaign "No Hate speech movement" https://www.coe.int/en/web/no-hate-campaign
11. Amnesty International Task Force https://www.amnesty.it/entra-in-azione/task-force-attivismo/
12. Photos: https://www.pexels.com/it-it/

TRACK 3
BODY
SHAMING/
VISUAL SELF
EXPRESSION

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INSIGHTS

"Appearence is the most public part of the self. It is our sacrament, the visible self that the world assumes to be a mirror of the invisible inner self." [N. L. Etcoff.] (**Source**)

It covers a wide variety of characteristics such as physical attributes as well as style/fashion, but according to the U.S. EEOC, and Federal anti-discrimination laws, physical appearance except for skin color is not a protected class. (**Source**)

According to a research presented at the American Psychological Association's 124° Annual Convention, women today appear to be more accepting of their bodies than in the past, even if they consistently report being more dissatisfied with their bodies than man as far as wight is concerned. Body dissatisfaction is a common predictor of eating disorders, such as anorexia nervosa and binge eating, and it can help the development of depression. (**Source**)
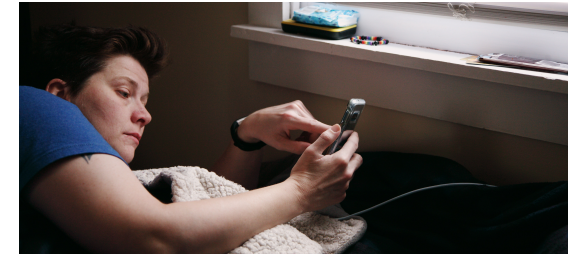
A study conducted by the Florida House Experience, a healthcare institution, found that 87% of women and 65% of men compare their bodies to images they consume on social and traditional media. This can be devastating on the mental health of users. (**Source**)

The last years the body-positivity movement has driven huge change in the fashion industry supporting many different campaigns. (**Source**1) (**Source2**)

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CASE STUDIES

#SizeismSUCKS
Campaign to fight the systemic and everyday social, physical, mental and economic inequities experienced by those who endure exclusion and denial of access to fair treatment and resources based on other people's reactions to and judgments of the skin they are in. ([Source](1) ([Source2](2))

#PLEDGETOBESEEN
Changing Faces' research shows that 54% of people feel that those with visible differences are regularly ignored by brands. This campaign is calling on companies and brands to represent more people with a visible difference. ([Source](1))

CAROLINE ROTHSTEIN: BODY EMPOWERMENT
Recovery videos on a social platform: YouTube to educate others to honor their truths and love their own bodies, with the hope that this will bring them closer not only to respecting themselves but also respecting everyone else they know and meet. ([Source](1))

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CHALLENGE 3

How might we give the young generations the confidence and
the tools to fight the appearance bias, in order to let their inner qualities to emerge in every aspect of their life?

Share your proposal with us!

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RESOURCES

1. https://www.brainpickings.org/2013/07/01/survival-of-the-prettiest-nancy-ectoff/

2. https://www.ucbjournal.com/appearance-discrimination-is-it-illegal/

3. https://www.eurekalert.org/pub_releases/2016-08/apa-wat072816.php

4. https://online.king.edu/news/social-media-and-body-image/

5. https://www.insider.com/best-body-positive-moments-2019#chromats-new-york-fashion-week-show-questioned-the-sample-size-construct-and-models-wore-garments-plastered-with-the-phrase-1

6. https://www.bustle.com/articles/75539-9-body-positive-social-media-campaigns-that-are-changing-how-we-perceive-beauty-both-in-and

7. https://www.bodyconfidencecanada.com/

8. https://www.change.org/m/make-size-appearance-based-discrimination-illegal

9. https://www.changingfaces.org.uk/campaign/pledge-to-be-seen

10. https://www.youtube.com/playlist?list=PL1kwS4aC0bKyK-GmUuOtaJ5bvloyX4lgA

11. Photo 1 Emile Guillemot on Unsplash

12. Photo 2 Septian simon on Unsplash

13. Photo 3 Slava on Unsplash

14. Photo 4 Shane on Unsplash

15. Photo 5 fauxels da Pexels

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TRACK 4
INCLUSIVE
SPACES

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INSIGHTS

Coronavirus crisis helped demonstrate that thanks to digital technologies, there are alternatives to the city, said Birgit Honé, a regional minister of federal and European affairs and regional development in Lower Saxony in northwest Germany.

That's opening up "opportunities to improve rural areas," she said, by coming up with incentives for startups and other businesses to move the countryside, for example.

Social media is drastically reshaping the urban planning paradigm. This is largely because, on social networks, citizens themselves are a crucial source of data, continuously supplying real-time information about their preferences and requirements that help improve urban planning. The user-generated information, collected from citizens' social media posts and other data feeds, is enabling governments to develop citizen-centric smart services and policies aimed at improving the lives of people.

In 2019, the overall level of digital skills in the EU was lowest among adults who were living in rural areas (48% had basic or above basic digital skills), rising to 55% for adults living in towns and suburbs, and peaking at 62% for adults living in cities.

Before the lockdowns, teleworking was not particularly common in most European countries. According to data compiled by Eurofound, just 11 percent of Germans and 8 percent of Italians "occasionally" worked remotely in 2015.

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CASE STUDIES

FOOTSCRAY

Melbourne suburb [Footscray](#) is set to receive a rollout of new smart technologies to make the area more digitally. Maribyrnong City Council has partnered with Victoria University to deliver the technologies, which range from digital kiosks, and expanded free public WiFi, to energy efficient lighting and air-monitoring sensors.

No personal information will be collected by the smart technology.

JOKER STAIRS

Shortly after the film was released in early October, the address on Shakespeare Avenue in NY had its Instagram location changed to '[Joker Stairs](#)', with shots showing nothing more than the empty set of stairs.

Two weeks later an influencer uploaded a video of himself recreating Joker's dance to the Glitter song 'Rock and Roll Part 2', as bemused locals made their way down the steps in the background

TWITTER SMART WORKING

Twitter has told staff that they can work from home "forever" if they wish as the company looks towards the future after the coronavirus pandemic.

The [decision](#) came as the social media giant said its work-from-home measures during the lockdown had been a success.

But it also said it would allow workers to return to the office if they choose when it reopens.

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CHALLENGE 4

How might we make suburbs more connected, livable and attractive, through digital tools, especially through social media?
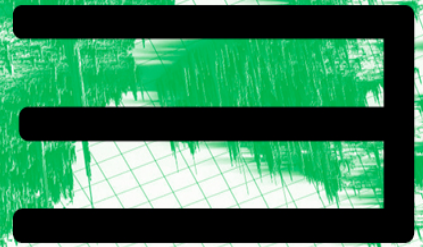
Share your proposals with us!

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RESOURCES

1. **RURAL OPPORTUNITIES: The death of the city** https://www.politico.eu/article/the-death-of-the-city-coronavirus-towns-cities-retail-transport-pollution-economic-crisis/
2. **SOCIAL MEDIA ARE RESHAPING URBAN PLANNING: How the Impact of Social Media is Changing Our Cities v**
3. **DIGITAL SKILLS & SMARTWORKING: Urban and rural living in the EU** https://ec.europa.eu/eurostat/web/products-eurostat-news/-/EDN-20200207-1
4. **MELBOURNE SUBURB GETS DIGITAL MAKEOVER:** https://smart-cities.com.au/melbourne-suburb-gets-digital-makeover/
5. **THE JOKER STAIRS ARE THE LATEST ATTRACTION FOR INSTAGRAM TOURISM:** https://www.esquire.com/uk/latest-news/a29585110/joker-stairs-instagram-tourism-joaquin-phoenix/
6. **TWITTER ALLOWS STAFF TO WORK FROM HOME »FOREVER»:** https://www.bbc.com/news/technology-52628119
7. **Three Reasons Why You Should Invest In Smart Cities Now** https://www.ge.com/news/reports/three-reasons-invest-smart-cities-now
8. **DO YOU LOOK AT YOUR MOBILE PHONE WHILE WALKING?** HTTP://POINTSOFVIZ.COM/USING-PHONE-WHILE-WALKING/
9. **PEOPLE AROUND THE WORLD ARE GATHERING AT «THE JOKER STAIRS» IN NEW YORK TO TAKE THE PERFECT INSTAGRAM PICTURE** HTTPS://WWW.SMALLJOYS.TV/THE-JOKER-STAIRS-PICTURES-T/

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