

CALL FOR PARTICIPANTS

Autumn Seminar

"Cultural Heritage in the Digital Space: Digital Branding of Traditions and Minority Politics"

of the Youth of European Nationalities (YEN) and the Arbeitsgemeinschaft
deutscher Jugendorganisationen in Rumänien (ADJ)

in Sibiu / Hermannstadt, Romania

26th – 30th of October 2026

The Youth of European Nationalities (YEN) and the Arbeitsgemeinschaft deutscher Jugendorganisationen in Rumänien (ADJ), the youth organisation of the German minority in Romania, are looking for participants for the Autumn Seminar "Cultural Heritage in the Digital Space: Digital Branding of Traditions and Minority Politics". The event will take place in Sibiu / Hermannstadt, Romania from 26th to 30th of October 2026 and will be hosted by ADJ.

About the Seminar.....	2
Programme Highlights.....	2
Participants Profile.....	3
Arrival & Departure.....	3
Finances.....	4
Application Procedure.....	5
Contact.....	5

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About the Seminar

The Autumn Seminar of the Youth of European Nationalities (YEN) is a seminar for young people belonging to an autochthonous, ethnic, national or linguistic minority. Held every autumn, it **brings together young people from all over Europe** for a week of intensive work on current political and cultural issues affecting minorities in Europe. Beyond this, it **offers participants the chance to exchange experiences**, discover what they have in common, discuss, and build contacts and friendships across national borders. At the same time, the seminar **familiarises participants with the YEN network** and opens up ways for them to get actively involved in its work, **giving them the chance to experience participation and civic engagement at European level**.

The Autumn Seminar 2026 "Cultural Heritage in the Digital Space: Digital Branding of Traditions and Minority Politics" is organised together with ADJ – Arbeitsgemeinschaft deutscher Jugendorganisationen in Rumänien, the youth organisation of the German minority in Romania and a long-standing YEN member. This year's event is expected to bring together young people from **more than 10 minority organisations** across Europe.

The whole Programme will be in German with English translation.

Programme Highlights

The seminar aims to **help young minority representatives increase their visibility and use digital branding and storytelling strategies purposefully to preserve their cultural heritage and support their political work**. Participants will explore how to bring traditions and minority languages into the digital world in a way that feels modern yet authentic. They will also learn how to effectively communicate political concerns to both decision-makers and the broader public, building a bridge between traditional cultural work and modern media use to reach new audiences.

The seminar consists of **two interactive workshops** based on non-formal education methods, complemented by a cultural programme that deepens the exchange between participants and the host organisation.

Highlights of the supporting program include **meetings with political representatives** of the German minority in Romania, such as Astrid Fodor, Mayor of Hermannstadt, and Paul Kuttesch, Deputy President of the Sibiu County Council. Participants will also **visit the**

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fortified churches in Cîsnădie (Heltau) and Cîsnădioara (Michelsberg), **explore the ASTRA Open-Air Museum** in Sibiu, and **take part in a cultural exchange market** where each organization can present itself.

As a participant you will:

1. Learn concrete methods and tools of digital branding in order to present your minority's culture, language and projects in a way that reaches the intended audience. Develop skills in narrative strategy (for example short pitches) in order to represent your minority's concerns effectively.
2. Develop argumentative and narrative formats (for example social media campaigns, visual storytelling) in order to communicate both cultural identity and minority political concerns effectively.
3. Connect the realities of your own minority communities with the local and political reality of the German minority in Romania: how can a small organisation or youth representation use "democratic power" to put the concerns of minority youth on the agenda? What are the advantages of accompanying (local) political work with media coverage?
4. In a joint working phase, you develop concrete branding and storytelling concepts for your own youth organisations, which then serve as templates for your future public relations work.
5. Establish shared cross-platform communication structures and cross-border and cross-organisational cooperations, so that you can continue to support each other beyond the seminar in expanding the digital reach of their minority issues.

Participants Profile

You are a young member of a national, ethnic, autochthonous or linguistic minority in Europe between 16 and 31 years, and you would like to explore how your organisation shows up online? Then sign up for the YEN Autumn Seminar!

The seminar offers 30 funded places. However, there will be a waiting list to fill up open seats after the registration deadline. If you are interested in sending more than two participants, get in contact with the YEN office (events@yeni.org).

If you are not part of a YEN member organisation but still want to experience a YEN event, please also contact events@yeni.org. We are always happy to welcome guests.

Arrival & Departure

Arrival Day: **26th of October 2026**

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Departure Day: 30th of October 2026

More information on the venue of the event in Sibiu / Hermannstadt, Romania will be provided after the application process on the 5th of October.

Finances

Travel Expenses

Travel expenses can be reimbursed **up to 300€**. This involves a signed expense claim after the event. Reimbursement will only be considered if original tickets are presented and sent to the YEN office, along with all required supporting documents (invoices, boarding passes, train or bus tickets, etc.).

Please note that taxi costs cannot be reimbursed! We will reimburse your travel costs only if you stay no longer than two days before or after the seminar. We recommend you travel as cheaply and sustainably as possible. Please book your trip directly **after** you receive an official confirmation from the YEN office. Selected participants will be provided further details.

Visa Information

Romania is part of the European Union and the Schengen area, so most participants will not need a visa to attend. **However, if you are travelling from Ukraine, Serbia, Albania, North Macedonia or another non-EU country, please check the visa requirements early and book an appointment as soon as you apply. Doing so allows us to support you early on, even before the official selection. It also helps avoid last-minute cancellations due to visa delays or rejections.**

Participation Fee

The participation fee is 100€ for participants from Western Europe and 70€ for participants from Eastern Europe. It covers food and accommodation for the entire seminar, as well as an excursion and required workshop materials during the event. We cannot reimburse the participation fee if you cancel your participation less than 2 weeks prior to the event.

Accommodation is only covered for the duration of the seminar. If you arrive earlier or stay longer, you will need to arrange and cover accommodation yourself.

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Social Fund

If you need support to pay either your travel costs or participation fee, ask for more information and/or apply for financial support by contacting the YEN office (office@yeni.org).

Application Procedure

Please note that **you must contact your organisation before you apply**. Applications submitted without the knowledge of your organisation **will not be considered**.

When registering, please take some time to fill in the questions about **your motivation to participate**. Your responses help us plan the event and select participants better.

Participants will be informed after the registration deadline whether they have been selected or placed on the waiting list.

All participants are required to take part in at least four full days of the seminar.

The closing date for registration is 1st of October 2026.

Selection of participants and sending out confirmations: until 5th of October 2026.

Registration link: <https://forms.cloud.microsoft/e/bevaPZAFZ7?origin=lprLink>

The YEN office is available for any questions.

Contact

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We are looking forward to your participation!

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