



CALL FOR PARTICIPANTS

THE VISIONS OF YOUTH WORK

Vršac, Serbia, 09th – 15th of June 2017

Your organization is the one which can become tempting, inspiring and more visible to the youth. It can motivate young people to become your fans instead your followers, and join your call for actions. It can make them understand, share and spread your values, help you in your mission and strive toward your vision. We can help you achieve this through experiencing new power of visualization and set up of modern digital strategies. With the knowledge we would like to share with you, a messages and goals of your organization can “hit the target”. Vision can be transformed from a paragraph to your “loadstar”. Do you want to have organization that looks like this? If yes, apply now!

BACKGROUND

The rise of Internet and social networks changed almost every aspect of our lives, made it more digital and faster than ever. These changes didn't excluded youth activism which is now largely transferred to online sphere. In such environment youth organizations all over the world need to change the way for getting support for their goals and activities. They need to adapt to the modern habits of young people in order to foster youth activism. **We want to help organizations to achieve this by building their capacities to use visualization and digital communication as a tool.** Speed in which we obtain, analyze and process information today left almost no space for written or spoken, and mainly rely on visual messages. We want to use this opportunity and turn it into leverage of youth organizations for reaching their aims and promote youth work.

We will achieve this through **two training seminars**:

1. The first one **in Vršac, Serbia**, where we will work with youth organizations on their empowering to prepare digital communication strategies of their organizations and project campaigns.
2. And through second one, which will be held **in Halkidiki, Greece**, in the **first half of September**, where we will enhance strategies of youth organizations whose activists successfully finish all tasks from the event in Vršac, with tools for social media campaigns.

AIM

To **build capacities** of youth organizations to mobilize community around youth work **by using visual messages** and digital communication as a tool.

OBJECTIVES:

- To create systematic educational approach for developing capacity of youth workers and organizations to use visualization in their work and create and implement digital communication plans for reaching their goals.



- To provide youth workers with the knowledge, skills and competences to use visualization and digital communication in youth work for increasing young people's participation and inclusion in youth work.
- To create online tool for raising capacity of youth organizations to promote their work and reach out to young people using digital communication.
- To involve different stakeholders in educational processes and promote benefits of data visualization and digital communication in work with young people nowadays.

PROFILE OF PARTICIPANTS

If you are:

- active in local, national or international youth organization or freelance run an online campaigns in the field of youth work;
- coming from Turkey, Greece, Spain, Bosnia and Herzegovina, Slovenia or Serbia;
- age between 18-35
- running at least **one Facebook page**;
- able to speak very well in English language;
- having smartphone or tablet;
- ready to **fill in power point presentation** of communication strategy of your organization for some of the implemented projects, as application for both seminars;
- motivated to work on improvement of visualization and digital communication of your organization and its campaigns;

You are the right person for us.

Use application in attachment to explain to us why we should choose you to participate in this training. Please note that you need to send us finished power point presentation together with application form. PPT should be short, informative and will be used only for the purposes of successful capacity building of the organizations involved in the project. Our evaluators will use these PPTs to decide whether the knowledge of this event can benefit your organization.

*** All selected participants and their organizations are committed to the following:**

- to actively contribute to all aspects of the events (participants);
- to be available for the full duration of the events (participants);
- to delegate participants on the second seminar in Halkidiki, Greece (organizations);
- to work on development of the communication strategy of organization or its campaigns (participants);
- to implement gained knowledge in the small online campaigns after event in Greece (organizations);

TECHNICALITIES

Dates: 09th of June - 15th of June 2017



Co-funded by the
Erasmus+ Programme
of the European Union



Venue: Vršac, Serbia

Participants: Members of youth organizations from Turkey, Greece, Spain, Bosnia and Herzegovina, Slovenia or Serbia.

Working language: English

Project supported by Erasmus+ Programme of the European Union

FINANCE AND TRAVEL REFUNDS

Travel costs for all participants will be covered **up to amount ERASMUS+ allows** for their country.

All costs regarding accommodation, food, coffee breaks, material and lecturers are covered by the organizers.

HOW TO APPLY?

Each applicant need to fill in application form which can be found below, together with filled power point presentation of digital communication of your organization which is attached to this call.

Please send your applications and power point presentations to info@bum.org.rs

Deadline: 04.05.2017