

Key Action: Learning Mobility of Individuals
Action Type: Youth mobility

Project Title

Digital Tools and Visual Storytelling, new instruments for communication

Project Coordinator

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Project Information

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Partners ROSTO SOLIDARIO - ASSOCIACAO DE DESENVOLVIMENTO SOCIAL E HUMANO (PT) , MOSTCAMP (RU) , ASOCIATIA INSTITUTUL DE CERCETARE SI STUDIUL CONSTIINTEI CUANTICE (RO) , Mediterranean Youth Foundation for Development (EG) , FUNDACION ASPAYM CASTILLA Y LEON (ES)
Topics ICT - new technologies - digital competences ; Social entrepreneurship / social innovation ; Creativity and culture

Project Summary

Objectives

The training course “DTVS: Digital Tools and Visual Storytelling, new instruments for communication” takes place in Nicosia, is inspired by the need to create better conditions through which young people can enter the world of work through the right skills.

The context in which the training course takes on functionality is that dictated by the priorities of the key action KA1 of program Erasmus+ which in its 2020 guide explains: “for equipping youth workers with competences and methods for their professional development, including for digital youth work”.

The problem of unemployment, after the various analyses carried out, is one of the most urgent to be solved, therefore equipping the Youth Workers with skills concerning the digital world will give them the opportunity to realize themselves in the immediate future. Nowadays the world of work, in most fields of application, is focused on everything related to digital development skills including the ability to communicate one's work through social media and visual storytelling to attract more users interested in their own services and be efficient in presenting your brand and be recognizable.

The training course therefore has to interface with the problem of unemployment and overcome it through actions and activities, carried out through non-formal methodologies, which can help the Youth Workers and some of the points of interest on which the project is based are among others:

- equip the participants with the required knowledge to use LinkedIn/Twitter in a professional way;
- provide digital tools to young unemployed and youth workers to increase their working opportunities;
- teach to the participants the basics of Social Media communication and visual storytelling;
- increase the public speaking skills of the participants;

Activities

The Youth Workers and young participants who will take part in the training course are those who have shown the most dedication and interest in the possibility of acquiring new skills in the digital world and being able to lay the foundations for future collaborations on the digital theme with the other participants and NGOs present. to the project.

The youngsters participating in the project come from: Cyprus, Spain, Portugal, Romania, Russia and Egypt, and are aged between 18 and 30 and during the activities they will always be divided into mixed groups by gender and nationality to better allow the exchange cultural.

The activities created specifically based on the project theme are all based on the non-formal learning methodology. The driving concept of each activity is to encourage the increase and new knowledge of skills related to the digital world, whether the activities are indoor or outdoor. Activities such as role-play, outdoor visual storytelling, discussions and

group work, comparisons and creation of communication plans, online analysis of LinkedIn pages, creation of a final manual showing the contents of the project, create the foundations for a broader perception with respect to the world of work and how to fit into it.

Impact

Thanks to the training course and non-formal learning methods, participants will have an impact on their personal life and also on their professional life, the increase of knowledge there will form for immediate entry into the job market, the results that will be first achieved in the short term are:

- the expertise to manage and use the LinkedIn platform in a professional manner to attract job opportunities;
- the creation of a toolkit, which will be uploaded online, for the dissemination of the project contents;
- the creation of videos and photos content resulting from outdoor activities in a professional way that will increase their CV;

the training therefore gives Youth Workers and NGOs the opportunity to be efficient in digital communication for the world of work through the main areas such as: visual (through visual storytelling and video making activities) and online communication (through activities on social media);

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