



# Media4You Constanta - ROMANIA

## Project description

The main motive of the project initiation is a lack of media-literacy among youth generation. While the information technology develops rapidly, and media becomes more flexible, every day we receive information which is not easy to conceive and analyze. To be a correct consumer of today's media is rather complicated.

80% of Europeans have come across information they believe was false or misleading several times a month or more.

Young people need to be more adequately equipped to navigate the media landscape and to participate in constructive dialogue.

In this context, the main aim of Media4You project is to help youngsters to consume media wisely, analyze media messages, test reliability and develop critical thinking. At the same time, we promote participation in

democratic life, active citizenship and social inclusion in the digital world, through non-formal education activities and leisure education activities.

**Project topics:** media literacy, social dialogue, critical thinking

### Main objectives:

- 1) Improving the media usage goal setting skills of young people
- 2) Improving the ability of youth to find good quality information in the media
- 3) Bettering the ability of youth to critically evaluate media information
- 4) Boosting youth ability to engage in participatory and constructive media dialogue.

### Participants

The project will involve 66 participants from:

- Greece
- Turkey
- Slovakia
- Bulgaria
- Italy
- Serbia
- The north Republic of Macedonia
- Lithuania
- Germany
- Croatia
- Romania

Each team: 1 LEADER + 5 PAX. At least 3 participants per National group with fewer opportunities\*.

*\*facing cultural differences, economic obstacles, geographical obstacles, social obstacles*

## Activity 1

Advance Planning Visit

3–6.10.2019  
2 days + 2 days travel

### Special points of interest:

2 persons per organisation will be delegated to participate to APV in Constanta:

- PARTNER REPRESENTATIVE may be group leader during the mobility, but it is not mandatory (no requirements regarding the age)
- YOUNG PARTICIPANTS (18-29 years old), MUST also participate in the youth exchange mobility

## Activity 2

Youth exchange

27.10–3.11.2019  
6 days + 2 days travel

### Special points of interest:

Each partner will select 5+1 participants based on interests and motivation:

- 5 YOUNG PARTICIPANTS (18-29 years) willing to improve the media literacy skills.
- 1 GROUP LEADER will empower and support the team according to the specific needs of each participant

## Project Environment

Constanta is the fifth most populous city in Romania with 283,872 inhabitants.

Here there are several groups of ethnic minorities (about 17%): Bulgarians, Turks, Tatars, Germans, Greeks, Russians, Armenians, Roma.

Constanta is situated in the south-east of Romania and lies on the western coast of the Black Sea.

The identified causes of the lack of media literacy among youth from the community of Constanta were:

- 1) Poor goal setting skills while using the media
- 2) Difficulties in finding good quality information in the media
- 3) Limited ability to critically evaluate media information
- 4) Lack of ability to engage in participatory and constructive media dialogue

The outcomes of the Media4You will be further disseminated to youth from Constanta, which is the host of:

- 30+ schools
- 25+ high-schools
- youth and sports clubs
- 6 universities



Media4You

## Activity 1 - Advance Planning Visit (APV) 3—6.10.2019

2 delegates from each partner organisation will participate at the 2-day APV in Constanta, before the Youth exchange.

Together we will plan the youth exchange.



### Participants

The APV will involve 22 participants from:

- Greece
- Turkey
- Slovakia
- Bulgaria
- Italy
- Serbia
- The north Republic of Macedonia
- Lithuania
- Germany
- Croatia
- Romania

Each team:

**PARTNER REPRESENTATIVE**

+

**YOUNG PARTICIPANT** (aged between 18 and 29 years old).



Preparation for coming to Constanta, Romania

## During the APV

During the APV we will carry out the following activities:

- Sharing and discussing tasks between partners
- Confirming and finalizing the program of activities (maintaining the format and content submitted at the time of the application)
- Establishing and clarifying the working methods according to the profile of the participants and their needs
- Practical details (venue, transfers, accommodation, materials,

## "Let's plan it together"

- linguistic support for those less skilled).
- Ensuring protection and safety requirements are known and understood by group leaders and young participants
- Understanding the visibility and dissemination plan
- Discussing the profiles of the participants, in relation to the

- approved project
- Requirements from group leaders and facilitators



## Participants' profile for APV and Youth exchange

### Young participants

**AGE:** 18-29

**NEEDS:** to improve their media literacy skills

**FEWER OPPORTUNITIES:** we will favor those with fewer opportunities

**PERSONAL SKILLS:** there is no requirement here, because the purpose of the activity is to develop skills; however, we already know that they have good teamwork, interpersonal and communication skills.

**ENGLISH:** The level of English is quite diverse among participants.

**GENDER:** Male and female, ideally equally distributed overall

**Role of the young participant:** active participant to activities, provide feedback related to working methods and organization, encourage the team, share the project results for a good visibility.

### Group leader

**AGE:** 18+

**NEEDS:** to improve their media literacy skills; in the context of the APV will ensure that the working methods are in line with their learning objectives.

**PERSONAL SKILLS:** good organizing skills, teamwork, interpersonal and communication skills. English speaker.

**Role of the group leader:** plan the session, enable young participants to overcome the challenges associated with the youth exchange; empower and support them according to the specific needs of each participant; daily reflections.

## Activity 2- Youth Exchange

### 27.10—3.11.2019

**1st day** will be dedicated to get to know each other through number of ice breakers, name games and team building activities.

**During the following days**, we will have capacity building, intercultural learning and doing, workshops, sharing experience, etc. Simulation games/role plays are important to examine gained knowledge in practice and develop skills and competences.

**Daily reflection** sessions will help us to identify problems and deal with them during project implementation. We also have language workshops, musical and cultural events.



**Intercultural evenings.** We will be grateful if you can bring something to show the participants elements to describe your culture and traditions in a non-formal way. Feel free to bring and organize whatever you want: some gastronomic specialities (food and/or drinks) from your country, some material showing your country/region/city, and the traditional (or modern) music and dances.

**Close-up activities:** reflections, Youthpass evaluation, giving Youthpass certificates, creating dissemination and visibility plan.

## Expected outcomes

All our activities are practical, results oriented created on the basis of integrated approach to gain the best outcomes and reach the goals. On successful completion of the activity, the participants are expected to:

- develop critical thinking skills
- understand how media messages, shape our culture & society, ones own beliefs about the real world
- recognize what the media maker wants us to believe or do
- recognize misinformation & lies
- discover the parts of the story that are not being told
- evaluate media messages based on own experiences, skills, beliefs and values
- develop media-literacy
- enhance international communication skills of young people

**"The main language used during the project will be English."**

## Tasks

### Tasks for preparation before the international youth exchange

**Short seminars for intercultural preparation:** partners will give to the young people practical and technical information and the rules of the mobility project.

**Preparation:** each national team is requested to prepare the following materials:

- presentations on the issues of media literacy;
- stories of inappropriate use of media, fake news;
- information about consuming media;

E.g.

- ⇒ How many hours in each partner country are devoted to watching

TV or listening radio or reading printed media?

- ⇒ How the youngsters understand the media messages?
- ⇒ What are the main obstacles to analyze the information and news without bias?

### Tasks during the training

The national groups will receive the instruction to prepare task-related assignments, such as:

- preparation for story-telling,
- cultural evening,
- communication games,
- presentation of their organizations, etc.

**Language workshop:** each national group will perform their alphabet and basic language phrases. This activity will contribute to improving the language skills of participants and motivate them to learn more European languages, as well as it is a good tool to develop intercultural competences.

### Tasks after the training

**Dissemination and follow-up.** Each project partner will:

- share news about the project on the website
- organize one follow-up event with 10+ participants

Each participant will share the project outcomes by own channels and will provide a link or a short description with a photo.

## About us

TEAM4Excellence (T4E) is an NGO established on the initiative of experts in the field of education, counselling and coaching, headquartered in the city of Constanta, South-East Romania.

Our mission is to empower people to develop skills, attitudes and knowledge for responsible and quality life, to become active citizens and to take an active role in their lives and in the lives in their communities.

We aim at supporting the personal and professional development of young generation through non-formal educational methods, career guidance and personal development experiences.

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► **"Together Everyone Achieves More"**

We are on the web!

[www.trainingclub.eu](http://www.trainingclub.eu)

[www.team4excellence.ro](http://www.team4excellence.ro)



## Recommendations

- ⇒ Bring your regular clothes and personal hygiene products.
- ⇒ Do not forget the medicines you usually use if you are sick.
- ⇒ Food, accommodation and local trips are included for the duration of the exchange.
- ⇒ You can bring a small amount of pocket money for extras you want to buy.
- ⇒ For any special diet, please let us know in advance before coming, in order to be able to arrange customized meals.
- ⇒ We highly recommend an international health and travel insurance. European Health Insurance Card is free!

**Accommodation and meals** for the duration of the youth exchange are fully covered. The participants will be sharing a room with people of the same sex. Rooms have 2, 3, 4 or 5 beds. The rooms have shared bathrooms.

**Travel to Constanta.** For those participants who arrive at Bucharest - Otopeni (Henri Coanda International Airport): there are regular busses from Bucharest to Constanta every day directly from the airport. You can book and pay online: [www.direct-airport.ro](http://www.direct-airport.ro)

For those participants who arrive at Mihail Kogalniceanu airport (the nearest, 30Km, but with only few flights) there are regular busses from the airport to Constanta. Let us know if you booked your flight to this airport.

The travel costs will be reimbursed based on the distance calculator ([http://ec.europa.eu/programmes/erasmusplus/tools/distance\\_en.htm](http://ec.europa.eu/programmes/erasmusplus/tools/distance_en.htm)) after the submission of the necessary original documents (flight: tickets/itineraries, invoices, boarding passes; train, bus: tickets indicating the price).

The invoices can be issued to the name of the partner organisation or to the name of the participant. The maximum travel reimbursement is 275 EURO (except for Bulgaria where the maximum is 180 EURO).

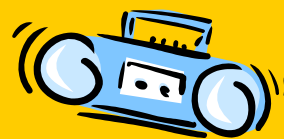
In order to make the reimbursement, dissemination activities will have to be implemented.

## Let's make our actions visible!

During the project activities we will collect photos, videos, notes and testimonials that will be shared via website and project social media account.

Each participant is responsible to make visible the participation to the youth exchange activity. During the last day of the youth exchange we will agree together the timeline and the means of visibility action: post, blog, testimonial, video, etc.

Each project partner will share news about the youth exchange on own website and will organize one follow-up event with minimum 10 participants.



*See you soon in Constanta!*

