



**ASSOCIAÇÃO
SELFMADE**
Mobilidade Internacional
e Empreendedorismo

CONNECTING YOUTH WORK

3-12 July 2022

Fundão, Portugal

The Partner Infopack



Câmara Municipal



Erasmus+

Project Details:

Title: Connecting Youth Work

Duration: 8 (months)

Contract No: KA150-A6CE331C

Funding: 29 390 EUR

Training Course: 3-12 July 2022

Venue: Fundão, Portugal

Participants: 28 + 2 Trainers (2 per team)

Profile: We are looking for participants who are willing to learn on how to use social media platforms in order to increase their capacity as youth workers.

Participants should be able to exchange ideas, work in teams and encourage the improvement of quality in youth work.

Participants are not required but should have enough English communication skills to be able to interact with others participants, in order to have a more fruitful presence in the training course.

Every partner has to try and include in the Training Course, at least one participant from disadvantaged groups.

Coordinator: Selfmade NGO (Portugal)

Partners:

ASOCIATIA DOMINOU (Romania)

SEA Greece (Greece)

Asociación Xuvenil Arousa Moza (Spain)

Impact Drive (Bulgaria)

Kıyıköy Doğa Sporları Kulübü Derneği (Turkey)

Euroactive NGO Alapítvány (Hungary)

Voice 4 Diversity (Poland)

Kurybines Raiskos Centras (Lithuania)

U.Sport (Italy)

Medunarodna Udruga Mladih EUTOPIA (Croatia)

SEIKLEJATE VENNASKOND (Estonia)

CREATORIUM (Norway)

SYTEV (Slovakia)



Project Summary:

According to the results of the research called "2017 Global NGO Online Technology Report" (Non-Profit Tech For Good) on the use of social media by non-governmental organizations;

- 32% do not have a social media strategy.
- 34% of the executive team does not prioritize social media.
- 26% consider it unnecessary to provide financial support and investment to social media management.

Considering the observations made on the media in these studies, it has been determined that organizations need to develop their capacities about the correct and functional use of social media and produce new strategies. The need for youth organizations to communicate online, whose importance has increased in the Covid-19 pandemic, has also made this project very crucial.

The overall goal of this project is to assist NGOs in expanding their activities, bringing youth to work together with the right group of people, and to develop resources. The specific aim of the project is to enable NGOs to use social media effectively by increasing the capacity of youth workers from Hungary, Spain, Greece, Bulgaria, Lithuania, Italy, Croatia, Romania, Estonia, Norway, Slovakia, Turkey, and Portugal, by social media strategy, social media tools and visual production for social media.



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Project Objectives:

- To improve the knowledge and skills of 30 youth workers in social media planning, analyzing the situation, creating a communication strategy, determining the target audience, and preparing a work plan;
- To improve the knowledge and skills of 30 youth workers in social media platforms within Facebook, Twitter, LinkedIn, Youtube, Buffer, and Hootsuite;
- To improve the visual knowledge and skills of 30 youth workers regarding infographic, Canva, and Movavi;
- To provide an environment of equality and social participation for participants with fewer opportunities.
- Motivate the improvement of youth work through enhancing cooperation between institutions/organizations and or other stakeholders in the youth field.



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Participants profile and selection:

For this Training Course, we are targeting participants that:

- Are youth workers or are involved in youth work.
- Have enough level of English to interact with others and have a useful presence in the training course.
- Are interested in the topic at hand and maybe some background on it so that the exchange can be more interactive and productive.
- Are willing to promote activities done in the training course.
- Youth workers will have to contribute to the dissemination of the Erasmus+ Program and increase the quality of youth work with the results they have learned and achieved during the training course.
- Are interested in getting to know new cultures, want to learn more about the topic, and give their contribution to the project, by sharing their knowledge and experiences through experiential education.
- As Partners you are encouraged to include Participants from backgrounds of fewer opportunities, so try to include one in your national duo.



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Distribution Per Country:

SELFMADE Participants: 3	KIYIKOY Participants: 3	SEIKLEJATE Participants: 2
IMPACT DRIVE Participants: 2	EUROACTIVE NGO Participants: 2	SYTEV Participants: 2
ASOCIATIA DOMINOU Participants: 2	VOICE 4 DIVERSITY Participants: 2	CREATORIUM Participants: 2
SEA GREECE Participants: 2	KURYBINES RAISKOS Participants: 2	U.SPORT Participants: 2
	AROUSA MOZA Participants: 2	

Selection Process:

To ensure a collaborative and uniformed process of selection for this Training Course we have established a thorough selection process, comprising of:

A) The partners announce the Training Course and gather participants, in accordance with the profile.

1) Every partner has to publish on their social media and provide full information on the Training Course (topic, dates, place, conditions, application deadline, etc.).

Note: Selfmade will provide some ready-made content for social media posts.

B) Get to know the participants!

1) To select the participants we will conduct an application form with the necessary questions to determine their goals in joining the project, their background and their motivation.

2) After the selection of the participants, by the application form, the participants' organizations must conduct an interview in order to get to know each participant.



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Travel Details :

Regarding travel, **Selfmade will arrange transportation for every participant in the project.** In this way we can skip the reimbursement process entirely. Our participation form will include questions regarding participants preferred arrival date in the project, airport to fly from and other relevant information for us to arrange their transportation. The Selfmade Team will purchase flights, as well as public transportation tickets for all our participants for their travel from Lisbon/Porto to the venue.

Note: ***Participants are allowed to arrive in and depart from Portugal up to 2 days before and 2 days after the official dates of the project (at their own expense, Selfmade will not cover any costs for extra days that participants choose to stay in the country, except for their flights.)***

The Participants will need only to wait for their invoices and boarding passes, which we will send to them ourselves.

However, there is one thing. **Participants will have to sign a document, in which they confirm that they are aware that once their ticket is purchased, they are committing themselves with participating in the project** and unjustified cancellations may incur in financial compensation.

If participants are to have expenses in their transportations from their homes to airports and other refundable expenses, they should keep their tickets and receipts and give them to us, we will refund them.

Travel Itinerary:

We will arrange tickets for all our participants to go together from Lisbon to Fundão by bus. **Participants will have to meet one of our Staff Members in Gare do Oriente Station at 18:00 on the 3rd of July.**

So regardless of what day your participants decide to land in Portugal, **make sure they are aware** they need to be in Gare do Oriente Station by 18:00 on the 3rd. If Participants land in Porto, we will prepare their itinerary and they will have to go to Fundão by **themselves.**



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Project Timeline

11 Jun ● **1st CYW Partner Meeting**
We are Here!

Call for Participants/Promo

Selfmade Responsibilities:

- Start promoting the CYW Training Course
- Provide Partners with adequate tools for the participant selection process (FORMS, DIGITAL CONTENT, INFOPACK, GOOGLE DRIVE SHARED WORKSPACE ETC.)

1 - 20 Jun ●

Partner Responsibilities:

- Share the project in social media, local community and Erasmus+ groups
- Please send pictures and screenshots, of any posts or promo done for CYW in your name, for our dissemination report
- Do your best to find participants keeping gender balance and project needs in mind

Participant Selection Rounds

Selfmade Responsibilities:

- Select adequate participants considering the needs of the project
- Ensure gender balance and fewer opportunity participants
- Maintain open and constant communication with the partner team

1 - 20 Jun ●

Partner Responsibilities:

- Select adequate participants considering the needs of the project
- Go through the aforementioned participant selection process
- Ensure gender balance and fewer opportunity participants

Participant Selection Deadline

Selfmade Responsibilities:

- Create Excell sheets with all information regarding participants
- Add Participants to the CYW Training Course Facebook Group

22 Jun ●

Partner Responsibilities:

- Collect participants logistic information and submit it to the Selfmade Team (Google Forms etc.)
- Schedule preparation meetings with the selected team
- Start looking at flight options and costs (Please notify the Selfmade Team, with your top 3 or 2 flight options prior to purchasing)

Flight purchase Deadline

Selfmade Responsibilities:

- Approve Participant Flights
- Create Travel Plans and other logistical documents related to the CYW Training Course
- Start gathering Invoices and other flight-related documents

25 Jun ●

Partner Responsibilities:

- Help participants choose the best flights and notify Selfmade before purchasing flights

Participant preparation period

Selfmade Responsibilities:

- Collect data from preparatory meetings
- Prepare the Portuguese Team for participation in the Training Course

15 - 30 Jun ●

Partner Responsibilities:

- Ensure the participants read and understand the CYW Infopack
- Inform the participants, and make sure they understand the methods used, their rights and responsibilities, intercultural learning, and other important info regarding participation in TC's.



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Project Timeline

30 Jun

Pre-mobility Zoom Session

Selfmade Responsibilities:

- Prepare and Implement the CYW Pre-mobility Zoom Session
- Look to create a good ice-breaking first contact for participants

Partner Responsibilities:

- Make sure one member of your team comes to the online session with the participants
- Inform the importance of this session to participants and try to ensure participation

3 - 12 Jul

Mobility (6 activity days, 2 travel days)

Selfmade Responsibilities:

- Implement the mobility
- Reach learning and TC goals
- Be in a constant state of self-evaluation
- Keep open communication with partners and participants
- Listen to participant and partner feedback and make smart changes
- Create a good NFE Learning Experience

Partner Responsibilities:

- Keep open communication with partners and participants
- Keep us on our toes (NOTIFY ANYTHING YOU FIND IMPORTANT FOR US TO HAVE THE BEST TRAINING COURSE POSSIBLE!)

15 Jul -
31 Aug.

Follow-up activities

Selfmade Responsibilities:

- Make sure that the goal of reaching the target audience (associations and institutions working in the field of youth) has been carried out
- Gather and share videos done by the participants on social media
- Publish the "social media strategy training", "social media tools guide" and "online visual design handbook" activities on the website and reach 20.000 youth workers in total

Partner Responsibilities:

- Organize a seminar with at least 20 people where the dissemination of the Training Course results will be done.

September

Evaluation and Reports



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