



NEWSLETTER VOL. 1

Youth-Led Activism



In the first edition of the YLA project you will read about:

1. ABOUT THE PROJECT
2. PROJECT HANDBOOK
3. YLA PLATFORM
4. TRAINING IN SHTIP
5. YOUTH TESTIMONIALS
6. WHAT'S NEXT?

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1. ABOUT THE PROJECT

The purpose of the Youth Led Activism project is to analyze young people's online experience in social activism movements, including their preferences, themes, usage of language, and perceived impact. It will support young people in channelling their energy, creativity, and aspirations and becoming future activists. The proposed programs will build young people's skills, knowledge and confidence while helping them more effectively express their voices, build relationships with decision-makers, and break down socio-cultural and institutional barriers to participation. The project will:



Identify the different uses young people make of social networks and, particularly, the new practices around their participation as digital citizens, in relation to the meanings young people attribute to them.



Encourage a knowledge-based approach to youth participation in democratic life within different EU programmes by enabling relevant institutions to utilize the findings of research on youth participation.



Develop a brand-new IT platform by establishing an inventory of youth initiatives/projects/activities, where young people will use the Internet and social media





PROJECT HANDBOOK

The “Wielding the Power of Social Media for Social Change” handbook integrates new media into the practices of teachers and youth mentors to fill the gaps that occur within the home and school in supporting young people to understand technology, the importance of social media activism and engaging young people as active citizens.

The handbook will help both, youngsters and educators (youth workers, youth mentors) with new training and learning methodologies in order to be able to utilize an online setting to conduct their work with online activism and participation. The guideline includes a set of ICT tools and skills that are important for the daily engagement of youngsters on SM (online safety, social networks for reaching out to other peers, tools for online cooperation, online counselling, open educational resources etc.) and offers youth workers an online platform for their development.



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<https://youthonboard.com.mk/handbooks/>

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YLA PLATFORM

The platform includes open-source tools for building an online community, targeting and influencing audiences for social and behavioural change, creating and measuring real impact, increasing engagement, monitoring privacy, maintaining interaction, building a brand, and highlighting examples and best practices on how social media has helped increase participation. With the advancement of technology, young people can harness new opportunities to make their voices heard and participate in public life through alternative means such as online forums, mobile phone texting, e-democracy and social media. It also creates a space for young people to come together articulate their concerns, and develop their ideas for addressing the problems they are facing.

Raise an idea! Start a campaign! Start a cause!



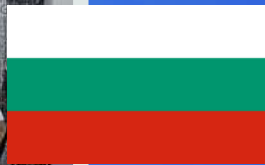
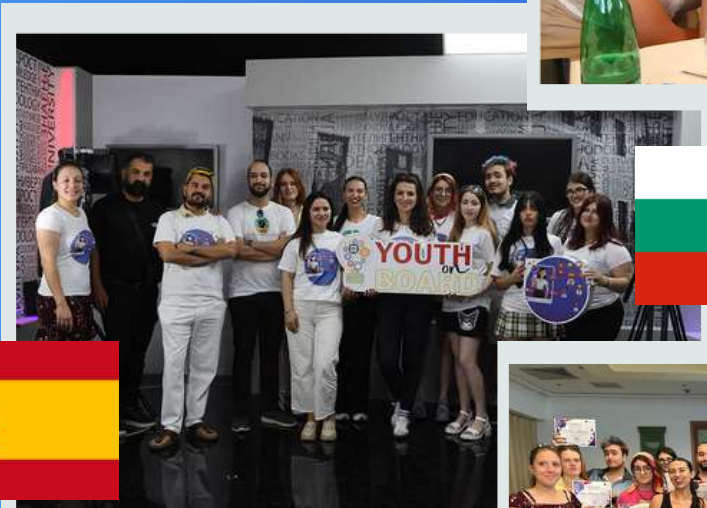
#YLAproject





TRAINING IN SHTIP

16 youngsters from N.Macedonia, Turkey, Bulgaria and Spain had a great experience in Shtip as a part of the YLA project. They enriched new expertise in digital storytelling and learned how to facilitate activities based on this method, from the process of creating stories to the technology that makes it possible. They worked on digital citizenship campaigns, visited the University radio and TV and had great cultural activities.





YOUTH TESTIMONIALS

“The training on Digital Citizenship was an eye-opening experience for me. I had the opportunity to learn about various aspects such as creating impactful campaigns, generating innovative ideas, and effectively leading forum discussions. It was inspiring to collaborate with such a team and gain practical skills that I can apply in real-world situations. I'm grateful for the chance to participate and for the valuable insights gained from the sessions.”



Beti Stojcheva

“During this training, listened with interest to the content of the presentations and the expert guidance provided, which greatly enhanced my understanding and abilities in the field.”



Ivanina Dimitrova



YOUTH TESTIMONIALS

“ I liked the training, I thought it was really interesting and gave us a new point of view about how to approach different subjects. The people that trained us were amazing and I know that this organization will get bigger with time. It gave me the opportunity to get to know new people and see different perspectives, some better and of course, some more complicated. Thanks to this experience I will bring to the activism back home a new perspective of things that I know will help me for the future. ”



Alejandra Alvarez González



Meriç Tahar

“ The examples and sources in the training course triggered me with a lot of campaign and social initiative ideas for social change in our communities. ”



WHAT'S NEXT!?



October 2024: Youth for Change and Action

Physical Event in:



October 2024: Youth Empower Youth

Online Event



NATIONAL AGENCY
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