

Estonia



ECPA/BPC 2006

Please answer the following questions in English.

1. Is this your country's ECPA entry or is it an additional project? (Only one ECPA entry per country plus up to two other projects.)

ECPA

2. What is the title of the project?

Creating alcohol and tobacco free youth café "Noortekohvik" in Tallinn, Estonia.



Noortekohvik contacts:

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3. Please give a short general description of the project.

The main goal of project:

Establish a stylish and trendy Youth Café, which would create a non-smoking and non-alcohol atmosphere and is mainly aimed for youth.

This café would be a place, where young people could gather and they could have a pleasant time without smoking and drinking, using drugs. They would grow up without the pressure for drinking, smoking or doing drugs. Also this cafe would reduce the violence and crimes committed while being drunk.

Project gives an opportunity to youth to be a part of the founding process of this Cafe and express their opinion about it.

This Youth Café would also help to reduce unemployment among the youth. It will create several jobs directed to the youngsters. There would be a possibility to work as a waiter, as a management team member or as a chef (kitchen personnel) if needed. In co-operation with the Tallinn City Centre Administration we could let youth, who have been appointed with sentence of minor offences- to do their community service work in the Cafe (according to the Juvenile Sanctions Act,

http://www.legaltext.ee/et/andmebaas/ava.asp?tyyp=SITE_ALL&ptyyp=I&m=000&query=alaealise+m%F5jutusvahendite+seadus&nups.x=16&nups.y=15).

Another very important aspect of this café would be the general price level, which would be acceptable for the young people.

The idea of this project is to solve serious issues of Estonian society having in mind the purpose to promote healthy lifestyles and secure environment. The model of this pilot project should spread all over Estonia.

The Youth Cafes in world run have a core philosophy: giving young people ownership and responsibility for the running and success of their Youth Café, their confidence and skills are strengthened throughout this activity. Extra value is the strengthening their communities.

4. Please describe the objective(s) of the project?

The main objectives of our cafe are:

1. To establish a non-smoking and non-alcohol youth cafe in the centre of Tallinn, Estonia. Our youth café would also be an example to others having the purpose of creating more cafes with the same goal in others cities in Estonia.
2. To shape the values of the youth and direct their attention to a healthier lifestyle. Youth café helps to implement crime prevention work among youth.
3. To give to youth an opportunity to be a part of the creating process and express their opinions and give new ideas concerned with café management and events held there. They would experience, how to make projects and collect knowledge in voluntary work.
4. To create trainee positions for the young people. For vocational school students it would be possibility to work there and increase their income and get some work experience.

5. How was the project implemented?

2005 spring –autumn

The group of youngsters gathered together and for now they have established “core of Youth Café team members”; made the web page www.ave.ee/kohvik, also wrote the pilot-project.

2005 December -Implementation of pilot project started (financed by Youth of Europe – <http://www.noored.ee> and Tallinn Sports and Youth Department, <http://www.tallinn.ee/eng/g1873/>)

The first public event, youth party in a club Hollywood without any alcohol or tobacco. Led by youth, all voluntary performers, video clips and disco.

2006 January- April

Seeking for partners; negotiations with different partners and potential sponsors.

Organising Youth Day in café Moskva; information-day in the Youth Centre in Central Tallinn.

2006 spring

Research about the need for Youth café; public project presentation to the partners (Especially we would like to point out the Café Moskva, who have provided us free rooms for our events and consultation for creating cafe); looking for rooms (negotiations with Tallinn City Centre Administration - <http://www.tallinn.ee/eng/g3665/>; Estonian National Library – <http://www.nlib.ee/>; Foundation of Tallinn Song Field Grounds - <http://www.lauluvaljak.ee/eng/>; Cultural Factory Polymer).

2006 summer

Participating Estonian Union for Child Welfare summer camp- summer version of our Youth café.

2006 September

In cooperation with the City Government and City Centre Administration we have had negotiations for finding rooms for the café and we have got the promise to find place in early November 2006). Also in September we organized Health Day in Tallinn, project implemented together with Tallinn City Centre Administration.

6. Were partners involved in planning and/or development and/or implementation of the project? If so, who were they, and what were their roles?

Youth Café team- 15 youngsters from Tallinn and Harju County schools, 14 to 18 years old. The leader of team is Karin Streimann, magistrate in Tallinn University.

Estonian Temperance Union (AVE)(<http://www.ave.ee/>)– as the goal of this organisation is to reduce alcohol use in Estonia, then this NGO is in favour of our project and has helped us with organising different events, financially, also in writing different projects, in transportation, helped with promotion on their web page and in their newspaper. Helped to present us in media (interviews).

The second biggest helping organisation is NGO Estonian Union for Child Welfare (<http://www.lastekaitseliit.ee/>)– this organisation stands for the equal rights of children and their security. They have also helped us in every way they can – in organising events, in writing projects. Also they have provided us with meeting-rooms, with technical assistance, have given us financial aid and promoted us to different partners. Helped to present us in media (interviews, press releases etc).

The third biggest partner has been the Tallinn City Centre Administration, with whom we organised a Health Day in Tallinn and who will be our partner in providing rooms for the Cafe. In addition, they have showed us great interest in co-operation in organising different events in the future.

Companies:

After our public presentation and several media articles we received lot of contacts of interested companies, who could help us with their products or services, if we finally have rooms were to put them.

1. *Café Moskva (<http://www.moskva.ee/>)- consulting for establishing café, rooms for event-*

free of charge, discount in technical equipment, discount in milk shakes;

2. *Tallinn Song Festival Grounds*- is interested in cooperation for summer open youth café;
3. *Company Focus AD*(<http://www.jahelule.ee/www/>)- advertisement campaign “Ei suitsule/Ei alkoholile (No smoking/No alcohol)- events organised together, fundraising from selling water puddles and fruit for benefit of Youth Cafe,
4. *Combitec OÜ* (<http://www.combitec.ee/>)–will give a free ice cream shakes machine;
5. *SVS-L OÜ*(<http://www.kaffee.ee/>) - coffee machine rent & maintenance;
6. *MMAgentuur* (<http://mmagentuur.ee/>)- discount in technical equipment for events, and many other companies has offered their support with furniture, services (electricity planning and service) and products etc.

Sponsors (EMT, Rakvere Milk Factory, Revals Hotel Olympia) for organised events.

Other supporters: NGOs, public institutions, volunteers

Project supported by: European Commission Youth Program, Tallinn City Centre Administration).

In organising events and developing the project we have had many meetings with interested partners from public and third sector. (The Charities Foundation, National Institute for Health Development, Caritas, Red Cross, etc)

There has been a good cooperation with Tallinn Youth Information Centre (www.taninfo.ee) in order to forward information about Youth Café to youngster living in Tallinn and Harjumaa County (through their Open Youth Centres network),

After organising several public youth events we have received lot of positive feedback and questions, how they could help us or participate in this project.

7. How did you build in plans to measure the performance of the project?

We wrote a pilot-project to organize events and theme days for introducing our idea and to make 2 project reports.

We did seek different partners and found some respected organisations and companies, which are interested in helping us (NGO Estonian Temperance Union, NGO Estonian Union for Child Welfare and other previously mentioned NGO-s, companies. The power of implementation of our project is in strong and interested partners, what we have gained.

We carried through a research on young people’s opinions and attitudes towards our project and the need of that kind on café in Tallinn. We made questionnaires and gave them to different age groups and we found out from the research that $\frac{3}{4}$ of young people see the need of founding such Youth café and they would be interested in visiting such place.

In co-operation with Tallinn City Centre Administration, we have managed to get a permission to receive our rooms starting from the end of October or Start of November. To gain a result like this, we made 1,5 year lobby work and had several meetings with Tallinn City Government and Central City Administration.

These have been for sure big steps in our work and we are proud that we ended up involving as many participants and partners for fulfilling our dreams for gaining better and safer society.

8. Has the project been evaluated? How, and by whom?

- Reports

We wrote project reports to the European Commission Youth Programme, Tallinn Sports and Youth Department and Tallinn City Centre Administration, who financed our pilot project. Since now our reports have been evaluated by these organisations.

- Survey

We carried out a survey-research during 5.03-26.04.2006 on youth (living in Tallinn and Harju County) opinions and attitudes towards our project and the need of Youth Café in Tallinn. With help of Tallinn University Social Work Policy Department lector on Social Policy Mr Margo Kikas we made questionnaires. These were given and gave them to different age groups and as the main result we found out that $\frac{3}{4}$ of people see the need of founding such Youth café and they would be interested in visiting such a place. Special attention was dedicated to alcohol abuse and smoking.

Concerning the results to questions on attitudes towards alcohol abuse and smoking and visiting the pubs, cafes and restaurants.

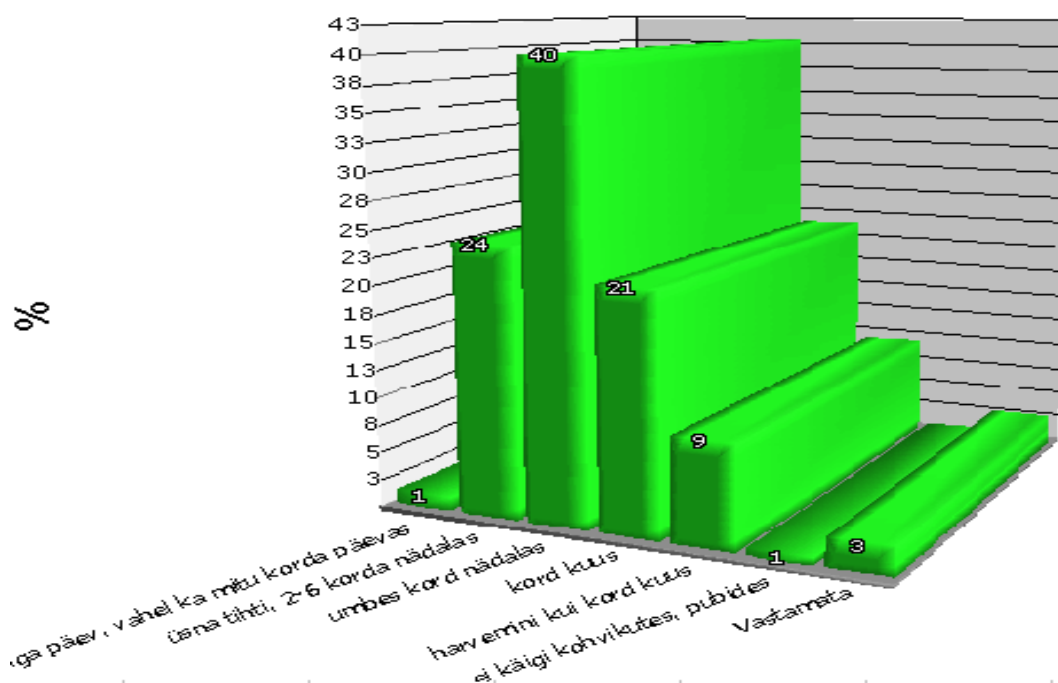
40% (60) – of respondents are visiting pubs, cafes once in a week;

24% (36) of respondents are visiting public places „2-6 times per week“;

22% (32) of them are visiting once per month.

Rest of them significantly more seldom. One respondent has not visited public cafes, pubs and 3% (4) did not answer the question (more info from the table).

K: "Kui tihti käite pubides, kohvikutes jms. kohtades?"



To the question "Is alcohol using disturbing you some times or all the time" 42% (29) of respondents agreed that they are disturbed with alcohol use some times or all the time.

Youth do not like that in cafes there are people who are smoking. 131 respondents, who answered this question, chose the answers (not always, but some times 34 % (45), smoking is disturbing me a lot 31% (40) in result it is 2/3 and only 21% (28) admitted that that they are themselves smokers.

Establishing Youth Café is a realistic alternative for repressive measures, which have been a leading alcohol and smoking policy towards youth in Estonia so far.

According to youth own wishes Youth Café would consider their actual wishes in spending their free time (since visiting pubs and cafes is part of their free time).

Youth Café will offer an option for spending free time, since at the moment youth do not have appropriate environment and activities for free time.

- Partners

We have succeeded in finding some long-lasting partners, who have faith in our project, so this fact shows that they respect us and value our idea. For example the City Centre Administration has promised us rooms and is willing to cooperate with us in different means. Please see previous points.

- Inner evaluation

Most evaluation has been done by ourselves: after organising an event, we made conclusions about the activities (how they worked out and whether we are pleased with the results or not, etc). As our events have been visited by quite a considerable amount of people (non-tobacco and non-alcoholic party in Club Hollywood-500 participants; Non-alcoholic- and tobacco Youth Day in Café Moskva- 100 participants, Health Day in Tallinn about 250 participants), then this is also a sign of positive evaluation. Thanks to our health-concerned events, young people are more informed about issues of their health and about idea creating the Youth Café in centre of Tallinn.

- Public awareness

Our project has been reflected in different means of media (articles in different newspapers:

1. Eesti Postimees 25.2.2006
<http://www.postimees.ee/301105/esileht/siseuudised/tallinn/184423.php>;
2. Eesti Postimees 12.10.2005
<http://www.postimees.ee/071205/lisad/teadus/tervis/179801.php>;
3. AVE newspaper, OK 1.2006;
4. School Paper Lennuk http://www.21k.ee/docs/lennuk/21K_LENNUK_detsember2005.pdf;
5. , Linnaleht; interviews in radio shows- Raadio 2 in show Päevakord 28.11.2005 and morning program on 10.02.2006;
6. Delfi web page- there were published articles/ press releases on 1.12.2005 and 21-22.02.2006

We have written press releases before every event

(For example see <http://www.tallinn.ee/est/uudised?id=12847>). We have printed several materials connected to health events¹. We developed the social advertisement video clips for showing the negative influence of alcohol and tobacco use².

¹ Please see extra materials, sent by post.

² Please see extra materials, sent by post.

9. What were the results? How far were the objectives of the project achieved?

1. We have the permission to get rooms from the City Government and the City Centre Administration (the real opening should take place in end of December 2006 or start of 2007).
2. We have found many proponents- partners from private sector, NGOs and the City Centre Administration.
3. We have about 15 young people, who are our youth café management team. They have been actively taking part in different actions, such as: writing projects, organising events, finding sponsors, making presentations, developing social video clips, creating logo, making the web page or participated in a NGO Estonian Union for Child Welfare summer camp.
4. We have tried to change young peoples' values and promote healthier lifestyle through different events, materials, video clips, public presentations, etc.
5. The creation of jobs/trainee positions is postponed until the Youth Café is officially opened. The work experience of our management team youngsters is one result as well, since they are more strengthened to initiate projects, organise youth events etc.

**10. Are there reports or documents available on the project? In print or on the Web?
Please, give references to the most relevant ones.**

The additional files and pictures are on the CD, which is sent to Estonian Ministry of Justice with this project form and will be sent as extra materials by post to Finnish Presidency.

Some pictures, video clips are also available on our website: www.ave.ee/kohvik

Please, write here a one page description of the project (on the next page)

The Creation of alcohol and tobacco free youth café “Noortekohvik” in Tallinn. Estonian project started in spring 2005. A group of young people, the project leader and representatives from our main partners (NGO Estonian Temperance Union and NGO Estonian Union for Child Welfare) gathered together and started the development of project.

Our main goal is to create a full-working café for young people, where they could get together with their friends, eat lunch after school and also take part in the events held in the café in the evenings and at weekends. It would be alternative place for under aged people (under 18) to be, without being surrounded by alcohol-drinkers and tobacco-smell. Our main intent is to offer job or trainee placements in the café for the students in the vocational schools to work there in their time of practice.

We believe that this kind of a Youth Café would prevent youth alcohol and tobacco abuse, drugs crimes and violence committed when being drunk. In longer prospective, we would like to see, that the values of young people change towards much healthier lifestyle. We wish that young people would value more this kind of alternative leisure-time spending and prefer to visit our café.

In co-operation with different organisations we plan to give out information about the consequences of drinking, smoking and doing drugs, and by this educate the youth. Also Aids Prevention Centre has promised to hand out free condoms and organise AIDS-connected events with us. We plan to organise different events, theme-days, family-days, science-cafes, poetry-evenings, game-evenings and give the opportunity to young and school bands to get the experience in performing.

In Tallinn it is quite a huge problem, that lot of young people tend to hang out in supermarkets and shopping centres, and we see our café as an alternative to this problem. We want to create a place, where they could buy food and drinks for a little amount of money. Also this café would prevent violence, as alcohol and smoking would not be allowed and this is for sure one cause of violence attacks to happen.

For introducing our idea to public, we have organised **different events**:

- The first one was a *non-tobacco and non-alcoholic party* for the youth to show them that it is possible to be in a nightclub without drinking and it would still be fun for them. This event was a great success, as there were about 250-500 people participating and we got a lot of positive feedback (the main point was that, after the party was over, there was no tobacco smell on peoples' clothes and hair).

-The next event for the public was a *Non-alcoholic- and tobacco Day in Tallinn's* one of the most famous cafes Moskva to see whether our idea works in reality- and it did. We made questionnaires about the need of this kind of café for the young, and lots of young people showed their interest in that kind on a project. Also we introduced our idea in a youth-centre in Tallinn.

- In cooperation with the City Centre District Administration, we organised a *Health Day in Tallinn*. In the centre of Tallinn was a tent with different NGOs giving out information about health and the harmfulness of alcohol and smoking. Also we showed health-related videos. It was possible to play basketball, jump on the Sky jump and try mountain climbing. The day ended with a successful concert by different youth bands. Thanks to this event, we now have good connections with the Tallinn City Centre Administration and Tallinn Town Council and we all are eager to organise some new events and continue cooperation within ourselves.

Tallinn City has also found rooms for our café in the centre of Tallinn (**the address will be Pärnu mnt 9, Tallinn**, approx. 85 square metres on ground floor, the contracting process starts in end of October/start of November 2006), and all we have to do, is to create this place to our own café. If our project will become a success, our aim is to found that kind on cafes in other cities in Estonia.