

# SOCIAL

## Strengthening Online Campaigns Into Active Leadership

TRAINING COURSE PARTICIPATION IN SOCIAL MEDIA AND SOCIAL MOVEMENTS

28th of February – 8th of March 2023  
(Traveling days included)

Bosco Chiesanuova, Verona (Italy)

# WHAT IS SOCIAL?

This training course aims to encourage participants' participation in democratic life through the conscious use of today's digital tools, such as social media, with the aim of reflecting what they have learned in future initiatives that these participants will create and disseminate, as well as future and ongoing projects and campaigns. The course aims at a real investment in the preparation of young people who show interest in those issues that the political national policy often still fails to embrace.

At a time when Europe is facing a strong period of uncertainty, many citizens are falling to the temptation of joining populist groups that are moving toward more xenophobic and authoritarian views. The electoral successes of extremist leaders pose a challenge to democratic practice and theory.

Young people are among the most vulnerable to the messages spread by such groups, as are those most affected by economic uncertainties and those who feel furthest removed from representing democracies in which they live.

In this scenario, youth workers and youth organizations are ill-equipped to deal with and counter the public communication of hate groups. The main purpose of this training course is to equip youth organizations and youth workers with the tools they need to be a voice in support of all those young people who are losing trust in national and European institutions. To that end, this training course aims to provide and accrue those skills necessary for structuring effective public communication, with the intent therefore to target their peers, members and organizations, as well as those young people who are not active in the youth sector.

# OUR OBJECTIVES

This training course intends to achieve the following objectives:

- Understanding participation as a core value for inclusion and cohesion in Europe. Its implication is a responsibility as youth workers and leaders;
- Through experience and putting into practice what they have learned, understand and internalize how social media works and its potential as a tool to become activists and make their voices heard globally;
- Understand the principles of public communication from philosophy to psychology and its relevance to the realities of youth workers;
- Explore the movements that made history and imagine how they would have developed if social media had existed in those eras;
- Obtain and learn tools to develop critical thinking of web-based information, understanding of hate/defamation campaigns when they are used for youth;
- Reflect on their own reality, transfer and plan message actions to engage youth in action.

# HOW WE WILL DO IT?

SOCIAL will be based on a wide mix of non-formal education methods, experiential learning, discussions and creative workshops.

## WHAT LANGUAGE WILL WE USE?

Despite many of you are speaking many different languages, the official training language will be English only

## TASKS AND OBLIGATIONS FOR PARTNERS ORGANISATIONS

- All organizations are responsible for the preparation, support and monitoring of your representatives in the training;
- Each partner will select 3 participants (Italy and Estonia got 4).

The selections will be made taking into account the skills of the youth leader/worker and their motivation, making sure that the profile of the participants is compatible with the planned activities.

- The partners undertake to sign and comply with the provisions of mandate, which governs in detail the legal obligations and rights of partners organizations.

- Each partner will participate and support in the 2 complementary activities (follow up) and will contribute to establish strategies for the dissemination and use of the project's results together with their participants.

# WHO ARE WE?



## Our story

Oriel Association was founded in 2017 and its main office is in the province of Verona, Italy,

The mission of the association is to promote the active participation of young people in their local communities and to give them the chance and the tools to exploit fully their potential and to provide them a support in discovering their path and to develop their skills by using non-formal education and intercultural learning methods

## Our work

To pursue our goals we organize cultural events, seminars, workshops and study lessons. During our events, we encourage youth to share experiences and ideas and the youth workers act in order to foster social integration and active youth participation.

We provide several training courses in the local community about human rights, gender issues, entrepreneurship, health care and sustainable development, focusing especially on the social aspect and on the long-term sustainability.



# THE TEAM

If you were so curious to see our pictures in this part, we are sorry.

You will have to wait until you get to Italy to find this out.

However, we can tell you that the team of organizers and facilitators are from Italy and Brazil.

MARCO

LORENZO

SILLIAN

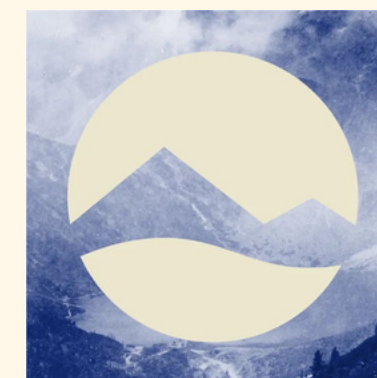
# PARTNERS OF THE PROJECT



Noored Ühiskonna Heaks  
(Estonia)



Asociación Las Niñas del Tul  
(Spain)



Fundacja Rysy  
(Poland)



Culti Multi  
(Greece)



Inovatyvi Karta  
(Lithuania)



Youth Eurasia  
(Turkey)

# PARTICIPANTS PROFILE

- communicative level of English
- age limit minimum 18 years old
- Ideally age of the participants: 18–30 years old
- Youth trainers/workers
- Youth trainers/workers actively working with young people as a professional or on the voluntary basis
- Youth leaders working in local communities



# PARTICIPANTS INFO

Strengthening Online Campaigns Into Active Leadership will gather 23 participants from 7 different Programme Countries of Erasmus+.

Participants commit to taking part in the following:

- Preparation of the Mobility with the Support of their Sending Organisation;
- Actively take part during the whole duration of the Training Course;
- Carry Out at least 1 Complementary Activity (Follow Up) and Dissemination of the Training (with the support of the Sending Organisations)

Partners and Participants involved shall agree with the general values of the European Union on human dignity, freedom, democracy, equality, rule of law, and human rights.

During the Training Course Participants commit with the following Code of the Conduct:

- Care, Professional Responsibility and Integrity
- Respect
- Trust
- Inclusion and protection of targeted individuals
- Respect for People's Rights and Dignity

Participants pledge to support the physical, mental and legal integrity of all involved, while in our training course.

The failure of the commitment of the items above can lead to the termination of the partnership and participation, including any certification and/or financial compensation involved among partner organisations and participants.

# THE VENUE

During the project we will stay in the countryside of North-Italy close to Bosco Chiesanuova, Verona.

We will be accommodated in the Apostolica degli Stigmatini in rooms of 2-3 people (male-female separated). Bed sheets are provided.

Towels are not provided, please bring your own.

WIFI is available.

<https://ospitalitareligiosa.it/en/structures/ad/scuola-apostolica-bertoni,4914>





# HOW TO ARRIVE IN VERONA

There are several options to arrive in Verona. Most cheap arrival flight points are in the airports of Milano Malpensa, Milano Bergamo, Venezia Marco Polo, Venezia Treviso and Bologna. (Very rarely Verona).



**NOTE! Before booking please confirm the tickets with Sillian (by email, contact details below)!  
We will then check the available domestic connections in Italy.**

# TRAVEL

The maximum travel cost reimbursement is based on the distance calculator supported by the European Union

Spain	275€
Greece	275€
Poland	275€
Lithuania	275€
Estonia	275€
Turkey	275€

We will NOT reimburse the amounts that get over the maximum budget for each participant.

# COSTS

There is a **participation fee** of 30 euros per participant, which you can pay during the reimbursement procedure.

Board, lodging, and programme costs will be provided and paid 100% by grant from the Italian Erasmus+ National Agency.

We have a budget for travel costs.

According to the restrictions of the Erasmus+ Programme, we can only refund up to some of the travel cost if the following points are fulfilled:

- Your travel route is from your hometown to the venue in Italy (Bosco Chiesanuova) and back (check for exceptional cases with the coordinator)
- You have chosen reasonable and economic means of transportation (e.g. APEX or student fares for flight tickets, cheap airlines, 2nd class trains)
- Your travel dates are according to the programme (2 days before OR after the project dates is allowed, but lodging during these days is on your own expenses)
- You have a receipt or invoice for the cost of your plane ticket and the boarding cards or the train/bus tickets.

Tickets with dates longer than 1 day after/before the dates of the training will NOT be reimbursed, if not agreed previously with the coordinator.

If you would like to stay longer in Italy, you can book flights up to 1 day before/after arrival/departure of the dates of the training.

**Tickets with dates longer than 1 day after/before the dates of the training will NOT be reimbursed.**



# WHAT TO BRING



- Clothes: we don't have any dressing code at our training.  
Feel free to take whatever clothes make you feel comfortable but remember that in North Italy during winter is cold and we advise you to check the weather forecast before.  
The temperature varies from 5 degrees at night to 15 degrees during daytime.
- Promo materials with main information to present your organisation during the evening of Organisation Market.
- Ideas, music, snacks, drinks etc. to present your country and culture in the Intercultural Evening!

# APPLICATION FORM AND FACEBOOK GROUP FOR SELECTED PARTICIPANTS

The chosen participants must fill in the participation form:

<https://forms.gle/6eDguQUQe2kC8h636>

Add your participants in our Facebook group where we will share more info and answer possible questions and doubts about the project:

<https://www.facebook.com/groups/2553657984785390>

# CONTACTS

**Our website:**

**[www.orielassociation.com](http://www.orielassociation.com)**

**Follow us on Facebook:**

**[www.facebook.com/orielassociation](http://www.facebook.com/orielassociation)**

**Join our Facebook official group: [www.facebook.com/groups/orielassociation](http://www.facebook.com/groups/orielassociation)**

**Follow us on Instagram:**

**[www.instagram.com/orielassociation](http://www.instagram.com/orielassociation)**

**Follow us on LinkedIn:**

**[www.linkedin.com/company/70443543](http://www.linkedin.com/company/70443543)**

**If you have any questions concerning the programme or the organisation of the project, please contact the project coordinator Sillian Ferrari by email: [orielassociation@gmail.com](mailto:orielassociation@gmail.com) or phone/whatsapp: +39 3471682976**

# SEE YOU SOON IN ITALY!

