

Local cooperative banks run the biggest international creativity competition

THE COMPETITION WITH AN IMPACT – “JUGEND CREATIV”

- ▶ **Non-commercial endeavor** of the local cooperative banks
- ▶ **International solidarity among the cooperative banks** in Austria, Finland, France, Germany, Italy (South Tyrol), Luxembourg, and Switzerland
- ▶ **World's largest** youth competition of its kind
- ▶ **Over 90 million** international entries since 1970
- ▶ **Year after year** of creative experimentation on contemporary issues
- ▶ **Support** for education in schools
- ▶ **Long-term commitment to children's creativity** and development of their personality
- ▶ **Involvement of respected celebrities** confirms strong acceptance and relevance to society

WWW.JUGENDCREATIV.DE

WWW.JUGENDCREATIV-VIDEO.DE

WWW.JUGENDCREATIV-BLOG.DE

WWW.FACEBOOK.COM/JUGENDCREATIV

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Background

In 1968, the Volksbanken Raiffeisenbanken local cooperative banks celebrated the 150th anniversary of the birth of their cofounder Friedrich Wilhelm Raiffeisen with guests from more than 70 countries. A small group of them came up with a plan for an international creativity competition aimed at children and young people. One year later, the human race achieved its dream of flying to the moon and returning safely to Earth. This awe-inspiring event prompted the cooperative banks to launch the “jugend creativ” international youth competition in 1970. The theme of the first competition was “Take a trip into space”. For decades now, “jugend creativ” has been held in high esteem by participants, teachers, and parents.

“jugend creativ” today

Traditionally, schools integrate the competition into lessons across the curriculum, setting different tasks for different age groups. Children and young people create pictures or short films as their competition entries or can participate in an educational quiz.



How the competition works

The local cooperative banks work together to run “jugend creativ” in nearby schools, inviting the schoolchildren to demonstrate their creative flair. All of the entries submitted to the local cooperative banks are initially evaluated in the different age categories at local level by an expert judging panel. The winning pictures and films are then judged at state level, with the best entries then going on to the national competition. For the pictures, there is also an international competition. A federal prize is awarded for the best pictures and films in Germany and includes a week at the “jugend creativ” academy for the national winners. These winning artists get the chance to hone their talent in workshops supported by professional artists and renowned teachers. The academy is also an opportunity to meet and talk with artists and the other German prizewinners.



Support for the arts enshrined in the cooperative principle

Corporate social responsibility is rooted in the origins of the companies organizing the competition: The cooperative banks were founded in accordance with the principle of helping people to help themselves and promoting the public good. The “jugend creativ” international youth competition symbolizes this cooperative principle as a joint, cross-border initiative that encourages children and young people to engage with the important issues of our time and express their creativity and personal initiative.