



efivos



EFIVOS PROJECT

Encouraging and Fostering Inclusive Values among youth by increasing awareness and enhancing KnOwledge and Skills requirements in a digital era

EU programme: Erasmus+ KA3

Call: EACEA/21/2018

Social inclusion and common values: the contribution in the field of education and training

Project number: 612222-EPP-1-2019-1-EL-EPPKA3-IPI-SOC-IN

Project duration: 12/2019- 11/2021



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για τα δικαιώματα
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network
for children's
rights



WINTER - SPRING
2020

Vol. 1



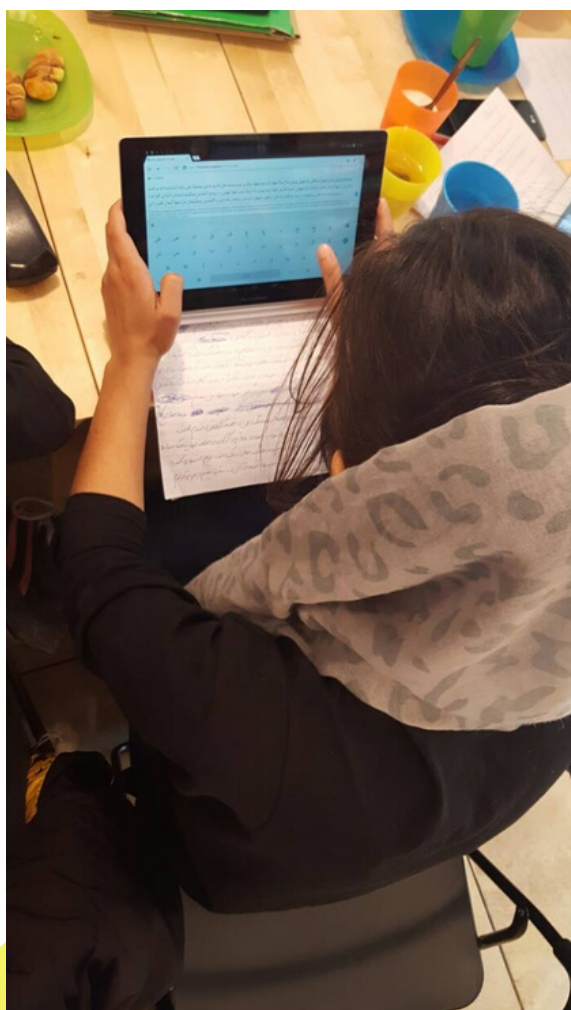
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Erasmus+

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PROJECT OVERVIEW



The **Efivos Project** is a European program promoting inclusive education and **promoting common values** among young people by **raising awareness** and enhancing their **skills in media literacy**.

The main objective of the project is to **empower young people from disadvantaged backgrounds** such as migrant and ethnic minority groups to **equally participate** in today's information society by **taking the media in their own hands**.

The name **EFIVOS** (**Encouraging and Fostering Inclusive Values among youth by increasing awareness and enhancing KnOwledge and Skills requirements in a digital era**) is the Greek word for "teenager" and has been chosen as the **acronym** of our project to highlight and keep in mind who will be the main beneficiaries of the activities.



The project aims to upscale a project called “Young Journalists” which was developed at a local level in Athens, Greece. In the framework of this project, teenage refugees, immigrants, and Greeks were empowered to run and manage their own printed newspaper called “Migratory Birds” which was distributed as an insert with the Greek newspaper "Efimerida ton Sintakton", and their own online web-radio called "Dandelion".



The project has two main objectives. The first specific objective is to increase media literacy and digital media skills of the disadvantaged young people through their empowerment to run and manage their own digital media. The second objective is to increase the skills of professionals to implement digital media training programs that will be effective for the specific target groups.

PARTNERS' PROFILE

Network for Children's Rights is a non-profit organization whose aim is to safeguard the rights of children as set out by the United Nations Convention on the Rights of the Child [1989]. We are a network built on solidarity and empowered with knowledge and culture, enabling us to improve the quality of life of children and offer them the pleasure and feeling of achievement that come as a result of team effort and group initiative.

Coordinator, participating



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Coordinator of the project



Action Synergy S.A. is an education, training and knowledge-based applications organization that is actively involved in the development of education technologies, training methodologies and the development of e-learning training courses. Action Synergy S.A. disposes of long experience in the management and coordination of European Projects. Since its foundation in 1986, the organization has participated in a considerable number of EU educational projects.

Training Contributor



Dedalus' Staff is made up of economists, sociologists, psychologists, social operators, vocational trainers, cultural mediators and peer operators with proved experience in research, planning, and management of social services. Dedalus' activities address problems related to gender, ethnicity and other forms of discrimination, social exclusion of weak segments of population, violence, and abuse. Dedalus provides its beneficiaries with a wide range of services: information and guidance, cultural mediation in access to social and health services, social protection, shelter, counseling, and training.

Develop methods for teaching and Training

Medien+bildung.com was founded by the Media Authority of Rhineland-Palatinate (LMK) in December 2006 as a not-for-profit Ltd. The agency is commissioned and mainly funded by its company member LMK and mandated by the Ministry of Education of Rhineland-Palatinate (BM RLP). The work of m+b.com derives from the responsibility of the State Media Authorities for the protection of minors in the media.

medien + bildung.com

Coordinator of dissemination and exploitation activities



C.I.P. Citizens In Power (CIP) is an independent non-profit, non-governmental organization that addresses the needs and demands of people through their involvement in social and civic life, by simultaneously providing them innovative material and free training related with a variety of fields, such as education (including online education), entrepreneurship and business, culture, labor market, and lifelong learning.

Coordinator, participating

Mobilizing Expertise an efficient Swedish SME for Nordic, European and International Projects. Our main 5 working areas are; Providing training, creating educational tools, mobilizing volunteers to professionalism, project management, promoting entrepreneurship among youth and adults. Our team consists of 5 experts with a diverse background who has been worked in the private and public sectors.



ICT training for teachers and school staff



Inercia Digital is an Andalusian (Spanish) social enterprise founded in 2010, focused on training, innovation, and traineeship in digital skills at a European level. Our mission is to drive training and innovation in digital skills across Europe, for educational institutions as well as professionals, for the labor market and all European citizens in general.

EFIVOS LOGO

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The logo inspiration



The circle represents everything in today's information society that focuses on the center where the acronym of our logo is (Efivos).

The brand colours

Here are the colours that we choose for our brand. As you can see the main colour is a variation of Dark blue represents knowledge, power, integrity, and seriousness, and the Light yellow is associated with intellect, freshness, and joy.



Logo Proposals



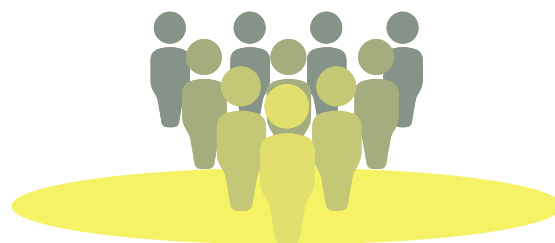
Four different proposals were presented at the first meeting of the partners. (photo) The C.I.P. explained the rationale behind each and then, the partners voted for the final choice.

FOCUS GROUPS

At the beginning of this phase, the partners needed to conduct focus groups. The focus groups intended to validate the proposal of the methodology on the basis of the real training needs of the young people and provide feedback on the draft proposal for the structure that is going to be developed. Each partner organized two focus groups with 8 participants each: one with young people from disadvantaged backgrounds and the second one with the participation of stakeholders from the digital media field (companies, NGOs, trainers, etc).

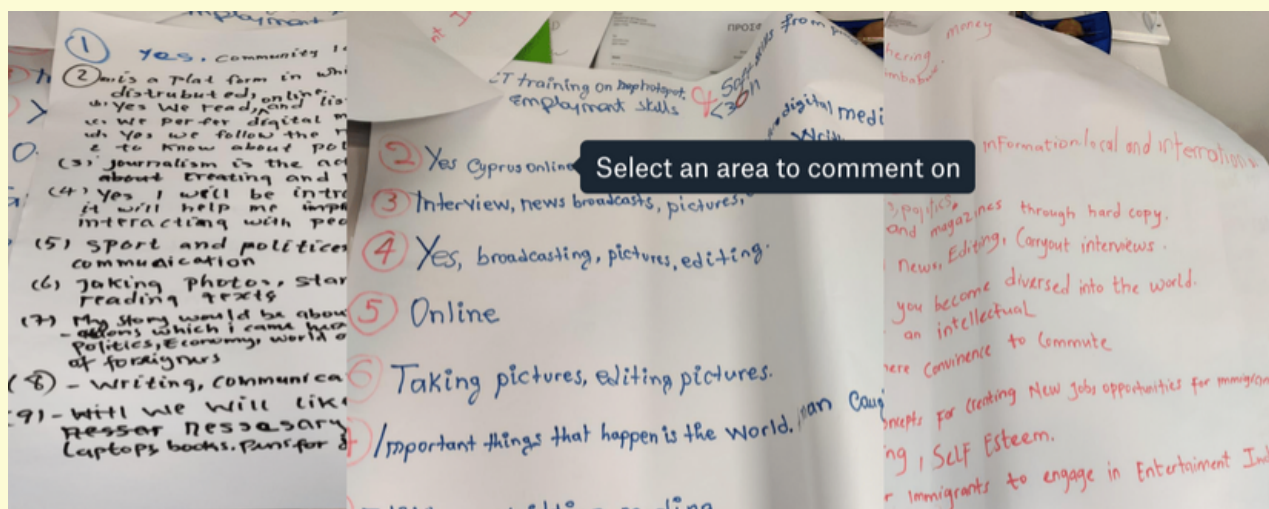
The results of the focus groups are going to be discussed and analyzed by all of the partners and adjustments on the methodology will be made later, if needed, according to the findings.

Key points from the young people



From the focus group with the youth is interesting to be noted that, although most of the young people were using smartphones and social media, they were unaware of the general term of digital media. In their opinion, digital media were only social media and webpages. What is more, most of them depend on the information that is provided by their social media, whereas participants from the Network that were part of the “Young Journalist” team showed a more journalistic awareness.

Most of the teenagers were interested to take part in a project like this but expressed some fears such as language competence and computer skills. On the other hand they expected to gain the ability to express themselves clearly and precisely, to share opinions, to understand what others say and "not always copy the same things". Also, the young participants believed that their participation in a program like Efivos will offer them the knowledge to be able to spot the fake from the real news.



All the young people felt the need to access news related to their home countries and, in many cases, felt that this is more important than following the news in the country they live in. When we asked "why" most of the answers were related to the feeling of belonging to their home country and a lack of language and understanding of the context in the country they live in.

Key points from the professionals



The members of the focus group agreed on the empowering aspect of a digital journalistic project. In their opinion, the aims of the project should be to develop a reflection on media communication and production, to assess sources and to make clear that the core competence of journalists and media makers lies in media criticism.

The appropriate approach of the trainers of the project working with young people from disadvantaged backgrounds was also discussed since the socio-cultural differences between refugees are important to be taken into consideration. Some were also concerned about the lack of digital equipment that this project might entail and the need for professionals and translators.

As far as the web page is concerned, it was suggested to have always in mind the always-changing form of the internet and the inability to control everything. For this reason, the team that will take on the project need to be adaptable to both the youth's needs but also to the current trends.

KICK OFF MEETING

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The kick-off meeting was to take place in Naples, Italy in late February but due to the spread of the COVID-19 virus and for the wellbeing of the participants and the viability of the whole project, the meeting was canceled.

Quickly it was decided to convert the kick-off meeting into frequent online meetings (video conferences) so the agenda of the kick-off meeting could be discussed as it would in Naples. For this reason, alternative choices were introduced such as sharing platforms and communication tools that were more suitable for the new needs of the project.



UPCOMING



Title of Phase

Months

- | | |
|---|---------|
| • Monitoring of the development of digital media from disadvantaged youth | • 19-24 |
| • Training of Professionals | • 13-18 |
| • Training of Adolescents | • 7-12 |
| • Development of Methodology | • 1-6 |



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