

Title: #NewME - New Media for Green Citizenship. Empowerment of youth as active reporters for sustainable citizenship through the development of new media skills

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About the project:

Since social media platforms gained a prominent role in everyday life issues, political and societal debates and became a natural part of networking, they also took over certain key functions that Media traditionally occupied before the rise of the Internet. Our project features the idea of New Media: Facing the development of social media, media devices and apps, it is not important anymore to provide independent distribution opportunities. Having said that, it is even more important to provide a thorough media education and orientation for everybody. The experience shows: Teaching people about media production will turn them into more responsible consumers. Nowadays, learners are always on-line with mobile phones in their hands – on the way to school, in their free time or while eating. Using New Media properly fulfill the needs of modern learners. #NewME is exciting, personalized and flexible. With well-designed e-platform and e-crossmedia-blog the learners engage themselves in the process of learning on their own terms and in the experience of developing their decision-making skills. Simultaneously New Media are on the rise in the partner countries and local Youth audience are not just a recipient of mainstream information but also people formally known as audience – ready to produce the content of high interest. And ecology is one of the key spheres of this interest since we all have to feel a burden of responsibility for the Planet's future. Through Youth supported by Youth Workers we may foster actual messages and transform the situation in a more positive changes direction. As the statistics from Poland show Poles have a positive attitude to the environment and its protection - for example, 91% believe that nature protection should be a priority human activity, and 84% believe that humans have an impact on the state of natural resources through their individual actions. Despite such declarations, 56% of respondents in their everyday life do not think about whether what they are doing has an impact on the environment.

Results:

A developed and tested set of methods, materials, and tools to promote Environmental Issues among Youth via established youth work and participation in Digital Media. The following results will be achieved during project implementation and on its completion. R1 e-book: a multidimensional and comprehensive e-book for Youth Workers and youth organizations employing these who work with youths, adolescents. The main goal of R1 is to provide youth workers no matter if they are freelance or cooperating with any youth organization, with a clear, concise and very detailed description of methods and materials on New Media and Environmental Education in work with Youth. R2 e-platform:

An e-learning platform with multimedia Training Modules (e.g. video tutorials, photos, interactive tasks, etc.) and assessment system which will be a self-learning tool for Youth to improve their skills in New Media production. R3 e-crossmedia-blog + e-brochure: an online crossmedia blog with multimedia materials (videos, podcasts, photo stories, reports, etc.) with two editions of a digital pdf magazine based on that. An e-brochure for Youth Workers on how to use the tool of a online magazine/blog for raising awareness about Sustainable Development among Youth and encouraging them to become Green Reporters.

- Strengthened cooperation and exchange of knowledge and good practices in the project field
- 5 partner organisations varied the educational offer and implemented the #NewME educational programme and over 60 were prepared for this.
- 1000 pcs of educational materials delivered to organisations and Youth in the form of magazine (pdf format – digital)
- A learning platform has been elaborated and used (registered users) by min. 200 Youth