Final Activity Report

Erasmus+ Key Action 2 project:

Calling Youth to Action in a Global Visibility Drive

International Multiplier Training

16-20 November 2016

Accra, Ghana

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INTRODUCTION

There is a vast difference between a communication strategy with specific objectives and ad hoc, isolated actions that purely satisfy reporting obligations. Promotion and dissemination work requires a strategy that is goal driven, cost effective and well-timed to be successful. Simultaneously, human resources are key to achieving communication objectives. However, staff and youth workers are not always equipped to exploit channels of communication and the complexities of long-term international volunteering. The project Calling Youth to Action in a Global Visibility Drive addresses the ongoing needs of volunteering organisations by developing an individual organisational and global ICYE visibility and promotion strategy. Likewise it trains staff and youth workers to become communication professionals, who, with a little creativity and strategic planning, can help publicise and create greater recognition for the value of volunteering and non-formal learning.

An important activity of the project was the international training held in Accra, Ghana from 16 – 20 November 2016. The training, which brought together 25 communication multipliers from 20 countries around the world, provided an introduction to promotion work and the necessary know-how and tools for effective communication, promotion and dissemination. It enabled participants to develop a global visibility strategy for ICYE and individual strategies and campaigns for each organisation represented at the training. The 5-days in Accra have set the stage for the volunteering campaigns that are being implemented from January to July 2017 in 21 countries in Europe, Africa, Asia and Latin America. We hope that the visibility strategy and our collective efforts will help us to position ourselves more distinctly from other e.g. Voluntarism players and become more competitive by engaging larger numbers of volunteers, host families and host projects in the ICYE long-term volunteering programme.

This Activity Report is not just a record of the training but also provide partners and all organisations interested in volunteering communication, promotion and dissemination with theory, methods, ideas and loads of creativity to build greater visibility for their work and to profit from the wider outreach and recognition. For the success of the training, we extend a heartfelt thanks first and foremost to the ICYE Ghana team for their hard work, support and enthusiasm; to Maria Elisa Novoa, CIVIVUS, for her input and insights during the training, to the facilitators for their preparation and commitment; and to all participants for the enriching process, productive discussions and an ICYE visibility strategy in place.

ICYE International Office

AIMS & OBJECTIVES

Calling Youth to Action in a Global Visibility Drive aims to develop a visibility strategy to promote the value of volunteering and stimulate youth participation worldwide. It offers partners in the project the opportunity to modernize and internationalize their public relations and external communication systems and likewise enhance the skillsets of youth workers (i.e. staff, mentors, volunteers) to develop a communication strategy that has clear targets, is goal-driven, on-going, cost effective and well-timed.

Main aims

- *Visibility*: To promote the value and build recognition of volunteering by ensuring widest visibility of volunteering programmes in four world regions.
- *Building Capacity*: To develop a tailor-made visibility strategy for Erasmus+ and ICYE long-term international volunteering programmes and to build the non-formal learning and communication skillset of youth workers through the visibility training and launch of the visibility strategy and campaigns.

Main objectives

- Create a visibility strategy for long-term international volunteering programmes and projects
- Build capacity of youth workers and equip them to plan and implement visibility strategies that are realistic, cost-effective, well-timed and successful
- Identify stakeholders and key target groups and create messages for these target groups
- Identify tools and communication channels best suited to the needs and interests of the target groups
- Plan and launch local awareness raising campaigns on international volunteering in the 21 participating countries with predefined objectives and targets to reach specific numbers of people
- Draft a dissemination plan to exploit the outcomes of the project
- Produce a Visibility Guide and Best Practice Report for strategic promotion and dissemination of international volunteering
- Long-term objectives:
  a) Follow-up on the visibility strategy's success in forging new partnerships and engaging larger numbers of young people, also those with fewer opportunities, in long-term international volunteering.
  b) Ensure that the visibility drive becomes an annual feature among project partners for the promotion of volunteering at local, national, regional and international levels.

PROGRAMME OVERVIEW

DATE	DAY	DESCRIPTION OF ACTIVITIES
15.11.	Day 0	Arrival of participants
16.11.	Day 1	Getting Started

09:00	10:30	+Welcome by ICYE Ghana and ICYE IO, Introduction to Ghana & ICYE Ghana +Introduction of facilitators' team & participants +Project aims and objectives + Getting Acquainted +Expectations, fears, contributions, and the experiential metre
10:30	*11:00*	*Coffee / tea break*
11:00	12:30	+Presentation of the Programme +Signing the Social Pact +Logistics, reporting on sessions, groups for end-of-day feedback **Introductory talk:** **Youth Engagement worldwide. CIVICUS' work in mobilizing youth and raising awareness of youth work** Maria Elisa Novoa, Youth Engagement Officer, CIVICUS: World Alliance for Citizen Participation
12:30	*14:00*	*Lunch break*
14:00	15:30	**Setting the framework:** +Why visibility and promotion of international long-term volunteering? +Case Study: Examining a former promotion campaign/action
15:30	*16:00*	*Coffee / tea break*
16:00	17:30	**Non-Formal learning and Communication** +Non-Formal, Formal and Informal learning +Inner readiness-based competence development +The Ghanaian Wave +Dr Kolb's experiential learning cycle +Soft/Life skills
17:30	18:00	*End of day Feedback in Groups*
19:00		*Dinner / Intercultural Night*
17.11.	**Day 2**	
09:00	10:30	SUM-UP of Day 1 / Introduction to Day 2 **Step-by-Step: Building a Marketing and Communication Strategy:** Using the Lotus Method (adapted) and Discussion 66
10:30	*11:00*	*Coffee / tea break*
11:00	12:30	**Introduction to Campaigning** by Maria Elisa Novoa, Youth Engagement Officer, CIVICUS Working on individual strategies and campaigns
12:30	*14:00*	*Lunch break*
14:00	15:30	**Working on individual strategies and campaigns** +Introduction to The Logical Framework Matrix +Reworking individual strategies & expanding on the activities/actions of my campaign
15:30	*16:00*	*Coffee / tea break*
16:00	17:30	**Presentation of individual strategies and campaigns**
17:30	18:00	*End of day Feedback in Groups*
19:00		*Dinner followed by screening of promotional videos and campaigns*

| 18.11.	Day 3	
09:00	10:30	Working on individual strategies and campaigns
10:30	*11:00*	*Coffee / tea break*
11:00	12:00	Working on individual strategies and campaigns
12:00	*13:30*	*Packed lunch*
13:30	17:00	**Visit to Cape Coast Castle and to ICYE Ghana**
20:00		*Dinner on the road*
19.11.	Day 4	
09:00	10:30	**Mid-Term Evaluation** **Social Media**
10:30	*11:00*	*Coffee / tea break*
11:00	12:30	**Integrating Social Media in my strategy and campaign activities**
12:30	*14:00*	Lunch break
14:00	15:30	**Presentations of the strategies and campaign activities** Feedback from the group
15:30	*16:00*	*Coffee / tea break*
16:00	17:30	**Common global actions of the visibility strategy**
17:30	18:00	End-of-day feedback Round
19:00		*Dinner / Free Evening*
20.11.	Day 5	
09:00	10:30	**Clustering in groups** - **What I still need!** Based on needs and interests of participants.
10:30	*11:00*	*Coffee / tea break*
11:00	12:30	**Monitoring / Dissemination / Follow-up**
12:30	*14:00*	*Lunch break*
14:00	15:30	**Step-by-Step Action Plan** +Project timeframe, implementation of strategy and campaigns, monitoring process +Written Feedback on strategy and campaigns +Visibility Evaluation, Paris, France, September 2017 +Dissemination
15:30	*16:00*	*Coffee / tea break*
16:00	17:30	**Final Evaluation of the Training & Closing**
18:30		*Farewell Dinner*
21.11.	Day 6	**Departure of participants**

DAY ONE: 16th NOVEMBER 2016

The training started with an official welcome by ICYE Ghana and the International Office, followed by a presentation of the ICYE Ghana team of staff and co-workers as well as ICYE Ghana's work and activities in the field of long-term international volunteering. This was followed by the presentation of the facilitators' team as well as the participants of the training.

Expectations, contributions, fears and the experiential metre

To gauge expectations, contributions and the level of experience of participants in promotion and external communication work, the participants were each handed 3 coloured post-its and asked to write their expectations on one, fears on the other and contributions to the training on the third. They then came up to present their 3 post-its to the group and pasted them onto the three flipcharts as relevant. They were also asked to chart their level of experience on a graph (see photo below) for an exchange of best practice and learning among participants.

Based on the fears indicated by participants, a social pact was drawn to ensure an atmosphere of respect, understanding and learning for all at the training. The draft training programme was then presented and participants were asked to consider, in line with their own expectations, whether additional aspects/sessions needed to added to the programme. They were informed that the programme would remain a draft until the end of the training and all needs and suggestions for changes to the programme would considered, and if possible accommodated.
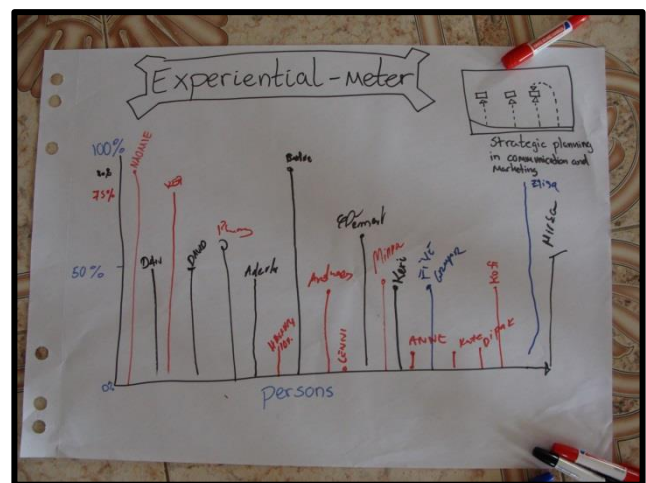
Introductory talk: Youth Engagement worldwide. CIVICUS' work in mobilizing youth and raising awareness of youth work, by Maria Elisa Novoa, Youth Engagement Officer, CIVICUS: World Alliance for Citizen Participation

Below are the main points from the CIVICUS presentation, which focused on CIVICUS's Youth Engagement Strategy:

CIVICUS:
CIVICUS is an international non-profit organisation, which are working towards strengthening citizen action and civil society around the world. It is a member based organisation which is dedicated to enhance the rights, freedoms, health and vitality of civil society as a whole, mainly to protect the

human rights of freedom of expression, association and assembly.

CIVICUS: World Alliance for Citizen Participation:

CIVICUS is a members' based organisation of civil society organisations and individuals, dedicated to connect and enhance the voices of ordinary people, mainly in the Global South to protect their civic space. We do this by different channels, one is through our *Policy and Research*- team who are constantly monitoring, tracking and publishing the threats against civil society actors, human rights defenders, leaders, etc. in the aim to raise awareness and provide a high quality of knowledge to support advocacy efforts at the national and UN level.

We have then a team close to the UN, one representative of CIVICUS is in New York and another one in Geneva. They build the bridge between all that is produced in Johannesburg in terms of research and by our members around the world to advocate at the Humans Rights Council.

CIVICUS Memberships:

So now the big question: How we find and engage young people and organisations to work with us?

CIVICUS is an alliance, it started with 20 leaders from across the world from different organisations and civil society networks almost 25 years ago, with the idea to reinforce and support the virtual expansion of citizen participation in every region.
Since 1993, CIVICUS has built successively on important achievements.

So through the founders, inviting people to join, preparing and promoting regional reports and organizing events like the World Assembly, now called the International Civil Society Week, activists and organisations have been joining year by year and now we have a membership of 3500 members.

And this is the general strategy, not only for youth or non-youth, this is for all. So what usually happens is that after we publish a report or article, organize or attend an event, we create partnerships and invite people to join the alliance so we can keep working together in the future. And the engagement tool is offering a series of benefits.

Youth Participation Strategies in CSO's worldwide:
Main youth engagement strategies are:

- Advocacy and campaign
- Network and movement building
- Training and capacity building

Read more: http://www.rhize.org/newglobalcitizen

Youth Engagement Framework:

The approach is to work with youth in three different levels.

1) The first one is *#Youth as Leaders*. This means giving the space to young voting members to participate in the decision-making process of the alliance as parts of the Board of Directors with the same level of voice and power as non-youth members.

2) Then we have *#Youth as Partners*. And this is the Youth Action Team members. This is an advisory body that started in 2013 as the Youth Advisory Group with 10 youth associate members gender

balanced from each region. This year the group was renamed to the Youth Action Team. They have a mandate of 3 years to advise CIVICUS how to mainstream youth voices within the alliance and within members organisations.

3) In addition, the third approach is #*Youth as Beneficiaries*. At CIVICUS, we group them in the Youth Working Group. This is an all youth member based working group that will be launch very soon. The idea of this Working Group is to engage with all members younger than 30 and organisations interested in youth issues. So, they can receive exclusive benefits tailored to youth. Like youth reports, initiatives, mentorship opportunities, campaigns, platforms to tell their stories like podcasts or publish their messages in a creative way through CIVICUS website and channels.In the context of a rapidly shrinking space for civil society and threats to digital rights, the youth are disproportionately affected because they are the greatest agents of change in society, on- and offline.

CIVICUS Youth Working Group 2016-2022:

Network and movement building

Training & Skills – **Mentorship**

Advocacy/ Campaigning

Events/ Workshops – **Youth Assembly**

Podcasts/ Webinars & Social media discussions
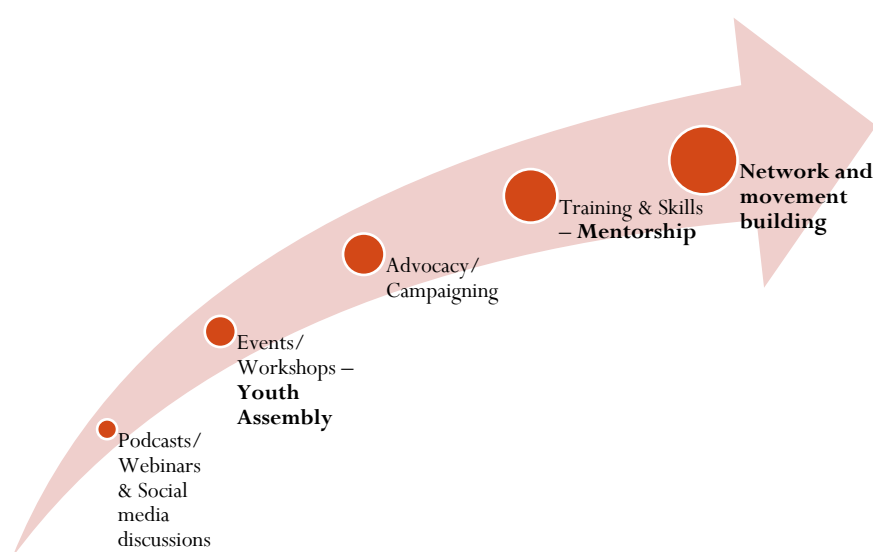
How we understand youth engagement?

- What are the most pressing challenges facing youth at global level, or the ones raised for a particular region/country?

- Envisaged role for civil society actors to address these challenges?

- Requirements for civil society to play a meaningful role, i.e. what is needed to create an enabling environment for youth?

Complete the survey and have your say: https://www.surveymonkey.com/r/CIVICUS-SP

References:

- The New Global Citizen Report, Rhize. September 2016
  http://www.rhize.org/newglobalcitizen/#download
- Volunteering lab
  http://www.mobilisationlab.org/about-the-international-volunteering-lab/
- CIVICUS Youth Action Team
  http://www.civicus.org/index.php/what-we-do/connect/youth-action-team

Background reading:

- http://www.ssireview.org/blog/entry/civil_society_and_significant_changeare_we_ready
- http://www.whydev.org/moving-beyond-tokenism-to-make-youth-participation-a-reality/
- http://devcooperation.org/2014/05/19/young-people-as-partners-were-not-just-saying-it/
- Involving youth in Uganda (Restless Dev): http://restlessdevelopment.org/file/resug-evaluation-summary-oct12-pdf
- https://hbr.org/2016/02/motivating-millennials-takes-more-than-flexible-work-policies
- National Center for Family Philanthropy
  http://youthgiving.issuelab.org/resource/passing_the_baton_generations_sharing_leadership
- Shifting Norms
  http://blogs.worldbank.org/developmenttalk/implementing-wdr-shifting-norms-youth
- Millennials are shifting the World of Social Impact
 http://www.fastcoexist.com/3060085/millennials-are-reshaping-the-world-of-social-impact

Setting the framework

Why visibility and promotion of international long-term volunteering?

To set the terms and grounds of the discussion on visibility and promotion of international volunteering, participants were asked to discuss in groups the topic of "visibility" and how to promote long-term volunteering. Each organisation has different things they work on and different ways of doing things. This session started the discussion and set the framework for the rest of the training as participants shared their views on why visibility and promotion was vital for their organisations, what promotion work they have done thus far, etc. The specific questions and topics they discussed are detailed below in the session report.

Why visibility and promotion of international long-term volunteering?

- Some organisations are more visible than others
- Support of ICYE's core activity: We want to send out more and receive more volunteers.
- Networking
- Encourage returnees to stay within the organisations
- Spread Values: intercultural learning in a global society
- More partners as hosts (families and project)
- Promote the idea of volunteering
- Fundraising
- Recognition: ICYE= Exchange (Task of IO to establish and strengthen the brand)
- Changing the local attitude towards volunteering (Not: Volunteering Tourism)
- Partners: Partners, Sponsors, Hosts
- True information to the youth, direct information – no rumours
- Competitors
- Be visible on a local level, for people who will not travel abroad.
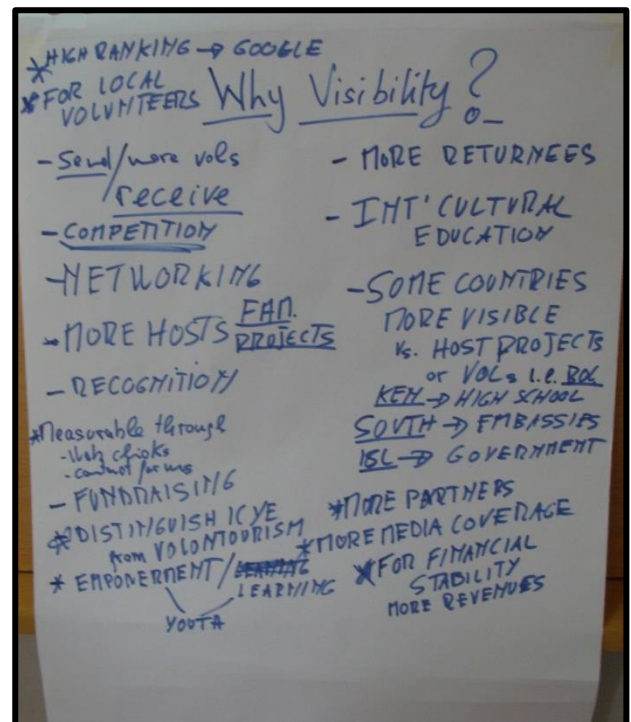
1.1 Why is it important for your organisation?

- To get recognised in a positive way amongst young people
- Competitors: If they do not go with ICYE they go with someone else
- Depends on the country: Nepal needs to be visible internationally, Switzerland needs to be visible on a national level

1.2 How visible is your organisation now? How do you measure the visibility?

- Depends very much on the country. Most of them are not visible enough.
- Projects know ICYE, they come to ICYE proactively. They are more known in this sector.
- How is it measurable: Web form – where did you get the information from?
- Media/Press: In some countries media covers events, depends on the dimension.
- How did you get to know ICYE: Word of mouth: in the global south; Internet: in the global north

1.3 Where do you want to be visible? Locally, internationally – social media?

It's important to be visible for the following groups:
- Finland: Focus group per year
- Kenya: High school, University, Embassy, Governmental organisations
- Iceland: Governmental institutions

2. What have you done so far?

- Kenya: organises sports tournaments
- Bolivia: Flash mob together with other organizations
- Poland: Participating in public events
- Finland: Magazine – volunteering from different perspectives (incoming, outgoing, host family): website who is mobile friendly
- Colombia: Information Session at universities
- Denmark: Every High School student gets a hat. ICYE has a contract with the company that produces the hats and is mentioned as one of the 3 options for the gap year.
- France: Big public event
- Ghana: WhatsApp-Group
- All of the countries: Info meetings
- UK: Share nice and cool content online; not necessarily related with ICYE
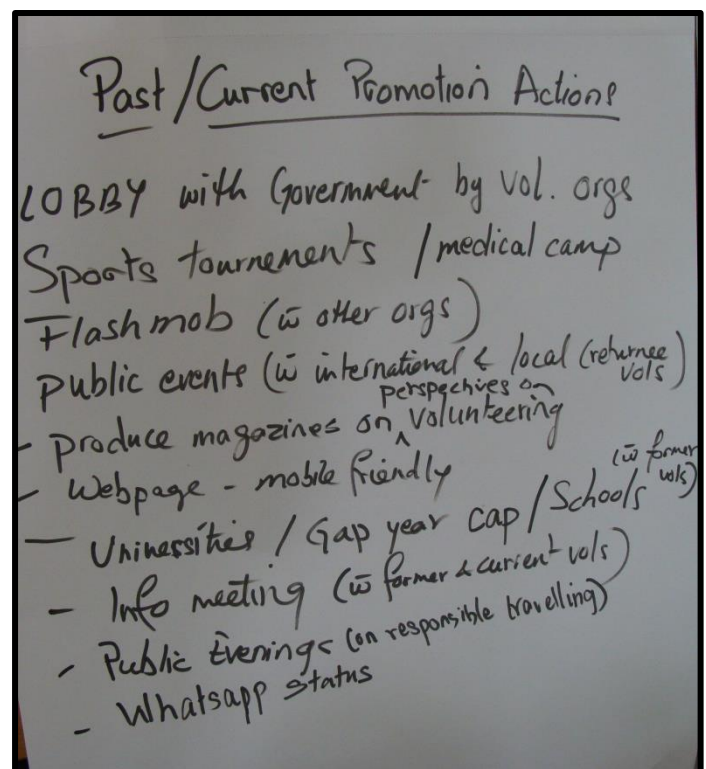
Case Study: Examining a former promotion campaign

The participants were divided into four groups, where each participant presented a promotion campaign or action conducted by his/her organisation. From all the campaigns and actions presented, each group was asked to select one campaign or action that was done recently and then to reflect on the promotion, visibility and marketing plan that was implemented. This case study per group was discussed on the basis of the challenges faced and main learning outcomes of the promotion. Each group received five questions that they were asked to answer about the chosen

campaign or action (see questions below). In the end, each group presented their discussions to the other groups.

Case Study Questions for the groups:

- *What were the objectives, targets and messages conveyed and were they well defined?*
- *What tools were adopted and were they adequate to the audience/target groups?*
- *Was the budget and effort initially assigned adequate?*
- *How could it be improved?*
- *Did you assess the impact of your action/activity and did meet the targets you set?*

Group 1:
Promotion campaign/action:

- Two volunteers go to different high schools to promote volunteering. One talks about his/her experiences and the other volunteer talks about the technical aspects. What makes this kind of promotion special is that the message is coming through a personal contact and has emotional content. The volunteers can bring power points and music so there is something for all the senses.

What were the objectives, targets and messages and were they conveyed?

- Low cost promotion, only transportation of the volunteers. After the presentation, the volunteers hand out an email list, so those who are interested can leave their contact information.
- The returnees/volunteers get a training on how to do presentations, etc. before they do them.

How can we combine an offline presentation with an online aspect?

- Idea: Create a Hashtag and let the audience post on twitter during the presentation.

What was the target? Think about time, resources, budget...

- There was no evaluation: There is no way to find out how many of the 500 reached students finally did a service with ICYE.

Group 2:
Promotion campaign/action in Vietnam:

- Creating a local event in Vietnam, where the volunteers organise a big annual international event. Each volunteer can contribute with something from their culture, like dance, music performances and different kinds of food. Local TV and radio is coming to share the event with the public. Volunteers get in contact with young people
- Impact not really measurable but the number of volunteers is slowly increasing.
- The objective is to open a space in Vietnam to learn about opportunities to engage abroad and introduce VPV as the channel to achieve these opportunities
- Target: Youth in Vietnam, local and international ICYE Vietnam volunteers and potential new ones

Tools:

- Use local volunteers (80) to organise and do the logistic preparations for the event
- Use international volunteers to recruit participants to the event, sell the tickets for the event (2 USD) and perform at the event. International volunteers tell their stories during the event
- Social media and national mass media and press are the principal channels to communicate and promote the activity
- VPV prepared a press release so TV and media use it to cover the event and publish online articles
- Organise a pre-event to promote the main event and sell tickets
- Budget: 8000US$ with the support of sponsors such as the British Council or foreign companies

Group 3:

Promotion campaign/action:

- In Colombia they have info meetings, which are held at the university. In every meeting there have been 60 to 70 persons attending. The costs were around 1500 Euro. Estimates are that around four percent of the people reached are later sent as volunteers.
- ICYE Colombia collaborates with the university – an intern supports the staff at the University and in exchange ICYE Colombia has the opportunity to use the infrastructure for personal and info meetings
- Promotion of meetings via Email/Facebook/Twitter
- Promotion budget: 1500€ (investing more wouldn´t change the outcome at the moment)
- Outcome: A lot of response via Email and phone
- Challenging goal: Attracting potential volunteers to less popular projects

Group 4:

Promotion campaign/action in Poland:

- Organising info sessions in park tents for the public. The objective was to raise awareness about volunteering.
- Activity – Info Session: Info Sessions should be done in a public place such as a mall or when a public event is happening in a public place, such as a concert, festival, open day, etc.
- Title: Europe changes Warsaw: The organisation recently participated in a fair, an open air event in a park in Warsaw, which ran from 10am to 6pm. They set up a tent which had a platform for presentations, a Photo gallery, and interactive activities like language quizzes. They also presented volunteers from other continents participating in the Erasmus+ programme.
- Target Group: It wasn't clear who the target group was but mostly it was families and Youth
- Main Objective: Create more awareness and recognition of voluntary service, attract as many people as possible
- Tools: Tools were based on non -formal learning, games, language cafes, etc.
- Impact**:** They know that the impact was large but they did not measure it. However, they counted the number of people who visited the office after the event, and the number of brochures given out, and the reaction after pictures were posted about the event. They numbers indicated that they had met their targets.

-       Budget: The budget assigned was not large since a lot of money was not needed to print brochures.

How to improve the activity and outcomes:

- Advertise before the activity
- To attract more people, dress in a distinctive manner, in traditional dress or branded T-shirts
- Have more games and quizzes for all ages, and include prizes for winners
- Have an evaluation meeting with the team
- Do Snapchat for more visibility
- Include activities for volunteers

Non-Formal learning and Communication

In this afternoon session participants took part in a workshop on "*Non-Formal learning and Communication*". The session comprised a discussion on non-formal education, a presentation of inner readiness competence development and a short exercise, The Ghanaian Wave, to try out non-formal learning in a practical way, followed by a presentation of experiential learning and life/soft skills.

The session started with "*Formal, Non-Formal and In-Formal Learning*" and participants were asked "*What is the difference between the three?*" After an in-depth discussion on "*What is non-formal education?*", the facilitator explained that it is *a way of learning that is outcome centred, non-formal: not a traditional class way, it is competence based*. On the other hand, *formal learning is what happens in schools, universities and institutions like these. The outcome is a certificate*.

The facilitator then presented the inner competence development graph, which links "*attitude/ inner readiness*", "*knowledge*" & "*skills*". It is at the place where these 3 aspects "*attitude/ inner readiness*", "*knowledge*" & "*skills*" meet that one's ability to act in a specific field and in a specific situation is defined and the occurring change of attitude changes the way one behaves. The
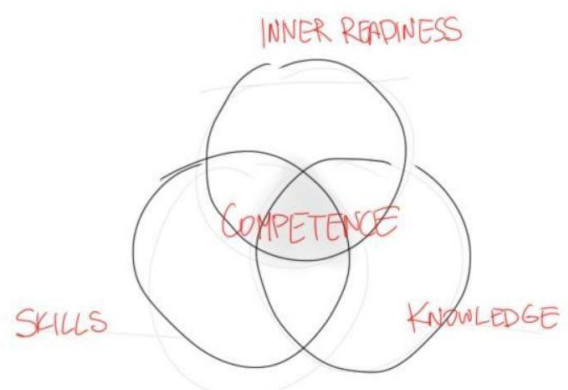
participation of a long-term volunteering programme impels young volunteers to look at the world from a different perspective, and the skills they gain with the help of preparation meetings and trainings as well as the experiences abroad lead to non-formal learning skills. Participants were then asked: *"Is personal growth linked to skills and knowledge? How important is it to know ourselves and get out of our comfort zone?" B*y way of the following exercise, participants experienced in a practical way how non-formal learning occurs.

The Ghanaian Wave

The description of this method can be found in **Annex 1: The Ghanaian Wave**.

The facilitator requested everyone to stand up. The facilitator presented a flipchart with the words*" up", "down", "left"," right", "front", "back"* and *"wave"* and explained that the movements have to be made according to each word (*"up"* is rising your arms, *"down"* is pointing with both arms to the floor, etc...). He explained that on another flipchart all the words were written again but with a different combination of movements and that the group would have 1 minute and 10 seconds to memorise the new combinations of words and movements. The other flipchart was shown, on which, next to every word a movement is indicated, e.g. left is up. Shortly before the time to memorise ran out, a participant proposed to memorise together, i.e. to make different people memorise a different word and movement so that the others could all simply copy the movements.

Once the time was up, the facilitator covered the flipchart and said, e.g. "left", and the group was expected to do the particular movement linked to "left". A lot of the participants struggled to get it right. The facilitator asked how the group tried to memorise the combination and why it did not work. It was discussed that the decision to trust the others was too last minute and it was not clear who was in charge of what. Also to force your brain to do something other than what the word says complicates the task a lot. The facilitator proposed to try again, but this time with a strategy. The 1 minute and 10 seconds started and there was a loud discussion about how to do it. There were several ideas and after some time it was decided that the grouping of seven people in the circle would memorise one word and movement each and that the others would follow their lead. The time ran out and the facilitator called out the movements again. This time it worked better but there was still some confusion amongst the participants.

During the feedback on the activity, it was stated that there were too many strong personalities, no leaders, many opinions and ideas. The question then arose if there should be a leader. It was also

stated that there were different ideas of efficiency and other ways of looking at the process that have to do with communication, "*who are you to decide who does what and when?*" It was criticised that the "*do'ers*" could not see each other and there was a lot of pressure on them as the whole group depended on them doing it right. By having groups the pressure had been divided. One of the "*do'ers*" combined the movement with a sound which made it easier for everyone to follow. To the question, "What did you learn?", participants responded with:

- teamwork, there are lots of ways to do something
- if rushing into trying to solve a problem, you could miss out on alternative solution methods
- critical thinking
- communication
- problem solving

Experiential Learning and Life/Soft Skills

The debriefing of The Ghanaian Wave was followed by a presentation on *Dr Kolb's experiential learning cycle and soft/life skills*. According to Dr David Kolb, experiential learning is a 4-step process:
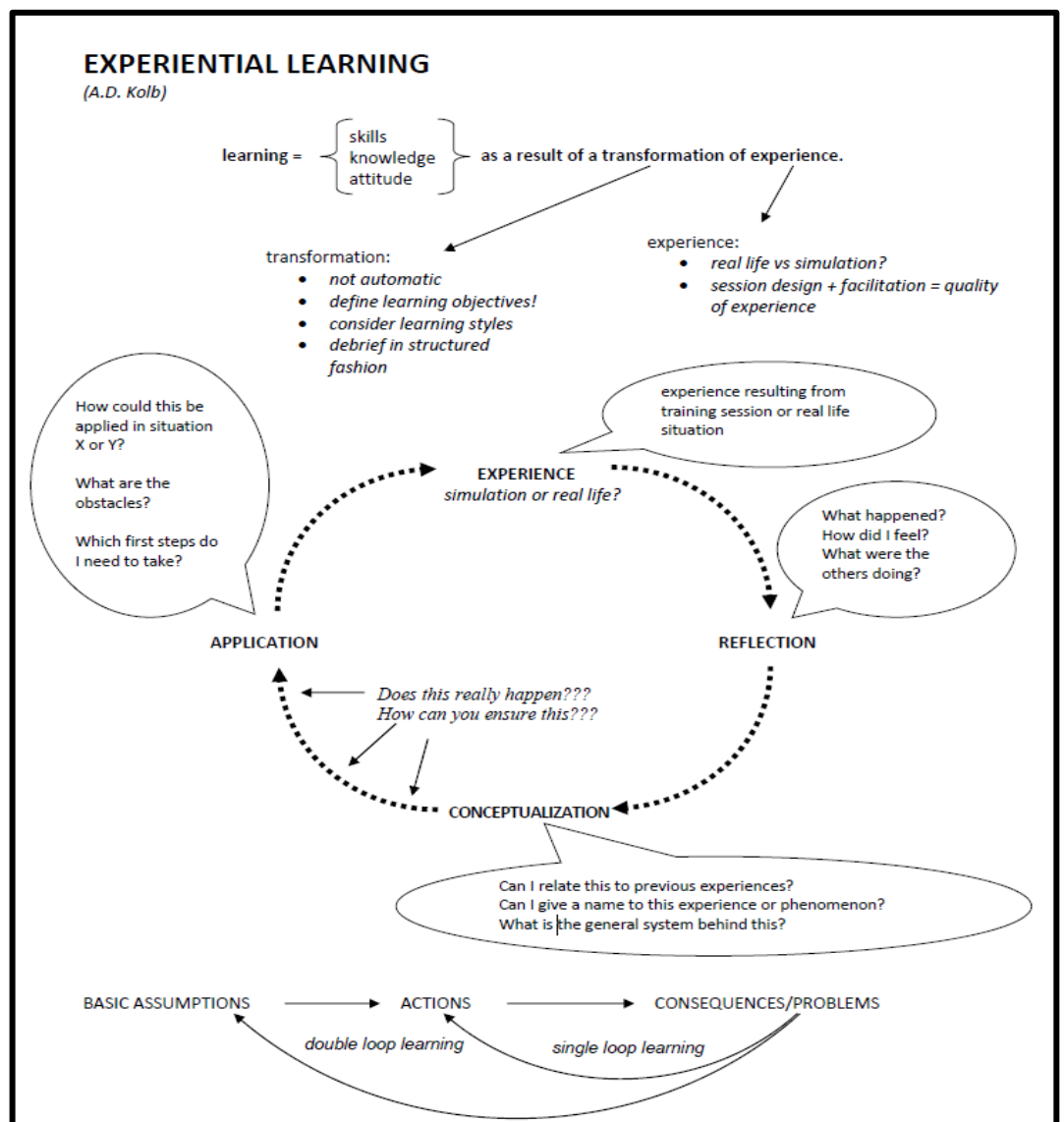
Stage 1 – Doing and experiencing is part of everyday life but it can also be an arranged opportunity.

Stage 2 – Observing and reflecting on what has happened to you.

Stage 3 – Concluding from the experience and generalising (putting them into their daily issues)

Stage 4 – Applying the newly acquired competence or planning a new experience.

For experiential learning, it is important to go through all four stages - from the experience phase to thinking it over, to the critical analysis and to come to planning

EXPERIENTIAL LEARNING
(A.D. Kolb)

learning = { skills / knowledge / attitude } as a result of a transformation of experience.

transformation:
- not automatic
- define learning objectives!
- consider learning styles
- debrief in structured fashion

experience:
- real life vs simulation?
- session design + facilitation = quality of experience

How could this be applied in situation X or Y?
What are the obstacles?
Which first steps do I need to take?

experience resulting from training session or real life situation

EXPERIENCE
simulation or real life?

What happened? How did I feel? What were the others doing?

APPLICATION

REFLECTION

Does this really happen??? How can you ensure this???

CONCEPTUALIZATION

Can I relate this to previous experiences? Can I give a name to this experience or phenomenon? What is the general system behind this?

BASIC ASSUMPTIONS → ACTIONS → CONSEQUENCES/PROBLEMS
double loop learning   single loop learning

of the use of the newly acquired competence. According to this theory, what is important is not what happens to you but what you do with what happens to you.

The 8 soft Skills learned and practiced through non-formal learning:

- Problem solving
- Analysis and synthesis of information
- Critical thinking
- Communication
- Learning to learn
- Teamwork
- To take initiative
- Organisation and planning

Communication

The participants then divided into groups to discuss and distinguish between communication among volunteering stakeholders and communication for visibility and promotion. The groups had to examine the difference between:

1. Intercultural communication among stakeholders of volunteering:
   How do you communicate (platforms, channels, means, tools, length of message)?
   What is required (skills, information)?
2. Communication for the promotion of volunteering:
   How do you communicate (platforms, channels, means, tools, length of message)?
   What is required (skills, information-e.g. research data)?

Participants discussed that multicultural communication among stakeholders of volunteering involves the following: When you send a message you have to have a purpose in mind, choose efficient methods, different ways of communication, passing on your position, how do you make sure that your message gets through, identify the target, you know who the person is, then you decide the channel of communications e.g. quota, issues related to volunteers, solving problems, feedback, better cooperation, long-term effects of the programme, e.g. employment.

Communication for the promotion of volunteering and multicultural experience involves the following: Depending on what the message you wish to send, you decide the communication channel→ posters, brochures, internet (Facebook, website), press, radio presentations, sharing of experience by returnees).

DAY TWO: 17th NOVEMBER 2016

Step-by-Step: Building a Marketing and Communication Strategy

The "*Step-by-Step*" plan on building marketing and communication strategy was presented and explained in detail, starting with the needs of the organisation and aim of the strategy and ending with setting measurable targets and assessing results.

- NEED (what resources do we have)
- AIM (pre-defined: Building recognition of volunteering and of the ICYE long-term programme)
- OBJECTIVES
- TARGET GROUPS
- METHODS/ ACTIVITIES /CAMPAIGN
- TIMELINE
- IMPLEMENTATION/ MONITORING
- EVALUATION/ IMPACT ASSESMENT
- SET MEASURABLE TARGETS
- RESULT

The idea of having a common step-by step plan was for all organisations to have one global strategy encompassing all the key objectives, target groups, and relevant channels of communication. To develop a common global strategy, the Lotus Method (adapted for our purposes) and Discussion 66 were used.

Lotus Method and Discussion 66

The participants were divided into four groups and each group was given a flipchart on which a Lotus was drawn, i.e. a lotus flower with 3 layers of petals. In the centre of the lotus, the main aim of the strategy was filled in by the facilitators and the groups were required to fill in the 3 layers of petals as follows:

The AIM of the lotus: **Building recognition of the ICYE long-term volunteering programme.**
- The <u>first</u> layer of petals was to be filled in with the different objectives
- The <u>second</u> layer was to contain target groups
- The <u>third</u> layer was to have channels of communication

After completing the lotus, the Discussion 66 method was used to create one global strategy. Each group was asked to choose a spokesperson. The spokespersons of two groups then met up and tried to convince each other of their viewpoints and chosen objectives, target groups and channels of communication. Together they agreed upon, selected or created one Lotus for both the groups. Thus, 4 small groups had now become two large groups, and the same process continued for these two big groups. Again each group chose a spokesperson, who debated with the spokesperson of the other group.

The group had worked towards a common aim together, and by always extracting the most vital points from each group/Lotus, created a common strategy on how to reach the main aim to **build recognition of the ICYE long-term volunteering programme.** This became the starting point to further develop a common strategy and individual campaigns and actions for volunteering promotion.

Discussion 66 is a way of doing a brainstorming session in a big group. The number 66 is used because the big group is divided into small groups of 6 and they then have a period of 6 minutes to do the brainstorming. For more information, see **ANNEX 2: Discussion 66.**

The ICYE Visibility Strategy
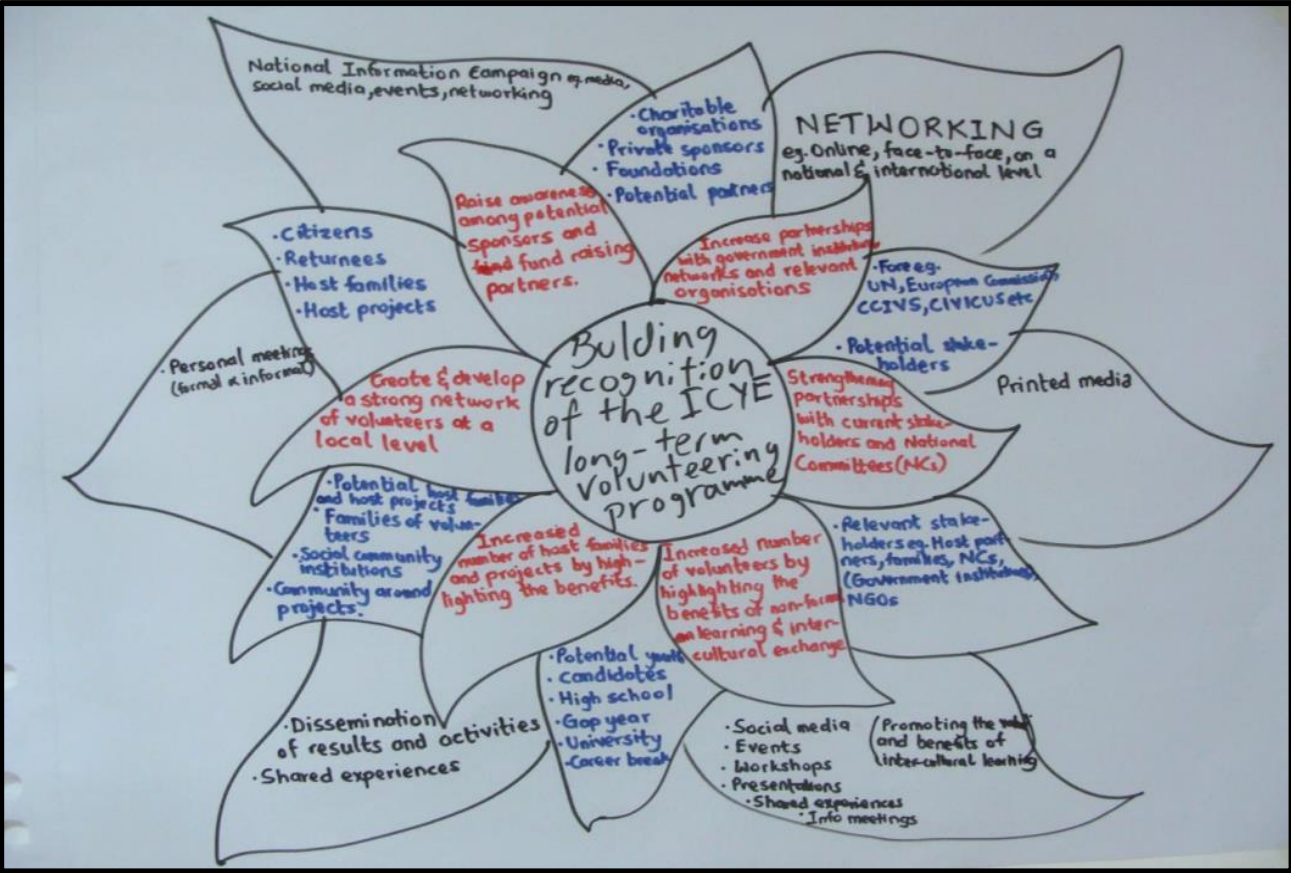
Introduction to Campaigning
by Maria Elisa Novoa, Youth Engagement Officer, CIVICUS

On both day two and day three, the participants worked on their individual strategies and campaigns. To start off the process, Maria Elisa Novoa from CIVICUS made a presentation on campaigning, providing an overview of what campaigning is, the different types of campaigns, guidelines for campaigning and how to get started.

What is campaigning?: '*Organised actions around a specific issue seeking to bring about changes in the policy and behaviours of institutions and/or specific public groups… the mobilising of forces by organisations and individuals to influence others in order to effect an identified and desired social, economic, environmental or political change.*'

Types of Campaigning:

- by *type of target*: for example, school administration; migrants and refugees, students.
- by **geographic scope**: for example, CBD, Johannesburg, University campus
- by **tactics:** for example, protest, lobby, direction action, advocacy
- by **desired outcome:** for example, policy change; policy implementation; behavioural change
- by **theme or issue:** for example, child poverty; human rights; public health.

Getting Started:

A. Understand and have a clear answer to **why are you planning a campaign** around the issue you selected?

B. **What is the overall aim of your campaign**? Be SMART

   – **Specific –** what do you want to achieve?
   – **Measurable –** how will you measure success?
   – **Achievable –** Is it achievable?
   – **Realistic -** Is it realistic?
   – **Time-bound –** By when?

Know Your Audience:

- Psychographic profile
- Demographics/segmentation: age, gender, identity, language, `race', religion, region, socio-economic status, values, views (issue-based, political, cultural etc.)
- Current behavior – what are they doing in relations to your goal now?
- Level of awareness – How aware are they?
- Motivations/barriers – what will motivate them? What are key barriers?
- Preferred channels of communication – radio, Facebook, twitter, face to face?
- You want to secure ownership of your audience about the campaign so they can use your message in their own language and channels.

Power and Interest Map:

The presentation described the importance of knowing your audience, allies and components when doing a campaign. Participants were showed how to make a `Power and Interest Map`, which shows were one is placed in a certain situations compared to allies and opponents.

Tool 3:
Power and Interest Chart

<u>Allies</u>   <u>Opponents</u>

Power

Most

Least ————————————→ Most Interest ←———————— Least
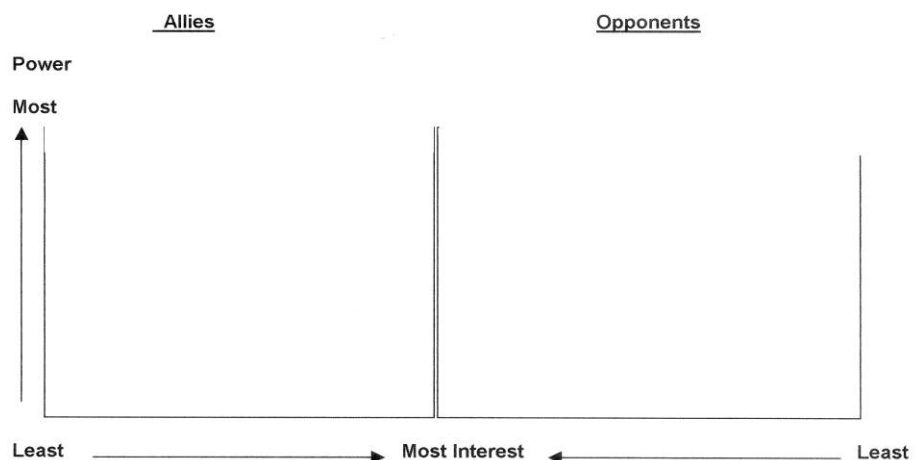
Put all possible stakeholders on this chart with those having the most power near the top and those with the most interests near the centerline.

Then you want to focus energy on those with the most power and the most interest.

Key Elements for a Message:

- **Idea** – This includes what, why, how and what action.
- **Consistency** – Messages are not absorbed overnight. Repetition is vital. Your message must be consistent.
- Deliver the same message in different ways, using different words and actions so that it does not become boring. Be persistent.
- **Length** – The message should be focused and short.
- **Language** – Use clear, inclusive, powerful language. Use everyday language and no jargon. Avoid technical terms.
- Use positive rather than negative images.
- **Human face** – Wherever possible, give the issue a human and local face. Make it personal.
- **Messenger** – Use the organisation or person who will be most credible and mobilise the most support.
- **Format** – Consider what the most effective medium is to deliver the message.
- **Time and place** – Consider what timing and place will enhance the credibility / impact of your message?

Tactics - Tools and Channels:

- How will you achieve each of your goals?
- Direct action: marches, protests, vigils, strikes, stay-aways, sit-ins
- Petitions
- Boycotts
- Divestment
- Sanctions
- Traditional media: print, TV, radio
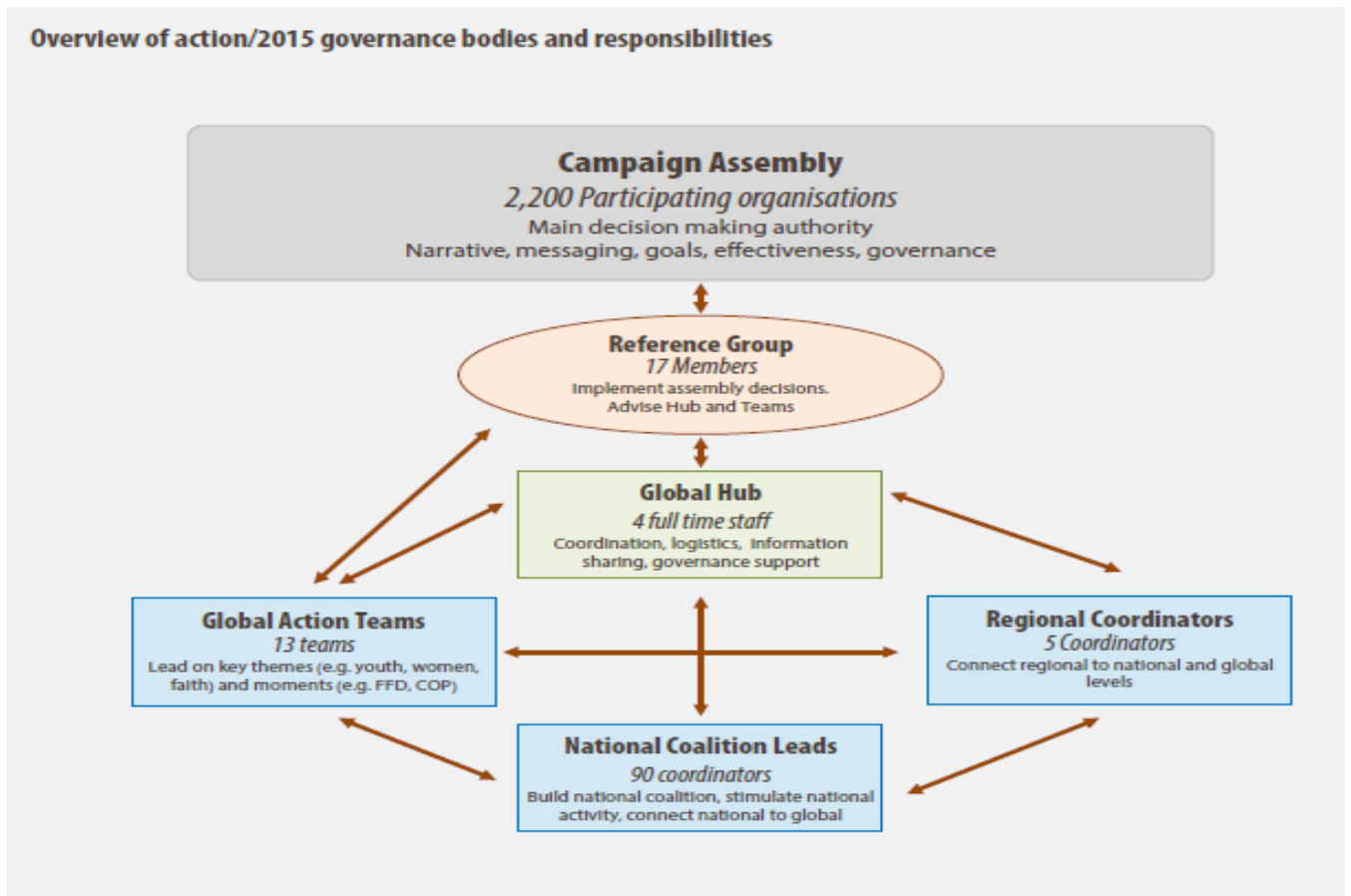- Digital
- Social media

Strategic Plan:

After choosing which tactics to use for campaigning, the next step is to outline the strategic approach by making a strategic plan on objectives, goals, and tactics as well as tools and channels. Example of a Strategic Plan:
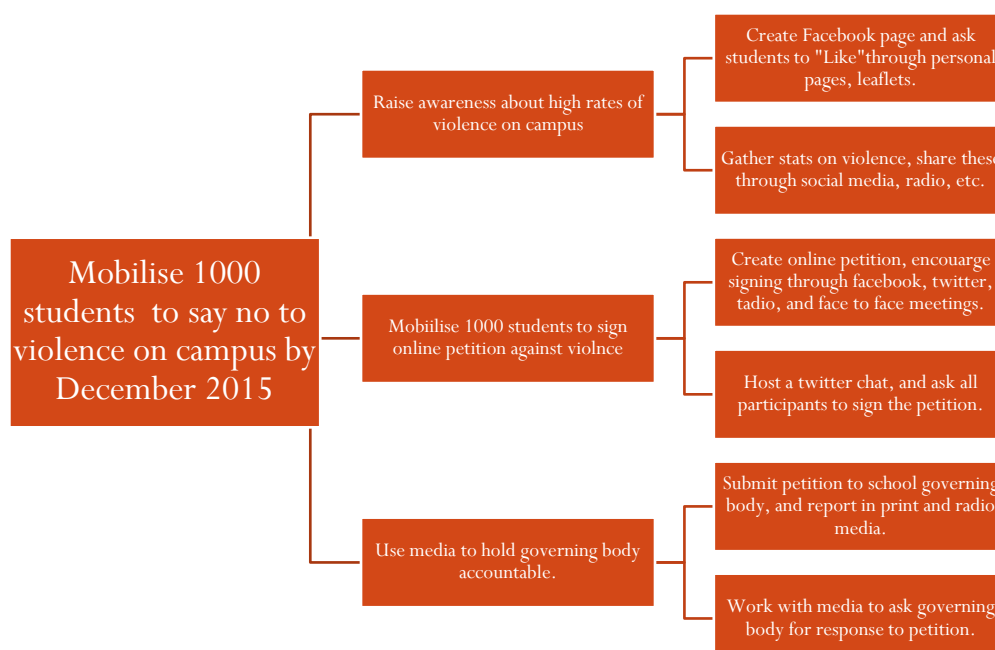
<u>Action Plan:</u>

Making an action plan makes it possible to get an overview of timing, so one knows when to plan an event and what else is happening at that time as well as resources such as people, time and money.

Overview of action/2015 governance bodies and responsibilities

Campaign Assembly
2,200 Participating organisations
Main decision making authority
Narrative, messaging, goals, effectiveness, governance

Reference Group
17 Members
Implement assembly decisions.
Advise Hub and Teams

Global Hub
4 full time staff
Coordination, logistics, Information sharing, governance support

Global Action Teams
13 teams
Lead on key themes (e.g. youth, women, faith) and moments (e.g. FFD, COP)

Regional Coordinators
5 Coordinators
Connect regional to national and global levels

National Coalition Leads
90 coordinators
Build national coalition, stimulate national activity, connect national to global

<u>Campaign Timeline/Monitor and Evaluate:</u>

Make a timeline over the campaign events to get an overview. As the campaign moves forward, it is important to monitor and evaluate the progress. Are the objectives there and what lessons is learned during the campaign? If something is not working as one thought it would, it is important to re-evaluate and come up with new objectives and tactics.

<u>A Good Campaign Makes Use of All or Some of the Following:</u>

- A clear message
- A simple solution
- Clear outrage, something is not acceptable
- Use of the media
- Political support
- Alliances
- Public Action
- Celebrity

Key Elements for Successful Campaigning:

Campaigns are most successful when:

- The campaign is firmly motivational, not educational only
- The objectives resonate with the public (is widely felt, arouses emotion)
- Is winnable: objectives are realistic and achievable in a timeframe that works for you
- There is a clear and simple "task" or action that supporters can take
- Your whole organization is involved and actively engaged in the campaign – everyone is an ambassador
- The approach taken is creative, innovative but easily understood
- Supporters have the opportunity to be actively engaged in a range of activities
- The campaign is supported by wider alliances of civil groups and NGOs
- The media are attracted by the campaigns messages and activities and provide extra publicity
- The issue allows you to speak from your experience and expertise and is consistent with your values and vision
- The issue is one where changes will result in real improvements in people's lives

Jonathan Ellis's Tips on What Makes a Campaign Effective:

To run an effective campaign it needs to pass the **TEA** test:
- **T**ouch
- **E**nthuse
- **A**ct

An effective campaign needs to **Touch** people. It needs to make a connection with its target, strike a chord and prompt a response. It needs to motivate engagement, **Enthuse** people, or they might decide that it is all so depressing or difficult that there is nothing that they can do.

You need to touch and enthuse to ensure that the recipient of the campaign's message decides to **Act.**

Campaigning is all about believing that there can be change to address a problem in the world.

And it is about **influencing** decision makers, at whatever level, to show and then demonstrate their agreement with the campaign's ambitions.

Ask yourself, do your campaign messages pass the TEA test?

Sustaining and Maintaining Alliances and Networks for Campaigning Purposes

- ✓ Keep your own organisation informed of the network's activities and progress.
- ✓ Don't wait until you have refined every aspect of the network's mission, purpose and advocacy strategy before undertaking any advocacy activities.
- ✓ Address difficulties as they arise.
- ✓ Motivate the coalition's members: keep them engaged
- ✓ Celebrate and share successes

The purpose of the presentation was to give the participants inspiration, ideas, tools and methods for the development of their own campaigns. The subsequent sessions enabled participants to work on their individual campaigns, for which they received "*Guidelines for Campaigning*", an excerpt from the 'Final Activity Report' of the training seminar in Spain, 2014, within the scope of the Action 3.2 project "*Citizenship for Change: Empowering Volunteer Activism*". See **ANNEX 3: *Guidelines for Campaigning.***

Also produced within the framework of the above-mentioned project is "*A Quick Guide to Campaigning*" which elaborates on the SMART method presented earlier and can be found in **ANNEX 4:** *A Quick Guide to Campaigning.*

Working on individual strategies and campaigns

As mentioned above, each participant worked on creating a plan for their own campaign. For this, they were divided into groups according to the region to which they belonged. In their groups, each participant introduced his/her organisation's strategy, plan and campaign idea(s) to the others group members and received feedback from them which helped to further develop their individual strategies and campaigns.

Introduction to the Logical Framework Matrix

To aid participants to successfully plan and implement their campaigns, they were introduced to the Logical Framework Matrix.

A logframe matrix is a concise document that outlines the key features that lead to a project achieving its goal. A logframe consists of a 4 column by 4 or 5 row matrix.

- The first column represents the hierarchy of activities to outcomes that needs to occur for the project to succeed.
- The second column represents the indicators that are appropriate measures of whether the activities, outputs or outcomes have been achieved.
- The third column represents the data source, or means to verify the indicator.
- The last column is very important, and outlines the assumptions that need to hold true for that particular activity, output or outcome to occur.

For more information, see *ANNEX 5: Logical Framework Matrix*

Reworking individual strategies & expanding on the activities/actions of my campaign

Based on the feedback received in the small groups and an introduction to the Logical Framework Matrix, participants started to develop in-depth their strategies and campaigns by filling in the Logframe Matrix and expanding on the activities and actions to take place from January to July 2017.

Presentation of individual strategies and campaigns

After having spent the day working and reworking on their strategies, participants made brief presentations on their strategies and campaigns and received valuable feedback from the others.

DAY THREE: 18th NOVEMBER 2016

Working on individual strategies and campaigns

The participants spent the morning session working on their individual strategies and campaigns.

Visit to Cape Coast Castle and ICYE Ghana

The afternoon session began will a visit to Cape Coast Castle, a European-built fortress situated on the central coastline of Ghana. Since its initial construction in 1652, the Castle served as a trading post for European nations and as the headquarters of British colonial administration for the Gold Coast Colony.

Throughout the 18th century, the Castle served as a "grand emporium" of the British slave trade. Thousands of enslaved Africans, sometimes from hundreds of miles away, were brought to Cape Coast Castle to be sold to British slave ships. During the interim period, Africans were imprisoned in what the British called "slave holes," or dungeons in the basement of the Castle that had little ventilation and no windows. After Ghana (formerly the Gold Coast) gained independence in 1957, the Castle underwent a restoration project sponsored by the Ghana Museum and Monuments Board. Today the Castle is a designated UNESCO World Heritage Site.[1]

Following the tour of Cape Coast Castle, the participants had the opportunity to visit the ICYE Ghana office.

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[1] Source: http://www.blackpast.org/gah/cape-coast-castle

DAY FOUR: 19th NOVEMBER 2016

Social Media

The session on social media started with an introduction to the different kind of social media platforms and how to use them. The "**ICYE Federation- social media guide: A guide for Beginners & Masters on Social Media**" published in 2015 was used as material for this session. The purpose of this guide is to:

- give some general input on social media
- share & learn what others are doing & how they are doing it
- increase awareness on the importance of the interaction between NC's on social media
- use it as a praxis tool by adapting it to your own purposes
- try to motivate you to incorporate social media in your daily work, if you are not doing it yet.

Social Media Platforms being used within ICYE: Facebook, Twitter, Instagram, Pinterest, YouTube, Snapchat

FACEBOOK

- Facebook is inclusive!
- It gives information about events
- Make sure you are not overlaying two events, that is, when you have two or more Facebook accounts you are managing, be careful your posts do not conflict.
- Visual photographs
- Facebook is by far the best for organising events
- Facebook can be used to *promote* or *advertise projects* and to attract the *potential volunteers*
- Facebook works on a number of complex algorithms. These decide who sees your posts and how. Your posts are seen by about 10% of your friends. A certain number of likes will increase the post by about 10%.
- A profile is what you have when you join Facebook.
- Facebook pages are for organisations
- Your posts must be very likeable. They should be so likeable that people share it so that the sharer's friends can see it too.

Facebooks Analytics
- How many people you have reached likes, views, shares etc. → Look at Analytical Data
- Posting stuff that is more interesting is more important than stuff that is useful, if the goal is to get a lot of notifications.
- People use Facebook as newsletters → Wrong move ✗

Videos
- NVDIA Videos
- Pictures

- Videos + pictures always get the highest number of likes and attention. For example, posts of personal stories of volunteers are popular.
- Use of the #hash-tag
- Link your Facebook to your twitter, Facebook, Instagram

NB: *When your posts do not get any likes, Facebook checks so you must keep reaching the right people!*

- Facebook is really working in Bolivia!!
  They know that people like to see profile pictures so they changed their algorithm to suit a particular campaign.

TWITTER

- A headline publishing
- A way to express your view in a simple way
- Trending through hash-tags
- More effective to jump on trending posts; comment on it
- For twitter, followers are important
- Depends on the usage in your country. Some countries use Twitter more than others
- Twitter wants to engage you to talk about a social issue and keep talking about it
- **Social media dashboards** – calendar for when to post what; very mechanical
- **Scootpits** – calendar for when to post what
- Other dashboard examples include: hoot sweet, Running more

INSTAGRAM

- Conversation with pictures
- Photo competitions from volunteers overseas
- Usage of Instagram as blogs (this is Denmark's plan)
- You can download an app which you can say you want to repost a number of hashtags
- Repost on Instagram - you share a photo you or others have posted earlier
- You can only post on Instagram with a smartphone
- You can find a third party app that can help you do that but it will be blocked sooner or later

Use of Social Media Always Comes Down To:
- Creating content
- Getting it out there
- Connecting
- Reconnecting and so on
- Trying to collect as many pictures as possible and knowing how to use them appropriately
- You are pushing momentum so be careful when you have more than one account
- You can decide who has access to your account

PINTEREST

- Way to collect stuff about different countries
- Pinterest link on website so you can put a pin on something you like so you can see more about it.
- Pinterest and Facebook are NOT connected by hashtags

YOUTUBE

- Videos
- You have to create content!
- Available for everybody to see once content is posted

SNAPCHAT *– the low ghost*

- Biggest growing social media platform in the world
- Snapstory: Instead of sending content to specific persons you post it for all of your friends/followers to see
- Share an image or video and it has a lifespan
- Lifespan: 3-10 seconds for pictures
- Direct sending. You can post something as it is still happening. For example a festival or meeting.
- Screenshot on your phone but if you do that the other person knows that you have taken a photo of what has been sent to you.
- Third party apps aiding you save videos without the sender knowing
- You can use it as a broadcast
- You can add texts to the pictures you post on snapchat
- Works only on smartphones

Integrating Social Media in my strategy and campaign activities

After completing the presentation the participants got together in regional groups and discussed the questions below:

1. What social media tools do you use?
2. What do you use it for?
3. What kind? How to use them?
4. Have you been able to assess results from use of social media?

Each group then briefly presented their discussions to the other groups/participants.

Presentations of the strategies and campaign activities

In the afternoon on Day 4, participants presented their individual strategies and campaign activities in accordance with the "Step-by-Step" plan on Building a Marketing- and Communication Strategy (i.e. outlining the Need, Aim, Objectives, Target Groups, Methods / Activities /Campaign, Timeline, Implementation/ Monitoring, Evaluation/ Impact Assessment, Measureable Targets and Results).

The texts below are brief versions of the presentations by each participant:

Austria- *"Visibility to the Top"*

The Grenzenlos campaign aims to build recognition of the ICYE long-term volunteering program in order to increase the number of volunteers and host families by highlighting the benefits of non-formal learning volunteering exchange and strengthen their local

network of volunteers. To achieve this, the campaign will focus on improving their promotion on social media platforms by sharing volunteer's stories and interviews, enhancing their visible profile, open calls for photographic competitions on Instagram and making it possible for volunteers to post experiences directly on Grenzenlos' website. In addition, they will host Info meetings for persons interested in volunteering on regular basis during the whole year and will present ICYE projects at some public events.

Bolivia- *"Benefits of being a volunteer"*

ICYE Bolivia aims at recruiting a larger number of volunteers for ICYE long and short-term programmes by emphasizing the benefit of non-formal learning and intercultural exchange. Its main strategy for this is to enhance the organisation's visibility, promote the value of volunteering, non-formal learning and intercultural exchange.

The ICYE Bolivia team will collect videos, pictures and material from volunteers to make a promotional video that will be published in different social media platforms. What's more, in information sessions held at schools, universities and other educational institutions, and through games and interactive exercises supported by international volunteers, it will raise awareness of volunteering, non-formal learning and intercultural exchange.

Brazil- *"Joining Forces- Engaging Local Volunteers in the Global Visibility Drive"*

The ICYE Brazil campaign seeks to improve and strengthen its network of local stakeholders, co-workers and volunteers by enhancing volunteering initiatives and opportunities at a local level and engaging the volunteers in significant tasks. To reach more local youth, ICYE Brazil will organise speeches and presentations in (private) schools and universities on international volunteering and the ICYE volunteering programmes. By going to young people in their own environment rather than waiting for them to make contact with ICYE Brazil, the organisation hopes to stimulate interest and motivation for volunteering amongst young people.

In pursuit of their goal to strengthen the internal network of the organisation, ICYE Brazil is working on a database for active volunteers and co-workers. The database will include data on skills, interests and availability of the persons in order to bring them together, inform them about events and motivate their participation in ICYE Brazil's activities.

Colombia- *"Exploring new destinations"*

ICYE-Colombia seeks to widen their volunteering exchange by exploring non-traditional destinations and placing emphasis on the South-South program. They will work to strengthen their relations with several ICYE national committees and develop a publicity campaign encouraging potential and new volunteers to explore non-European destinations. An important part of their strategy is to involve ex-volunteers, who share their experiences with young Colombians, and get involved in the public events organised by ICYE Colombia.

Denmark- *"Hosting in Focus"*

Dansk ICYE's main goal is to increase the number of families and projects that host international volunteers in Denmark. To achieve this, it will provide all the necessary information on hosting possibilities in Denmark, raise awareness of the benefits of being a host family and host project linked to the values and work of ICYE, and strengthen the support given by host families and projects to the volunteers by way of trainings and skills development. This will serve to strengthen the network of host families and projects in the country.

Every year there is a folks meeting where a lot of political parties join; here Dansk ICYE has had a stand for years but from now on will use this opportunity to try to activate host-families and co-workers.

The Dansk ICYE team will hold several Info-meetings to provide and share information on hosting and its benefits, a summer training camp for current host families and an event to reach more families (e.g. traditional families, couples and the elderly, and alternative families - communities, collectives, common houses, hosting projects, etc.). Dansk ICYE will also produce publicity material (presentations, brochures, posters…) for use in Info-meetings and events, and create videos portraying the relationship between the volunteers and their host families to share them on social media platforms and at the events it organises. Dansk ICYE seeks to have more host families, more host projects, families with skills to support volunteers, and to integrate host families and projects into the organisation.

Finland- *"Volunteer Voices"*

With the aim of reaching and recruiting larger numbers of young people and fostering their intercultural and non-formal learning experiences, Maailmanvaihto – ICYE Finland is working to enhance the visibility of long-term international volunteering through social media. Using a creative approach, Finnish volunteers will be recruited, trained and supported with tools and opportunities to narrate their stories, adventures and learning processes in and through volunteering in blogs and posts on social media.

The Maailmanvaihto team will also record volunteer experiences in two videos of one minute each, which will follow the volunteers month after month through the course of their service period. The videos will be presented at events that Maailmanvaihto hosts and participates in, and also on social media, e.g. YouTube and Facebook.

France- *"Connecting through Communication"*

The visibility campaign of Jeunesse et Reconstruction - ICYE France seeks to increase the numbers of young people it recruits in France for the long-term ICYE programme. For this, ICYE France is working on making their approach to young volunteers and partners more appealing. It

will focus on enhancing communication by making messages tailored to each stakeholder based on particular needs and interests. ICYE France will also work on increasing direct face-to-face communication through meetings with partners, as well as organising informative and educational events open to the public.

To give their social media and website a fresh touch, it will recruit a graphic designer, which will make the online experience more fun and clear to visitors. Additionally, it will organise an internal training session for staff in order to provide a comprehensive understanding of the ICYE programme within the organisation and thereby to make communication with stakeholders more productive and fruitful.

Germany- *"From Volunteer to Co-Worker"*
ICJA – ICYE Germany aims at raising awareness of the long-term ICYE volunteering programme in order to reach more young people and host families. In doing so, it seeks to create a distinct identity for its volunteering programme, distinguishing it from travel/volunteerism programmes, and building thereby a wider network of volunteers and coworkers.

It will achieve its aim by motivating former (returnee) volunteers to become active co-workers in the organisation, providing them training and support to lead awareness raising workshops and information sessions in vocational schools and other educational institutions.

Ghana – *"Making Volunteers Visible"*
ICYE Ghana has two main goals. The first goal is for visibility at an international level, where it would like to create more interest in volunteering in Ghana and host larger numbers of young volunteers in Ghana. The second focus is on strengthening its relations with partners and ICYE National Committees in 39 countries around the world.

For this, ICYE Ghana needs to start a lot of things from the scratch. It needs to revamp its website; its Facebook page has been dormant for a long time. It will work to encourage its volunteers to send them photographs that will be shared on social media for wider outreach. This will be done by encouraging more active engagement of volunteers in Ghana and providing them with a more active role in the organisation. The volunteers will be the think tank, involved in developing ideas on making the value of volunteering and ICYE Ghana more visible. A social media strategy will be developed together with the volunteers in order for volunteers to share will their own volunteering experiences on online networks. The volunteers will be asked write blogs/testimonials of their experience which will feature on the ICYE Ghana website. The visibility campaign will aim to promote Ghana as an English-speaking country, where young people interested in sharpening English language skills can volunteer, thus providing an alternative to countries such as USA and UK.

ICYE Ghana would also like to receive a short-term volunteer on the ICYE STePs Programme, a young person with IT skills, who can help revamp ICYE Ghana's website and make it more mobile-friendly and appealing to young people.

Iceland- *"Becoming an Earth Citizen"*
AUS wants to increase the number of outgoing volunteers. To reach this goal, it will work on becoming more visible. They will conduct research in

the field and make observations on what attracts Icelandic youth. This will be done by making contact with the target groups in universities and trying to understand them, their needs and interests and what really motivates them.

The campaign "*Becoming an Earth citizen*" strives to widen recognition and strengthen the image of volunteering amongst Icelandic youth by placing emphasis on the values of non-formal and intercultural learning. AUS will also work on their home page and social media. Timeline: This year is a crucial year for what AUS can do. They will have a weekly monitoring on Mondays in the office. The volunteer will gather all the information on the website. The target is to have 15 out-going volunteers this year and 5 of them should be long-term.

India- *"Cultural Exposure to the Countryside"*

ICDE-India's main objective is to increase the numbers of young Indians it sends abroad to volunteer and likewise the numbers of young international volunteers it hosts in social projects in India's vast countryside. ICDE-India will thus focus its efforts on finding new host projects in rural areas in diverse fields such as health, environment, women, children, and community cohesion and development so that international volunteers experience different aspects of Indian culture in the countryside.

To create greater visibility and recognition for ICDE-India and long-term international volunteering amongst young people in India and abroad, particularly in the 40 countries in which ICYE has members and partners, ICDE-India will make videos and blogs with the support of current volunteers that will be publicized through its social media platforms to highlight the benefits of volunteering and intercultural learning.

Kenya – *"Visibility and Growth"*

The aim is to increase the visibility and strengthen the profile of ICYE Kenya. The main objective is to increase the numbers of volunteers both incoming and outgoing, host families, host projects and improve the relationship with the embassies for easier access to visas and residence permits.

As part of the strategy to enhance its visibility, ICYE Kenya will work on building new and stronger relationships with relevant government departments and embassies as well as raising awareness among potential sponsors and fundraising partners. It will work on developing and maintaining good communication through formal one-on-one meetings, in which potential partners can learn more about ICYE Kenya.

To boost the local community around ICYE Kenya, it will aim to create and develop a strong network of local volunteers. This will be done by organising more public and private events with the support and participation of local volunteers.

Activities include information sessions, looking for funding, meetings with immigration authorities. ICYE Kenya has brochures and banners for the information sessions and plan to work on a new website. It will discuss with schools to attend open days (e.g. with a tent to approach parents and students).

Mozambique- *"Building Recognition of Long-Term Volunteering"*
The main aim of AJUDE's visibility campaign is to build recognition of the long- term ICYE volunteering programme in Mozambique in order to increase the organisation's capacity to reach young Mozambicans and inspire them to volunteer abroad. AJUDE will do so by organising information sessions and workshops for young people in school and universities, as well as through public events with other volunteering and civil society NGOs and info-desks at youth cultural centres and fairs.

Nepal- *"The Benefits of Change"*
Through its campaign, NVCYE Programme - ICYE Nepal strives to build recognition of the long-term ICYE volunteering programme and draw more young people to volunteer in Nepal. One of the biggest challenges it faces in this regard is the lack of long-term visas for volunteers. ICYE Nepal will therefore concentrate its efforts on gaining recognition of volunteering in Nepal and getting the local authorities to sanction 12-month visas for young people who wish to volunteer in the country. Simultaneously, it aims at increasing the number of incoming volunteers as well as the number of host projects in the country.

As ICYE Nepal would like to reach a larger number of young people, it will revamp its website to make it more attractive by highlighting the benefits of the volunteering exchange programme and adding a personal touch by encouraging current volunteers to share their stories online. ICYE Nepal hopes that the website will be fun and easy to access as well as useful and informative. Moreover, to highlight the benefits of volunteering in Nepal, it will make a promotional video presenting Nepalese culture, the kind of programmes it offers and the personal testimonials from the volunteers in Nepal.

Nigeria – *"An extraordinary Land, for an Extraordinary Experience"*
ICYE Nigeria strategy is to promote a positive image of Nigeria as a long-term volunteering destination. It seeks to increase the numbers of young Nigerians who volunteer abroad as well as the young volunteers it hosts in the country. The target is to send and receive 7 volunteers by 2017/18 and to increase to 10 (sending and receiving) by 2018/2019. To achieve this, the team is working on strengthening relations with partner organisations nationally and internationally. It will encourage volunteering organisations around the world to organise Info-days on African studies, anthropology, etc. targeting students and other young people. Simultaneously, ICYE Nigeria will create a profile of its projects and activities, which is more informative and attractive to young people. It will develop a new website, where volunteers can link their blogs and share experiences, where host project profiles highlight the benefits of volunteering, the incredible opportunity for self-development volunteering offers, as well as the safe areas in the country and measures in place to ensure the safety of volunteers in Nigeria.

Poland- *"Building Recognition"*

FIYE - ICYE Poland aims to build recognition of the ICYE long-term programme in Poland and thereby to reach out to and recruit more young Poles to volunteer abroad. For this, it will establish contact with private schools and universities and start cooperation with the Warsaw University's office for volunteers. FIYE will also collect publicity material from ICYE National Committees around the world to design a social media campaign using blogs and videos, as well as developing a newsletter to reach a wider audience.

Slovakia- *"Improving Awareness of International Volunteering"*

Building recognition of the ICYE long-term programme and youth mobility projects is the main goal for KERIC - ICYE Slovakia. Through a wide range of activities such as public events, regular volunteer meetings, information sessions, language courses, conversation clubs and the language cafe with international volunteers, EUROWEEK and trainings for leaders of summer camps, KERIC's team will place emphasis on volunteers' experiences, intercultural learning and the ICYE network. They will also enhance awareness of international volunteering by holding informative presentations at schools and by enhancing their website and social media presence.

Switzerland- *"Benefits of Voluntary Service"*

By the end of this campaign, the objective is to have ten non-academic volunteers. The supporter is the Mercator Foundation organisation. The main message: You can make yourself more attractive on the job market and also have fun by going on ICYE programme while meanwhile also experience non-formal learning. The strategy approaches non-academic youth by networking with vocational schools and persons responsible for apprentices in big (multinational) companies. Though several presentations (including workshops developed by ex-volunteers in their old schools) they wish to highlight the benefits of voluntary service as an experience that can be an asset on the job market.
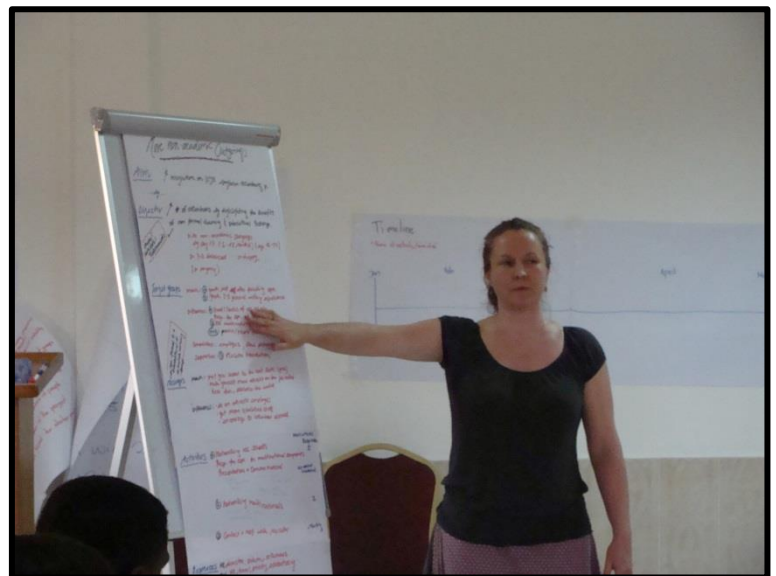
UK- "*Boosting the Recognition"*

ICYE-UK aims to increase the number of host projects in their programme by being more visible and using both a professional and a personal approach. This will be done by boosting its recognition among current and potential host projects, a social media strategy and wide web visibility. It will encourage, direct and support its volunteers to produce personal video selfie blogs at their host projects highlighting the benefits of hosting ICYE volunteers.

Vietnam- *"Creating Connections"*

Centre for Sustainable Development Studies' (CSDS) main aim is to build recognition of the ICYE long-term international volunteering program. Through social media and a wide range of local actions and events, it will raise awareness of the opportunities and benefits of volunteering, non-formal learning and intercultural exchange. CSDS will organise public events like an annual open day (expecting 600-700 people to join), monthly workshops run by young people and seminars at universities, colleges

and schools. It will also engage the public using social media tools such as online newspapers, student magazines, Facebook, YouTube, blogs, etc. At the same time, it seeks to strengthen its network of local volunteers by engaging them in the planning, implementation and follow-up of its activities and events. Last but not least, it will strengthen and build new partnerships with government agencies, relevant embassies and local NGOs and INGOs, which it will meet and provide publicity material and information to boost its visibility as well as that of the ICYE long-term volunteering programme.

Common global actions of the visibility strategy

The last session of Day 4 entailed developing common global actions of the visibility strategy. Together all participants created a common strategy for the actions to take place within the next year in order to reach their common goal of visibility. The timeline of the common global action is given below.

Although three global actions were developed, it was decided that two of them would be implemented – the first within the timeframe of the campaign, i.e. between January and July 2017 and the second after the project's end, i.e. on December 5th 2017 – international Volunteer Day. The first global action is presented in the LFA, an abbreviation for Logical Framework Approach. It is a project management method which helps to plan and execute the project in a systematic and logical manner. For more information on the LFA, see **ANNEX 5**: Logical Framework Matrix.

Global Action 1: #volunteeringmademe – Dec 5th 2017

Project elements	Description	Indicators	Assumptions/ prerequisites
Project goals	Building recognition on the ICYE long-term volunteering programme.		
Results	Increasing… … the visibility for ICYE as an exchange organisation on a global level … the recognition the benefits of non-formal learning and intercultural exchange.		
Activities	**1) Create Info-Diagram/Info-Picture** - overall # of volunteers (outgoing/incoming) - # of projects around the world - time/hours spent volunteering - # of countries per continent - # of host families - # of clients influenced - satisfaction # - # of co-workers /satisfaction - financial impact - age range - impact (traveling, better jobs,	Attractive 1 page Info-Diagram is available in Dec 17 for distribution (websites IO&NCs, social media, offline, …)	**Responsible: IO (Juan)** **1. Collect data** - evaluate which data is there - ask the rest from the NCs - finalize data **2. Layout Info-Diagram** - Engage someone to do it (evaluate online-tools) **3. Share/Distribute** - coordination (Dec 17)

	…) - # of people reached		
	2) Create Alumni-Videos Find alumni ("old" ones with good stories, success stories on personal (marriage, love, …) or professional (career, …) that are willing to act in a short testimonial-spot, that will be presented as part of the campaign #volunteeringmademe.	Minimum one video per NC Standardized script and format	**Responsible: Dan & Clément** **1. Create "format&standardization guidelines"** - Example - Questions - Duration (1-2 min) - software-tips for editing - subtitles in English **2. Create Videos on local level (NCs)** - contact alumni - shoot video - edit video (possibly centralized, depending on the resources) **3. Share/Distribute** - coordinated release (Dec 17)
	3) #volunteeringmademe – online campaign on Dec 5th 2017 (int. Volunteers Day) On Dec 5th 2017 as many people as possible post their before & after picture (before= while volunteering, after=today). The participation is not restricted to ICYE Volunteers but open to all volunteers that want to share their international volunteering experience.	Each NC provides 20-50 before & after pictures of their alumni, volunteers and co-workers (ready to post on Dec 5th 2017)	**Responsible: Dan & Barbara** **1. Create "before & after picture guidelines"** - formatting-software that is available on the campaign website - pictures have to be uniform (recognition value) **2. define #** - #volunteeringmademe? - #volunteeringmademe65? (retirement????) **3. Involve members, volunteers, alumni and co-workers (NCs)** - beforehand - partner organisations **4. boost, like, share, retweet, post (NCs)** - Dec 5th 2017
	4) create campaign website		**Responsible: IO** **1. Provide an online space for pictures and media information** **2. Place app/software to create uniform "before & after picture".**
Ressources	**HR:** IO, NCs, Dan, Clément, Juan, Barbara **Fin:** creation Info-Diagram, editing videos, creation webpage..		

Timeline	
December/January	- Finalize concept
February/March	- Collect data for Info-Diagram - Create "**format & standardization guidelines**" for videos

	- Create **"before & after picture guidelines"**
	- Define final #
End of March	- Inform all NC, invitation for participation (incl. timeline)
	- Definition of contact person per NC (project responsible)
April-August	- Create videos
August	- Layout Info-Diagram
	- Involve members, volunteers, alumni and co-workers, partner organisations
September	- Edit videos
	- Collect pictures
	- Create website
October	- Information and presentation at GA
	- Involve everyone
End of November	- Instruction and motivation of NCs
	- Media information
Dec 5th	- Campaign start

Global Action 2: #GoodMorningICYE

Team: Annekatrin Fahlke, Miriam Petrikova, Dipak Adhikari, Phuong Don Tuan, Horacio Changa, Kerubo Nyaribo

Description: Online event with all ICYE worldwide during 36 hours to show all volunteers who is in ICYE community and what type of projects the federation works on.

Objective: Connect 20 ICYE NCs, reach 20,000 people online and offline

Activity:

- Each ICYE will record a 15 seconds video saying: "*Good morning ICYE, we are in (city, country). I'm (name) and (name) from ICYE (country). We are (role in the organisation) and right now enjoying the (weather) here. Join us saying hello to our local partners who work with ICYE volunteers.*
- Livestream or video of that ICYE projects and volunteers
- The first video will be posted by ICYE Vietnam at 9:00 am local time and then every ICYE will post their video at 9:00 am their local time

Resources:

- Videos
- Volunteers
- Facebook account and set-up an event
- An intern to coordinate the event and monitors the progress of the preparations

Preparation

- Need to do and send a survey to all ICYE to know who wants to be part of this event
- Send a doodle request to set up the date for this event
- Nominate a reference group to coordinate the event at the global level

Task Force

- Thu (ICYE Vietnam)
- Kofi and Kerubo (Africa)
- Simon and Miriam (Europe)
- Annie and Carlos (Americas)

DAY FIVE: 20th NOVEMBER 2016

Clustering in groups - What I still need!

The participants had the opportunity to form groups based on their needs in terms of information and/or support to implement their strategy and campaign effectively and successfully. Some points that emerged and were discussed in groups and pairs were as follows:

+ Lobbying with government, volunteering legislation

+ Funding from institutions

+ Social Media

+ Involving volunteers and other stakeholders in your strategy and campaign

+ Further developing global actions

Monitoring/ Dissemination /Follow-up

Monitoring

The participants were divided into groups according to region to discuss what to monitor and how to conduct the monitoring of the worldwide project. The groups discussed the timely implementation of strategy and campaigns, additional support needed, sending audio-visual material on activities to the ICYE International Office for the project website and getting feedback. One facilitator per region became the person in charge of support, follow-up and monitoring during the planning and implementation of the visibility strategy and campaigns, i.e. from January to July 2017.

Dissemination
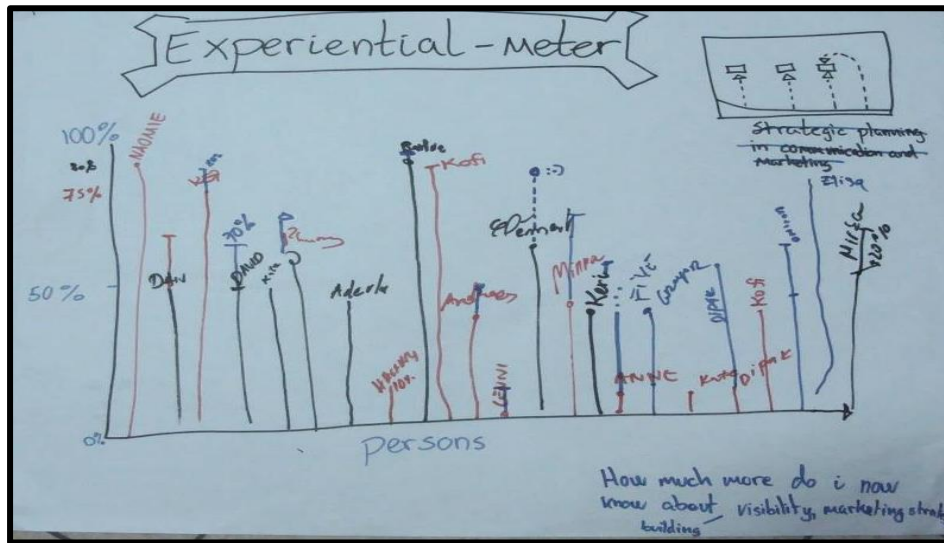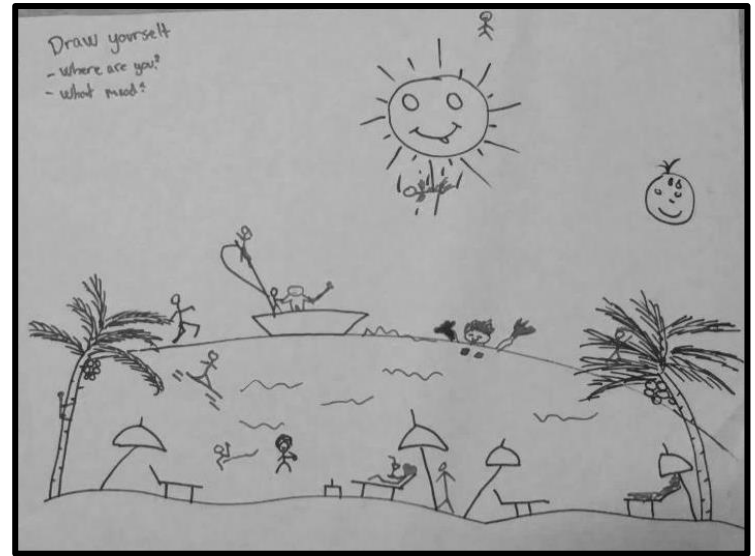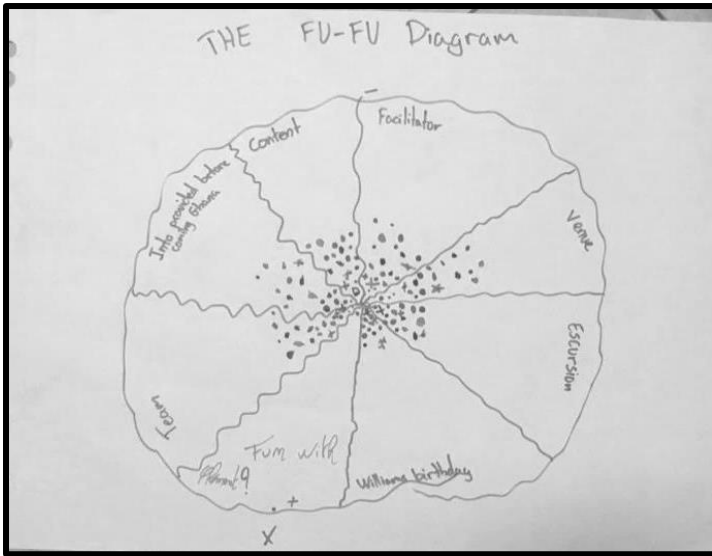
The groups then discussed how to spread the word and what kind of dissemination measures to use, which included the following:

+Use ICYE logo, Erasmus+ logo for all dissemination purposes, and project logo

+Blog / website linked to ICYE Federation website

+Publicity material for the project (postcards, posters, stickers, etc.)

+Visibility Training's Activity Report published on ICYE IO and partners' websites and announced on social media.

+ICYE Newsletter July 2017

+Present Visibility Strategy, Guide and Best Practice examples at a session at the ICYE GA in Denmark

+Regular social media actions by all partners and IO

Follow-up

In terms of follow-up, the following two points were discussed:

+Get other ICYE National Committees to develop their own strategies and launch them in 2018. This could be done through a session at the ICYE General Assembly in Denmark in October 2017 and subsequent regional meetings

+Within a 2-year timeframe, follow-up on the increase in numbers of youth, host projects and/or host families engaged in long-term international volunteering

Step-by-Step Action Plan

One of the concluding sessions, presented the next steps of actions and project dates as well as aims and objectives and selection criteria for participation in the final evaluation meeting:

Project dates: 1st August 2016 – 30th November 2017 – 16 months

Dates for promotion campaigns: January – July 2017

a) Monitoring: Facilitators per region will maintain regular contact will participants to monitor implementation, provide support if necessary and collect audio-visual material on the campaigns for the project blog/website.

b) Dissemination: The ICYE International Office and team of facilitators will ensure dissemination of the project and its campaigns' information and results.

c) Written feedback: The ICYE International Office will prepare a questionnaire to gauge feedback and outcomes of the campaigns, which will be sent out to all participants by May 2017.

d) The Visibility Evaluation: 18 – 22 September 2017, Paris France

The Visibility Evaluation will comprise taskforce/facilitators and one participant/partner organisation per region – with the most novel concepts, well-planned and effective promotion campaigns, widest outreach, large number of events and target audiences. The Evaluation will serve to:

-Present campaigns; evaluate the visibility strategy and its success

-Revise dissemination plan, outline timeframe and steps

-Develop the Visibility Guide and Best Practice Examples for volunteering promotion & dissemination

-Outline a timeframe for follow-up: how successful is the visibility efforts over a 2-year period of time

-Discuss annual promotion drive/events based on the visibility strategy

-Discuss future project ideas

Final Evaluation of the Training and Closing

The final session of the visibility training comprised an interactive final evaluation in which participants presented what they were taking with them, what they were leaving behind, how they felt at the time, filling the FU-FU diagram as well as amending the experiential metre based on how much more they now know about visibility, promotion and marketing. The photos below depict the responses:

The participants filled in final evaluation questionnaires, giving vital feedback on the training. The data has been collated and will be presented at The Visibility Evaluation. It will be taken into consideration for future trainings and workshops. The questionnaires were anonymous and filled out by all 23 participants.

1. **Were your expectations of the training seminar fulfilled?**
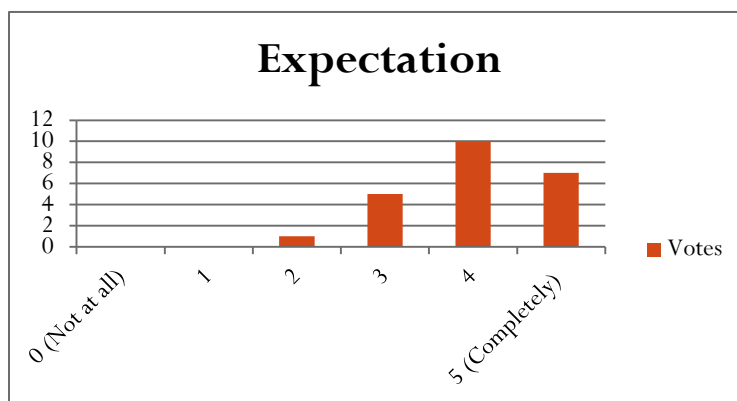
2. How would you rate the working methods used?

Working methods

20	
15	
10	
5	■ Votes
0	

1 (Very bad) 2 3 (Average) 4 5 (Very good)
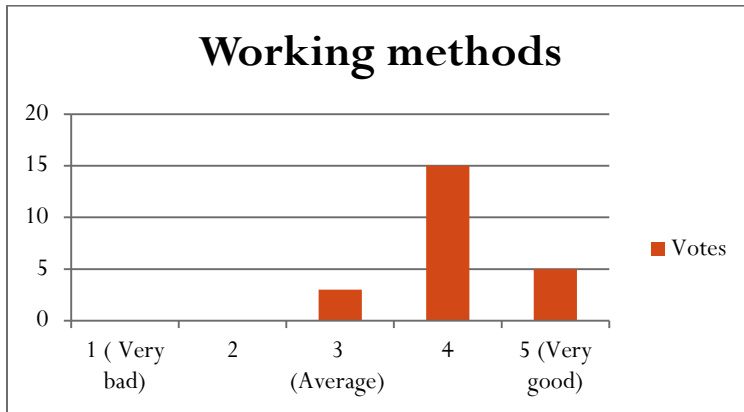
Suggestions/comments:
- *"Good mixture of activities and working methods, interactive."*
- *"More individual feedback on the projects, maybe in smaller groups. That would have been useful."*
- *I may have enjoyed it a bit more if there had been work in pairs and small groups."*
- *"Sometimes a bit repetitive and some misunderstood situations (intercultural context)."*
- *"They normally seemed complicated when explained but as we went through the process, the understanding came and it made a lot of sense."*

3. How would you rate the role and work of the facilitators?

Facilitators

15	
10	
5	■ Votes
0	

0 (Very bad) 1 2 3 4 5 (Very good)
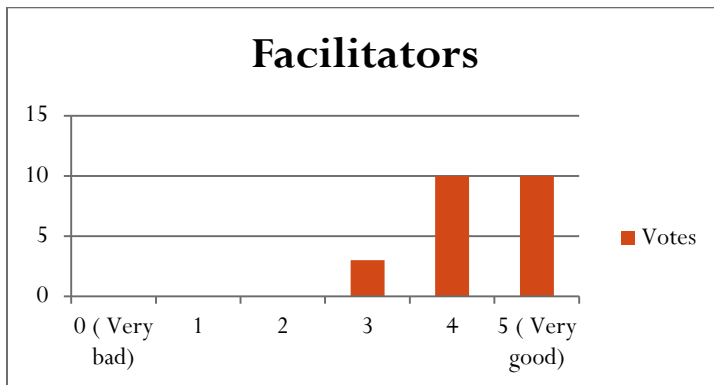
Suggestions/comments:
- *"Well prepared!"*
- *"Really kind and always approachable."*
- *"Thanks! You were supportive and listening."*
- *"Everything was progressive and it included everybody at each point so every outcome had a reflection of everybody's efforts, which was very great."*

4. Were you satisfied with the administrative and logistical assistance provided?
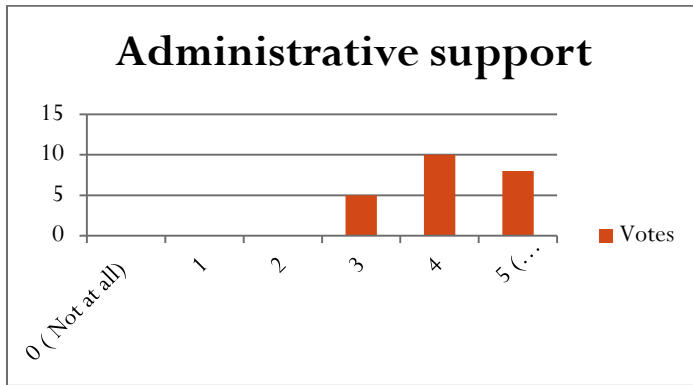
Suggestions/comments:
- *"Didn't have high hopes but I think they delivered well enough. Apart from the water, which I only once, we always had electricity, back up projectors; they were committed to making us enjoy our stay well enough."*
- *"It's difficult to not have access to internet when you want to share examples of your work."*
- *"Great job(!) ICYE Ghana and facilitator- team and hotel staff!!"*
- *"Great! Love Ghana-style"*
- *"Very late finish on one day"*

5. Please rate the individual sessions of the training:

A. Why visibility and promotion? The Case Study: Examining a former promotion action.
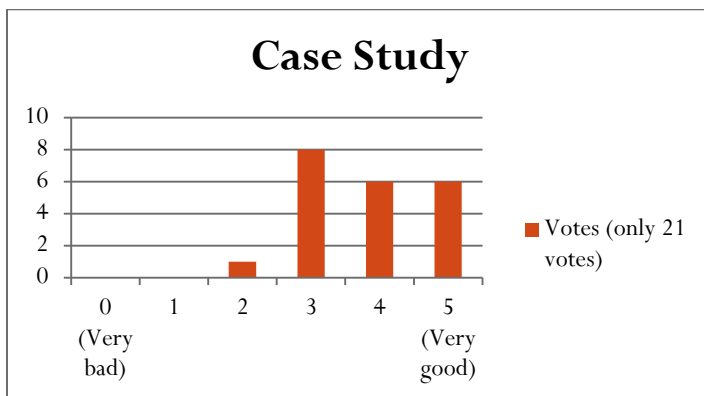
B. Non- Formal Learning and Communication
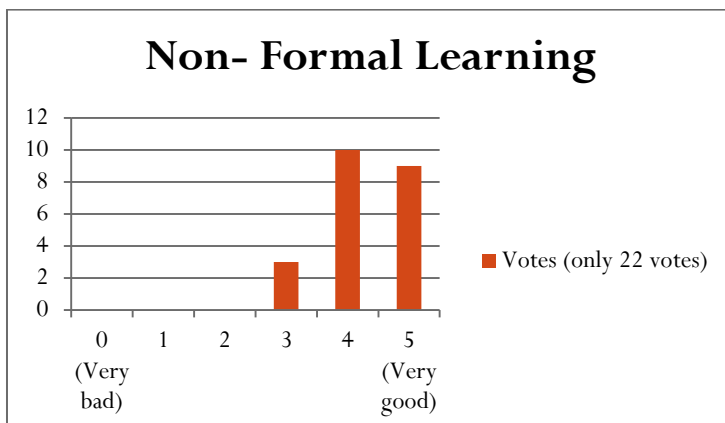
C. 2 Presentations by invited speaker from CIVICUS (on Youth Engagement Worldwide and Introduction to campaigning)
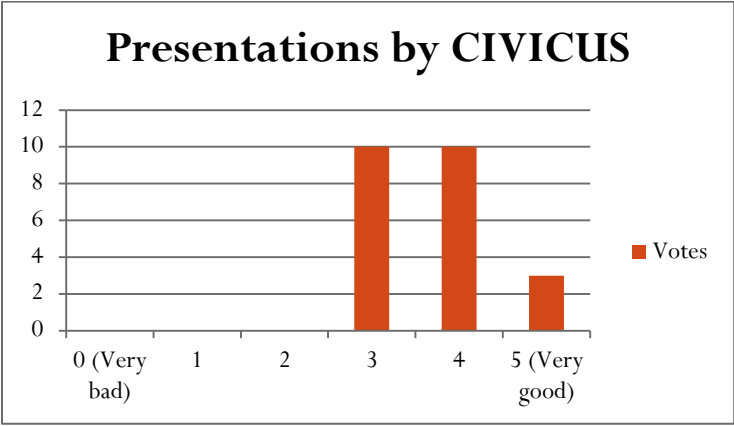
D. Step-by-step: Building a Marketing and Communication Strategy) Lotus Method, Discussion 66)
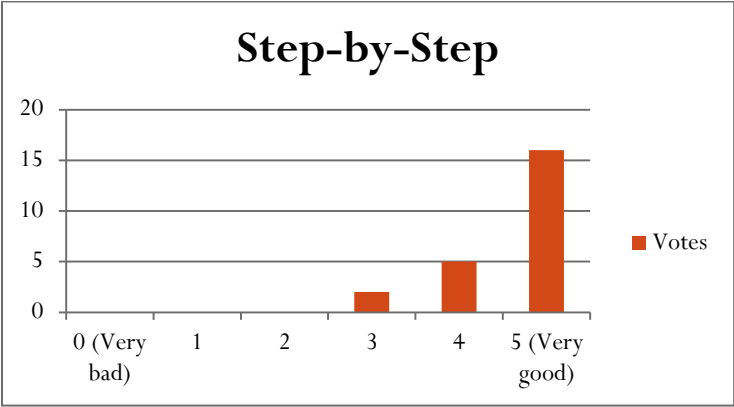
E. Working on individual strategies and campaigns

F. Social Media.
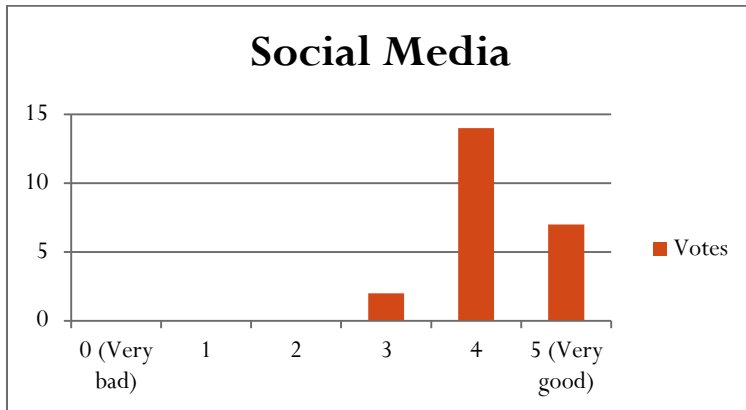
G. Common Global Action.
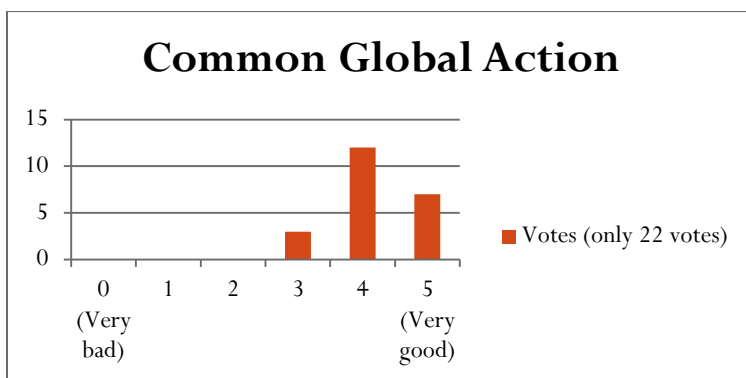
6. Clustering in groups (covering other topics of interest)?
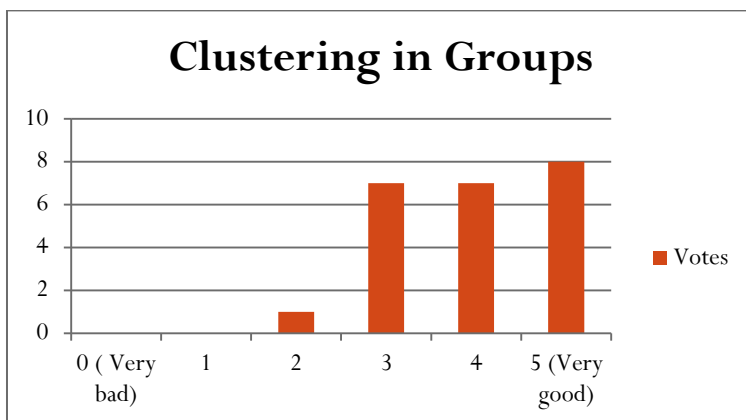
Suggestions/comments:

- *"End of the day always good we meet the expectations"*

- *"I especially liked the part on non-formal learning"*

- *"There was a bit of overlap in the presentations of strategies- a bit of repetition."*

- *"Schedule was rather tight and towards 7-8 O'clock everyone was very tired and our productivity was very lazy. I liked the programme very much."*

- *"The group discussions brought about a lot of details which made the contents very rich."*

- *"The sessions on 'common global action' and the 'clustering in groups' could have been a little longer in order to come up with better prepared plans".*

7. Monitoring, Dissemination and Follow-up, as well as recognition and validation of learning outcomes.

## Monitoring, Dissemination and Follow-up

Votes (only 22 votes)
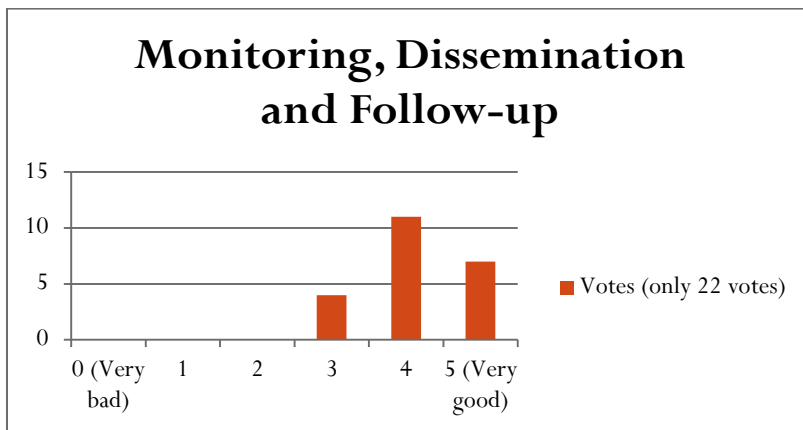
Suggestions/comments:

- *"The session was otherwise nice, just wish there would have been a bit more time to explore the website of the project & go through the final steps"*

- *This will motivate us to meet our proposed targets and examine our outcomes so I think it is a good push"*

- *"Very short, no input on how to realize this. But this could also have to do with the participants."*

8. How do you rate your own overall contribution?

Individual Contribution

Votes (only 22 votes)
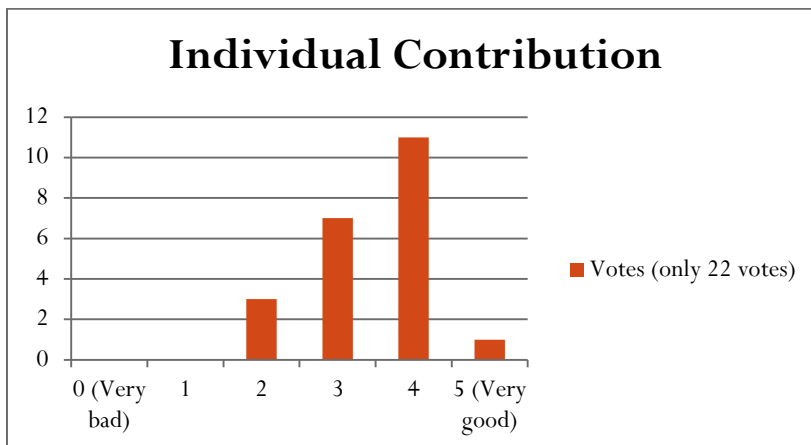
9. Do you think the training was useful for the promotion work and campaign you will implement soon in your country?

Was the Training usefull?

Votes (only 22 votes)
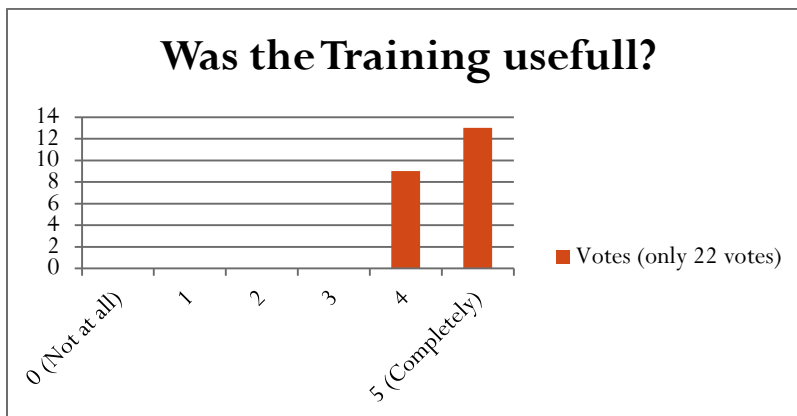
Suggestions/comments:

- "Since I choose a project that fits very well. The strategy on a national level will be manageable I hope!"

- "It was the right time to have this kind of training to stabilize our own work and strategy to make improvement."
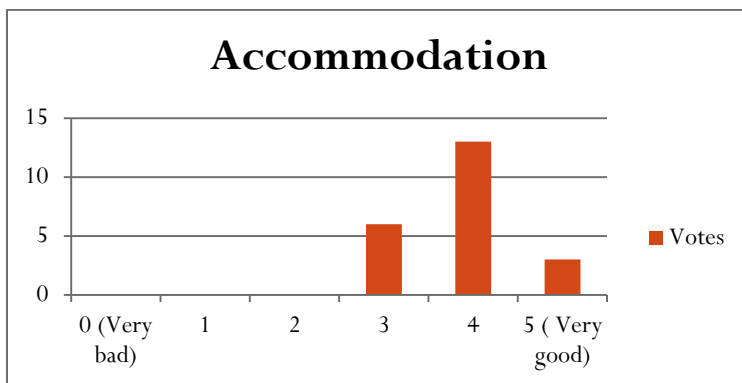
- "I found the training useful, especially in the sense that it gave inspiration and motivation and a clear schedule to work on the promotion."

- "It has created the awareness, I feel motivated and it is great to know I am not in this alone, so I do not have an excuse."
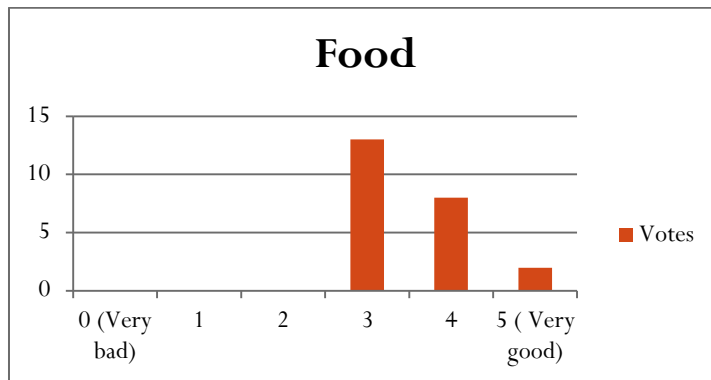
10. Did you have sufficient free time?
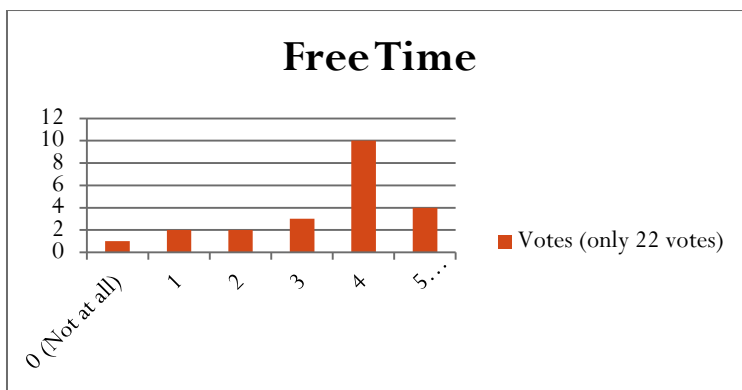
11. Accommodation

12. Food

13. Other comments/suggestions:
- *"In another workshop maybe the location chosen for it could have one or two extra rooms next to the main conference room for the group work"*
- *"Very useful and interesting, an excellent opportunity to discuss ideas. Loved being back in Ghana"*
- *"The number of days should be extended because at the beginning of the seminar information was overloaded"*
- *"Despite water and air condition problems the accommodation was good"*
- *"In the social media better to have some expert rather than the participants. In training expertise's are more important than other."*
- *"Would have been nice to have time to see more of Accra."*
- *"Thanks you guys for these amazing days! You've done a lot and the results are here. Hope follow-up will be as successful as this training was! Now it's my time to take action in my NC!"*
- *"More cooked vegetables would have been nice, but the food over all was great!"*
- *"It was a great opportunity to get to know the ICYE-people, it will be much easier to work on an international level after this conference! The organisation was perfect! Thanks to all of you!"*
- *"Many thanks! The training felt like a very useful one. At times contributing to the plans of others felt a bit challenging since there was a little time to give comments and ask questions between the presentations. On the other hand, it was nice to hear that the plans of all participants. It gave new ideas. A good programme within the timeframes I think."*
- *"Social Media: Should be online to see how it works."*
- *"The expert from CIVICUS had great details in her presentations which to me were priceless. I just think she didn't have enough time overall. And I really enjoyed the camp. I learnt a lot. It was very information, well-planned, well implemented and personally I feel very motivated to do more for ICYE and volunteering as a whole. I will do my best to be as visible as possible!"*

ANNEXES

Annex 1: The Ghanaian Wave

name of tool/session/activity	Learning to learn - trio learning groups - based on learning interview
type of activity	Interactive, interview, self-reflection
topic/keywords	Learning to learn, lifelong learning, self-assessment, learning-trios
aim, learning objectives, strategic objectives, expected outcomes and impact	1. Putting different ideas about (non-formal) learning on the table 2. Comparing different ways of learning individually and in the group 3. Sharing different strategies of learning in the course 4. Continuing the process of participants "landing" in the course.
duration (in minutes)	90 minutes
number of facilitators required, possible group sizes	1 - 2 Any group size
resources/material needed	Flip chart, Copy of the learning interview for each participant, Learning diary
description step-by-step (content elements, methods,…)	1) Introduce the basic concept of competence: knowledge, skills and attitude/inner readiness – how to promote learning especially on the last two elements. 2) Learn something individually and then as a group: "Up, down, Ghanaian Wave" (exercise). Debrief with questions such as: what were your strategies for learning here? How do you know when you have learned something? How might it be possible to learn in and from the group? (see method attached bottom of session-outline) 3) Emphasis on "learning" in Erasmus + with introduction of Youthpass. 4) Division of group into learning trios. (These trios can be used at other times during the course for reflection on what and how they have learned). a. Each trio uses "Learning interview" to enable them to share their experience with learning. Each person takes it in turns to be a) the interviewer; b) the interviewee; c) observer. (See Learning Interviews

	questions). b. If time introduce 3 learning objectives in one totem.
instructions provided to participants	1) introduction to the basic concept of competence: Competence consists of three constituent elements: knowledge, skills and attitudes or what we call "inner readiness" Definitions: (use the treasure box metaphor) ● Competence as a person's ability to act in a specific field and a specific situation. ● Skills: something you can do, a routine doing or an individual ability. Basic → professional skills ● Knowledge: Facts, information, and skills acquired through experience or education; the theoretical or practical understanding of a subject ● Attitude: A settled way of thinking or feeling about something The fundamental role and purpose of competence development is to encourage personal action in life, work or other areas. Therefore competences are expressed and assessed primarily through the behaviour of the person. Soft skills are skills crossing between skills and attitudes (drawing on flipchart 3 circles). You can have some skills, you can have some knowledge – but inner readiness/attitude is what guides you in how and why you act. It also provides the motivation you need to increase your knowledge and skills. So this session centres about being ready and preparing oneself to learn. It is all about finding your key to the treasure box filled with knowledge and skills you already have within you. GHANAIAN WAVE GAME
questions or help for debriefing	**Discussion/debriefing before Ghanaian test:** How did you in your childhood learn these movements? How is the word connected with the movement? **Debrief after first Ghanaian test:** how was that to try and learn this? ● What type of learning was that? ● What strategies did you use? ● Different learning styles? ● Where was motivation in all this? ● Did you use others as a resource? (Often with this activity, participants do not help each other, rather attempt to learn the list on their own).

	Often in non-formal learning, we talk of learning through and with the group. So, let us try to experiment with learning as a group! **Debrief after second Ghanaian test with group solution:** How was that to try and learn the second time? - What happened? - Was that "learning" as a group? - What strategies did you use? - What could be improved? - Was it easier to learn individually or as a group? - What is the difference between memory and learning? - How can we use our insights in the future?
variations	If more time ad 3 learning objectives in one totem - also to be done in learning trios after this session.
annex: required documents (e.g. ppps, working sheet,…)	Learning interview, flipcharts. Prepare Ghanaian Wave exercise and competences circles.
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Debriefing/Evaluation:
Debriefing centres round:
- How was that to try and learn this?
- What type of learning was that?
- What strategies did you use?
- Different learning styles?
- Where was motivation in all this?
- Did you use others as a resource? (Often with this activity, participants do not help each other, rather attempt to learn the list on their own). Often in non-formal learning, we talk of learning through and with the group. So, let us try to experiment with learning as a group!

The group is given 3 minutes to devise a strategy to learn as a group. Then there is a second test.

The debrief looks at process, was that "learning" as a group? What strategies did you use? What could be improved? How can we use our insights in the future?

Annex 2: Discussion 66

Title**: Discussion 66**
Tool description: The Phillips 66 method was originated by Donald Phillips of Hillsdale College for the purpose of getting more involvement—questions, ideas, or opinions—from a large conference group. In order to effectively do this, the audience (large group) is divided into small groups of six people each and after some discussion; these groups present their results to the conference panel or leader.

Typical application:

- To start a problem-solving effort by involving a great number of people to discuss the issues involved and present potential solutions.
- To generate a large number of ideas from a large group or audience.
- To collect and evaluate several sets of ideas generated by a few loosely assembled small groups.

Notes and key points:

- The original Phillips 66 process called for the dividing of a large group into smaller groups of 6 people each and to allow 6 minutes per small group for discussing a problem or generating ideas.

- The small group size (5-10) should be adjusted in accordance with the size (25–100) of the large groups. Also, small group discussion time may need to be increased up to 30 minutes.

Step-by-step procedure:

- STEP 1 A large group of 25–100 people is subdivided into small teams of 5-10 people each. If possible, teams move to a different location so that they will not be overheard by other teams.
- STEP 2 The team selects a spokesperson who will record and present the team's ideas.
- STEP 3 Next, a well-defined problem or an issue is presented for discussion. After a 6-30 minute discussion, ideas are recorded. See example *Generate Ideas* for New Product Development.
- STEP 4 Each team evaluates their ideas, reduces the many to a few promising ideas, and presents them to the conference facilitator or panel.
- STEP 5 All teams return to their seats and the facilitator or panel receives the recorded ideas from each team.
- STEP 6 The entire set of ideas is either saved for later evaluation or is displayed to the audience and discussed on the spot.

Annex 3: Guidelines for Campaigning

Guidelines for campaigning

Guidelines to help you realize doing the best possible campaign:

- Consider a time frame for planning (including research) and preparation.
- When will it take place? For how long? Once or repeated at different times?
- Where will it take place?
- Who are your target groups? Who are they? How well do you know them? – does your campaign method match habits of the target group?
- Who are the people/groups/networks involved in your campaign? How will you include them and ensure their active participation?
- What kind of campaign? Single or combining different methods? Will it have a sustainable impact?
- What material do you need? What material can you access easily?
- What are the financial and human resources at your disposal and what do you still need?
- Preparing texts (short introduction and further) and recording/collecting audio-visual material for the Volunteer Activist web portal.
- Good to take minutes and actions from meetings etc.
- How will you ensure visibility beyond The Volunteer Activist web portal? What about the media?
- How can you use the project's logo for your own campaign? This will enhance visibility of all campaigns and the project as a whole.
- How will you measure the impacts of your campaign?
- Are you planning to follow-up on the campaign?

Annex 4: A Quick Guide to Campaigning

A Quick Guide to Campaigning
Based on lessons learnt from the Volunteer Activist 2014

The common idea - Find the common ground!

We all have our ideas and visions about society or specific issues in society. What changes do you want to see in society, in your neighbourhood, in your school? Do a power analysis/mapping of individuals' different wishes, thoughts and interests. Map also what you think your society/neighbourhood/school etc. needs. Do you see a common point of departure?

Setting the goals - Are your goals SMART?

S — Specific: What exactly do we want to achieve with the campaign? Be clear and direct by using words indicating a "direction", for example: *increase* women's participation in sports events, *reduce* waste in the neighbourhood, or *develop* school materials about human rights.

M — Measurable: How can we assess the impact of our campaign and whether we met our goal(s)? Numbers are good. Take your time to think about which evaluation measures are relevant to your campaign/ project and to the change you want to initiate. What is it that you want to measure?

A — Achievable: Is the goal(s) achievable? If it is too vague or too general, it is unlikely that you will achieve your objective(s).

R — Realistic: Is the goal(s) realistic? It does not have to be easy to meet the goal you set but it has to be feasible.

T — Time bound: When is the campaign expected to come to an end or the goal to be reached? Set a date when everything should start and end.

(L)   The extra 'L' stands for "limited". Limit and define well what you want to do – it will help you achieve your objectives. Remember to see the big importance in small progress!

Partnerships

Partnerships with other people and organisations can make the campaign more successful. Responsibilities can be divided thus avoiding a very heavy work load for those involved, and you can get new, fresh perspectives and ideas for meeting your goals. This will ensure that the message of the campaign is spread more widely through various channels. It could also be the opportunity to build important connections for the future. Partnerships can range from local supermarkets (to sponsor food, snacks or materials for your campaign), to similar organisations, radio stations and other media.

An example: How to plan and pinpoint the goals of your campaign
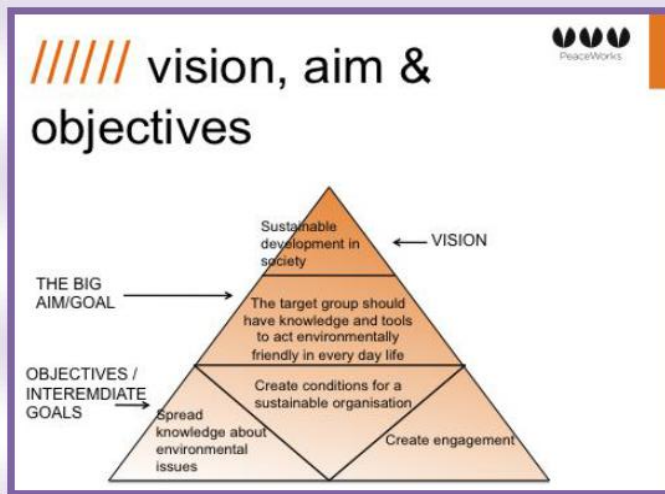
Annex 5: Logical Framework Matrix

LOGICAL FRAMEWORK
APPROACH MATRIX
and how to use it?

WHAT IS LFA

o LFA is a systematic planning procedure for complete project cycle management

o It is a problem solving approach which takes into account the views of all stakeholders

o It also agrees on the criteria for project success and lists the major assumptions

THE MATRIX

Project elements	Description	Indicators	Assumptions/ prerequisites
Project goals			
Results			
Activities			
Ressources			

Name of the activity	
Aim of the activity	
Project manager	
Other participants	
Time schedule Who does what and when?	
Ressources	

FIRST PART

Project elements	Description	Indicators	Assumptions/ prerequisites
Project goals	Higher level objective towards which the project is expected to contribute (mention target group)		
Results	The outputs/objectives that the project managment should be able		
Activities	The activities that have to be undertaken by the project in order to produce outputs		
Ressources	The materials, elements, chanels, personal etc. Needed in order to produce output		

CAUSE-EFFECT RELATIONSHIP AMONG OBJECTIVES AT SEVERAL LEVELS
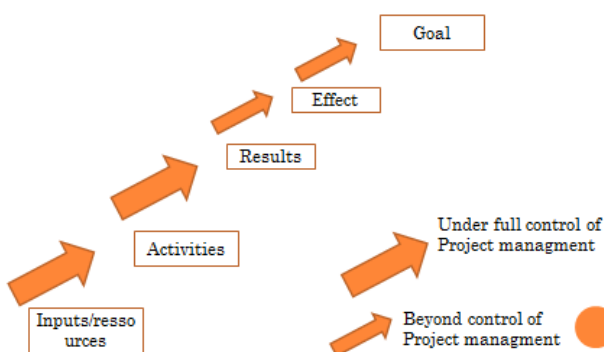
DESCRIPTION

o **Goal**
  • Statement/main aim of the project
o **Results**
  • Detailed descriptions of step-by-step objectives
o **Activities**
  • Name + product of activities
o **Ressources**
  • Ressources at hand to fullfill the goal.

INDICATORS

- **Goal**
  - Measures (direct or indirect) to verify to what extent the goal is fulfilled.
- **Results**
  - Measures (direct or indirect) to verify to what extent the results is fulfilled
- **Activities**
  - Measures (direct or indirect) to verify to what extend the activities was a succes and fullfilled
- **Ressources**
  - Goods, people and services necessary to undertake the activities

INDICATORS

- The process of defining indicators forces us to clarify our objectives. A good indicator at this level is
- A. Plausible measuring what is important in the project
- B. Attributable measuring changes caused by the project
- C. Cost-effective involving data that may be collected and analyzed inexpensively
- D. Independent - not inherent to the project
- A. Targeted how much.., what kind of.., by when

ASSUMPTION/PREREQUISITES

- Important events, conditions or decisions outside the control of the project which must prevail the **goal**.
- Important events, conditions or decisions outside control of the project management necessary for the achievement of the **results**
- Important events, conditions or decisions outside control of the project management necessary for the production of **activities**
- Important event, conditions, decisions outside control of the project managment necesary for the **start of the project**

SUM – UP KEY FEATURES OF LFA - MATRIX

- **Develop a common understanding of the expectations of a programme by delineating a hierarchy of aims;**

- **Define indicators of success and establish criteria for monitoring and evaluation;**

- **Define critical assumptions on which the programme is based; and**

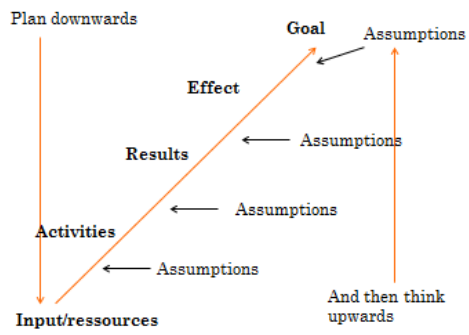- **Identify means of verifying programme accomplishments**

THE MATRIX

Project elements	Description	Indicators	Assumptions/ prerequisites
Project goals			
Results			
Activities			
Ressources			

EACH ACTIVITY

Name of the activity	
Aim of the activity	
Project manager	
Other participants	
Time schedule Who does what and when?	
Ressources	

PLAN DOWNWARDS

Plan downwards

Goal   Assumptions

Effect

Results   ← Assumptions

← Assumptions

Activities

← Assumptions

Input/ressources   And then think upwards

BACK TO WORK

○ With the LFA-matrix:
  • Rework stategy and elaborate on activities/action of campaign (Core activity and supporting activities).

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