1 *Knowing your strengths*
Make a list of all your previous experiences in any fields and what you have done, your strengths and capabilities. Ask people around you, they can help you.

2 *Identifying and analysing the weaknesses*
Accept when you don’t know how to do something. Make a list of what you are missing to design and/or implement your project.

3 *Solving the problems by finding opportunities*
Identify and look for people who would be able to help you, not only amongst your closest relatives. Don’t hesitate to ask questions when you don’t know.

4 *Designing the communication strategy*
Define your target groups. For each one, choose the right channel to communicate with and the messages you want to give them. Don’t forget that people are diverse: be inclusive!

*Find out more in our Toolkit for a Young and Inclusive Communication Campaign to Promote Placemaking Projects.*