



BEST SHOTS: ICT competences for Volunteering and Inclusion/BeSICT

A PROJECT ABOUT COMMUNICATING SOCIAL AND VOLUNTEERING PROJECTS

The capacity building project “**Best Shots: ICT competences for Volunteering and Inclusion/BeSICT**” took place between October 2017 and November 2018 and aimed at developing competences in the field of youth work and communication between volunteers, beneficiaries and partner organizations. The project focused in the field of **video making and social media communication**, in particular by involving volunteers in **social communication projects**.

This project addressed the **needs and problems of volunteers and organizations** in sharing and reaching with effective communication tools and language the potential of volunteering projects, and it involved 2 European organizations from Italy and Spain and 5 non-European organizations from Uruguay, Argentina, Nicaragua and India. The volunteers were supported by partner organizations in developing a social communication project and **creating a video** about their volunteering experience. A **specific training** with professionals was organized at the beginning of the project. A **video tutor** from an Italian Radio worked in cooperation with the volunteers and produced video using materials and following instruction of the volunteers themselves who design videos by developing their own ideas.

The project involved **actively** volunteers, youth workers, members of the organizations, young people, beneficiaries and stakeholders and has foreseen different project activities:

- ▶ **European Voluntary Service**, with 13 volunteers from five different countries, who spent 9 months of volunteering service in several placements working with young people with fewer opportunities.
- ▶ **Specific Training**, about social communication, social media management and video making, with external speakers and professionals, and where the volunteers started to get involved with video making.
- ▶ **Local Dissemination Events** were volunteers presented the video they created, the volunteering experience and the opportunities of Erasmus plus program and European values.
- ▶ A **final event** in Turin, where all the volunteers share their videos, their experiences about volunteering and participating in European program.

The project empowered volunteers in their capacity of **communicating and managing** their own project of social communication, with objectives, target groups, deadlines. They needed to work together with volunteers in the same placements developing team work, cooperation and attitude to compromise. The participating organization learned **how to support** youngsters in a training project, encouraging their own ideas but also giving them tools in order to be able to reach the established goals.

During these activities participants worked on three two project products:

- every placement produced a **video** about volunteering or about personal project developed during volunteering activities.
- a **blog** with experiences and practices collected by the volunteers.

All the project results are available on the **project blog**:

- ✓ www.projectnextgeneration.wordpress.com

--> under session **outcomes** it is possible to see the videos of this project

The video can also be seen on a **You Tube channel**:

- ✓ www.youtube.com/watch?v=KgMUovMDyyo&t=20s

The project has also a **Facebook page**:

- ✓ Best Shots

We invite all the interested youngsters, youth workers, organizations and stakeholders:

- ▶ to follow the on-line platform during the implementation of the next project, that foresees specific activities about international networking
- ▶ to use and comment on blog contents and to this platform to start conversation about topics related to volunteering, non-formal education, youngsters with fewer opportunities.
- ▶ to get in contact with the participating organizations for more information, to build new partnership, to share more knowledge.
- ▶ to follow us on the Facebook page "Best Shots".

--> The next project will be " **CONNECTIONS - Tools and competences for international and local networking and cooperation - ConNet** ", which is already in the implementation phase!

Coordinating organisation:

Commissione Sinodale per la Diaconia - CSD, Italy - www.diaconiavaldese.org

Partner organisations:

- **Asociacion Juvenil Intercambia - www.europaerestu.eu**
- **Fundacion Marijn, Nicaragua - www.stichtingmarijn.nl/en**
- **Asociación Chinantlan – Costruyendo Hermanedad, Nicaragua - www.chinantlan.org**
- **SCMI – Student Christian Movement of India, India - www.scmindia.org**
- **Fundación Pablo de Tarso, Uruguay - www.obraecumenicaborro.org**
- **Asociacion Sumando Voluntades, Argentina - www.facebook.com/Residencia-El-Sol-Asoc-Sumando-Voluntades**

The project was also realized thanks to the work of:

- Beatrice Piva - Graphic designer for the project blog and logo
- Andrea Puttilli - Interpreter at the Specific Training for volunteers
- Vibes - Video Beckwit Studio - Video production, Specific Training, and Final Event
- Giusti Eventi - Intervention during specific Training about social communication
- Jacob Zucchi - Intervention during the Specific Training about social media management
- Several volunteers who supported us in implementing all the activities.

We wish to thank each and everyone that made this project possible and we hope for new projects and future co-operations.



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