



**Makers  
town**

*Think* Young  
We lobby for young people

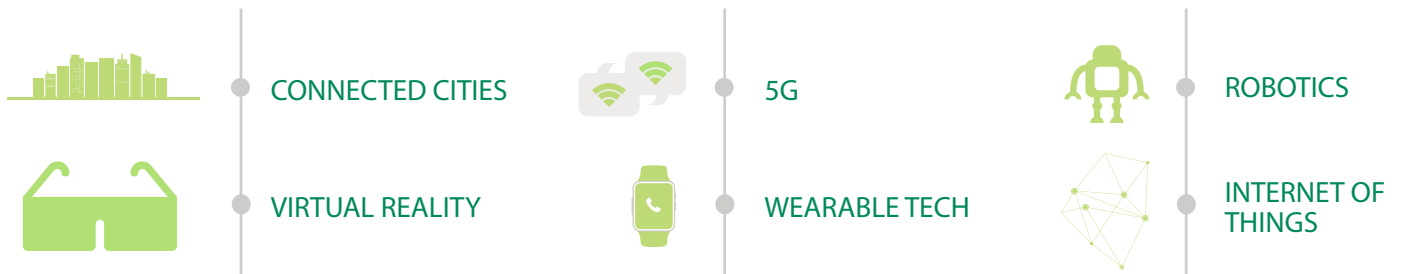
How will the town of the future look?

To answer this question we put together ahead of the curve multinational **companies**, with the top 50 European innovators of the **Makers Movement** (a new wave of start-ups that uses technology to build DIY products), with forward thinking **policy makers** and **hands-on civil society**.

On the 20th June 2017, in Brussels, we will build the city of the future, showcasing how technology will reshape houses, hospitals, schools, vehicles, banks, buildings, factories, nutrition, energy, telecommunications and many other industries in the coming years.

## WHO ARE THE MAKERS

The Maker Movement is the new wave of entrepreneurs and start-ups. Experts in different fields of Do-It-Yourself techniques, and empowered by Internet & crowd funding, the maker is a person that uses tools and technology to build products. Makers can be hobbyists or professionals, who apply cutting edge technologies to traditional things. From 3D printing to robotics, from wearable technology to new Internet of Things, the makers are the innovators that fit perfectly with the European business and cultural success stories.



## HOW IS IT ORGANIZED

In collaboration with Google, Intel and Martens Center for European Studies we set up a village with different thematic areas, the #MakersTown showcase the Makers most recent and innovative projects to the public using stands, workshops, and audiovisual studies. Open, fresh and bold panel discussions will take place, putting together start uppers of the Maker's Movement, business leaders and European policy makers.

# GOALS AND OBJECTIVES

The **ambition** is to establish a **high key**, competitive **annual Fair** in Brussels putting together **young makers** looking for **investors** and venture capital in search of **key innovators**, and to showcase their innovation to policy makers.

- ▶ **1000+ participants.**
- ▶ Presence of EU Commission, **Vice President** and **C-Level Business Leaders.**
- ▶ Presence of **50 European top makers** showcasing their innovative projects to the public.
- ▶ Attendance of kids, FABLABS, engagement of universities with a strong focus on Millennials.
- ▶ 6 months communication campaign all over Europe.
- ▶ STARS – **from the Business and the Political world** to inspire the makers.
- ▶ Best practices of EU Commission work with Makers movement and the Makers week.
- ▶ Evening of fun and engagement.
- ▶ To provide an opportunity for entrepreneurs, start-ups and makers to get visibility and influence the process of decision making at European level through concrete policy recommendations.
- ▶ To **facilitate interaction and exchange of ideas between** young innovators, entrepreneurs, investors, academia and policy makers.
- ▶ To organise a **public event for stakeholders** (entrepreneurs, investors, academia and decision makers) launched by a keynote panel and concluded by a dedicated session.  
To simultaneously hold **specialised thematic workshops** to produce policy recommendations covering the following areas:
  - Enterprise establishment and growth across the **Single Market** and beyond
  - **Business R&D, IOT and Innovation** in Europe– a 2030 agenda
  - Funding for ideas – discovering sources and **creating alternatives in the EU**
  - Reducing red tape and growing through the **Digital Single Market**;  
Young entrepreneurs and **entrepreneurial education.**



# MAKERSTOWN 2016

« You need to have the mindset of creative destruction in order for the new to come we have to let the old ones go. »

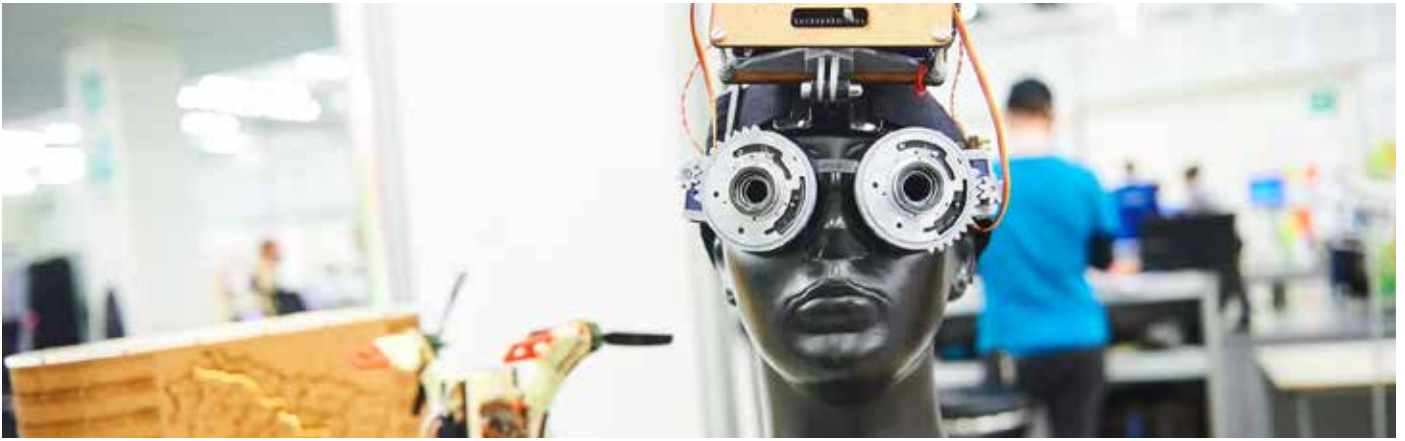
- Kaja Kallas, Member of the European Parliament.



« We need your help.  
What equation could do more to  
the digital single market?  
If Europe can do anything [...], let  
us know. »

- Jyrki Katainen, Vice-President of the  
European Commission





« I have come to realize, in the globazing world which is changing very rapidly, we should be innovative. »

- Mikuláš Dzurinda, President of the Martens Center.



« Today, what you see is that the digital is changing the physical. »

- Carlos Moedas, Research, Science and Innovation Commissioner for the European Commission



# STATISTICS MAKERTOWN 2016

938  
TICKETS SOLD



135  
MAKERS



431  
ATTENDED PANEL  
DISCUSSIONS



17  
SPEAKERS



49  
STAFF  
MEMBERS

## 2016 SPEAKERS



**Carlo d'Asaro Biondo**  
President EMEA strategic  
relationships, Google



**Carlos Moedas**  
Research, Science and  
Innovation Commissioner,  
European Commission



**Kaja Kallas**  
Member of the European  
Parliament



**Jyrki Katainen**  
Vice-President,  
European Commission



**Eva Paunova**  
Member of the  
European Parliament



**Stéphane Negre**,  
President, Intel France

# MEDIA REPORT

## 2016

### THINKYOUNG SOCIAL MEDIA AUDIENCE

 26'200+ LIKES

 2'500+ FOLLOWERS

 5'800+ FOLLOWERS

 1'300+ FOLLOWERS

FACEBOOK  
LIVE STREAMS

2'200+ views  
19'200+ contacts reached

PRE-EVENT  
FACEBOOK POSTS

5'000+ contacts reached

MAKERSTOWN  
FACEBOOK PAGE

38'300+ contacts reached



# #

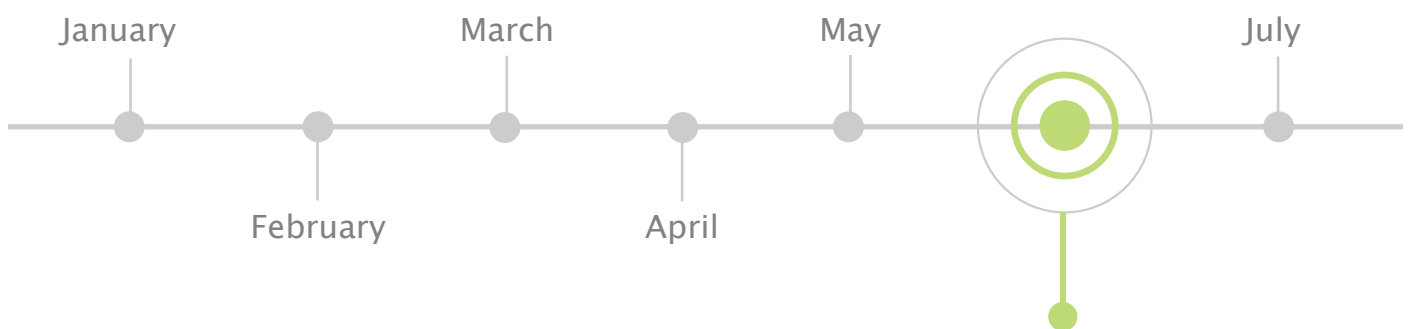
## MAKERSTOWN

NUMBER 1 TRENDING TOPIC ON TWITTER  
IN BELGIUM ON MORNING OF THE EVENT

# MAKERSTOWN 2017

## WHEN

2017



**20 JUNE**

## WHERE

AutoWorld







WWW.MAKERSTOWN.EU

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## ABOUT

ThinkYoung is the first think tank that focuses on young people. Founded in Brussels in 2007, it has expanded to have offices in Geneva and Hong Kong. It is a not-for-profit organisation, with the aim of making the world a better place for young people.

Through audio-visual research, surveys, campaigns and all its activities, ThinkYoung raises the awareness of youth related hot topics, involves the youth community in the decision making process and provides decision makers with high quality insights and recommendations.

ThinkYoung investigates youth perceptions and showcases it to policy and decision makers.

ThinkYoung has a wealth of experience in both qualitative and quantitative research methods including surveys, interviews, and audio-visual films. These are aimed at understanding relevant issues that affect the daily lives of young people. These findings are then presented to relevant stakeholders in the form of a comprehensive report, with key findings represented in a graphical brochure accompanied by an audio-visual documentary.



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External Relations



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