

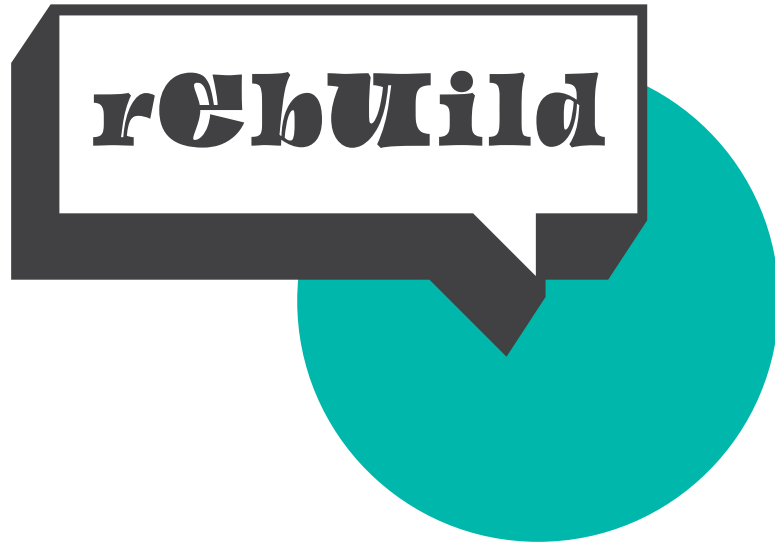
reBuild



REBUILD Youth Manual



Co-funded by the
Erasmus+ Programme
of the European Union



REBUILD Youth Manual

WP3 - 03.2



Co-funded by the
Erasmus+ Programme
of the European Union

Table of Contents

Introduction	5
Short Guide on Project Design and Implementation	7
The Cycle of a Project: steps and tips for design and implementation	7
Project Management and Implementation Tools	14
Guide on Social Media Awareness Campaigning	26
How to create an awareness raising campaign on Social Media?	26
How to create a VLOG?	32
Examples of inspiring Online Awareness Raising Campaign	34
Online tools for Project Design, Implementation and Campaigning	36
Innovative Methodologies and Best Practices in local organizations across Europe	40
From Lithuania	41
“Šauk klausimą psichologui” (EN. “Shoot a question to a psychologist”)	41
From Greece	44
From Cyprus	48
From Spain	52
From Italy	55
References	61



Introduction

Welcome to the Rebuild Project, and congratulations on being part of the answer for social regeneration.

The COVID-19 pandemic has centrally affected all spheres of youth's mental, social and professional wellbeing. Despite this general sense of loss and hopelessness, young communities like yours across Europe have once again proven their resilience and ability to create and move on.

The Rebuild project aimed to strengthen the abilities of young people like you and empower them to play a key role in the betterment of their communities by equipping them with the skills and tools to create, design and implement social and environmental projects.

It includes:

- A. A Short Guide on project design, implementation and dissemination.
- B. A guide on the use of social media and innovative tools for the creation of awareness raising campaigns.
- C. Innovative Methodologies and Best Practices from local organisations across Europe.



Short Guide on Project Design and Implementation

In order to help you design, implement and disseminate any youth-led initiative, we have developed this short guide on project design and implementation. It covers the entire cycle of a project, offering useful tips and tools that you can employ at each step. We have tried to simplify some technical concepts and procedures, in the attempt to allow you to create projects that are complete and coherent.

It includes:

1. The steps you need to make to design, implement, disseminate and evaluate a project. The tools mentioned here are further explained in the section below.
2. A collection of tools that you can use during one or more of these steps

The Cycle of a Project: steps and tips for design and implementation

As a young project manager, it's important that you familiarize with a core framework that most project managers rely on: Project Cycle Management. Project Cycle Management is the cycle of actions that will allow you to go from the idea to its realization and evaluation. It ensures that all activities and procedures are relevant, coherent and sustainable.

Programming

The first step of every project is programming. Programming is that moment in which you:

1. Define the long-term goals and strategies of your group or organization.
2. Look at the long-term goals and strategies of possible donors and funding bodies that might support your ideas.
3. Look at the context in which you operate and identify main issues, needs and opportunities.

Try to answer to questions like:

- What kind of topics do you want work on in the long -term? (environment, inclusion of people with disabilities, gender-based violence, etc)
- What kinds of problems do you see in your context?
- What kind of goals does your organization have in the long -term to address those problems?
- What are the donors that support project on these topics?
- What are their goals? What kinds of actions do they support specifically?

Why is this phase important? Because in order to implement successful initiatives, you will need to find connections between your long-term goals, the ones of the funding bodies that might support you, and the needs of the context in which you are working. Otherwise your project might not be funded or might not be relevant for the people you are working with. This initial phase will also help you look for and find the right funding opportunities for your organization.

In the case of the Rebuild project, the project partner played the part of the “funding body” who wanted to support “youth-led green lifestyle or social solidarity initiatives”. You then looked at your context and identified some main issues. Finally, you looked at your own interests and goals and picked one main topic related green lifestyle or social solidarity. Then you started the next phase: identification of your project idea.

Tips

- When reading the strategies and documents of funding bodies look for concepts and keywords that you might want to include in your project. The main funding bodies are
 - ◇ International bodies (e.g. the UN)
 - ◇ European Bodies (e.g. the EU Commission)
 - ◇ National Agencies
 - ◇ National Ministries
 - ◇ Regional administrations
 - ◇ Local administrations
 - ◇ Private Foundations, Institutes and other organizations

Desk-based Research; Questionnaires, Interviews, Focus groups, the Four Quadrants.

Identification

The second phase of the project cycle management is Identification. It is the moment in which you identify your core project idea.

1. Identify needs and goals: You start by examining more closely the needs and goals identified in the previous phase. Assuming that you might have identified many needs and goals, in this phase you will choose the ones that you want to address with this specific initiative.
2. Brainstorm solutions: then you brainstorm possible solutions that will help you respond to those needs and reach your goals.
3. Define the idea: choose one of the possible solutions based on criteria of innovation, feasibility and relevance, and write it in one sentence.

My idea is to _____

with the goal to _____

in the context of _____

💡 Tips

- It is important to choose an idea that the group members are interested in. Choosing a topic of true interest is crucial in terms of motivation, which will impact the project result in many ways. Mapping issues together and finding the common denominator is the basement of the house that you build together.
- Always remember to start from the analysis of the context and the definition of goals, not from the activities. It's tempting, but sometimes, even if you had a very good idea it might not match the requirements of the call or the needs of the target groups. You can avoid that by letting your ideas come from those needs rather than the other way around.

Desk-based research; Qualitative and quantitative research; the Four Quadrants; SWOT analysis; Brainstorming, Mind mapping, the Four Quadrants, Action Inspiration.

Formulation

Once you have identified your project idea you can start formulating it. The formulation phase is the one in which you define all the details of your project. Although every project is different and every application for funding is different, there are some core components that are common to every project:

1. **General Goal:** this is the big goal of the project, which should already be generally defined. It refers to the long-term benefit that the project will contribute to achieving, but won't be able to reach on its own.

E.g. To prevent and contrast violence against women (your project might contribute to the prevention and contrast of violence against women but it won't be enough to solve it)

2. **Specific Goals:** these are direct goals of the project and they are SMART (specific, measurable, achievable, relevant, timebound – see tools section). They are usually formulated with the infinite tense: “To develop”, “To create”, “To strengthen”, etc

E.g. To create a training programme on Art Therapy for professionals working in antiviolence centres; To improve the skills of professionals working in antiviolence centres. (your project will directly achieve these goals and you will measure this achievement)

3. **Context analysis:** in the context analysis you formulate the needs that you identified in your context in order to prove the relevance of your initiative.

E.g. Antiviolence center staff does not receive specific professional training beyond a degree in educational sciences; Expressive therapies such as Art Therapy are known by only 2% of the antiviolence center staff.

4. **Target:** this is the description of the characteristics of the groups you will involve, the ways in which you will involve them and the benefits they will gain. Target groups can be direct (directly impacted by the action) or indirect (indirectly impacted by the action).

E.g. Direct: professionals working in antiviolence centres; Indirect: women who survived violence. (your project will not directly involve women who survived

violence because you will only work with the professionals, but they will still be impacted by the actions of your project)

- 5. Group/partnership:** this is the description of the members of the group (if you are a group of people) or the partnership (if you are a group of organizations) and the division of roles among them showing how they are coherent and complementary.

E.g. one art therapist; one adult educator expert; one domestic violence prevention expert.

- 6. Activities:** these are the actions that will allow you to reach your goals and realize your results. They include preparation, implementation, evaluation and sharing of the results.

E.g. (1) Formulation of the training programme; (2) Creation of teaching tools and materials; (3) Testing of the curriculum in two anti-violence centres; (4) Collection of feedback on the experience; (4) Fine-tuning of the tools based on the feedback of participants in the pilot; (5) Communication and dissemination of results.

- 7. Methodologies:** these are the ways in which you will implement the activities.

E.g. Art therapy

- 8. Resources:** this is your budget, the way you will allocate the resources, and it should be coherent and efficient.

E.g. Staff Costs; Printing Costs; Rent Costs.

- 9. Results:** these are the achievements of your project. They are measured by indicators that are qualitative (e.g. participation, satisfaction, commitment, improvement) and quantitative (e.g. number of participants, time, percentage). They mirror your specific goals and are usually formulated with past participle: “Developed”, “Created”, “Strengthened”

E.g.: Created a training programme of 10 modules on the use of Art Therapy in anti-violence centres; Enhanced the skills of 15 female workers in 2 anti-violence centres.

Tips

- Once you have a first draft of your project formulation you will need to make sure that it is coherent and that **the loop closes:** that every activity is aimed at reaching the results; the results mirror your goals, your goals respond to the needs of the target; the group has the competences needed to implement the

activities and use the methodologies; the methodologies are appropriate; the resources are necessary and sufficient.

- When planning your activities, you should also insert them in a timeline using a Gantt Chart (see tools).
- In the activities don't forget communication and dissemination! You will want as many people as possible what great achievements your project has made.

➔ Tools

SMART Objectives table; Gantt Chart, the Four Quadrants.

Financing

Once you have formulated your project you can present it to a financing body for it to be evaluated and financed. As mentioned, every application procedure is different so you will need to adapt the formulation of your project to the requirements of the specific application. If your project is financed you can proceed to the next step of the cycle, otherwise you will need to go back to the programming phase and see how you can improve your idea.

In the case of Rebuild, youth teams did not need to apply for funding, nonetheless the formulation of the project needed to be complete and coherent in order to move forward to the implementation phase.

💬 Tips

- Some common mistakes when applying for funding are:
 - ◇ Diverging from the priorities of the financing body or the call
 - ◇ Not responding clearly to the needs to the identified target groups
 - ◇ Starting from the activities instead of deducting them from the goals
 - ◇ Not coherent applications. The loop doesn't close.
- There are some organizations and websites who collect and publish lists of open calls. Make a quick online research and check if they have a newsletter that you can sign up to to receive updates on available funding opportunities.

Project Formulation Template

Implementation

Once your project has been approved you can start implementing the activities. This phase will be easier if you have planned your project coherently and clearly in the formulation phase. Your task in this phase will be to make sure that all project activities are organized as planned. Of course, from the time you formulate the project to the time you implement it some conditions might have changed, so you will need to figure out how to implement all activities in a way that is still relevant to our target groups but without diverging from your original plan.

💡 Tips

- Take care of **group dynamics**: establish some rules together around mutual respect, confidentiality, respecting times and deadlines. Establish how you will share information internally: group chats, email, shared drive, etc. It's important in a group to build and maintain trust throughout the project, so always find time to allow everyone to express their feeling and opinions, ask questions and provide comments, in order to ensure that all project actions are the result of a fruitful and positive cooperation.
- Always remember that all activities have three phases - Preparation, Implementation, Evaluation. The **preparation phase is very important**. If you arrive well prepared, the implementation phase will then be a matter of following the plan and adjusting it according to the events.
- Monitor progress using your **Gantt Chart**. This is a very crucial tool for all project managers as it gives you an overview of the project in time.
- Celebrate small wins and intermediate achievements to keep motivation up!
- **Dissemination** is very important when you implement a project. People will need to be informed and engaged in you're doing in order for it to have a real impact. Look at the following section on campaigning to see how you can campaign around your project topics and ideas.
- **Evaluate your activities and results** throughout the project. Evaluation during your project will give you a better understanding of how it is really going, and how you and your team are doing, how the target groups are responding to

the activities. A mid-term evaluation will can help you know if you are on the right path, and will help you see the points where you can improve. It should be directed both to your team and to the target groups making sure that the activities are still relevant and useful to them, and adapt them accordingly if needed. It can help you realize the possible risks, and what can be the steps to avoid them. You can use questionnaires or open questions at the end of each activity and meeting.

➔ Tools

Questionnaires, Interviews, Gantt Chart

Evaluation

As you might have noticed, evaluation occurs throughout the entire project implementation. Yet, the most important moment in which you will need to evaluate your project is at the end. You look at your project results and check whether you have achieved them. Evaluation will be required by your funding body but it will also be a crucial learning tool for your future actions. What worked? What lessons did you learn? What would you like to change in the future? The answers to these questions will help you adjust the first phase of the new Project Management Cycle (programming), and keep improving your actions in a generative way. In this phase you will refer to the indicators (qualitative and quantitative) included in your results.

💡 Tips:

- Your guide in this phase are the quantitative and qualitative indicators that you included in the formulation of your results (see formulation phase). You can use interviews and questionnaires to measure them.

➔ Tools

Questionnaires, Interviews, evaluation templates.

Project Management and Implementation Tools

In this section you will find brief description of the tools mentioned in the previous section.

Desk- based Research

Desk based Research consists in the research of information that was already collected by other people. It's also defined secondary research because you do not collect data directly from the target groups through interviews and focus groups. It's done mainly through books and web searches.

In the Project Cycle it's used mainly in the following phases:

- Programming: research of donors' strategic documents; research on the context (characteristics, needs)
- Identification: research on the context (characteristics, needs)
- Financing: research of funding opportunities

Questionnaire

Questionnaires are primary research tools because through them you can collect data directly from people. They are fixed sets of questions that you can use to collect quantifiable data (e-g- number of people who think something is useful). Most questions are therefore multiple choice questions; True/false or Yes/no questions; Rankings (e.g from 1 – strongly disagree to 5 – strongly agree. They can also include open-ended questions but they're usually limited.

There are some useful online tools you can use to create questionnaires such as Google Form or SurveyMonkey. It's the easiest primary research tools to use when you want to reach large groups of people or when you want to deduct some statistics from it.

In the Project Cycle it's used mainly in the following phases:

- Programming: research contexts (needs)
- Identification: research contexts (needs)
- Implementation: evaluating activities and achievement of project results

- Evaluation: evaluating achievement of project results

Interview

Similarly to questionnaires, interviews are primary research data. Unlike questionnaires, they include mostly open questions, which cannot be answered with Yes or No and therefore can help you explore people's opinions and attitudes (e.g. what people think could be improved about an activity). These can be done in person, on the phone or in a video-call. When you plan the interview make sure to plan it in a coherent and gradual way so that you start with easier questions and include the most difficult questions later on, to then conclude with easy questions again.

In the Project Cycle it's used mainly in the following phases:

- Programming: research contexts (needs)
- Identification: research contexts (needs)
- Implementation: evaluating activities and achievement of project results
- Evaluation: evaluating achievement of project results

Focus Group

Also Focus groups are a form of primary research. They involve groups of 8 to 12 people. One moderator facilitates the discussion on the basis of some guiding questions and another operator records the answers. Focus groups allow you to see also the body languages and the interaction between people on a certain topic.

In the Project Cycle it's used mainly in the following phases:

- Programming: research contexts (needs)
- Identification: research contexts (needs)
- Evaluation: evaluating achievement of project results

SWOT Analysis

The [purpose of SWOT](#) analysis is to identify [risk](#) areas as well as controllable factors

that you need to pay attention to. It is a straightforward and **cost**-effective way to brainstorm and plan for your project. Opportunities and threats represent external factors that affect your project and over which you have no control. Strengths and weaknesses Conducting a SWOT analysis can help you produce new ideas to help you take advantage of what you and your team do best and potential opportunities that might arise. A SWOT also helps increase your awareness of weaknesses and potential threats to your project so that you can defend against them. When you fully understand your project’s strengths, weaknesses, opportunities, and threats, you’re able to plan a strategy for success that addresses these four factors.

<p style="text-align: center;">Strenghts</p> <p style="text-align: center;">What do you do well?</p>	<p style="text-align: center;">Weaknesses</p> <p style="text-align: center;">What needs improvement?</p>
<p style="text-align: center;">Opportunities</p> <p style="text-align: center;">What opportunities are present?</p>	<p style="text-align: center;">Threats</p> <p style="text-align: center;">What obstacles are you facing/ could you face?</p>

In the Project Cycle it’s used mainly in the following phases:

- Programming: to observe internal and external context
- Identification: to observe internal and external context
- Formulation: to identify missing links
- Evaluation: to evaluate results

The Four Quadrants

A variant of the SWOT analysis, the following table will help you observe and organize the information you have around context:

- Internal: What competencies you already possess (my talents) and what you would like to learn (my interests).
- External: What problems you recognize (The world’s issues) and how you could

solve them.

<p>My Talents (INTERNAL OBSERVATION) Things I can do/things I know about</p>	<p>My Interests (INTERNAL OBSERVATION) Things I would like to learn more about</p>
<p>The world's issues (EXTERNAL OBSERVATION) The problems I see in the community around me</p>	<p>My desires for the world (EXTERNAL OBSERVATION) Some solutions to the problems I see around me</p>

In the Project Cycle it's used mainly in the following phases:

- Programming: defining goals and recognizing needs
- Identification: defining goals and recognizing needs
- Formulation: defining goals and recognizing needs

Action Inspiration

Gather interesting ideas implemented by other organizations to motivate you and inspire you! Action Inspiration has been one of our first steps in the Rebuild project. We gathered some inspiring initiatives from our different countries related to green lifestyle and social inclusion to identify and highlight good practices. You can find them at the end of this guide. We encourage you to do the same: look around in your context and gather some examples of inspiring actions, it will be a source of motivation for your group! You can also invite activists, members of local movements to share their experiences and struggles and give hints and tips for your group

In the Project Cycle it's used mainly in the following phases:

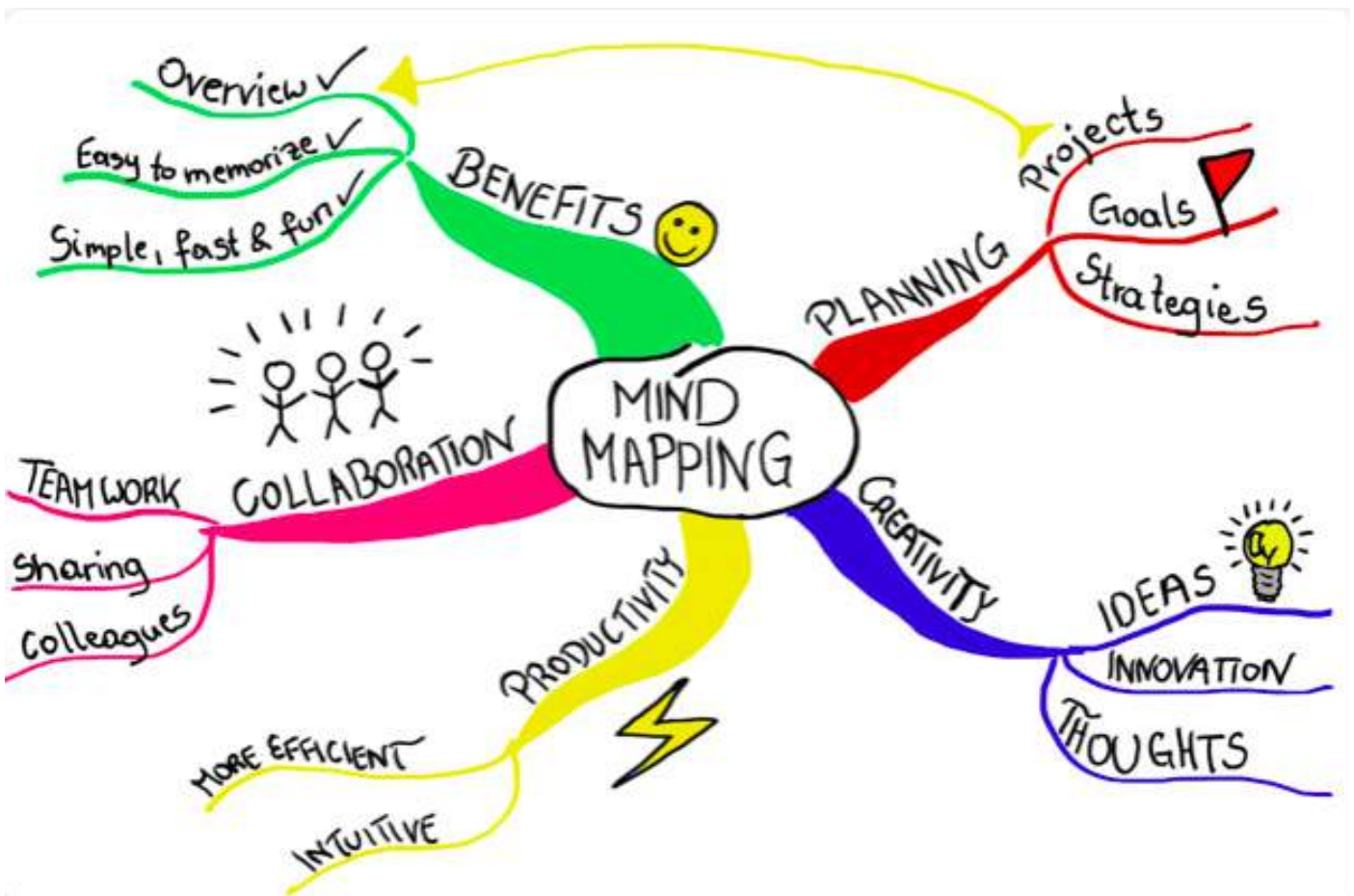
- Identification: to find project ideas

Brainstorming

Brainstorming is a group creativity technique aimed at collecting ideas around a certain topic.

It consists in focusing the attention on a topic summarized in a word (e.g. green lifestyle) and throwing ideas, words and other connections around that topic. After you have thrown all your ideas on that topic you should cluster them and/or select the ones that are more interesting to you. Then you can further discuss around issues of feasibility, relevance, innovation, and vote within your group the idea that you want to implement. You can brainstorm using tables/ flipcharts or mindmaps:

Topic 1	Topic 2	Topic 3
1.	1.	1.
2.	2.	2.
3.	3.	3.



In the Project Cycle it's used mainly in the following phases:

- Identification: to find project ideas

SMART Objective table

The following table will help you formulate SMART objectives:

Specific	<p>Objective is clearly stated, so anyone reading it can understand what will be done and who will do it.</p> <p>Define what you expect</p> <p>Determine who will do it</p> <p>Detail accountability</p> <p>Use action verbs, expressing physical or mental action, as much as possible</p> <p>Provide enough detail - this depends on the objective but should be enough to be clear</p>
Measurable	<p>Objective includes how the action will be measured. Measuring your objectives helps you determine if you are making progress. It keeps you on track and on schedule.</p> <p>Identify how you will know objective was accomplished – usually this means quantity but can also be quality (for instance, “80% of participants agree or strongly agree on the feedback form”)</p>
Achievable	<p>Objective is realistic given the realities faced in the community and can be achieved within the project time. Setting reasonable objectives helps set the project up for success.</p> <p>Make sure you have the time, manpower, resources, and authority to accomplish the objective</p> <p>Consider if there may be factors beyond your control</p>
Relevant	<p>A relevant objective makes sense. It fits the purpose of the grant, it fits the needs of target groups, and it addresses the vision of the project.</p> <p>The objective helps you meet the purpose of the grant</p> <p>The objective is aligned with the Community Readiness Assessment scores</p>
Time- bound	<p>Every objective has a specific timeline for completion.</p> <p>Specify when the objective should be completed</p> <p>Include time-lined benchmarks for long-range goals and all objectives</p>

In the Project Cycle it’s used mainly in the following phases:

- **Formulation:** to formulate the specific objectives of your project

Project Formulation Template

The following table will help you formulate your project in all of its sections:

Why?	General Objective	What macro objective do I want to contribute to through this project? What long-term benefits will it produce? What motivates us to do it? Why is it important for us?
	Specific Objectives	What are the aims that the project directly pursues? What do we want to achieve through the project activities? These should be SMART: specific, measurable, achievable, realistic, time related
Where?	Context	In what context (physical and social) do we operate? Are there limits imposed by the context?
Who?	Group/Partnership	Who are we and what can we do? Are there competences we do not have? Who is in charge of what? How do we divide roles?
	Target groups	Who do we want to reach with this project? Who will benefit indirectly from our project? Who will be marginally involved?
What?	Activities	What actions will I take to achieve my goal? What steps must I take?
	Methodologies	What methodologies will I use in the implementation of my activities?
	Results	What do we expect to obtain from the activities performed? Skills obtained, Materials produced, etc.
	Resources	What materials and/or human resources do we need to carry out the activities?
When?	Timeframe	What is the general timeframe of the project? (beginning and end)

In the Project Cycle it's used mainly in the following phases:

- **Formulation:** to formulate all sections of the project
- **Implementation:** to monitor the progress of your activity and the achievement of results

Gantt Chart

The Gantt Chart is a core project management tool. In the top row you have the months of project implementation (M1, M2, M3, etc), this can also be divided into weeks if your project is shorter. In the first column you have the list of your activities. Each activity can be broken down into smaller phases (preparation, implementation, evaluation for example). You will then color each month in which that specific activity is implemented.

What follows is an example that you can also copy and edit for your own initiative

Activity	M1	M2	M3	M4	M5	M6	M7	M8	M9
Project Management									
Formulation of the training programme;									
Creation of teaching tools and materials									
Testing of the curriculum in two anti-violence centres;									
Collection of feedback on the experience;									
Fine-tuning of the tools based on the feedback of participants in the pilot;									
Communication and dissemination of results.									

In the Project Cycle it's used mainly in the following phases:

- Formulation: to create the foreseen timeline of your activities
- Implementation: to monitor the progress of your activities
- Evaluation: to evaluate the achievement of your results which are also based on timely implementation of the activities.

Internal Evaluation Template

There are many ways in which you can evaluate a project. What follows is a template for final and midterm internal evaluation: the evaluation that the team itself does of the project. You should adapt it to your project and to the time of the project in which you are administering to the team.

PROJECT NAME	
MEETING DATE AND TIME	
RATING SYSTEM: 1 - STRONGLY DISAGREE, 2 - DISAGREE, 3 - NEUTRAL, 4 - AGREE, 5 - STRONGLY AGREE - INDICATE THE APPROPRIATE RATING	
QUESTIONS	RATING
1. The project plan was well defined and communicated from the start.	
2. The initial project goals were clear.	
3. The allocated resources were adequate for achieving our goals.	
4. The original project timeline was realistic.	
5. Our project team worked well together.	
6. Our team worked effectively with the target groups.	
7. We achieved the project results that we wanted.	
Explain why or why not:	
8. What went well on this project?	Open answer
9. What aspect of the project was most challenging?	Open Answer
10. What was the most satisfying part of the project?	Open Answer

Additional Comments:

In the Project Cycle it's used mainly in the following phases:

- Implementation: to evaluate the project progress throughout its implementation
- Evaluation: to evaluate the project progress at the end.

Guide on Social Media Awareness Campaigning

What follows is a short guide on the use of social media and other innovative tools for the creation of awareness raising campaigns for the promotion of youth-led local initiatives.

How to create an awareness raising campaign on Social Media?

Your local youth – led initiative on green lifestyle or social solidarity can be an example for other people, and an opportunity to raise awareness on the social or environmental issues that you care about. While you are working with your team on your youth-led initiative, you can also conduct an awareness campaign on the topics of your project while also communicating the developments of the project to other young people.

More than an information campaign or a class presentation, an awareness campaign seeks to transmit a strong and clear message, which *remains in the memory, raises awareness and changes behaviour*.

What follows is a step-by-step guide to the creation of a simple social media campaign to promote your initiative.

Step 1 - Set up objectives of the campaign

The first thing that you need to do is set up the objectives of your campaign.

For example:

To raise awareness about the importance of protecting the environment as a shared space and of adopting green lifestyles to ensure a sustainable future to our planet.

Step 2 - Create your message

Secondly, you need to elaborate the main message. What do you want to communicate? Try to create short but effective messages with easy to understand language! Often impacting messages also include provable data. At this point you should also choose the tone and the languages. Usually positive tones are more successful, and you should use two languages (local and English).

For example:

If your objective is to “enhance the importance of protecting the environment”, the message could be: In 10 years, the world will be in no-return for climate change. Do you want to be part of this or do something about it?

Step 3 - Outline the target of your campaign

Then you need to choose the target of your campaign. Who are you talking to? Who do you want to reach? Defining your audience clearly will allow you to address it better and have more impact. The target will inform the tone of your campaign, the channels that you will use, the colours and the general atmosphere of your campaign.

In the Rebuild campaign the public targeted are young people like you. So, the language should be more or less close to your common language and you will use tools and resources that other young people like you would be attracted to.

For example:

Young people xxx Writing style: Humor and generational shared references, conversational tone

Step 4 - Choose a Slogan/Hashtag and set the tone for your Campaign

To be effective, an awareness-raising campaign must be based on a *powerful slogan* which can also become a Hashtag. A good slogan is concise, impactful and memorable. It often rhymes or has a musicality that facilitates memorization. It's good to test it with the audience before finalizing it.

The slogan should be in line with the tone of your campaign.

For Example

#FridaysForFuture

#RebuildEU

#RebuildForest

Step 5 - Choose the format of your campaign

Then you will need to choose the format, the shape of your campaign. Which social media channels (facebook, instagram, twitter, tiktok...) are you going to use? Which colors and font do you want your campaign to have? Will you use a template? Which other features will it have?

For Example:

- *Channel: Instagram*
- *Colors: Scale of greens and other earth tones*
- *Font: Bahnschrift Semi Light*
- *Other features: use of QR codes*

Step 6 – Create content and make a plan

Finally create your content and make a publishing plan. Create original content, answer some questions, focus on short and impactful sentences, communicate through pictures and videos, create content that will “activate” people and create short texts that go straight to the point. Your communication in general should be easy, stimulating and authentic. You can either write out all content and then distribute it in a timeline (you can use the Gantt Chart here as well), or give a title/ topic to each piece of content and then write it out as you go. Do not forget about preparation time!

For Example:

Activity	M1	M2	M3	M4	...
Preparation					
Post on Sustainable fashion					
Post on Sustainable food					
Post on Sustainable travels					

Use of Social Media for Awareness Campaigns

As movements like FridaysForFuture have shown, social media can be a great tool to raise awareness on important matters at the local, national and international network.

- There are some rules that are common to all social media:
- Post regularly in order to avoid losing the attention of you audience
- Insert some calls to action: participation in events, posting of content, opening links, etc
- Use colloquial and straightforward language
- Try to post high quality pictures and content
- Plan your posting: choose the right time based on your audience and avoid posting too much content in a short time.
- Plan your content in advance

In order to use Social Media efficiently it's important to know how each of them works, that their specific features are and how you can use them at their full potential. Let's briefly look at some of them:

- Facebook is a very popular social network and reaches a very large audience worldwide. It is mostly text based although it's possible to post photos and videos. It's more indicated if you want to reach a wide audience, publish events.
- Instagram is one of the most popular photo sharing platforms and it also has advanced video sharing features. It has a highly diverse audience and is a great platform for influencer marketing. Instagram has changed throughout the years and has become more similar to Tiktok. The platform is now full of reels and it is recommended to do some instead of traditional posts. Here you

can interact with influencers and maybe ask for collaboration.

- TikTok is the most famous social media app for short-videos and usually addresses people of a young age, since Gen Z. Here you should make short videos (15-30 sec max) and use #FYP for them to appear in the newsfeed. You can also create challenges. E.g Create a #challenge: #helpahomeless, challenge your TikTok users to replicate your challenge to give 1 gift per day to a homeless person (see initiative 4 (Reversed Calendar) in section C).

What other means to campaign are there besides Social Media?

Posters

To make a successful poster:

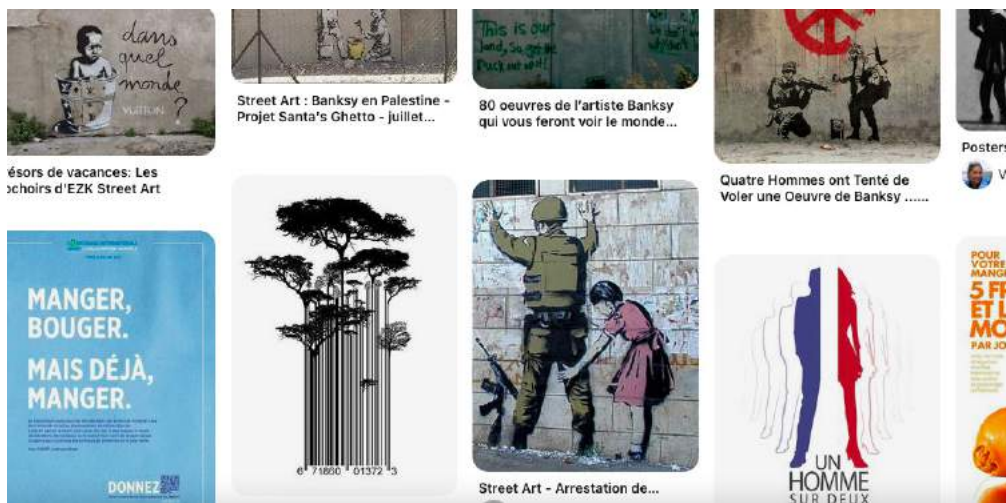


- Find good quality illustrations that reinforce the message to be conveyed: try to catch the eye and be original.
- Think of short and concise sentences: think about readability from a distance (font, colour, size of words, etc.) and the effect on the public.

Organise the elements in space: make sure the overall harmony of the poster is clear: to find the right text/image balance, make sure to space out the different elements of the poster. It is recommended to leave 1/4 of the surface free.

Murals

Wall paintings come from social movements. If you have a talent for drawing this is an opportunity to put art at the service of your cause. Following [this link](#) you will find examples of efficient and famous wall paintings.



Don't forget though to find out what the bylaws are before you start.

Stickers:

Promoting a movement, an idea or a message with stickers works very well. It is a cheap way to raise awareness with a large public. Stickers have a particular strength: they are not perceived as a sales or advertising tool. They are perceived as something fun and have a high level of engagement compared to traditional marketing tools.



Two limits though:

1. Stickers are non environmental friendly.
2. Same advice as wall paintings regarding the bylaws.

Events: Citizen, Solidarity and Community Cafes

An event is part of the dissemination phase. It is an important step to promote your project. Imagine a place for meeting, sharing and conviviality: it can be home, it can be a co-working space or a simple cafe. Create an invitation and send it to all parties involved in your rebuild project: mentors, young peers identified.

How to create a VLOG?

Vlogging refers to posting videos of yourself or an event on the internet within a post on web platforms, blogs or social media. It also includes live broadcasting or streaming from Facebook, Instagram or Youtube, Instagram stories and Reels. A video is considered a Vlog when it communicates on a personal level with the audience, when it presents personal experiences or thoughts and builds a personal connection with the audience. The videos are usually very short and should look very “homemade”, nonetheless you will need to ensure consistency in the narrative development, in other words it should be clear that they are part of the same story. As per the campaign content also Vlog content should be simple, stimulating, distinctive, authentic and memorable.



There are two main kinds of Vlog

- Talking Head Video – When the camera is steady and the vlogger talks about a subject
- Follow me around vlog – When the vlogger takes the camera with them and films clips outside.

The REBUILD campaign also includes VLOGs related to the implementation of local initiatives, including young people talking about their initiative and backstage footage. It goes from the initial phase of project design to the end of project implementation.

How to make a successful video?

- Write the script: keep the script short and efficient, with a clear structure. The sequences of the story should follow logically, with text and dialogue complementing the images. The punchline reinforces or illustrates the slogan, and makes an impression.
- Make a storyboard to visualise the script, identify the locations, the position of the actors, define the framing, find the camera shots...
- Pay attention to copyright (there are authorised music sites or royalty-free image banks).
- Use reliable equipment (provide a battery back-up...) and pay attention to the setting (lighting, soundtrack...).
- Take several shots: look for fluid diction and a calm voice.

Examples of inspiring Online Awareness Raising Campaign

You will find below examples of successful online awareness raising campaigns developed by various organizations and NGOs, both on websites and social media. If you click on the links and surf on the pages, you will notice the large panel of tools used to impact the internet user and to make it interactive: posters, videos, diagrams,

Greenpeace – Campaign against war in Ukraine



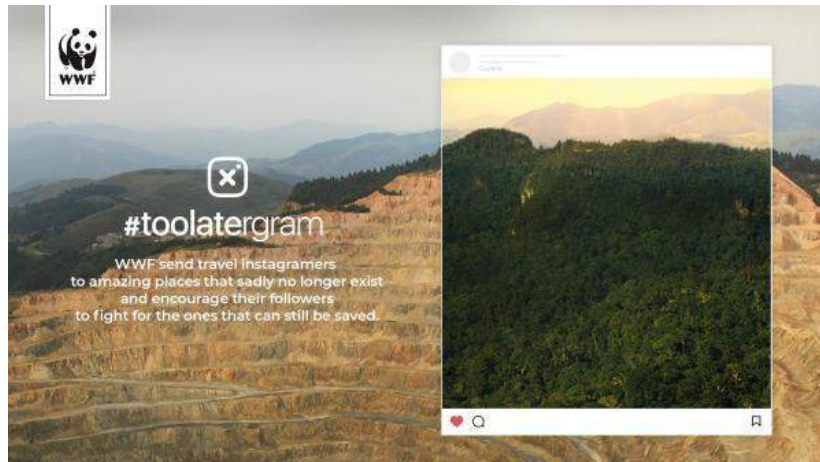
<https://www.greenpeace.fr/guerre-en-ukraine-agir-pour-la-paix-et-le-climat/>

Amnesty International – Campaign against Torture



<https://www.amnesty.be/campagne/stop-torture/>

WWF - Instagram campaign #WWFToolaterGram



<https://www.youtube.com/shorts/nXfk7G8k-OE>

Now This - #iwill campaign

One very successful social action was created by the #iwill movement. The campaign was launched in 2013 and by now this movement helps ensure meaningful actions with the help of young people and organizations. The #iwill movement is focusing on youth because they have the energy and ideas to make a positive change in society. The program empowers children and youth together with organizations to be more active citizens and get involved in the community.



<https://www.iwill.org.uk/>

Online tools for Project Design, Implementation and Campaigning

This section will provide you with some specific and free of charge tools that can be used in order to work on, develop and promote your project. You can find more recommendations on <https://startbusiness.today/digital-tools/> created by one of the rebuild partners, Active Youth, which contains references for different online tools: tools for brainstorming, for feedback, for participant engagement, for translation.

RECOGITO



This tool is to *work collaboratively* with your partners. It is an online platform for collaborative document annotation. It provides a personal workspace where you can upload, collect and organise your source materials - texts, images and tabular data - and collaborate in their annotation and interpretation. Recogito helps you to make your work more visible on the Web more easily, and to expose the results of your research.

<https://recogito.pelagios.org>



This tool is a *file creation and sharing tool*: to create, store and share files and documents with your team. Asana keeps track of all your team's work, including who is responsible for what and when. Asana is particularly interesting to create your communication plan because it includes a clear agenda that enables you to follow day by day what to post and where.

<https://app.asana.com/>

CANVA



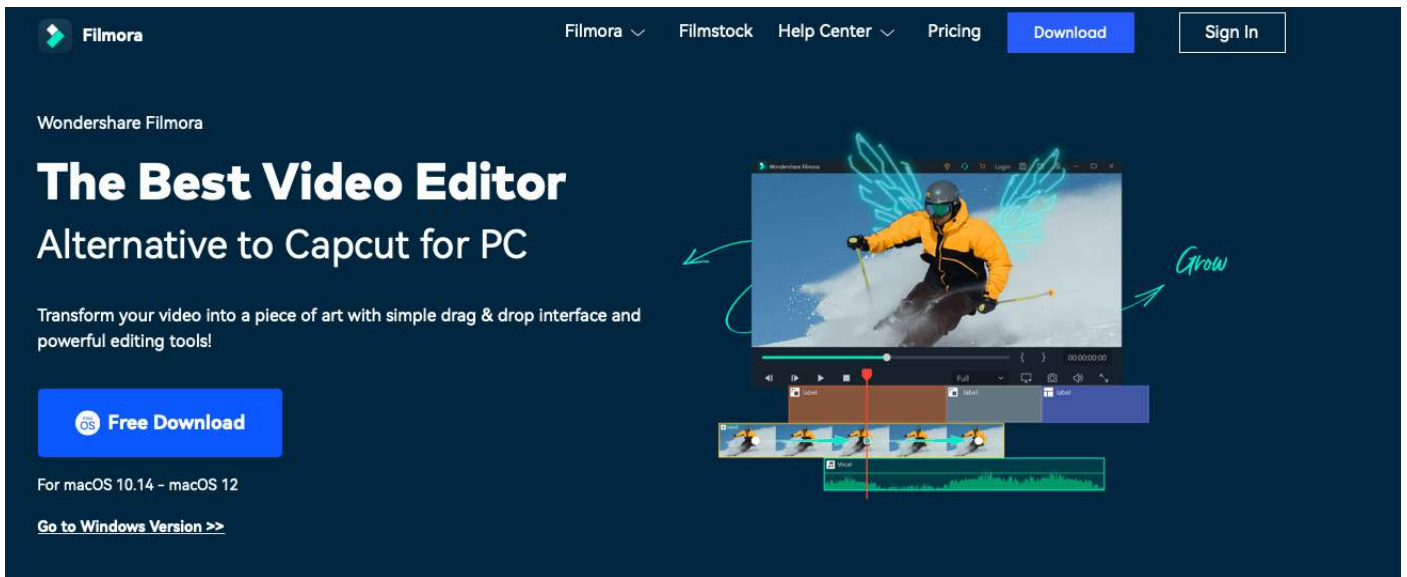
This tool is for *creation*. Visuals play an important role in awareness raising campaigns. Canva is easy-to-use and offers a variety of templates to create different kinds of content, be it social media graphics, presentations, posters, or other visual content. Once your idea is designed, think about how to bring it to life with a relevant poster that can be printed or disseminated on social media. It is also very useful to explain a concept, using images and colours. You will find below a link to a tutorial on how to use canva like a professional.

<https://www.canva.com>

Example of a canva poster created for an open call for young people. Rebuild project, Martinique

Tutorial on the use of Canva:

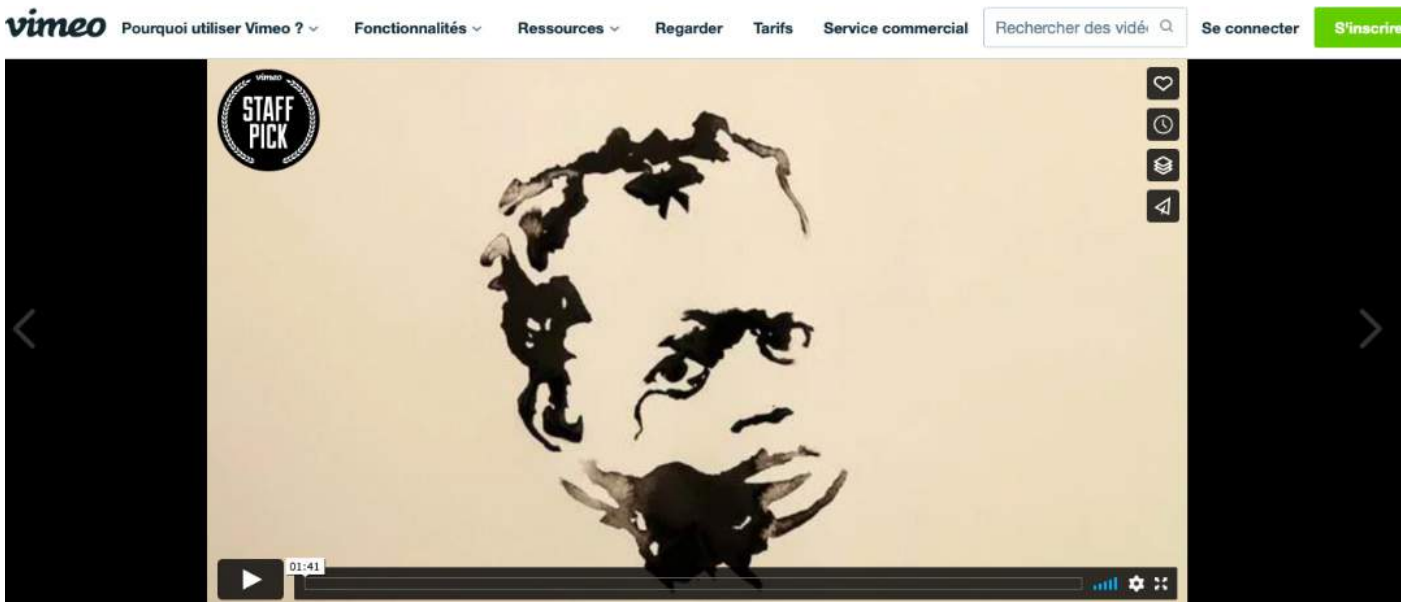
<https://www.youtube.com/watch?v=X65lFIVjiBg>



This tool is made to *edit your videos*. As the slogan says, “transform your video into a piece of art”. Quick and easy video editing for beginners with professional effects.

<https://filmora.wondershare.net/>

VIMEO (30 days free try)



<https://vimeo.com/fr/>

This tool is for *inspiration* and *sharing with communities*. It is a community website for sharing and viewing videos made by users. As the slogan says “make your ideas reality”. This platform brings together an audience of talented video producers

and the cultural world. This is why Vimeo focuses on high definition video. Less popular than YouTube, the platform is more **community-oriented** and offers real opportunities to interact with its audience. This is an inspiring source of quality videos and contents.

What follows is a campaign for World Water Day (March 22nd). *Solidarités International* and *BDDP Unlimited* teamed up with young artist and director Clément Beauvais to create a campaign with strong visuals to raise awareness about the scourge of unsafe water. The result is a beautiful, dark and striking video. The message could not be clearer.

<https://vimeo.com/21198351>

Innovative Methodologies and Best Practices in local organizations across Europe

Here you can find a collection of innovative methodologies implemented by local organisations and informal groups in Italy, Lithuania, Cyprus, Greece, Spain and Martinique (France). These can inspire you in the creation of your project idea and in the choice of the methodologies to use. The partners of the Rebuild project mapped and interviewed local organizations and this is a summary of some of the best practices that they encountered.

All these initiatives are gathered on a specific platform named Urban Perspective. We invite you to click on this link <https://urbanperspective.eu>

From Lithuania

“Šauk klausimą psichologui” (EN. “Shoot a question to a psychologist”)

Name of the initiative	“Šauk klausimą psichologui” (EN. “Shoot a question to a psychologist”)
City, country of the initiative	Marijampolė, Lithuania
Name of the organisation	„Jaunimas YRÀ“
Description of the initiative	<p>Mental health and emotional health topics were already a thing even before the pandemic and during that, it just evolved. So „Jaunimas YRÀ“ wanted to help young people to better understand themselves and also fight the stigma that if you go to a psychologist, you are sick. So they created the initiative “Shoot a question to a psychologist”.</p> <p>It was based on a conversation between two people and participants asking questions.</p> <p>Topics of particular interest to young people which were discussed:</p> <ul style="list-style-type: none"> - How does therapy work and what is the psychologist’s job? - What to do after graduating high school? - Who understands me? - Sex life - How to keep your self-esteem?
What kind of new methodologies was used/ implemented by the organisation?	<p>The initiative was based on a conversation between two people, which was streamed live on „Jaunimas YRÀ“ Facebook page. The initiative included 5 such events - conversations between a more well-known person who is interested in the topic and a psychologist.</p> <p>Viewers could anonymously ask questions of the psychologist and at least like this engage in the conversation, albeit remotely, and get answers to questions of concern and often sensitivity.</p> <p>Relatable topics, active listeners, interesting speakers giving needed answers - simple and natural.</p>

Link (video, article, website...) about the initiative.	Webzine: https://urbanperspective.eu/shout-a-question-to-a-psychologist/
--	---

“Keiskis ir tobulėk” (EN. “Change and improve”)

Name of the initiative	“Keiskis ir tobulėk” (EN. “Change and improve”)
City, country of the initiative	Šiauliai, Lithuania
Name of the organisation	“JUSPO” - Jaunimo užimtumo stebėsenos ir plėtros organizacija (EN. “JUSPO” - Youth Employment Monitoring and Development organisation)
Description of the initiative	<p>The project “Keiskis ir tobulėk”, which originated in Šiauliai, was designed to help young people develop competencies they do not acquire at school. It consisted of 3 parts: theoretical, practical, and summarising.</p> <p>The project consisted of 5 learning sessions on the following topics:</p> <ul style="list-style-type: none"> - Critical and Positive Thinking; - Creativity; - Public Speaking; - Discipline; - Emotional Intelligence. <p>The theoretical sessions on these topics were followed by workshops to put the knowledge into practice. And finally, the closing event “Peržvelkime pokyčius” (EN. “Let’s Review the Changes”) brought the young people together to discuss how they have improved and changed.</p> <p>The initiative was made after market research, which revealed a trend that young people are coming to the organisations lacking certain competencies that they don’t get at school: public speaking, stress management, creativity, and other social competencies.</p>

<p>What kind of new methodologies was used/ implemented by the organisation?</p>	<p>Informal communication/communication</p> <p>Breaks were taken during the training/sessions to allow the participants to relax, rest, have tea or coffee and chat with each other, thus creating a closer bond between them and maintaining the feedback loop beyond the activities of the initiative.</p> <p>Optimistic/warm feeling</p> <p>It creates a sense of anticipation. Growing together through communitylessness and being together. It inspired and motivated to keep improving.</p> <p>Questions - "How do you feel?"/ "What emotions"</p> <p>Before starting each activity of the initiative, participants were asked "what emotions did you come with today". At the end of the activities, the same question was asked. A comparison of the statements was made.</p> <p>Working in teams</p> <p>During the project, participants worked together. It promoted aspects of togetherness, familiarity, teamwork, leadership, creativity.</p> <p>Discussion</p> <p>A discussion tool was used in which project participants expressed their opinions, observations and further development aspects of the ongoing activities.</p>
<p>Link (video, article, website...) about the initiative.</p>	<p>Webzine: https://urbanperspective.eu/change-and-improve/</p>

“Keičiamės patys - keičiame pasaulį!” (EN. “Changing ourselves - changing the world!”)

<p>Name of the initiative</p>	<p>“Keičiamės patys - keičiame pasaulį!” (EN. “Changing ourselves - changing the world!”)</p>
<p>City, country of the initiative</p>	<p>Švenčionys, Lithuania</p>
<p>Name of the organisation</p>	<p>It was an informal group of young and active people who participate together everywhere and who decided to take up some action together</p>

<p>Description of the initiative (max. 800 characters)</p>	<p>„Keičiamės patys – keičiame pasaulį!“ aimed to reduce exclusion among people with disabilities and involve them in social activities.</p> <p>Young people noticed the exclusion of their peers and decided that something had to be done - “After all, they are just like us! It’s just that we have our own fears and we don’t know how to behave around them”. So they came up with the idea to write and implement a project with these excluded young people.</p> <p>Together and with the help of their teachers, the young people devised and implemented various activities with young people with disabilities: they went on trips, for example, the first educational activity was at the Ryškutėnai Craft Centre, where they all baked muffins together. The second trip was to horse therapy and the third was to the café “Pirmas blynas”, where people with disabilities work. The young people also danced together, both live and later on the Zoom platform - the school’s dance teacher agreed to join the initiative and give them lessons every Wednesday.</p>
<p>What kind of new methodologies was used/ implemented by the organisation? (max. 1000 characters)</p>	<p>All of the methods used were based on informal, educating and fun activities in where it is easier for young people to start communication and peoples’ with disabilities inclusion.</p> <p>And the communication itself was encouraged by the fact that each young person decided which young person with a disability would be their “friend” in the project, with whom they would always be together in the activities, in case they had to do something in a group, or ride the bus sitting next to each other, or something like that, which was definitely one of the ways to encourage communication and reduce the risk of having a separated group of young people with disabilities during activities.</p> <p>It also helped during the lockdown when those pairs had online calls with each other, talking about how each of them doing, what are they doing, sharing wishes and moments from some family celebrations.</p> <p>What is more, reflections were held at the end of each month, and discussions were held to assess the impact and the strengthening of community.</p>
<p>Link (video, article, website...) about the initiative.</p>	<p>Webzine: https://urbanperspective.eu/we-change-ourselves-we-change-the-world/</p>

From Greece

Experiential workshops for environmental education

Name of the initiative	Experiential workshops for environmental education
City, country of the initiative	Athens,Greece
Name of the organisation	Organisation Earth
Description of the initiative (max. 800 characters)	<p>The experiential workshops for environmental education – many of them designed in collaboration with municipalities and the private sector – aim to connect people with nature and engage them in more sustainable behaviors in their daily lives. In these educational programs, people can learn how to grow their own vegetables, create green roofs and trash compactors, compost in their houses, and generally make their lives and neighborhoods greener and healthier. Because of the Covid-19 pandemic, the organisation decided to offer online workshops, which included environmental education classes on organic farming, alternative management of household organic waste, and other interesting topics. There was a large participation because of the people’s greater need to interact with each other and come closer to nature during the pandemic. The workshops gave young people the opportunity to discuss, exchange views and interact. This human interaction was much needed, so the feedback was positive.</p>
What kind of new methodologies was used/ implemented by the organisation? (max. 1000 characters)	<p>Workshops: Educational programs which aim to connect people with nature and engage them in more sustainable behaviors in their daily lives. Due to the COVID-19 pandemic, the organization offered online workshops with the aim to bring people closer to nature and help them adopt a more sustainable way of life, reduce their ecological footprint and contribute to sustainable development. One of the very few positive things that came up during the pandemic, based on the organisation’s members, is that people redefined the urban way of living, turned to nature, and realized the importance of communicating and interacting with each other.</p> <p>“Center of the Earth”: an education hub for green skills, which offers active learning programs and community-based activities. It is 25 acres of an urban park in a beautiful natural setting, just 6 km from the center of Athens. It is the Organization Earth’s principal learning center and a meeting point for people of all ages. Stretching around an organic vegetable garden and a permaculture garden, it is the perfect location for the organization’s learning programs, designed to inform and sensitize visitors about biodiversity, sustainable food, and a healthy, ‘circular’ lifestyle.</p>

Link (video, article, website...) about the initiative.	https://uefafoundation.org/action/organisation-earth-2/# https://www.facebook.com/uefafoundation/
--	--

Solidarity for Fashion

Name of the initiative	Solidarity for Fashion
City, country of the initiative	Athens, Greece
Name of the organisation	Hellenic Youth Participation (HYP)
Description of the initiative (max. 800 characters)	<p>“Solidarity for Fashion” was about promoting sustainable fashion actions and included 12-month targeted campaigns against so-called “fast fashion”, focusing on ways we can reduce our fashion environmental impact. included a wide range of activities – both physical and online – such as round tables with companies promoting sustainable fashion, school activities, the creation of a dictionary explaining the relevant terminology, and swap parties where people could come and exchange old clothes without any financial contribution, and sewing workshops that encouraged the repair, upcycling and remodeling of used clothes.</p>
What kind of new methodologies was used/ implemented by the organisation? (max. 1000 characters)	<ul style="list-style-type: none"> ·Round tables with companies promoting sustainable fashion ·School activities and Kahoot game ·The creation of a dictionary explaining the relevant terminology ·Swap parties where people could come and exchange old clothes without any financial contribution
Link (video, article, website...) about the initiative.	https://www.facebook.com/solidarityforfashion/

Learning for Inclusion - Providing Learning Opportunities to Refugees and Migrant Children during the Pandemic

Name of the initiative	Learning for Inclusion - Providing Learning Opportunities to Refugees and Migrant Children during the Pandemic
City, country of the initiative	Athens, Greece
Name of the organisation	ELIX
Description of the initiative (max. 800 characters)	The aim is to support children in their participation in formal education, and the basic core of the courses we offer are Greek, English, and Mathematics to children 3-18 years old. However, ELIX had the opportunity to provide courses for both adults and preschool children, mainly focused on their psychosocial support and support to cope with trauma or any psychological difficulties they face.
What kind of new methodologies was used/ implemented by the organisation? (max. 1000 characters)	<p>Due to the lack of access to the Internet in Elaionas camp, they had a physical presence at the camp three times a week, and they were giving children homework packs, including podcasts and QR codes. Each paper had a QR code that the kids could connect to in order to hear the recorded instructions from the teacher. It created podcasts and audiovisual material; storytelling videos, narratives of conversations, etc., mainly targeting younger ages but also used by older children. They formed a Facebook group that connected a lot of their students and parents. This is where they uploaded updates for both new measures and educational activities, and videos, or announced the days we would visit the camp to share educational material.</p> <p>The Covid -19 response program consisted of: the distribution of 11,000 backpacks and self-learning booklets to children and young people, "Learnia"; an educational platform with audiovisual material made by ELIX's teachers and translated into Greek, English, and in the children's native languages, Akelius; a digital language learning platform, as part of the blended language learning approach that combines online and face-to-face learning.</p>
Link (video, article, website...) about the initiative.	<p>https://www.elix.org.gr/en/large-projects-of-elix/social-actions-to-support-vulnerable-groups-and-awareness/covid-19-response-continuous-learnigng-refugee-greece-en</p> <p>https://www.elix.org.gr/en/</p>

From Cyprus

Untold Stories

Name of the initiative	Untold Stories
City, country of the initiative	Nicosia, Cyprus
Name of the organisation	Are we Europe
Description of the initiative (max. 800 characters)	<p>The project is called Untold Cyprus and the implementation of it is an Instagram account called: Unshadow Cyprus. The mission of this project is to bring the spotlight to the everyday heroes that we come across while we are walking, while we are ordering a coffee, or even people from our families. The media only focuses on stories from the continent's richest and most powerful countries without bringing the opportunity to people who have to say something new in the local community. We hold seven interdisciplinary workshops in seven countries, where young journalists and activists work together to localize on the most pressing issues of our time and their ideas for our common future. Create an immersive multimedia story platform.</p>
What kind of new methodologies was used/ implemented by the organisation? (max. 1000 characters)	<p>The workshops lasted one week and it was served with the values of normal education and focused on the needs of the local society of Cyprus. Brainstorming, role-playing, and team-building were some of the activities that helped the effectiveness of the project. After the introduction of the aims and highlighting our goals, the group was divided into two teams. One was the Campaign team and the other was the Journalist team. Each one has a different way to present their work but the same way to produce content. Interviewing people who we think have a good impact on society and they have an interesting untold story to tell. Some of our interviewers were activists, LGBTQ2+ representatives, artists, refugees, Erasmus students, etc.</p>
Link (video, article, website...) about the initiative.	<p>https://www.untold-stories.eu/</p> <p>https://www.instagram.com/unshadow_cyprus/</p>

Scouting during pandemic

Name of the initiative	Scouting during pandemic
City, country of the initiative	Nicosia, Cyprus
Name of the organisation	Cyprus Scout Association
Description of the initiative (max. 800 characters)	The purpose and goal of the scouts were to keep in touch. Not to lose touch with our members regardless of the current dynamics. To be able to engage in activities that we would not otherwise do. To formally integrate technology in the way that all organizations do – such as applications – different applications that are existing where they have developed them in a way that works in our own structure. For example, they have made a treasure game through an application in which they could take part with their parents in their own time. So, it's something that you come in and adapt to everyone's daily routine because you can't require every parent to be available for 2-3 hours on a Saturday to put their child in front of a screen.
What kind of new methodologies was used/ implemented by the organisation? (max. 1000 characters)	The treasure hunting game was one of the methodologies used. The treasure hunt was an idea that came through inclusion. It is something that needs a lot of free time to organize. For this activity, there wasn't any contact with people from outside the body and the reason was the nature of this work and this professional activity. Each person could develop the specific topics whether it was related to IT or writing, developing the topic for treasure hunting or the individual activities. The result of the activity is the close relationship had been created with the individual and the fact that the distance didn't affect the group at all. Even if some of the activities were not directly related to scouting, which was not the meaning, the point of the activity was to have contact so that they could get involved with something that was out of every day, something that was out of the pressure of the school, something different.
Link (video, article, website...) about the initiative.	https://www.facebook.com/71scouts
	What kind of new methodologies was used/implemented by the organization?

Round Table Knowledge Series

Name of the initiative	Round Table Knowledge Series
City, country of the initiative	Nicosia, Cyprus
Name of the organisation	Round Table Cyprus
Description of the initiative (max. 800 characters)	<p>The roundtable knowledge series is an initiative taken during the pandemic. It is live seminars and podcasts published on different social platforms. The duration was around 45 minutes or one hour. Because of the success of this project, it is also organized after the Covid-19.</p> <p>The success behind it was majorly because it was in an anonymous manner you can have discussions with professionals. The free information from professionals to the society was missing.</p>
What kind of new methodologies was used/ implemented by the organisation? (max. 1000 characters)	<p>There are a lot of podcasts out there but what makes the Roundtable knowledge series different is the fact that they are live. You can have an interaction with the presented, ask questions, and be involved. It was a way for the people to have direct access to the professionals without having any obligation to give name or other information about them. It was free and accessible for everyone.</p>
Link (video, article, website...) about the initiative.	https://www.facebook.com/RoundTable6/

Recover EU

Name of the initiative	Recover EU
City, country of the initiative	Nicosia, Cyprus
Name of the organisation	See Why
Description of the initiative (max. 800 characters)	The project is about 5 days of program activities aiming the promotion, information, education, training, presentation, development of skills and abilities for the smooth adaptation of young people/target group in the post-COVID19 period, both on a personal level and at a professional and national level.
What kind of new methodologies was used/ implemented by the organisation? (max. 1000 characters)	The way of transferring the knowledge was based on non-formal education. Refereeing to the practical details this project was implemented by 5 trainers, 14 participants, 5 days, 20+ activities. This idea took place in Agros village between August and September of 2020. The initiative was a fast-forward process. It was some competence we would like anyway to develop but during the pandemic, we decide to do it faster.
Link (video, article, website...) about the initiative.	https://www.facebook.com/media/set/?set=a.2635755870020951&type=3 https://www.facebook.com/See-Why-1526724457590770/photos/?ref=page_internal&tab=album

From Spain

La Polea

Name of the initiative	La Polea
City, country of the initiative	Almargen, Malaga, Spain
Name of the organisation	La Polea- Andalusian Cooperative Society
Description of the initiative (max. 800 characters)	<p>La Polea Sociedad Cooperativa Andaluza, is a non-profit worker cooperative that was established in the town of Almargen (Malaga) in March 2020 by a group of young people, whose main objective was to create new job opportunities and reduce the depopulation of the village. It should be noted that job vacancies in the same are scarce and of low or no job qualifications since they are jobs that require physical strength to perform agricultural activities. For this reason, these young people, through education in values and equality, created job opportunities to be able to stay in their village and practice the professions they had studied.</p>
What kind of new methodologies was used/ implemented by the organisation? (max. 1000 characters)	<p>La Polea develops its actions through two lines of work:</p> <p>Generation of new services: for this group of young people it is essential to increase the services provided in the village since in the villages the services are very restricted, which results in that daily life would be very repetitive. In addition, it is one of the reasons why young people leave for larger towns or cities because they do not find a space for recreation or skills development, for this reason, La Polea creates workshops, outings, activities, and training courses that allow the community to meet, share and have a dynamic learning space.</p> <p>Employment opportunity: these young people provide the opportunity for other young people like them to find a job for what they have been trained for, what they know, what they want, and what they like to do. The idea is to achieve a more multifaceted, larger group that is at the service of the community</p>
Link (video, article, website...) about the initiative.	https://www.facebook.com/poleacooperativa/?ref=page_internal

Elbow brand

Name of the initiative	Elbow brand
City, country of the initiative	Madrid, Spain
Name of the organisation	Elbow Brand
Description of the initiative (max. 800 characters)	<p>Elbow is a 100% social clothing brand, which was created by a team of young people who have the purpose of responding to the urgencies or social needs that exist today, through their knowledge and what they can learn.</p> <p>Therefore, this group of young people has the illusion that through their initiative all people can perform actions that can help others because together we can reduce the needs of the most vulnerable while they can be offered tools for their independence to help them get a better quality of life</p>
What kind of new methodologies was used/ implemented by the organisation? (max. 1000 characters)	<p>The work of these young people begins with the collection of clothes, which are donated by individuals or companies.</p> <p>Then, the young people must make a selection of the clothes that are in good condition, so that they can be cleaned-ironed and stamped with the brand's logo so that they can be recognized as part of the brand.</p> <p>Once this process is done, photos are taken and uploaded to the website and social networks for the general public. However, since the clothing is masculine, a larger group of male users is reached, who see and buy the garments at a reasonable price.</p> <p>Once the garment is purchased, 100% of the money raised goes to the ALTIUS Foundation, which helps vulnerable families by providing food and training so that its users are not dependent on them, and to the Son Angeles Foundation, which increases opportunities for young people with severe multiple disabilities who at the age of 21 do not have access to education due to lack of adequate infrastructure.</p>
Link (video, article, website...) about the initiative.	https://elbowbrand.com/

Titi-toke

Name of the initiative	Titi-toke
City, country of the initiative	Malaga, Spain
Name of the organisation	Titi-toke
Description of the initiative (max. 800 characters)	Tiziana is a young woman who has always been in favor of environmental care, so when she saw the amount of waste that was being generated with the pandemic, she decided to take the last impulse to create Titi-toke, in which she seeks to contribute to a cleaner world while giving a second chance to the “waste” of other people through art.
What kind of new methodologies was used/ implemented by the organisation? (max. 1000 characters)	<p>To carry out the initiative, its creator (Tiziana), begins a tour through the different streets of Malaga in which she discovers those things that other people have labeled as “junk” because they have bought others of the latest generation or according to fashion standards.</p> <p>Once the raw material is collected (old furniture, computer parts, cans, and others), it goes through a process of cleaning, sanitizing, and curing, to continue with a transformation process in the art laboratory of its creator, in which she makes a mixture of materials, colors, and techniques.</p> <p>It is worth noting that the transformation of these objects, results in that they can be reused with the same or another utility. Thus, its creator contributes to a sustainable world with the development of her initiative, by using only raw materials that comply with the three R’s of sustainability (Reduce, Reuse and Recycle).</p>
Link (video, article, website...) about the initiative.	<p>https://www.instagram.com/titi.toke/</p> <p>https://www.facebook.com/calendrieraventinverse972/</p>

From Italy

Impatto

Name of the initiative	#impattochallenge
City, country of the initiative	Italy – online initiative
Name of the organisation	Impatto APS
Description of the initiative (max. 800 characters)	<p>The organization offers online paths that allow participants to challenge themselves in changing their habits and in reducing their environmental impact.</p> <p>Each challenge is designed to contribute to the achievement of specific SDGs. Currently, there are 7 #impattochallenges available that address various themes, including:</p> <p>Ethical Fashion: 7 sub-challenges to calculate and reduce the social impact of our wardrobe</p> <p>Sustainable Christmas: 4 sub-challenges for a sustainable Christmas</p> <p>Zero waste: 6 sub-challenges to calculate and reduce your own waste</p> <p>Sustainable food: 5 sub-challenges to understand and reduce the environmental impact of our food.</p> <p>Once selected a path, an overview of the challenge is presented, namely: aim and target group, any material and actions needed to accomplish it, and suggestions on how improving our lifestyle.</p>
What kind of new methodologies was used/ implemented by the organisation? (max. 1000 characters)	<p>All activities proposed by Impatto APS are online, therefore anyone interested can have free access to the contents and participate to the #impattochallenges, no matter where he/she is. The recourse to online activities was also chosen to address the current situation caused by the Covid19 pandemic.</p> <p>To make the contents accessible and comprehensive to all, a simple language and a variety of formats are proposed.</p> <p>To encourage participation, the organization proposes a weekly rhythm to the challenges' participants; however, it is up to each participant to decide, depending on their availability and motivation, which challenge to take on and when.</p> <p>Also, the topics of the challenges are enriched by the publication of awareness-raising articles on social networks and by the creation and publication of several podcasts on various digital platforms, all dealing with sustainability issues.</p> <p>Social media are surely a way to reach a wider number of people, especially young people.</p>

Link (video, article, website...) about the initiative.	https://impatto.io/sfide/
--	---

Tu Sei La Città

Name of the initiative	Not a specific activity [General topic: Environmental and personal regeneration]
City, country of the initiative	Palermo, Italy
Name of the organisation	Tu sei la città
Description of the initiative (max. 800 characters)	<p>The organization activities focus on two main areas: environmental sustainability and promotion of the Sicilian cultural tradition.</p> <p>Among the initiatives we can highlight:</p> <ul style="list-style-type: none"> Treasure hunt in the city (opportunity to discover the history of one's own city and stimulate genuine civic pride) Distribution of ecological cigarette holders Requalification and community clean-up campaigns
What kind of new methodologies was used/ implemented by the organisation? (max. 1000 characters)	<p>The aim of the organization is the active engagement of the citizens in all the proposed activities.</p> <p>Indeed, the local community is invited to take part in all the steps of the activities. The organization does not provide the "final product" of the activities, whose results are achieved by the strong cooperation between the organization and the citizens.</p> <p>The target group are especially young people. <i>Tu sei la città</i> attempts at involving them by concretely showing the impact that the initiatives have in their city.</p>

From France

Victory Attitude

Name of the initiative	Victory Attitude.com
City, country of the initiative	Martinique, France
Name of the organisation	Madin'attitude
Description of the initiative (max. 800 characters)	Madin'attitude that globally aims at giving back confidence and motivation to the youth, especially in the pandemic context. The objective is to highlight their artistic, sportive and cultural projects. The project Victory Attitude was born during the first lock down in 2020.
What kind of new methodologies was used/ implemented by the organisation? (max. 1000 characters)	Victory Attitude is a web TV that highlights some youth initiatives in the medias (youtube, instagram...). The idea is to give them the voice and to give them the opportunity to be heard, seen and valorised. All digital formats are represented : videos, filmed debates, photos, sporting events (like hiking) and are disseminated live on the web TV. The expected effect is, in the long term, to create a chanel TV that would be disseminated in Martinique.
Link (video, article, website...) about the initiative.	http://victoryattitud.com

Jenn Anba Fey

Name of the initiative	Jenn Anba Fey (digital youth magazine)
City, country of the initiative	Martinique, France
Name of the organisation	Inser Art
Description of the initiative (max. 800 characters)	<p>Inser Art in its dynamic of insertion and promotion of youth decides to make its contribution to young Martiniquais. Already active with young people and trained in the area of integration, prevention, mobility, and art, it seemed appropriate to carry out a project aimed at gathering, sharing, exchanging, and discovering ideas, projects, and development of young people through different themes.</p> <p>To do this, the development of a digital “magazine” type communication medium was chosen as the most suitable means for the implementation of this youth dynamic.</p> <p>Indeed, to date there is no official communication medium for the promotion of young people, allowing exchange and discovery between them, their backgrounds, projects, and experiences...</p> <p>Faced with these elements, the implementation of such a project can only bring more to our Martinican youth.</p>
What kind of new methodologies was used/ implemented by the organisation? (max. 1000 characters)	<p>Due to the COVID-19 crisis, editions of this magazine have been produced in a digital version. The magazine is produced by young people, in partnership with local structures and institutions working in the youth sector, and who can thus contact the structure to share their actions or advice for Martinican youth</p>
Link (video, article, website...) about the initiative.	https://jennanbafey.fr/

Online art participation

Name of the initiative	Online art participation
City, country of the initiative	Martinique, France
Name of the organisation	Boum Kaliko
Description of the initiative (max. 800 characters)	The solidarity initiative was born following the first confinement due to the lack of digital tools to motivate people to participate in activities while avoiding human contact (due to the measures). The action aims to allow young people to participate remotely in artistic activities during periods of confinement and also to avoid outings and the spread of the virus, in particular during festive periods (e.g Easter).
What kind of new methodologies was used/ implemented by the organisation? (max. 1000 characters)	A campaign was launched on local TV channels to ask people, during the Easter period, to draw objects related to Easter. These drawings were then sent via Instagram or e-mail to the structure. Once all the drawings were gathered, they were grouped into cartoons posted online, and a contest was launched during which young people could vote and also try to find their drawings, thus making the egg hunt (type of Easter) digital.
Link (video, article, website...) about the initiative.	https://fr-fr.facebook.com/BoumKalikoAssociation/

Reversed Advent Calendar

Name of the initiative	Reversed Advent calendar
City, country of the initiative	Martinique, France
Name of the organisation	Cynthia Yerro
Description of the initiative (max. 800 characters)	<p>The reverse Advent calendar operation aims at supporting people in need. The principle is simple: from December 1 to 20, people put aside a small gift (one per day) for a person in need. Either if participants know someone in need around themselves or Cynthia offers them a beneficiary through partnerships with local structures helping people in need. The beneficiaries are the homeless, isolated elderly people, and students in precariousness. The gifts will then be given to them.</p>
What kind of new methodologies was used/ implemented by the organisation? (max. 1000 characters)	<p>Cynthia gives participants a box in which they deposit the gifts. These gifts can be objects in good condition that you no longer use, for example, or even hygiene products, books, sweets, or anything that can be helpful during difficult and gloomy times.</p>
Link (video, article, website...) about the initiative.	<p>https://www.facebook.com/calendrieraventinverse972/</p>

References

“Monter un projet” Guide CRIJ Pays de la Loire

<https://www.infos-jeunes.fr/sengager/monter-un-projet>

CreativePubMarketing

<https://creativepubmarketing.com/top-10-meilleures-campagnes-de-sensibilisation-a-lenvironnement/>

2013 - Fiche Enseignant - Propriété intellectuelle : SNCF - Conception et réalisation : Tralalere “Réaliser une campagne de sensibilisation

Campagne de Prévention ou de sensibilisation

<https://stickerpusher.com/fr/campagne-de-prevention-ou-de-sensibilisation/>

Setting Goals and Developing Specific, Measurable, Achievable, Relevant, and Time-bound Objectives

<https://www.samhsa.gov/sites/default/files/nc-smart-goals-fact-sheet.pdf>

Aid Delivery Methods – Project Cycle Management Guidelines

https://international-partnerships.ec.europa.eu/system/files/2020-09/methodology-aid-delivery-methods-project-cycle-management-200403_en.pdf

Guida Europrogettazione

<https://www.guidaeuroprogettazione.eu/guida/al-lavoro-progettazione-europea/come-strutturare-un-progetto-il-processo-e-gli-strumenti/>



Co-funded by the
Erasmus+ Programme
of the European Union

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Coordinator

CESIE

Italy

cesie.org



DA&DA - D'ANTILLES ET D'AILLEURS

Fort-de-France, Martinique

www.dantillesetdailleurs.org



KMOP - SOCIAL ACTION AND INNOVATION CENTRE

Athens, Greece

www.kmop.gr



AIIJ - INICIATIVA INTERNACIONAL JOVEN

Malaga, Spain

aijj.org



ACTIVE YOUTH ASSOCIATION

Vilnius, Lithuania

activeyouth.lt



CARDET - CENTER FOR THE ADVANCEMENT OF RESEARCH & DEVELOPMENT IN EDUCATIONAL TECHNOLOGY

Nicosia, Cyprus

www.cardet.org



OTB - OUT OF THE BOX INTERNATIONAL

Brussels, Belgium

outofthebox-international.org

urbanperspective.eu



This work is licensed under CC BY-NC-SA 4.0. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-sa/4.0/>



Co-funded by the
Erasmus+ Programme
of the European Union

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.