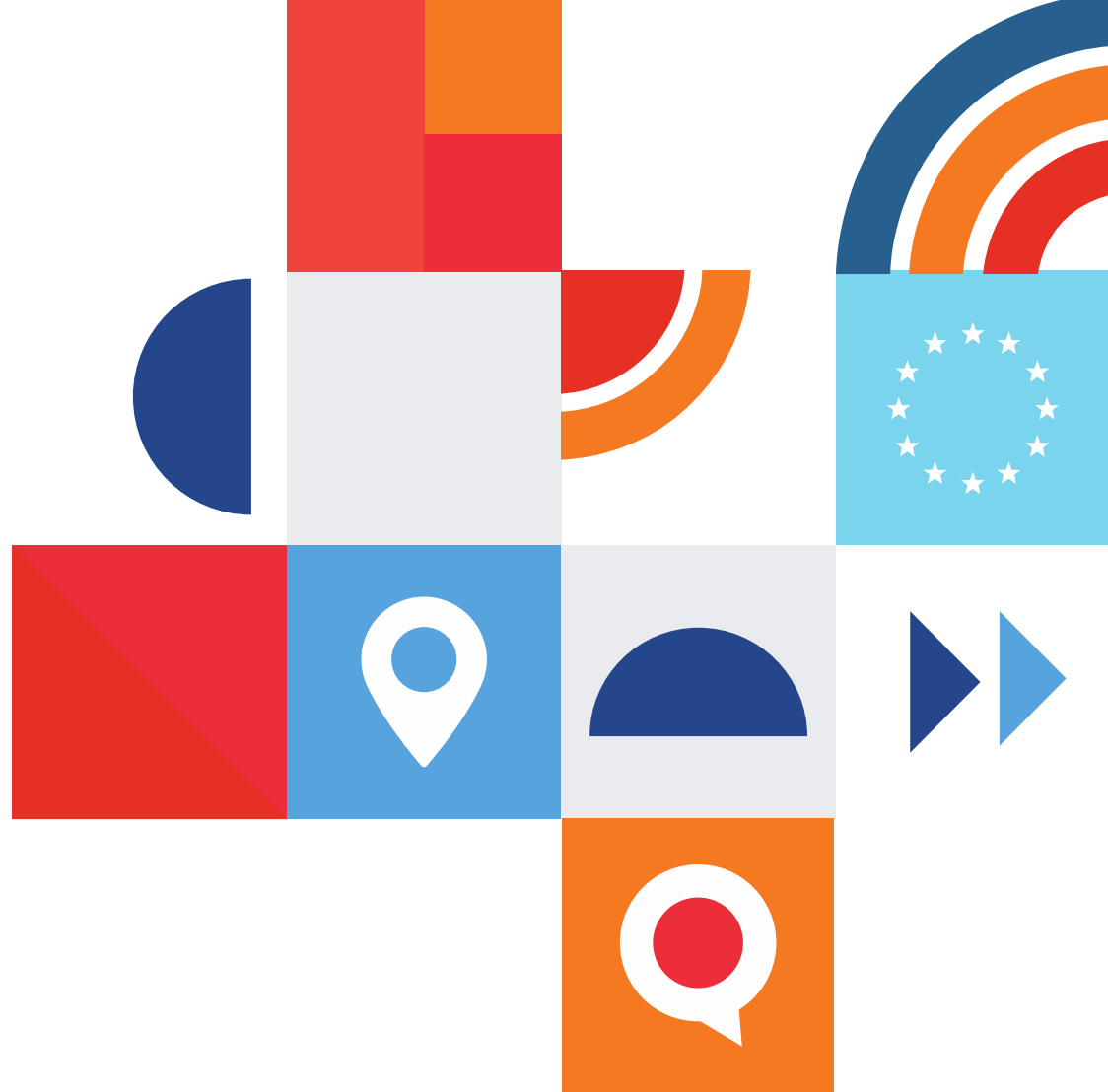


NPLD-Coppieters Campus 2019:

“Activating the social
use of minority
languages”

17-18 October 2019
DONOSTIA /
SAN SEBASTIÁN

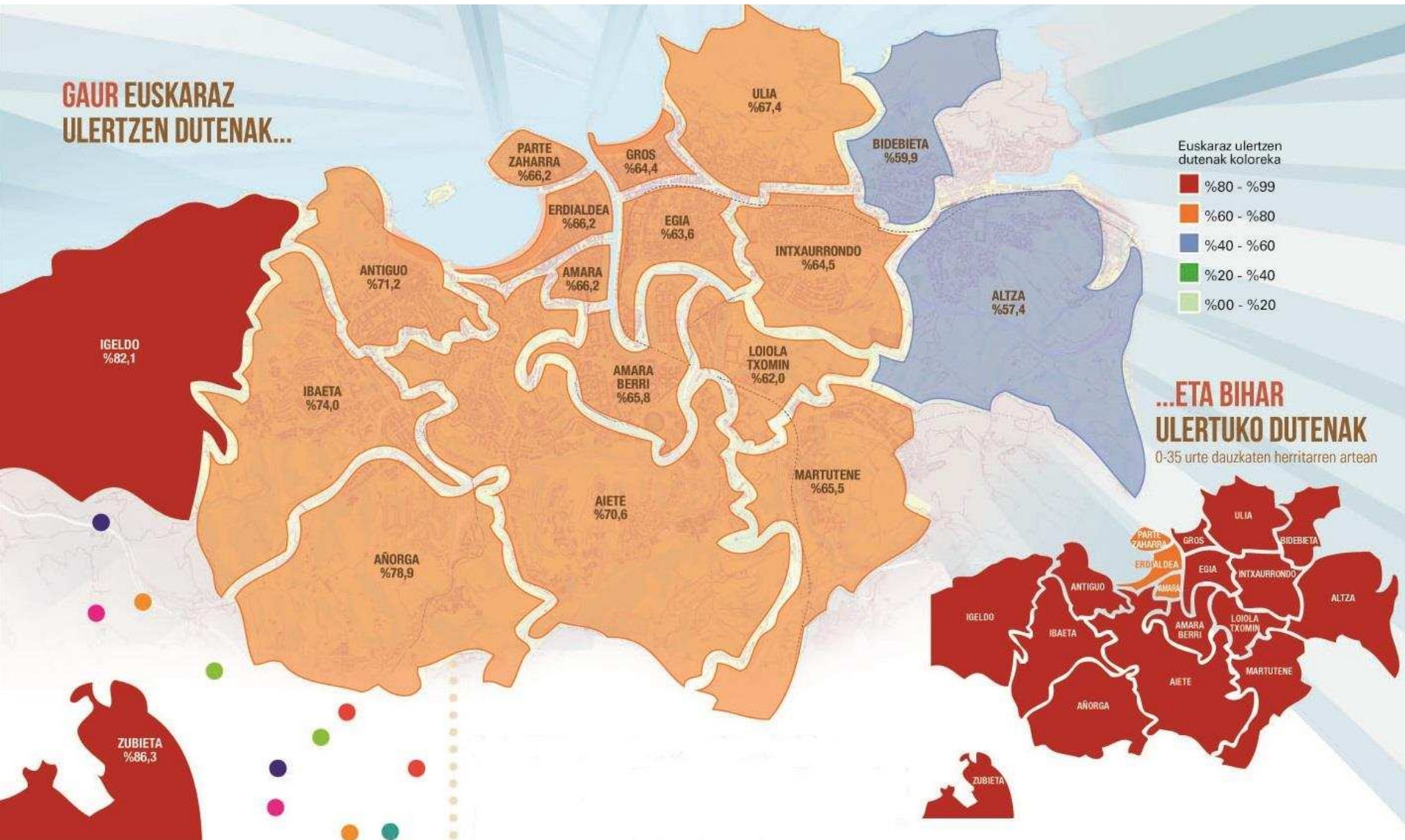


Donostia-San Sebastián: population in 2018: 187,418

46% can speak Basque (2016, EUSTAT)

66% understands Basque (2016, EUSTAT)

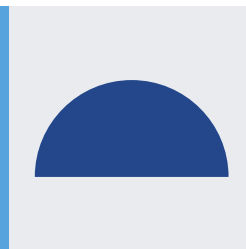
15.2% uses Basque in everyday life (2016, Sociolinguistic Cluster)





BACKGROUND

What was the previous context?





Experiences of social activation processes.

- "Because we want to live in Basque in Egia"
- "Baietz 20 egun in Intxaurreondo"
- "Altza hadi"
- Añorga
- Piratas (Pirates)

→ **Basque language committees in neighbourhoods**

→ Working in 12 neighbourhoods in San Sebastián



Because we want to live in Basque in Egia



Alza and Intxaurreondo



'Piratas' of San Sebastian

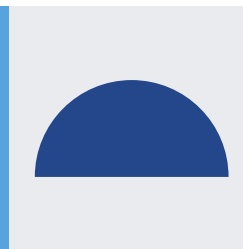


Añorga





ORGANIZATION OF THE COOPERATION





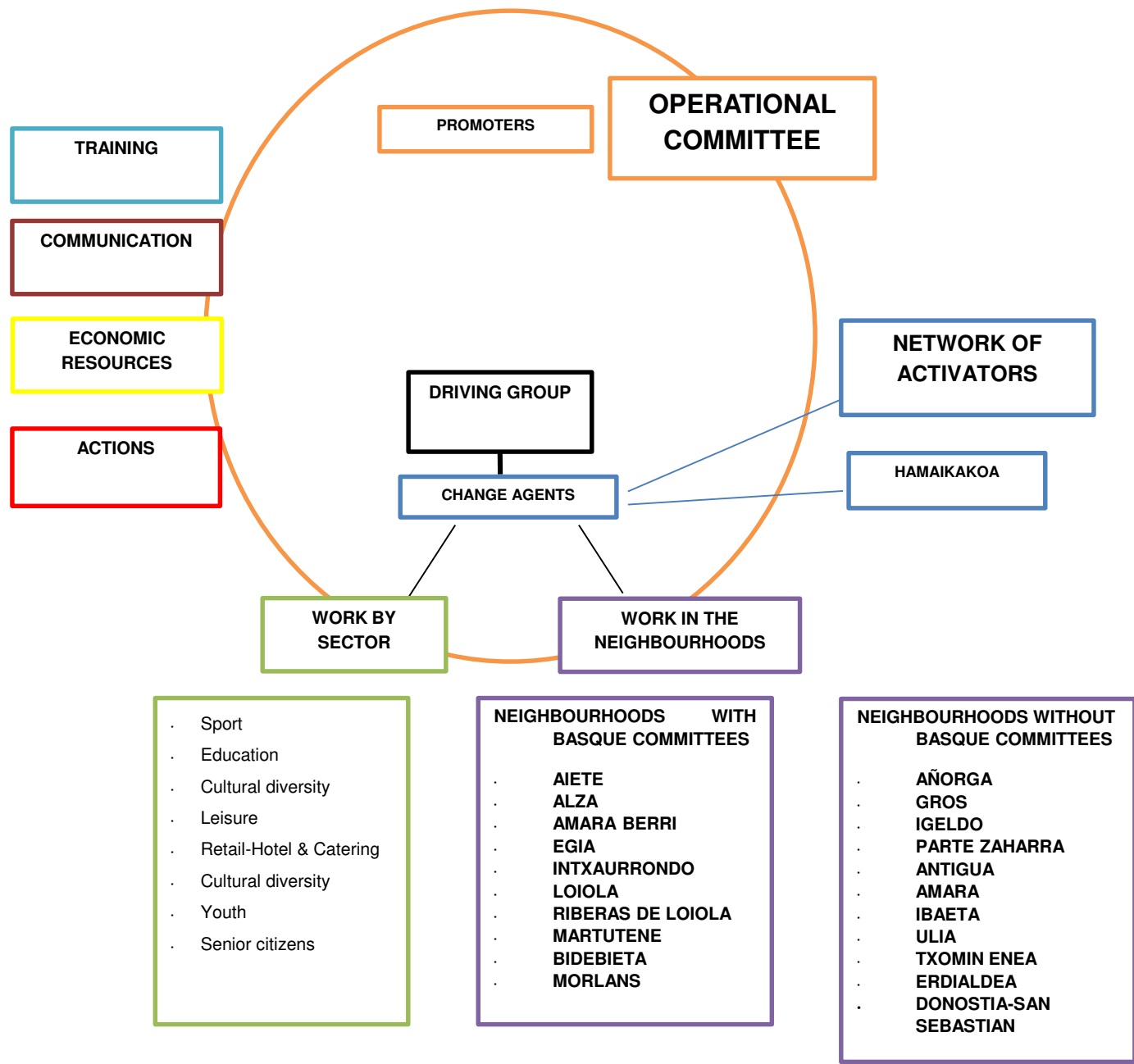
DRIVING GROUP

San Sebastian City Council
(public body)

+

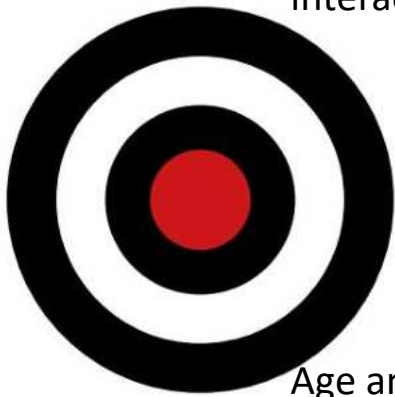
Bagera Euskaltzaleen Elkarte
(social stakeholder)





MEASURE

This can be an opportunity to divide **the social base that we want to communicate or the area in which we want to have an impact** into layers. This will help to determine, in each set and before the deadline, the message we want to get across, how (means/media, meetings or communication strategy) and who is responsible for interacting with them.



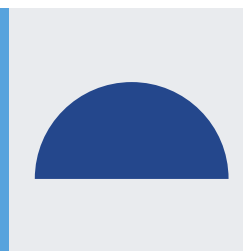
1. **OBJECTIVE:** stakeholders in the field of language, individuals and organizations related to it
2. **OBJECTIVE:** other stakeholders, organizations and individuals
3. **OBJECTIVE:** Spanish speakers

Age and gender are the variables in each layer. How to approach the question of children, adolescents and young adults? Will they work in schools? In extra-curricular activities? What role will be given to them? Will they be direct participants or will they be given the role of transmitter?



ACTIVATION OF PEOPLE

How do we reach out to citizens?



THE IMPORTANCE OF FACE-TO-FACE RELATIONS

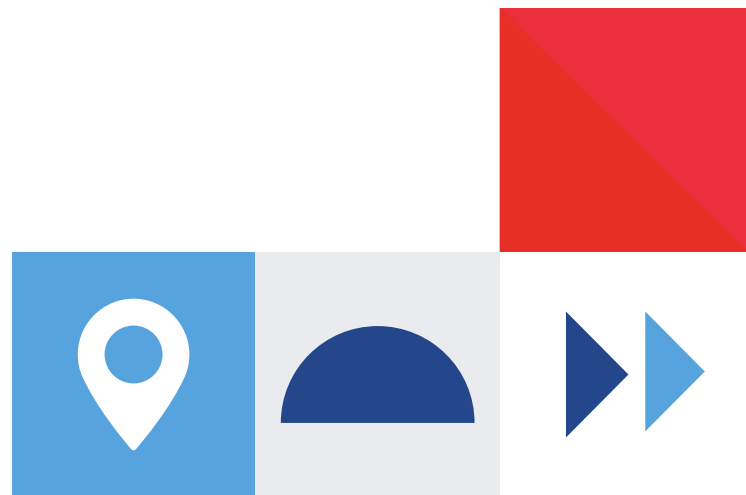
- Being close to people is the key.
- Get close to individuals, stakeholders and organizations one by one, so that they feel part of the project.
- To consider the characteristics of the message that is transmitted when making the proposal, adjust it to the receiver's profile.







RESOURCES





Human resources

- Agreement between Donostia-San Sebastián City Council/
Bagera: one full-time employee
- Support from Elhuyar Aholkularitza
- Municipal experts

Material resources to carry out the actions

- Presentation of Hamaikakoa
- Initial marquee and the “11 days” programme
- Our circus
- Publicity: lighting up the Kursaal, ads in the Media
- Material: videos, brochures, marquees, posters





Belarriprest eta ahobizi izateko PREST?

PRESTAKUNTZA SAIOAK

1.5h arinak (1,5h) ahobizi

azaroak 9, 18:00-19:30 Bageran
azaroak 19, 19:00-20:30 Bageran

Belarriprest

Azaroak 12, 19:00-20:30 Bageran
Azaroak 16, 18:00-19:30 Bageran

Saio sakonak (4h)

ahobizi eta belarriprestak elkarrekin

Azaroak 10

9:30-13:30 San Telmo museoa

Azaroak 17

9:30-13:30 San Telmo museoa

izan-ematea saioa izan baino astebete lehenago donostia@euskaraldia.eus edo 943005074

EUSKARALDIA

REGULU EUSKARAZ





CONCLUSIONS

**What has it given us, and
where do we go from here?**



PARTICIPATION

- 17,659 participants in San Sebastián.



✓ •12,849 ahobizi (fluent Basque speakers)



✓ 4,800 belarriprest (intermediate Basque speakers)

18.3%

ENTHUSIASM

SUPPORT AND INVOLVEMENT

COOPERATION

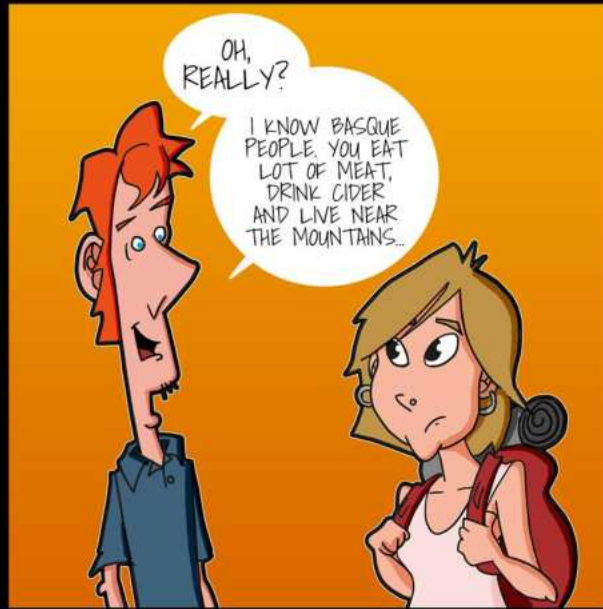





SO WHERE DO WE GO FROM HERE?

- Trial in the neighbourhood of Intxaurreondo in 2019: in public and private bodies
- Preparation for the second edition in 2020: the Agreement between Bagera and San Sebastián City Council has been renewed, a driving group has been launched and we are now working on mapping entities and priority targets and ways of reaching out them and measuring them





 #AldeEdoAlde

 Alde edo alde

 AldeEdoAlde

Eskerrik asko!