



Declaration of Brest 2021

Atlantic Youth Creative Hubs (AYCH)

AGENDA 2030 for a Creative Europe

This declaration was debated and agreed by Young People participating in the AYCH Youth Summit in March 2021. It represents the culmination of collective, sustained and intense thinking about social and ethical entrepreneurship, creative education and the future of work in 2030 over the lifetime of the project and in particular at the Youth Summit. It was generated through Young People's collaborative endeavours to identify 30 propositions for Agenda 2030 and was distilled over three challenge days. In itself, this declaration exemplifies the values and practice of the AYCH project.

Representatives from AYCH Partner organisations in France, Portugal, Spain and the United Kingdom feel privileged to have co-signed this declaration along with the Young People who proposed or supported it. As signatories we commit to working towards the propositions in this declaration and remembering the spirit in which they were conceived.

Article 1: Social Entrepreneurship

- n°1
Look for others with similar goals. Collaborate as a collective to fund and resource your projects. Many voices are more likely to be heard than one.

- n°2
Encourage the use of products that have a circular economy model and be aware of your own role within it.

- n°3
Embrace technologies that have a direct impact on the way we work and learn and find ways to make them inclusive by supporting those with little or no access to them.

- n°4
Support others locally or digitally who are trying to affect change for the better by making your skills and experiences available to others. Be the network.
- n°5
Know that it takes time to bring about change and to change strongly held beliefs; be values driven, count environmental benefits as valuable as monetary ones.
- n°6
Increase the local environmental awareness (such as maritime resources) through pedagogical approaches.
- n°7
Understand that our choices as consumers make a difference as we have buying power that can bring about change. Insist on products which have achieved environmental and/or ethical, quality standards.
- n°8
Set yourself or your business demanding quantifiable standards which exceed the mandatory requirements. Propose legislation to reward businesses who exceed standards with a tax break.
- n°9
Make it easier for consumers to make better choices from products with higher sustainability and ethical credentials by clearly quantifying environmental impact in an international kitemark.
- n°10
Stay aware of international and global movements towards sustainable and responsible entrepreneurship. Support them and the next generation of leaders.

Article 2: From Creative Education to Impactful Careers

- n°11
Recognise and promote Soft Skills. Raise the relative value of Soft Skills by including them in the curriculum and in the selection criteria for further education and work.
- n°12
Give space for Creativity within the curriculum and encourage more interdisciplinary study throughout the education journey.
- n°13
Redefine the role of teachers so that they facilitate, mentor and nurture interest and

talent for students with a range of learning styles and interests. Give teachers opportunities to train in creative approaches regardless of their subject expertise.

- n°14
Provide open-access, accessible physical and/or digital learning resources for everyone and encourage life-long learning for the joy of learning.
- n°15
Use Creativity to counter self-doubt, boost confidence and improve well-being.
- n°16
Use the universal 'language' of visual arts more widely to break down barriers and improve international understanding.
- n°17
Build more bridges and break down the divides between science/tech and arts/creativity to create a common culture.
- n°18
Establish a human-centered creative approach at the heart of organisations to improve the ecosystem of well-being, values, problem solving and productivity.
- n°19
Enable communities to express themselves creatively through the provision of free and accessible physical/virtual spaces and value their work.
- n°20
Think crazy before thinking about feasibility, encourage freedom of thought, don't dismiss ideas out-of-hand, our world today is the science fiction of yesterday.

Article 3: Workforce of Tomorrow

- n°21
Be ready for the work place of tomorrow and continuous transitions by gaining new skills and making yourself the 'Swiss Army Knife' of the digital workplace.
- n°22
Use creativity and also the spirit of Humanity to improve and complement Artificial Intelligence to make it reflect our diversity.
- n°23
Build on our heritage and know-how as a launch pad for innovation and reservoir of craft skills.

- n°24
Design an international protocol for the new world of work where rights are protected and mindsets are transformed to value individual working aspirations.
- n°25
Encourage real innovation based on collective intelligence to improve inclusivity and sustainability by avoiding mistakes of design.
- n°26
Understand that productivity increases when workers choose their work environment.
- n°27
Keep measuring business performance over a broader range of metrics and make improved social and environmental impacts a priority.
- n°28
Reinforce and build new international communities based on common values and interests to work collaboratively on societal and environmental projects.
- n°29
Embrace this opportunity to reevaluate your direction and consider your passions and interests so that you can lead a fulfilling life.
- n°30
Encourage and equip local and rural communities to be part of the digital transition and connect them to regional networks.

As signatories we commit to working towards the propositions in this declaration and remembering the spirit in which they were conceived.

Devon County Council

Oenone Thomas - Lead Partner Project Coordinator

Oenone Thomas

Pacificstream

Roy Jones - Director



Plymouth College of Art

Ieva Stanislovaityte - Project Coordinator



Space

Dan Barton - Projects & Partnerships Lead



Atlantic Cities Association

Gwenaëlle Dubois - Network Officer

G. DUBOIS

Brest métropole

Marion Lobé-Elémé - Project Coordinator



GrandAngoulême

Nicolas Travaillé - European Project Manager



L'École de design Nantes Atlantique

Florent Orsoni - City Design Lab Director



Ayuntamiento de Gijón

Patricia García Zapico - General Director for Innovation



Vida Láctea

Xosé Luís Garza Silvela - General Manager



Câmara Municipal de Santo Tirso

Vera Araújo - Head of Economic Development Division



Sharing the values set out in the Brest Declaration, they also decided to sign the Declaration :

Callum Elliott - Luísa Marinho - Léna Dos - Melody Chi - Vincent Chevalier