

ISABEL PROJECT

Interactive Social Media for Integration, Skills Bartering, Empowerment and Informal Learning



Interactive Social Media for
Integration
Skills bartering
Empowerment
Informal learning



This presentation

The project partners

The projects aims and objectives

The project activities:

What happened yet!

What's happening right now ...

The project tools

The interactive platform

The facilitators training and competence map

The community reporting

The skills bartering

The beginning of the story ...

- Peoples Voice Media is a not for profit community development organisation that has been working with communities since 1995. They are specialised in using **social media as a community engagement tool**.
- They work across the UK, to develop dialogue and community cohesion and support communities to have a voice.



www.communityreporter.co.uk

WHY should this idea be transferred?

“At first I thought that pod casting was a silly idea. I mean who would want to listen to my worries about not being able to fill in a job application. Then I just found it to be like a friend ... and actually helped me realize that it was not me being stupid and unemployable ... and that the forms were the problem.”

(<http://peoplesvoicemedia.co.uk/community-reporters-program>)

10 partners from 5 countries



Consorzio ABN, ITALY <http://www.consorzioabn.it/>



Semplicità S.p.a., ITALY <http://www.semplicita.it/>



The MRS consultancy, UK www.mrsconsultancy.com



The University of Salamanca, SPAIN <http://www.usal.es/webusal>



OPAL LTD, TURKEY <http://www.mutlubirey.net>



Documenta, SPAIN <http://www.documenta.es>



Fundación INTRAS, SPAIN <http://www.intras.es>



PERSPEKTIVwechsel, GERMANY <http://www.perspektiv-wechsel.de>



People's Voice Media, UK <http://www.peoplesvoicemedia.co.uk>



Artemisszió Alapítvány, HUNGARY <http://www.artemisszio.hu>

GENERAL GOALS

- Breaking isolation and marginalization (of elderly, of mentally unhealthy people, of marginal groups):
allowing individuals to enhance their social **networking** and their capability of setting up effective inter-subjective relations.
- Promoting individual/group **empowerment**, socially-oriented informal acquisition processes enhancing potential learning possibilities encouraging self-learning, informal peer learning and e-skills.
- Promoting competence exchange processes (**skills bartering**) promotion, at local, national and project level as well as virtually and physically intergroup, intercultural, intercommunity and intergenerational dialogue.
- Contrast digital divide through task based and cooperative based (constructivist) approach, specifically directed at the most disadvantaged.

Aims of the project

Using Interactive Social Media for

- empowerment of the groups and of communities at social and territorial level,
- strengthening interpersonal & intercultural links,
- getting communities talking to each other,
- promoting personal/collective growth,
- empowering people to ensure that their voices are heard.

Tool: Interactive platform

ICT mashing up interactive platform containing:

Web TV, Blogging, Forum, Social Network

will become environment for informal learning,

setting up a process in which people

belonging to a given community

become leaders of social participation &

competence exchange (skills bartering)

at intergenerational/intercultural level

Tool: Community reporting

- The project is centred in the creation of “Community Reuters” and of qualifying “**community reporting leaders**” who will vehicle the objectives and the activities to the other members
- involving them in providing local **user generated content (UGC)**
- networking the UGC to a wider audience.

What happened yet / what happens now ...

- Kick-off-meeting in Perugia
- Train-the-trainers workshop in Salamanca
- The facilitators competence map
- Target group analysis: training needs
- Community reporter tip kit:
role/identity, tasks, Do's & Don'ts
- Organizational models and tools for skills
bartering among partners
- General and national dissemination plans

The train-the-trainers workshop in Salamanca

Day 1	Day 2
Introduction to Community Reporter Programme	Introduction to Windows Movie Maker
Community Reporter Best Practice: Editorial Guidelines, Consent, Health and Safety	Importing in video, audio and photographic content
Interview techniques	Editing and uploading finished piece
Introduction to Audio	Introduction to Wordpress
Audacity	Embedding final film on Wordpress site
Introduction to Photography & Picnic	
Introduction to Film	

Tools: Open-Source-Software

Audio / Audacity

<http://audacity-portable.softonic.de/>

Video / Windows Movie-Maker / Windows Live Movie Maker 2011

http://www.chip.de/downloads/Windows-Movie-Maker_13007023.html

Foto / Picnik

<http://www.picnik.com/app>

Foto / GIMP

http://www.chip.de/downloads/GIMP-32-Bit_12992070.html

Blogging / Wordpress

<http://wordpress.com/>

<http://www.flossmanuals.net/>

Social networks / NING

<http://www.ning.com/>

Social networks / Alternatives

<http://www.basichinking.de/blog/2007/12/03/social-network-selber-starten-myfaible-mixxt-ning/>

Fotos / Flickr

<http://www.flickr.com/groups/germany/>

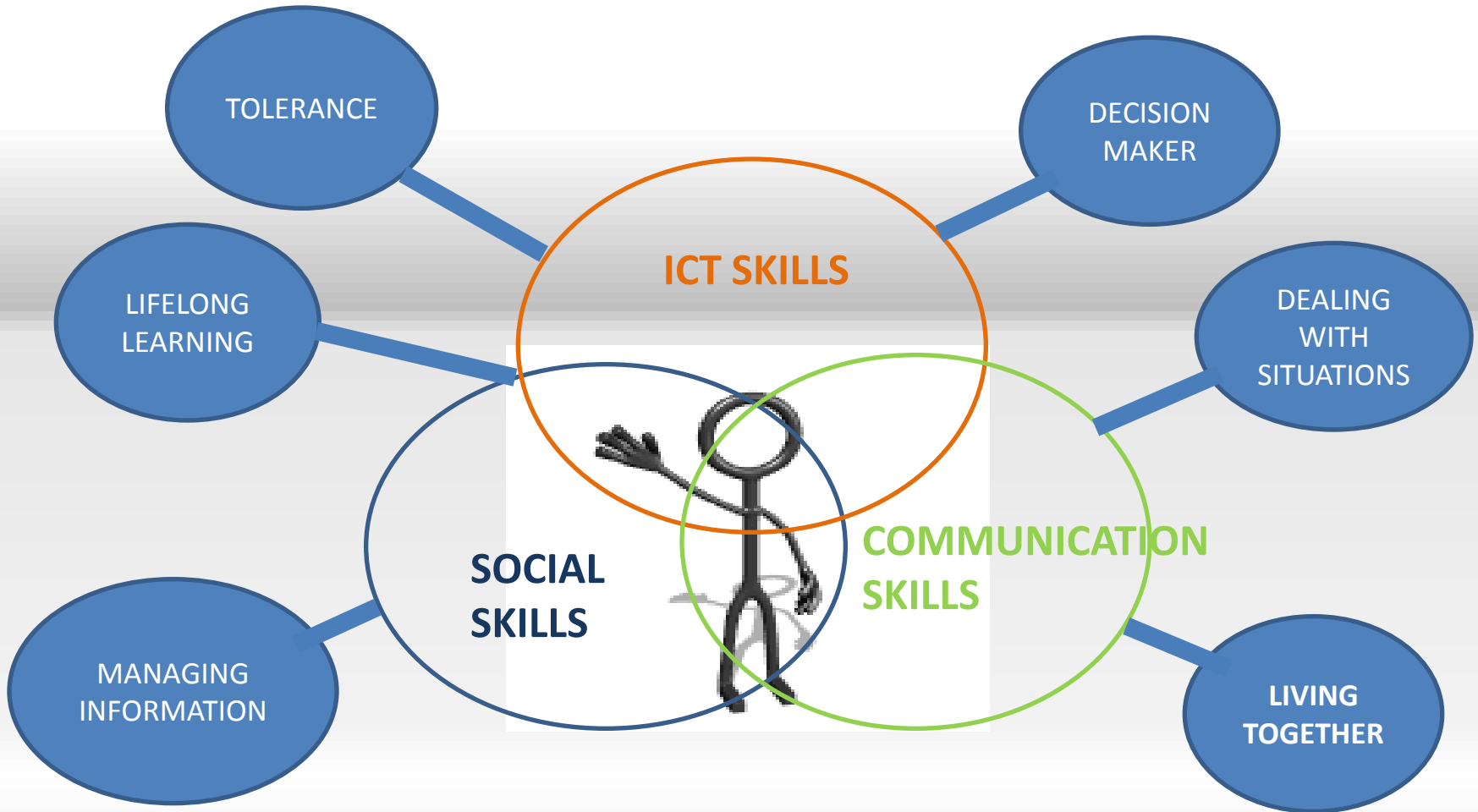
Fotos / Picasa

http://www.chip.de/downloads/Picasa_13013772.html

Fotos / Pigs

<http://pigs.de/>

The facilitators competence map



Tool: Skills bartering

• Timebanking

<http://www.timebanking.org/>

• Swapaskill

<http://www.swapaskill.com/>

• Wordpress

<http://wordpress.com>

Contact

PERSPEKTIVwechsel –
Institut für Bildung und Beratung



Hofaue 54
42103 Wuppertal
GERMANY

bluemcke@perspektiv-wechsel.de

<http://pwisabel.wordpress.com/>

GRAZIE

TEŞEKKÜRLER

MUCHAS GRACIAS

DANKE

KÖSZÖNET

THANK YOU VERY MUCH!

Questions on „low budget citizen journalism“ by use of Interactive Social Media

- Distinction to professional journalism
- Ethical standards
- Responsibility
- Legislation / national laws
- Quality: content & technical skills
- critical „produser“: producing chances use