



PHOTO BY SAARA AUTERE

RUISROCK

Ruisrock is one of Finland's oldest and most prominent festivals. It takes place in Ruissalo National Park in Turku, Finland. During the weekend, Ruisrock takes its guests on a journey into another world full of joy, friendship, and freedom. In addition to the varied music programme, the festival offers a range of high-quality food and drink services.

CASE: RUISSIRAATI

Ruissiraati, or the Ruisrock Jury as the English translation would be, is a panel of 16–24-year-olds from all over Finland. Together with them, Ruisrock facilitates workshops on various topics related to festival production. Sometimes to discuss and get their point of view and sometimes to create new ideas. Producer at Ruisrock Festival Ilona Numminen describes Ruissiraati as a co-creation model for Ruisrock and points to a shift in strategy that began in 2020:

“Until 2020 Ruisrock had been doing quantitative research for over 10 years. We were getting a lot of quantitative data from the audience surveys but were missing deeper insight into the new generation of audience. At the same time, it was clear that our team and the colleagues around us were getting older. We realised it would be necessary to somehow get a better understanding of the Gen Z.”

– Ilona Numminen, producer, Ruisrock

Ruissiraati members join the festival, carry out small follow-up tasks, or participate in action. The experiences this brings them are used to develop the festival in workshops in the inter-festival period during the autumn.



CO-DESIGNING THE FUTURE EXPERIENCE

For Ruisrock, it is of utmost importance to make an event that represents the visions and desires of its audience. Ruissiraati brings new perspectives to the festival’s production team and helps to anticipate future trends. With this initiative, Ruisrock presents a way to actively include the voices of young people who, in addition, learn how a festival is organised and can convey the needs or priorities they would like to have. Direct contact with Ruissiraati is essential to show that their voices are heard and that what they discuss in the group is helpful for the festival. Numminen elaborates, saying:

“ Ruissiraati gives the festival actual and up-to-date knowledge about how the potential young audience sees the world and what is important to them. It enables us to see the value and attitudes, the future trends and develop a relevant festival for the young participants. ”

– Ilona Numminen, producer, Ruisrock



RAISING YOUTH VOICES

Ruissiraati meets up with the festival team in workshops to create and develop ideas for the various elements of Ruisrock. Areas of development are decided together – with the jury having the right to bring improvement to the table. As a result, innovations of the festivals are created from the bottom up – the jury members may also be involved in the implementation.

Diversity and active youth participation are keys to this practice's success. Selecting a diverse profile ensures the representation of a variety of realities and ideas and allows young people makes it possible to reflect on their everyday situations. The Ruisrock Jury is thus compiled from a diverse group of young people from across Finland- and to avoid automatic group thinking, previous knowledge of Ruisrock is optional. To ensure that anyone can afford to spend time on this crucial task of social innovation, the jury members are paid compensation for participating in the workshops.

Name: *Ruisrock*

City & country: *Turku, Finland*

Capacity: *35,000 (per day)*

Site: *Ruissalo National Park*

Camping: *Yes*

Number of days: *3*

Established in: *1970*