



## Education of Generation Z/Alpha – Today's Challenge for Tomorrow

Attila Marton, UK

The former Executive Director of the Hungarian Kennel Club, journalist Attila Marton opened the session of the youth education and involvement in the canine sports by delivering a presentation entitled “Education of the Generations Z/alpha – Today's Challenge for Tomorrow”. The speaker emphasised the relevance of educating young people as their idea about animals describes the future problems of animal welfare and protection. However, this process poses great challenges for educators, such as maintaining their attitude towards animals until adulthood, the time when they will have to educate their own children, and making them involved in dog-related activities for educators, to mention just a few.

One of the most important factors to succeed is the awareness of principle characteristics describing generations Z/alpha that define their difference to other generations and altered cognitive profiles. The presence of technology during their whole life, difference in social interaction, habits and sources of information they use, demand for visibility and immediate feedback to be socially approved are just a few aspects to be taken into consideration while seeking to catch their attention and spark their interest in animal welfare activities.

Some of the tips include becoming mentors for youngsters instead of seeing them as competitors, finding proper ways and channels for communication, professional use of technologies, use of online tools, encouragement to do real time activities, making them be eager for knowledge and reasonable debate and avoiding being old-fashioned.

The differences between generations are inevitable as they are determined by the change of social environment. It is the understanding of their existence and acting according to them which opens the possibilities for influencing attitudes of upcoming generations and making them involved.

