ISABEL PROJECT

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

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
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.semplicitta.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

Fundaciòn 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 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 and competence exchange (skills bartering) at intergenerational/intercultural level

www.isabelproject.eu
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

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<td><strong>Introduction to Windows Movie Maker</strong></td>
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<td><strong>Community Reporter Best Practice: Editorial Guidelines, Consent, Health and Safety</strong></td>
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Tools: Open-Source-Software

Audio / Audacity
http://audacity-portable.softonic.de/

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

Foto / Picnik
http://www.picnik.com/app

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

Foto / Flickr
http://www.flickr.com/groups/germany/

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

Fotos / Pigs
http://piqs.de/

Blogging / Wordpress
http://wordpress.com/
http://www.flossmanuals.net/

Social networks / NING
http://www.ning.com/

Social networks / Alternatives
Tools: The facilitators competence map

- ICT skills
- Decision maker
- Tolerance
- Managing information
- Communicating skills
- Social skills
- Living together
- Dealing with situations
- Lifelong learning
Tools: Skills bartering

- **Timebanking**

- **Swapaskill**

- **Wordpress**
  [http://wordpress.com](http://wordpress.com)
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 changes users
Contact

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GRAZIE
TEŞEKKÜLRER
MUCHAS GRACIAS
DANKE
KÖSZÖNET
THANK YOU VERY MUCH!