



EAFRD-funded projects

# Enhancing the digital creativity of young people



Engaging young people through digital media and heritage.

The project was designed to engage youth from the Pandivere region in filmmaking, digital design and interaction with their home region.

Three teams of young people were formed and received training and mentoring from digital media experts. They received mentoring and were guided through all the stages of film production through workshops and two summer camps. Participants were free to choose their genre, plot and characters, the only mandatory rule to follow was that the story had to engage with and be filmed in Pandivere area.

The three short films produced in the framework of the project were presented at a public screening. All activities were interwoven with film screenings, sight-seeing and leisure activities.



## Location

Tapa vald (Estonia)

## Programming period

2014 - 2020

## Priority

P6 - Social inclusion and economic development

## Measure

M19 - LEADER/CLLD

## Funding (EUR)

Total budget 25 000

EAFRD 17 834

National/Regional 4 459

Private 2 707

## Project duration

2020 - 2022

## Project promoter

NGO PAIK

## Contact

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## Website

[pandivere.eu](http://pandivere.eu)

## Results

The 13 young participants had an opportunity to learn new skills in filmmaking, digital design and self-promotion. They were also able to connect to the most fascinating sites of the area they originate from and to present their unique view of these places to a larger audience.

While having fun with modern tools and technologies, encouraged by mentors and by their own creativity, the participants brought out the value and heritage of Pandivere. Through that connection, youth create their own future.

## Lessons & Recommendations

- Giving young people the opportunity to take decisions and play leading roles enhances their openness and creativity. Trust and freedom encourage their cooperation and creativity too.
- Young people were motivated to work under the guidance of well-known professionals.
- Physical gatherings and joint activities create more meaningful connections compared to online communications.
- The short films produced by the participating youth allow older generations to see their region through young people's eyes.

### ENRD Contact Point

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## Context

Pandivere region, centred around Pandivere Upland, is a hilly area in Northern Estonia. This predominantly rural area includes several municipalities. Its largest town, Tamsalu, has 2 152 inhabitants (data from 2017).

The area is well-known for its stunningly beautiful nature and historical sights, yet it has not gained as much recognition as many other parts of Estonia.

Current data shows a low but steady outflow from the area. Locals leave to larger towns and cities, such as the capital, Tallinn, in search for better work and living opportunities. This also means that the local youth have fewer opportunities for meaningful interaction and development, potentially falling behind their peers who live in bigger cities.

The underrated status of Pandivere may leave a false impression of lacking potential, youth may feel that there is no point in returning after finishing studies in bigger cities. This has negative consequences for the economic, social and cultural development of the area.

The project stemmed from the need to address such concerns and was based on the recognition that visual media are increasingly important to promote, connect and unite people. They are particularly effective for young people, although equally social media use can be distracting.

## Objectives

The project 'Enhancing the digital creativity of young people' was initiated by LAG PAIK to introduce the local youth in Pandivere to the use of visual media, to promote their digital skills and meaningful ways to use them.

The project also aimed to bring youth closer to their home area and let them discover its potential. The objective was to introduce young people to the magic of filmmaking and to encourage them to capture the most fascinating sites and atmosphere of their home region. This would make them realise that they have the power to bring new life and meaning to the place.

This was the first time that such an activity was organised for the youth of Pandivere on such a level.

## Activities

The project started in late 2020 with the set-up of the organising team. This involved LAG PAIK and two audio-visual experts (Edina Csillög, film director and producer from Hungary, and Liisa Taul, sound director from Estonia).

The organising team agreed on the general agenda, values and objectives of the project. The budget, timeframe and activities were confirmed.

Three youth workers from the participating municipalities (Tamsalu, Väike-Maarja and Vinni) were invited to join and played a significant role as the contact between the youth and project managers.

Three groups of participants were formed, one from each municipality, in total 13 enthusiastic youths aged 10-18.

The project involved the best film and digital media professionals in Estonia as mentors. They introduced the youth to the equipment and techniques of storytelling and visual media.

By May 2021, all arrangements for two summer camps (accommodation, catering, transportation, filming and post-production equipment, Corona testing, etc) were made. An online meeting enabled participants to get to know each other (respecting Covid limitations).

A series of video lectures on film-making, script writing and social media marketing followed. As most of the participants has no previous film-making experience, small tasks were given on each topic to prepare for the summer camps.

All teams were asked to elaborate ideas for their short film. Participants were free to choose their genre, plot and characters, but the story had to engage with and be filmed in Pandivere area.

In June 2021, the participants and mentors gathered for the first summer camp in Venevere community house. During the five-day stay, each team elaborated and pitched their final film idea, learned to draw a storyboard and participated in camera and sound equipment master classes.

The teams and mentors then set out to their locations for two days of shooting. Each participant had either an active or assisting role of his/her choice during the filming (the workflow was introduced beforehand).

The second, four-day camp took place in July helped by the professional mentors in the same location and was dedicated solely to post-production: organising and editing the material, sound design, title design and colour correction.



The participants were guided to create a social media marketing strategy for their film. All activities were interwoven with film screenings, interesting guests, games and leisure time.

The films premiered to the public at Tamsalu Culture Centre in September 2021 and were then uploaded to YouTube.

The project ended in September 2021 with a trip to Tallinn to visit an animation studio, the Baltic Film and Media School and an exciting exhibition at the Film Museum.

The final event of the project was an online workshop for the youth workers where the two project managers shared their knowledge on how to continue with similar activities and the possibilities of supporting the creativity of youth interested in the digital arts.

## Main results

About 13 young people aged 10 - 18 got to know their region through video art and gained a lot of experience in creating videos. Everyone could try their hand at all stages of the production: for example, there was a different operator behind the camera in each scene, because everyone wanted to try this job.

The actors were the young people themselves. Quite a few participants consider entering film school in the future.

Several participants already have their own video blog and, thanks to the project, they surely understand better how to produce high-quality video material.

The project is a good example of networking where the parties are young people with supervisors, local government, entrepreneurs, village movement and regional youth organisations, each making their own contribution to achieve results. The leaders of the project were young people who were guided by specialists in their field.

An innovative working model has been created to engage young people through teaching digital technology and unlocking their creativity. The life of the region and community is viewed through the eyes of local youth.

## Key lessons

The project created connections among youth organisations and young people who did not previously know each other, even if they live in neighbouring villages.

Giving young people the opportunity to take decisions and play leading roles enhances their openness and creativity. Trust and freedom encourage their cooperation and creativity too.

Young people were motivated to work under the guidance of well-known professionals. The use of modern and innovative technologies made the activities even more interesting and increased the young people's trust in the trainers.

Physical gatherings and joint activities create more meaningful connections compared to online communications. Working with experts and using their free time in a meaningful way favoured cooperation and brainstorming among young rural people.

The young participants improved their understanding of ethical rules and approaches to the use of social media.

The short films produced by the participating youth allow older generations to see their region through young people's eyes.

Following this project, the youth organisations involved have developed their activities further and are preparing a similar cooperation project together with other regional youth organisations from other LAG areas.

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### Additional sources of information

[pandiveremeedia.weebly.com](http://pandiveremeedia.weebly.com)

[Youtube channel](#)

\* This project has been categorised under 'Digital futures' by the nominating National Rural Network