Training Club Magazine

No.3
2020

— #DigiMedia —

"#DigiMedia" is a project initiated by Team4Excellence and implemented with the support of 6 international volunteers, under the European Solidarity Corps (ESC) Programme.

From March to June 2020, we shared with Constanta community the knowledge, experience and skills of our volunteers. All of them speak the language of communication.

This magazine summarizes the workshops, webinars, digital education tools, social media strategy and all the funny adventures of volunteers in our amazing country.

We trust that reading all these will help your organization and will inspire youth workers and young people to try them.

mediAction

Project topics

- Critical Thinking
- Social Media Behavior
- Media for youth
- Digital Education Tools
- Communication Strategy

Together
Everyone
Achieves
More

Our organisation

TEAM4Excellence empower the Constanta community to share common values and responsibilities through experiences with young European citizens.

Our vision is to share and to involve the local community. We give the opportunity to become educators and mentors and to train people to share the same values. For Europe and for the world.

Over 700 young people from Constanta and about 70 European youth benefited from our activities in 2019.

Together is better!

OUR VOLUNTEERS

IRENE

Pseudo: Mama

Age: only 22

Origin: Italy, of course

Super power: use the colours properly and cook in the right way

Enemies: people who destroy the food that I cook (e.g. French who put herbs or Spanish who put tomato sauce in EVERYTHING)
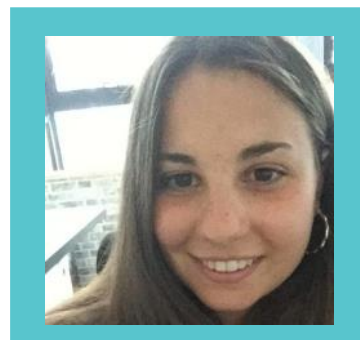

BEATRIZ (BIA)

Pseudo: Bia Linda

Age: not to say

Origin: Portugal AKA the country of Cristiano Ronaldo

Super power: to always look at the bright side

Enemies: French that don't understand that they lose the Euro to Portugal and also people who think that Portugal is in Spain

BEATRIZ (BEA)

Pseudo: Beo Beo (¿qué ves?)

Age: 22 years old girl with a mentality of 16

Origin: wherever my family is

Super power: eat a lot and do no sports

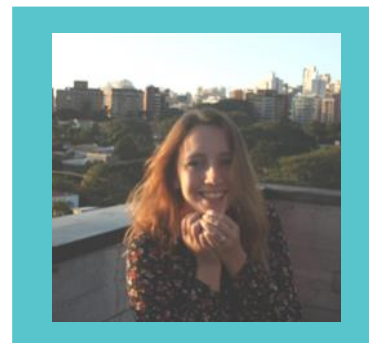Enemies: the alarm during siesta time

NICOLAS

Pseudo: French guy with the guitar

Age: the same as Kurt Cobain, that's crazy

Origin: Nord-Pas-de-Calais, France (Allez Lens!)

Super power: to put old songs in your head

Enemies: Portuguese people who speaks about football, but they didn't win even one World Cup

MAGDA

Pseudo: Birdie

Age: 24 closer to 20

Origin: Tenerife, the best island in the world!

Super power: "La curiosidad mato al gato" = Question everything and receive a bad look after that!

Enemies: those people who think that if I'm from Spain I know how to dance flamenco

GUILLAUME

Pseudo: Guiz La Banquise

Age: too young to tell

Origin: the country of the baguette and croissants

Super power: make the best punch in the universe

Enemies: the post lady of Constanta and Cristiano Ronaldo

The next pages present the activities carried out by our team with the support of vollunteers and delivered to the community of Constanta, Romania, during the #DigiMedia project.

Discover Yourself

🎯 Scope

The scope of this activity is to build an effective team out of individual people coming from different countries, with different education and cultural background, speaking different languages and having different values, personal and professional objectives.

📋 Tasks

Getting to know each other

Understanding the project objectives

Creating the group and choosing a leader

Identifying the group rules, methods and toolbox

👥 Participants

13+ years old

🕐 Time

3 intense days

📋 Materials

Flipchart, markers, pens, paper, post-its

🖋 Methods

Presentation

Workshop

Individual and group activities

Role-play

Debate

📋 Evaluation

Participants: informal evaluation of participants based on observation of their attitudes, behavior and contributions.

Facilitator: smiles on participants' faces and the team member relationships.

The true evaluation of this teambuilding exercise is the team performance in the upcoming months.

Facilitation steps

1. Participants introduce themselves and to add something funny about themselves
2. Participants share in the group their most important personal values
3. The group defines the core values of the team
4. Participants share with the group their personal objectives for the project
5. How do the personal objectives align with project objectives?
6. What are the learning objectives of participants in relation to the Youth Pass?
7. Participants share their fears, expectations and contributions for the project
8. The group defines its identity (name and logo) and chooses an initial leader
9. The group chooses the project toolbox, e.g. Email, Google Drive, Trello, Slack, Canva, etc.
10. The house rules and the group rules are introduced and harmonized

How to Build an Effective Team

Coordinator: "It was a very good way to get to know each other and to grow together as a team."

Mentor: "I was amazed by how fast and how well we got to know each other. We got so motivated to do things together and to achieve results."

Volunteer: "These three days made us realize that we had a common motivation to create activities for the community and that we all believed in this project."

The teambuilding workshop was appreciated positively by all participants, including facilitator, project coordinators, mentors and volunteers.

In this activity, the volunteers explored their different backgrounds, experienced how to question themselves the values that brought them to Romania and how they can enjoy together these months, do something for the local community and improve their skills at the same time.

Facilitator: "The diversity of participants makes things very interesting in terms of group dynamics".

Volunteer: "One thing that we can conclude after this experience is that we felt more connected to each other by choosing a name for our team - "MediAction", identifying the group values, goals and purpose and setting up intentions and mindset."

Volunteer: "Even though we discovered that we are all different, the thing that connected us as a group was the passion which brought us to Constanta, Romania."

Volunteer: "We realized that these four months could be a great experience which we are going take with us for the rest of our lives."

Social Media & Creative Thinking

🎯 Scope

We delivered the Webinar Social Media & Creative Thinking during April 2020. The main objective of the online meeting was to discuss how the online world, especially social media, is present in the lives of the young people with whom we want to work.

📋 Tasks

Introduction of facilitators

Brainstorming on how to increase motivation

Develop digital and non-digital skills of youth using different online tools

Discussing these ideas

👥 Participants

13+ years old

⏱ Time

1 hour

🖥 Materials

Laptops, tablets or smart phones, Zoom, power point

🖋 Methods

Presentation

Workshop

Brainstorming

Conversation

Discussion

Debate

📋 Evaluation

Participants: informal evaluation of participants and feedback based on their contribution.

Facilitators: the level of participants' engagement

Smiles on people's faces

Likert scale survey using Menti.com

Facilitation steps

1. Firstly, participants introduce themselves
2. Present the topic and the aim of the webinar
3. Collect ideas from everyone; ask different questions to collect new ideas.
4. When all the ideas where shared, draw a conclusion before ending the webinar.
5. Collect feedback

Volunteers' Voice
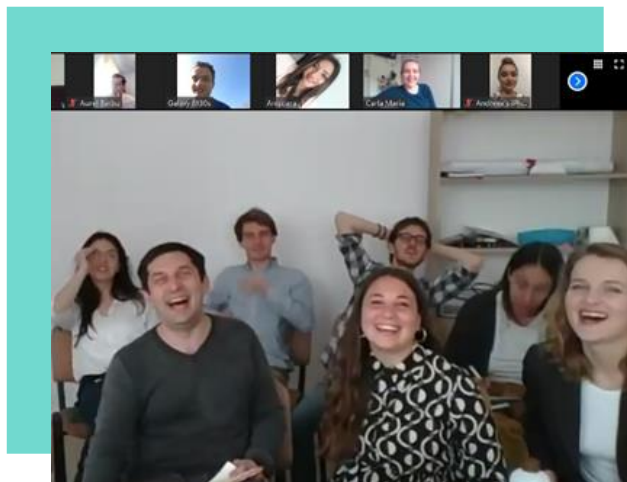
During the COVID19 pandemic, many young people were at home and spent time on social media for fun, without any learning process or outcome.

What we've learnt

During this webinar, we realized the importance of creating non-formal digital media activities for youth.

Also, we learnt that the young people around Constanta and the teachers are more motivated to do things and get in-

volved if there is a challenge or a competition in the process.

Conclusions

The webinar increased the interest and the knowledge of digital media of the group of participants.

Regarding the use of digital media in edu-

cation, the workshop highlighted the fact that mobile devices represent a risk element for students, but also an immense opportunity for active learning using online methods and resources.
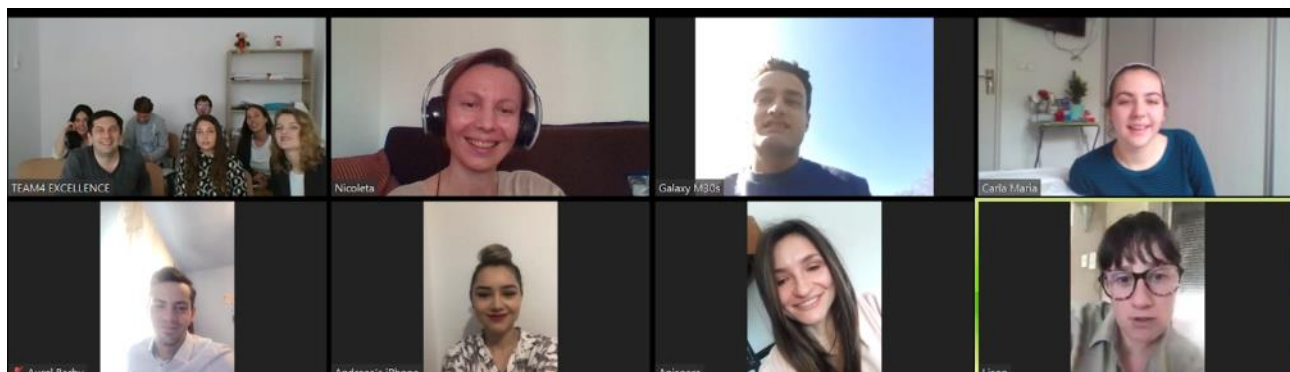
Social Media Behavior

🎯 Scope

The Social Media Behavior workshop was delivered during May 2020. We aimed at changing the attitudes and behaviors of youth regarding social media. The scope was to help youth understand the importance of being responsible consumers and producers of digital content.

📋 Tasks

How much time do you spend on Instagram?

Do you follow an Instagrammer? Why?

What types of Instagrammers are there? What kind are you?

👥 Participants

9 to 15 years old

🕐 Time

1 hour

🖼 Materials

Laptops, tablets or smart phones, Moodle

🖋 Methods

PPT presentation

Video presentation

Group activities

Discussion

📋 Evaluation

Participants: quiz in Moodle at the end of the workshop; certificates of attendance were issued for those who completed the quiz.

Facilitators: the feedback was collected from participants by their teacher and conveyed to the project coordinators.

Other: Smiles on people's faces

Facilitation steps

1. Introductions of facilitators and participants
2. Running a short presentation video
3. Power point presentation of the social media behavior
4. Consider: Active and passive time spent in social media
5. Analyze: Critical discussion of the behavior of an Instagrammer
6. Collaborate: Instagrammer of the class
7. Quiz evaluation and certificates

Volunteers' Voice
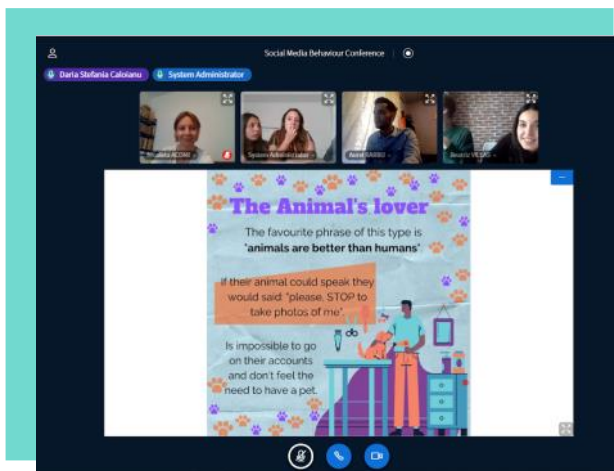
For the development of the main theme we did a short brainstorming. We started to think about different topics that students may be interested in and how we can deliver using online platforms. At the end, we chose the Social Media Behavior, because young people spend a lot of time on social media.

Our coordinators provided us access to the Moodle online learning platform of the association. They provided us a "how to" guide and enrolled the students into the platform.

We prepared the workshop materials and delivered the workshop online using the Moodle platform and the BigBlueButton

plugin for online conferencing. Thus, we piloted the MOOC platform of the association, we increased the awareness of youth regarding the platform and its content and showed local teachers an example of how to do online classes.

The workshop increased awareness of how much time we spent on the screen, what we see and how much of this is quality time.

We realized the importance of the dif-

ferent cultural backgrounds and how this affects our social media behavior; for example, some don't follow influencers because their main interest is to scroll and see more content.

We also learnt that most young people don't effectively use digital tools. Therefore, we think that the best idea is to involve them in using applications so they can integrate these in their daily life.

A key learning point is that young people need help to use digital media in a useful, yet pleasant way.
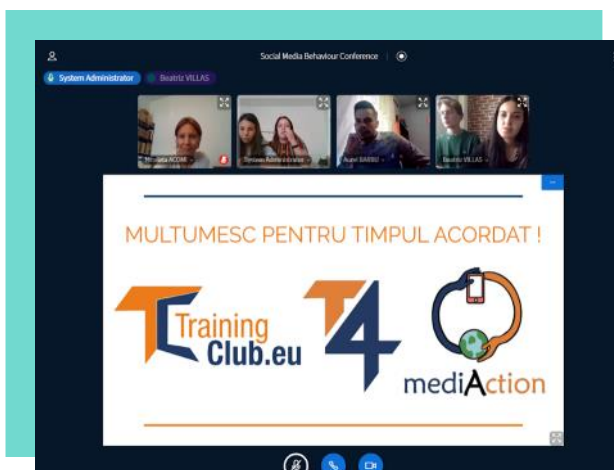
Cooking

🎯 Scope

Because of COVID19, our volunteers had to remain indoors during the state of emergency. Yet, they turned this into a nice experience and stay in touch with the local community.

They created the cooking activities to present different dishes and to learn different cooking styles.

📋 Tasks

Shopping
Cooking
Sharing on social media
Eating
CLEANING up
Repeat :)

👥 Participants

12 to 27 years old

🕐 Time

1 hour

📋 Materials

Ingredients, knives, cutting board, Instagram

🖋 Methods

Learning by doing
Shadowing
Story-telling
Sharing

📋 Evaluation

Participants: the participants were evaluated against the following criteria: helping the Chef, not complaining about the taste, eating everything, sharing on Instagram.

Chef: the Chef was evaluated using the following criteria: cost and taste of food, time to prepare, safety measures in the kitchen.

Facilitation steps

1. Cooking together: Explaining the different ingredients, spices, etc. Going through all the steps of the recipe and then start cutting the different ingredients, putting them together.

2. Eating together: The volunteer prepares the dish and brings the food.

3. Story-telling: The volunteer-Chef tells the participants how you eat the dish and the history/tradition behind it or if it is connected to any special event.

4. Sharing: even if isolated in our homes because of COVID, why not sharing experiences and learn new things about different cultures? An Instagram photo is worth a thousand words!

5. Spanish siesta...

Volunteers' Voice

country. I think all of us will leave with the fado in our hearts and with a lot of saudades.

Beatriz V: food as a party, siesta as a life! I love that I brought a bit of my culture to Romania and I learnt a lot. People here are very open, friendly and they love to share with you things about the culture here.

Nicolas: I think that cultural exchange permits to discover the truth behind ste-

This was a lovely opportunity to know more about other countries and to realize that Europe provides a lot of food and cultural diversity. Usually, there are stereotypes about other countries, but this activity removed them and we learnt funny things like plastic rice in France and the history of pizza in Italy.

Magda: I shared the culture of my island, Tenerife, where people enjoy the little things of the day, without worrying or complaining about what we don't have.

Beatriz P: I loved this experience because I can share with others the culture of my

reotypes. It creates links between people who may never meet in other ways. You just need to want to go and see by yourself.

Irene: sharing is for me connection. In my case, the most Italian thing that I can share with others is the cooking. We cooked together many Italian's meal and I learnt international recipes which I will take with me wherever I go. This is an amazing way to know other cultures and traditions.

Advice from project coordinator: use the cutting board instead of cutting directly on a 200 Euro table from Ikea.
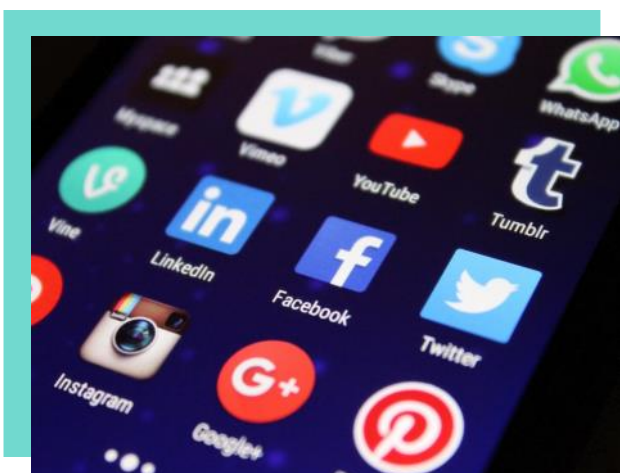
Silent Sunday Service

🎯 Scope

To learn different subjects while playing and having fun.

One Sunday each month, our volunteers made it a silent Sunday. For an entire day, they had to communicate without using words.
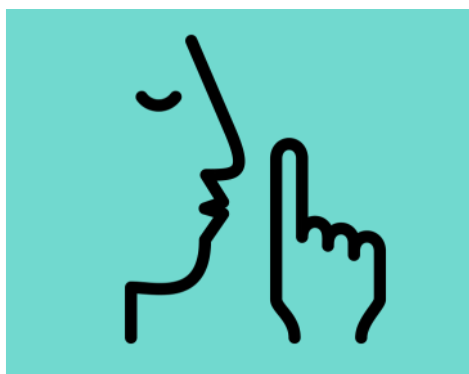
📋 Tasks

No speaking for the entire day.

If you have to communicate, use alternative methods.

Be creative.

👥 Participants

No limits

🕐 Time

1 day

🖼 Materials

Body and all the things around you

🪶 Methods

Social interaction

Non-verbal communication

Body language

Mimic

📋 Evaluation

The evaluation of this exercise is the internal reflection of each participant, the lessons learnt about self and others and the changed attitudes and behaviors.

It is also a self-evaluation of how much verbal and non-verbal communication we need as individuals and in social groups.

Facilitation steps

1. Choose the day in advance, together with all the participants
2. Make sure there are no critical activities scheduled for that day
3. Explain the rules to all participants
4. Plan the silent day activities in advance and prepare whatever you think you may need
5. Doing the normal activities without speaking
6. Find activities that you can do without using your voice
7. Find ways to connect each other without moving your lips
8. Share your experience with others

Volunteers' Voice

Being silent for a whole day may sound hard, but this was a great opportunity for us to realize that we often say more than we need.

This wonderful experience connected us in so many intensive ways. Also, we began to respect more our privacy, we thought twice before using our words and voice, we found ways to express ourselves in a more emotional and non-formal way. For us, this was an experience that helps us to focus on the importance of using our voice to change things and learn in this world.

Beatriz V: I am usually a pretty calm person. The silent day allowed me to have more time for myself, with less noise and different type of connections.

Irene: This experience for me was a bit complicated because I am a person who talks a lot. I learned that not everything is said in words and that there are other ways of communicating that are also very important.

Magda: When we were all doing a normal activity in silence we realized that it was not so easy, it is a form of cooperation that allows us to understand each other better. And also, it was an exercise that brought us a lot of laughter!

Beatriz P: These months in quarantine have not been easy. For me, the silent day is great. It is a normal day, but we

got out of the routine and we had a great time, despite not being able to speak!

Nicolas: The silent day is like a collective meditation, when we need to cooperate to understand each other without speaking.

One little advice: do not ask to your roommate to cut your hair while the silent day. You can't give explanations and it's an excellent way to end up bald!

Instagram Meme Contest

🎯 Scope

Instagram is very famous among youth. However, most the young people are just media consumers.

The scope of this activity is to motivate youth to create social media content, thus developing their creativity and digital skills.

👥 Participants

9 to 29 years old

🖋 Methods

Non-formal education

Digital content

Meme contest

Creativity

📋 Evaluation

The Meme's were evaluated by a jury composed by volunteers.

The criteria for choosing the winner of the contest were:

- engagement created by the Meme

- the laughter of the jury

📋 Tasks

Create a Meme about life during or after the COVID-19 pandemic.

Use the #trainingclub4fun hashtag
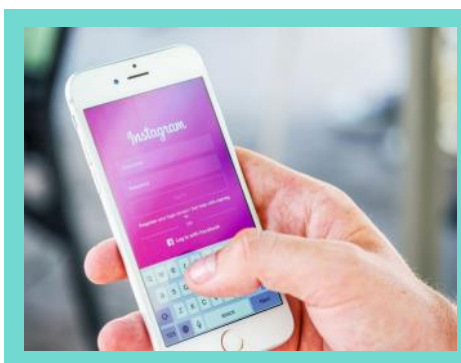
🕐 Time

1 week

🗒 Materials

The imagination of the people! And smart phones...

Facilitation steps

1. Choose the topic of the contest (life)
2. Choose the social media platform (Instagram in our case)
3. Announce the contest on Instagram by creating concrete illustrations and explaining
4. Communicate the duration of the contest and the tasks to be carried out by participants, i.e.: create a Meme, share it on Instagram using the #trainingclub4fun hashtag
5. Post reminders before closing the contest
6. Evaluate the participating Memes
7. Announce the winner and give out the prize (headphones offered by TEAM4Excellence)

Volunteers' Voice

striking explaining for how to participate.

During the last day of the contest, we posted a story as a reminder and we revealed what the prize was in order to create more engagement. Then, with the mentions we've received on our account, we evaluated the Memes.

We contacted that person through his account to let him know he was the winner and added him in a story.

The winner got a pair of headphones

In the middle of the COVID-19 pandemic, we decided that we want to get involved more the youngest of the community in a way that they can join us.

We started by performing a brainstorming to choose the theme of the contest. Our idea was to choose something easy and interesting for young people, so they are tempted to interact with us. We thought Instagram Memes are suitable for what we want to achieve.

The target audience were the young people of the community, so we decided to create

from the organization.

With this contest we produced engagement in a different way and connected with the young people of the community.

This was a different approach in promoting digital skills and youth work. Also, we promoted the organization and the European Solidarity Corps so more young people from the community can join TEAM4Excellence and become volunteers.

We think that the contest was a good idea, because it made people smile during the most critical days of the pandemic.

Web design for Youth Engagement

🎯 Scope

The website of an NGO is it's main reference point, a sort of ID card. Therefore, it should tell a meaningful and coherent story of the organization in a way that touches the hearts and minds of the target audience.

The scope of this activity was to improve the design and the content of the website.
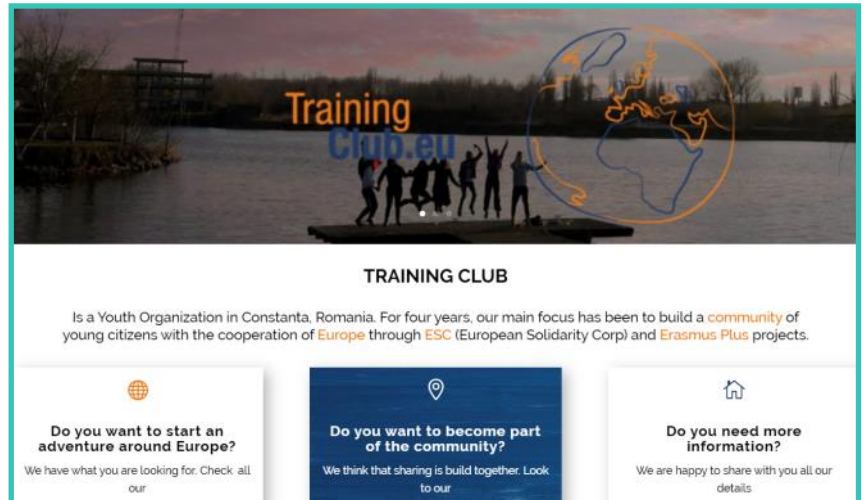
📋 Tasks

Analyze the "old" website

Identify priorities

Define and update the target audience

Find out what is working on the current website

Create a list of desired design changes

Define the new goals

Start building the website redesign plan

Facilitation steps - Visual design

1. Audit the existing website in terms of web publishing software, theme, plugins, security, compliance, design, content, speed, search results, key words, visitors
2. Create a work plan to implement changes
3. Re-design the sitemap of the webpage on 3 levels
4. Backup the existing website
5. Install Divi theme and a handful of plugins
6. Design logos, banners, visual elements and blocks
7. Implement all changes and check results for mobile, tablets and laptop users

Keywords and Content Management

will be ambassadors of whatever you want to promote.

In our case, we conducted a workshop to discover the keywords which will best promote TEAM4Excellence, the European Solidarity Corps and the Erasmus+ programmes, the youth mobility opportuni-

Besides the visual appearance of the website, the content is also very important for two reasons: (1) it needs to add value to the reader and (2) it has to drive traffic to the website from the google search.

By knowing your readers and by understanding their needs and wants, you can better choose the words you use in your websites.

Used consistently in all your website and social media communication, these keywords

ties and volunteering in Constanta and across Europe.

Facilitation steps - Keyword workshop

1. Choose 20 words that represents your association
2. Choose 20 words that are in the same family of words for the first 20 words
3. Eliminate the duplicated
4. Choose the Top 5 in the 20 words that you choose for the first 20
5. Consolidate all the words in a spreadsheet
6. Check the words in Google search and Google Keywords Planner
7. Use those words while creating content for the website and social media accounts of the association

Design Moodle courses

Scope

Design attractive and engaging online courses to help participants to experience the learning materials in a surprising, more efficient way.

Time

10 hours to design a 10 min course

Age

Youth workers, volunteers, trainers

Methods

Research and development

Instructional design

Materials

Moodle Platform, PC

Online textbooks

Audio-video presentations

Photos

Quizzes

Creativity

Facilitation steps

1. Choose the topic for the online course
2. Collect online text materials, references, photos, videos — all you can find about the topic
3. Brainstorm to select the digital tools that would add interactivity: quiz, drag and drop tasks, true or false, matching questions, games (for the more advance course designers), click to open, click to select.
4. Choose the type of presentation that you want to develop. E.g. we created interactive PPT.
5. Make a mind map for your online course — like a journey for youth and start development. Include chapters, short lectures, demonstrations, tasks for audience, photos.
6. Select the assessment method. Moodle allow you to select from a range of more than 10 evaluation methods. Select the one that would be more interesting and attractive for your audience. E.g. we created an evaluation quiz.
7. Include recognition system: badges or certificate. Be aware that the participants need to register in order to gain nominal certificates.
8. Create an Intro. E.g. one minute introduction to create awareness on the topic, raise the interest and set the expectation of the audience.
9. You are almost done! Congratulations!
10. Pilot the course! This step is compulsory no matter how satisfied you are with the results!

Make your course interactive

"Do not Start from Zero"

Other tutors developed interactive courses and made them available for free in a modern digital repository https://archive.moodle.net/

You can download (you don't have to register) and even upload on your moodle platform several e-learning courses. Read through and for sure you will find inspiration.

Involve participants

No.1 Let the participants see the lesson plan flow (video, reading, quiz).

No.2 Give the possibility to choose the items to read (click is needed to open each subject)

No.3 Include assessment tests/ quizzes/ tasks during the online lessons

No.4 Allow clicks and movements back and forward throughout the PPT

No.5 Ask feedback. Eg. These questions give indications about what is expected from participants.

It is your turn to do your best!

OUR PARTNERS

Solidaridad Sin Fronteras

Solidaridad Sin Fronteras – SSF is a non-governmental organisation, established in 2009 and composed of interdisciplinary professionals.

The mission of SSF is to contribute to the development, integration and wellness of the most vulnerable groups, promoting tolerance, justice, and social responsibility in cooperation with other organizations and public institutions.

SSF works in close cooperation with the Directorate of Social Service and Social Integration of Madrid region, public administration and municipalities, educative centers, public and private organizations, companies, etc.

ProAtlântico
associação juvenil

ProAtlântico - Associação Juvenil is a non-profit youth organisation, founded in 2001 in Portugal and carries out projects that aim the occupation of free time at the same time that gives the chance to young people to promote their active participation by taking part in European youth projects and in local voluntary activities.
ProAtlântico develops its work based on partnership with local Social Care organisations such as Foster Homes, Support Centers for People with Disabilities, Senior Daily Centers offering the chance to their target groups to take part in the projects.

OUR PARTNERS

The social promotion association Petit Pas was founded in Trani, Puglia (IT) in 2015, by a group of young professionals, trainers and youth leaders motivated by the desire of improving their community, promoting social initiatives inspired by democracy, equality and pluralism.

Over the years, it has become a structured associative reality, with a large number of associates and volunteers who have embraced the mission by recognizing the importance of having inclusive, peaceful and just societies.

Petit Pas aims to equip the local and surrounding community with the right knowledge and skills that will enable them to access the labor market and increase their chances of progress.

The Concordia association works with their team of Civic volunteers and European volunteers. Their purpose is to supervise volunteers in a friendly environment.

Concordia is a non-profit association born in 1950 after the second World War from a desire of young English, German and French people to revive the values of tolerance and peace through international volunteering.

OUR PARTNERS

TEAM 4 excellence

Project coordinators. A Youth Organization from Constanta, Romania, focused on building a community of young citizens with the cooperation of Europe through European Solidarity Corps and Erasmus+.

We share and involve the local community. We give the opportunity to become educators or mentors and to train the future youth to share the same values. We operate the brand name TRAININGCLUB.EU

EUROPEAN SOLIDARITY CORPS

The European Solidarity Corps is the new European Union initiative which creates opportunities for young people to volunteer or work in projects in their own country or abroad that benefit communities and people around Europe.
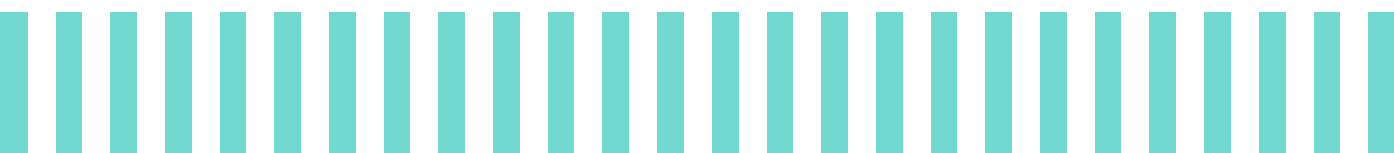
Individual volunteering lets young people participate in the daily work of organisations and lasts between 2 and 12 months, and in some cases, 2 weeks and up. Participants can volunteer abroad or in their country of residence for projects covering social inclusion, environment, culture and more.

anpcdefp

The institution which, for the last 20 years, has been working to transform Romania through education and learning.

In more than 20 years of existence, ANPCDEFP has managed over 500 million euros, European money, invested in about 15,000 projects in the fields of education, training and youth, involving about 300,000 teachers, students, pupils, young people or workers of youth.

ANPCDEFP has created support mechanisms through which those interested in funding can receive advice and training.

OUR PARTNERS

"Taking part in a European Solidarity Corps project is a significant achievement for any young person. It is an asset when applying for a job and it helps young participants when applying for higher education.

...an opportunity for any 18 to 30 years old young person to engage in a meaningful activities."

Located in a relatively new district of Constanta, on the Black Sea Shore, Secondary School No. 43 "Ferdinand" has been operating under this name since September 2012. From the beginning, the mission of the school was to ensure a quality education, centered on the needs of the student. in line with the trend of modernization of the instructional-educational process.

Decebal High school is a theoretical high school from Constanta, with pupils aged 13-19, actively involved in youth formal education & extracurricular support for young people.

Its mission is not only to teach the young people everything that can be learned, but to awaken in them the interest of science and to gradually form a realistic vision of humanity.

A state-owned maritime university with 5000+ students aged 18-30 (most of them 18-25).

CMU is active in blue education, focused on bachelor nautical engineering, marine mechanical, electrical engineering, economic engineering in transports, marine telecommunications and marine environmental engineering.

mediAction TEAM

IRENE

BEATRIZ

MAGDALENA

NICOLAS

BEATRIZ

GUILLAUME

DOINA

AUREL

OVIDIU

Web: www.trainingclub.eu
Tel: +40723194474
Email: office@team4excellence.ro

Address: 26 Strajerului
900204, Constanta
Romania

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