



Informationen on our Podcast „Wake UP! Futter fürs Hirn“

www.futter-fuers-hirn.de

What is our podcast about?

Socio-political issues, socio-political engagement - everyone talks about it, but what does that even mean? With our podcast, we want to reach young people in particular and motivate them to get involved and think.

In each episode, we take up a specific topic: Why get involved? Democracy in crisis - sexism - racism - inclusion - mental health ... We talk about it in a simple and understandable way, invite a person who is engaged in this area and introduce him/her, but at the end of each episode we also show how you can get personally involved in this topic, in the form of a challenge.

How did the podcast come about in the first place?

The idea was born in the Corona lockdown: we kept getting in touch with young people who wanted to get involved. In addition, we noticed that more and more young people listen to podcasts, i.e. discovered podcasts as a medium in which more complex content can be conveyed. In the meantime, 11 committed young women work in the project team, decide on the topics and the direction of the respective episodes and share the work: research team, marketing team, graphics and design, editing, guest management, website, project coordination, moderation. They are coached and supported in the moderation by Perdita Wingerter, the managing director of the association "Living & Learning Together in Europe".

What have we achieved so far?

In the meantime we have already produced 7 episodes and an intro episode and now we want to upload a new episode every 1st Friday of the month. We are available on all major podcast platforms. In addition, we have produced our own website, on which not only all episodes, but also all challenges, the organization and further information on each topic are provided. For the individual episodes, we design suitable covers that also make it visually apparent what we are about in the respective episode.

What is our goal?

Unser Ziel ist nicht nur eine hohe Reichweite zu erzielen, Menschen zum Nachdenken zu bringen, sondern auch zum gesellschaftspolitischen Engagement zu motivieren. Bis Ende des Jahres wollen wir 400 Hörer gewinnen und hoffen natürlich über diesen Wettbewerb und den Preis auch eine nationale Reichweite zu erzielen. Und wir hoffen natürlich, dass mindestens 50% unserer Hörer im Alltag unsere Challenges annehmen.

Why is our project necessary?

We want to be a voice of reason and the "silent majority" where anti-democratic, racist, anti-Semitic ideas are becoming louder and more present. The format reaches young people - in a more informed way and moreover the format asks for engagement opportunities for young engaged people in times of Corona.

How do we finance ourselves?

The material resources (e.g. microphone, software, fees for online activation on podcast platforms, website) are financed through our "Local Solidarity Project" within the framework of the European Solidarity Corps. A small part of the personnel costs for the full-time coordinator is funded by the European Erasmus+ project "Wake Up! Young Europeans becoming Changemakers for a better Europe". Otherwise, all other work is purely voluntary.

What are our challenges?

Our biggest challenge is to be heard as a small local podcast and to achieve reach and thus impact. We must succeed in becoming known far beyond Passau.

Where you can find us:

www.futter-fuers-hirn.de

Want to contact us?



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