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Project “Break the myth – spread the word”

TC: Online campaigning as a tool in youth work

Leskovac, Serbia

20-26 September, 2016

CALL FOR PARTICIPANTS

About the TC:

The 7 day TC “Online campaigning as a tool in youth work” will be implemented in Leskovac, Serbia. Our main goal is to raise the questions on whether youth work is present on the web and are the methods we’ve been using effective and meaningful. The idea is to think about and test new approaches to social media campaigning, based on the habits of youngsters on social networks, using behavioral approach and non-NGO vocabulary and methods ☺

The youth workers who participate in the TC will be group leaders for the 3 youth exchanges following the TC, so your motivation for being involved in this part of the project is very important for us. Participants of youth exchanges will launch 3 international social media campaigns, in order to try out test the new concepts in virtual space.

The dynamics of youth exchanges is:

YE1 - Louder for gender equality - Leskovac, Serbia - November 2016

YE2 - What's my age again? - Celje, Slovenia - February 2017

YE3 - X and Y walk into a bar - Skopje, FYROM - April 2017

The trainers supporting the process and learning with you during the TC will be:

Uroš Krčadinac - a digital media researcher, lecturer, writer, illustrator, software engineer, and cross-media artisan. He is a PhD candidate at the University of Belgrade's AI Lab and a co-founder and principal at Visualize.rs, an information and interaction design studio.

Ana Pecarski – youth worker and trainer. One of the founders of Leskovac Youth club. Currently working at association People's Parliament. President of the Ethics committee at National Association of Youth Workers (NAPOR).

Profile of the participants:

Youth workers/youth leaders actively using social media and interested to include social media campaigns in their youth work practice (or already implementing it). For us, it is important to be proactive, motivated and willing to raise questions, wonder and look for answers with us ☺

English language knowledge is necessary.



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Project summary:

In the era of Millennials, when youngsters spend more and more time online, the need has arisen to move some of the youth work practices to the virtual world. Online space provides a great opportunity for youth workers to affect young people's lives and habits and reach high number of them without limitation to a specific geographic region or time frame. However, these campaigns need to be youth-appealing and stand out from a huge amount of information young people are overwhelmed with, in order to be effective and reach the planned goals. In the time when youngsters are more and more comfortable on the web, overwhelmed by huge amounts of information and carefully choosing and filtering the information they pay attention to, youth workers need additional support and space for developing skills in order to reach out to the youngsters online in the most effective manner. Online campaigns can be a very useful tool for youth work practices, but only if conducted in a quality and youth appealing manner. This is where youth workers need additional support, to develop and improve their competences (IT skills, but also behavioural knowledge) in order to create programmes and campaigns that will be digitally-youth-friendly and have the desired impact on the target group.

There are two extremely important main goals to meet when online campaigning:

1. Be visible and stand out from a huge amount of information and
2. Have the desired effect on the target group (whether it is delivering information, a change of perspective, move to action etc.).

Peer-to-peer online campaigns have a great potential, since it is the youngsters who know best what the current trends are on the web and especially on social networks, and can predict very easily the reaction that a current action or content can cause on the web. During the project implementation, youth workers will have the opportunity to gain knowledge on online campaigning, and also develop skills and competences in this area (during a 7-day TC). They will be able to work on creation of their own methods during the TC, and they will have the opportunity to try out and furtherly develop those methods during three youth exchanges (where they will be group leaders). Furthermore, participants of the youth exchanges will start and implement three European level campaigns after the exchange. This way, planned activities will give youth workers and youngsters the opportunity to practically try out their new knowledge, use and test the newly adopted skills and measure the results they had on the target groups in comparison to the expected results.

One of the crucial outputs of the project will be the Recommendations (Online campaign as a tool in youth work) the project team will develop and publish at the end of the project implementation. Recommendations will be made public and available for all the interested individuals, organisations and entities who wish to implement project or programmes using online campaigning as a tool.



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Venue and travel:

The training course “**Online campaigning as a tool in youth work**” is going to be organized in [Hotel “Pašina česma – Pashas fountain”](#) in [City of Leskovac](#), Serbia. Hotel is located in a peaceful area outside the city (around 10km away) and since there are no public transportation lines, we will arrange taxi transfer for you from the bus/train station. In order to do this, we kindly ask you to let us know your arrival time and place as soon as possible.

Accommodation will also be provided in this Hotel, in multiple-bed rooms which all are well-equipped and with wireless Internet. Meals and coffee breaks will also be provided in the Hotel and food will be a bit more meat-based. If you have any special needs when food is concerned (vegetarian, vegan, allergies etc.) we'll know this if you told us in your application form.

When City of Leskovac is concerned, it is the second largest city in South Serbia, approximately ~280 km south from Belgrade and 47 km from Nis. Leskovac has ~65 000 inhabitants. You can learn more about Leskovac by visiting the Internet presentation of the city at http://www.cityofleskovac.org/component/option,com_frontpage/Itemid,1/.

Regarding travel costs, maximum amount for reimbursement (according to the EACEA distance calculator) per participant is:

- For participants from Poland - 275€
- For participants from FYROM - 180€
- For participants from Greece - 180€
- For participants from BiH - 180€
- For participants from Slovenia - 275€
- For participants from Serbia - 0€

Travel costs will be reimbursed to all participants who actively participate in the training.

It is crucial that you always buy a return ticket for every travel you make since we can only reimburse money for the amounts represented on the ticket(s).

