

CALL FOR PARTICIPANTS


Seminar - training “Social communication: tips and tools for civil transformation ”

(ERASMUS + Project

Key Action 1- Mobility projects in the field of education, training and youth)

The training course will be organized and implemented by the Spanish organization iWith.org <http://www.iwith.org/> and financed by Spanish National Agency within the ERASMUS+ Programme.

The iWith.org Foundation is a non-profit organisation with an international scope founded in 2001 with the aim to participate actively in the development of the most disadvantaged regions and populations, offering active assistance to take advantage of the opportunities offered by the Internet.

iWith.org’s mission is to promote Information and Communication Technology as a tool for solidarity and the betterment of society, to help organisations offering active assistance in taking advantage of the opportunities that the Internet offers.

Nowadays the organization has more than 400 non profit communication projects since 2001.

Project concept

The main aim of the training-seminar - To strengthen the communicational capacities of the NGOs working for civil development.

Project objectives:

1. To provide participants with the set of necessary knowledge, skills and tools related to the topic of social communication.
2. To raise awareness of the participants about the concept of non-violent communication and its application to the communicational strategy of the organization.
3. To share the best practices of the communicational strategies and tools in the NGOs field.

To build up the community of the organizations actively using social communication as a tool for civil transformation and develop new projects together.

Project topics:

- Self-assessment of the communication skills
- Principles and tools of non-violent communication in the personal and organizational levels
- Development of the internal and external communication strategy for NGO
- Communicational tools for internal and external communication in the organization

- Types of Communication Medium for NGOs: physical and mechanical media
- Social media as a valuable communicational tool

Project dates

22-28 of November, 2016

The training-seminar will be run from **22/11 (we will start with the dinner)** and will be finished **28/11 (participants can depart after the breakfast)**.

Another important thing is travel dates.

Please take into account that participants can arrive to Barcelona not earlier than 2 days before the seminar (**20/11**) and departure not later than 2 days after the activity (**29/11**). Otherwise participants take a risk not to be reimbursed.

Place

Barcelona, Spain*

*It's possible that we will host the training out of Barcelona, in the youth hostel, that is situated 70 km from Barcelona. We will confirm it first weeks of October.

Participants' profile

According our experience we know that even if selected participants suit to the profile unfortunately very often the information from the training does not go to the practice. In order to avoid this kind of situation we plan to have 2 types of participants from each organization: offline and online:

- **Offline participants** are those who will come to the training,
- **online participants** are someone from the office of the sending organization who is interested in the development of the communicational strategy of the organization.

We will dedicate time during the sessions when offline and online participants can cooperate, reflect on the received information, evaluate about existing communicational strategy in the organization and think together about the possible changes. By this way we will encourage participants to peer education, transferring and application the acquired knowledge and skills directly to the practice.

Both offline and online participants will need to fill the application forms.

For sending organizations **it is important now to find the offline participants** that will come to the training in order to be in time with buying tickets and obtaining visas. With this Call we send the application form for offline participants. The Application form for online participants will be sent at the beginning of October.

Profile for Offline participants:

1. Youth workers and leaders (over 18 years old and fluently speaking English) from partner organizations who are involved in social communication work of the partner organizations and interested to develop

their skills in the training topics.

2. Participants who wish to develop the blog about social communication tools for youth NGOs in order to multiply the effect after the training.

**Financial aspects
of the project**

- **The Programme covers travel costs:**

For participants from Russia and Armenia -530 euro

For participants from Estonia, Belarus, Ukraine, Moldova – 360 euro

For participants from Italy, Poland, Scotland, Greece - 275 euro

- **The Programme covers visa costs:** 70 euro for participants from Russia, Belarus, Ukraine, Armenia, Moldova

- **The Programme covers 100% of food, accommodation and training materials.**

- **Participants are in charge of arranging their insurance for travel and staying in Spain.**

PARTICIPATION FEE FOR THE TRAINING – 60 EURO. PARTICIPANTS WILL BE ASKED TO PAY THE PARTICIPATION FEE ON THEIR ARRIVAL.

**Deadline
For applications**

September, 15th

Contact person

Alla Krinitsyna, project coordinator

alla@iwith.org

22/11		23/11	24/11	25/11	26/11	27/11	28/11			
8.30 AM – 9AM					BREAKFAST		DEPARTURE OF PARTICIPANTS			
9AM - 10.30AM					INTRODUCTION TO THE TRAINING TEAM BUILDING ACTIVITY	STUDY SESSION 3 THE CONCEPT OF NON-VIOLENT COMMUNICATION		STUDY SESSION 7 INTERNAL COMMUNICATION STRATEGY FOR NGO	STUDY SESSION 10 MY NGO AND THE WORLD: HOW WE COMMUNICATE: TOOLS FOR SELF ASSESSMENT	STUDY SESSION 14 EXTERNAL COMMUNICATION STRATEGY FOR NGO
10.30AM -11AM					COFFEE BREAK					
11AM - 1.30PM					TEAM BUILDING ACTIVITY FEARS, EXPECTATIONS AND EXPERIENCE TO SHARE WITH OTHERS	STUDY SESSION 4 NON-VIOLENT COMMUNICATION IN INTERACTION		STUDY SESSION 8 CIVIL TRANSFORMATION THROUGH COMMUNICATION: PEACE BUILDING AND CONFLICT RESOLUTION_ THEORETICAL INPUT	STUDY SESSION 11 OFF-LINE COMMUNICATION TOOLS FOR NGOS	STUDY SESSION 15 WORKING ON IDEAS OF COMMON COMMUNICATIONAL CAMPAIGNS
1.30PM - 3PM					LUNCH					
3PM - 5PM	STUDY SESSION 1 SOCIAL COMMUNICATION: DEFINITION, ELEMENTS, LEVELS	STUDY SESSION 5 NON-VIOLENT COMMUNICATION APPROACH IN TEAMWORK	STUDY SESSION 9 CIVIL TRANSFORMATION: GOOD AND BAD EXAMPLES OF THE COMMUNICATIONAL CAMPAIGNS	STUDY SESSION 12 ON-LINE COMMUNICATION TOOLS FOR NGOS	PRESENTATION AND ASSESSMENT OF NEW PROJECT IDEAS					
5PM - 5.30PM	ARRIVAL OF PARTICIPANTS	COFFEE BREAK								
5.30PM - 7PM		STUDY SESSION 2 MY SOCIAL SKILLS	STUDY SESSION 6 TOOLS AND METHODS FOR INTERNAL COMMUNICATION IN NGO	CULTURAL ACTIVITY	STUDY SESSION 13 SOCIAL MEDIA AS A VALUABLE COMMUNICATIONAL TOOL	SESSION ABOUT LEARNING OUTCOMES AND FINAL EVALUATION				
7PM - 7.30PM		REFLECTION GROUPS								
7.30PM - 9PM	DINNER									
9PM - 11PM	WELCOMING EVENING	THEMATIC MOVIE NIGHT	FREE-TIME	INTERCULTURAL EVENING	FREE-TIME	FAREWELL EVENING				