

PRESS RELEASE



“Vibrant Minds” Gives Underrepresented Perspectives and Issues a Voice



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Goethe-Institut has launched its digital project **Vibrant Minds**, an initiative on Instagram featuring underrepresented perspectives and issues presented by young journalists and activists from Southeast Asia and New Zealand. The [@vibrantminds.official](https://www.instagram.com/vibrantminds.official) channel will give the public access to compelling stories and voices they have rarely heard and seen before on Instagram.

The Vibrant Minds official Instagram channel will be regularly updated every day until December 2020 by the 12 selected participants (young journalists and activists) from Indonesia, Malaysia, Myanmar, Thailand and New Zealand. The participants will work in a team of two to create stories and feed posts focusing on three topics that can spark further discussion on the channel: 1) the life of minorities, indigenous people and immigrants, 2) the digital divide between city and countryside, old and young, poor and rich, and 3) cultural practices.

“It is one of Goethe-Institut’s objectives to create open spaces for civil society. We believe that the participation of diverse stakeholders, opinions and perspectives lead to a more representative discourse in an open society. Goethe-Institut in general aims to stimulate life by promoting encounters between people and positions. Vibrant Minds offers international exchange, free expression, cultural education, and hopefully curiosity and courage to its viewers,” says Dr. Ingo Schöningh, Head of Cultural Programmes at Goethe-Institut Indonesien.

Vibrant Minds is initiated by Goethe-Institut Indonesien and partnered with **Kooperative W** (a German collective of young social-media professionals and journalists with a feminist approach) and **Proud Project** (a social-media based movement in Indonesia that aims to inspire people to break through personal and social boundaries). Verena Lammert, Tina Srowig and Franziska Hilfenhaus from Kooperative W with Trivet Sembel and Rakha Adiyoga from Proud Project act as consultants for the participants.

Since the end of June 2020, the participants have attended a series of virtual workshops and discussions which provided them with knowledge about the power of storytelling as well as how to deliver stories effectively. They were also taught about the supporting elements, such as design, choices of words, and the timing to post stories on social media. Throughout the workshops and discussions, participants were able to distinguish the formula to create an impactful story that can touch the human side on an audience.

The Vibrant Mind Instagram channel also seeks to creatively deliver stories that aren’t commonly discussed in mainstream media. “The audiences from Southeast Asia and New Zealand have a chance to broaden their horizon and to learn something about

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people, countries and living realities they didn't know much about before. In short, the channel aims to offer a better understanding of a complex, rich and vibrant region of the world and the people who live in it," says Verena Lammert.

Rakha Adiyoga added, "The most important impact we hope to achieve is the full-hearted awareness that the audience feels towards these matters and to give them the opportunity to become part of the solution, which we hope will then result in action."

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