



ACTIon

Coordinators Networking Online Event, 28th June 2022, 15:30 – 17:30



*Promoting active citizenship
through civic education and
active online participation
of youth role models*

Co-funded by the
Erasmus+ Programme
of the European Union



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PROJECT TITLE: ACTIon – promoting active citizenship through civic education and active online participation of youth role models

Agenda

- ***Introduction to the ERASMUS+ project “ACTIon” –promoting active citizenship through civic education and active online participation***
- ***Our two modular training programmes: DigiPAC and MOLA***



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“ACTIon is a project that aims to promote democratic participation for younger people. It uses online tools and interactive methods in order to allow young people to increase their participation in democratic life”

The project is being implemented in:

- Bulgaria
- Germany (coordinator: nexus Institute)
- Greece
- North-Macedonia
- Dissemination: Belgium

Erasmus + Promoting social inclusion,
Key Action 3: policy support

Duration:
01.2021 – 01.2024

Background

Why is ACTIon necessary?

- Increasing digitalisation of societies and widespread use of the internet – particularly among young people
- However: < 20% young people use digital technologies for civic engagement and political participation

What does ACTIon aim to do?

- Close this gap in use of digital technologies
- Strengthen **digital competences** and **civic education**
 - Empower youth (14-25 years) in a range of social contexts and learning environments – particularly from socially disadvantaged groups – to become **active digital citizens**



Project goals

Develop **two modular training curricula** for education professionals (teachers, pedagogical staff, youth/social/community workers etc.)

Organise **competence-building workshops for 120 youth** in formal and informal learning environments in four countries

Involve and accompany 300-500 youth in their **e-participation experience** (online-tools OPIN and F.I.R.E.)

Roll-out models through **multipliers**: country workshops/EU dissemination conference



Conceptual Phase

1. Preliminary desk research on theoretical **models** and common **definitions** for three key thematic areas
 1. digital citizenship
 2. health literacy
 3. media literacy.
2. Analysis of **existing training materials** and **interventions** in these three areas of competence



Conceptual Phase: Research & Analysis

Digital competences ...

- Integral part of **civic competences** in digitalised societies
- Prerequisite for **digital citizenship**

The programme's activities target **digital competences** in three main domains:

 Being Online	 Wellbeing Online	 It is my right!
<ul style="list-style-type: none">• Access and Inclusion• Media and Information Literacy	<ul style="list-style-type: none">• Ethics and Empathy• Health and Wellbeing	<ul style="list-style-type: none">• Active Participation• Rights and Responsibilities

Competence domains based on the Council of Europe's model of Digital Citizenship (2021).

Conceptual Phase: Research & Analysis

The trainings' activities target a range of (building on one another) **learning objectives (Bloom's taxonomy)** :

Level 1: Remember & understand	Level 2: Apply & analyse	Level 3: Evaluate & create
<ul style="list-style-type: none">• Raise awareness• Increase understanding• Recognition	<ul style="list-style-type: none">• Develop skills• Increase competences	<ul style="list-style-type: none">• Evaluate values• Advocate values• Cultivate values among others• Create content

Skills and their categorisation based on & adapted from Bloom's taxonomy of cognitive domains (1956).

Development and Adaptation: two modular training programmes



**Active citizenship
and participation
in digital
space**



**Model for
Opinion Leaders
Activation
(MOLA)**

The ACTIon training curricula:

Programme (partner)	DigiPAC: Digital Participation and Active Citizenship (nexus)	MOLA: Model for Opinion Leaders Activation (HESED)
Learning environment	Formal: secondary schools	Informal: community-based education
Participants	Children and adolescents (approx. 14-18)	Young adults (up to 25)
Instructors	Teachers	Community/social workers
Central aims	<ul style="list-style-type: none"> • Training digital and democratic competences of young people • Enabling use of online tools to actively participate in their community/broader society 	<ul style="list-style-type: none"> • Training digital competences of young leaders in disadvantaged communities (Popular Opinion Leader approach) • Enabling use of online tools to improve health literacy in their community

DigiPAC - Digital Participation and Active Citizenship (nexus)

- **Digital Participation and Active Citizenship (DigiPAC)**
- 3-module training programme (Module A, B, C)
- Each **module** contains 4-6 different activities
- **Activities** are based on pre-existing online education tools, adapted to goals of the project
- Designed as three-day workshop, but adjustable to specific learning environment, time frame and online/offline



Structure of DigiPAC

Module A – Interacting online

- Aims to introduce participants to the programme, establish basic rules of interaction during the workshop and collectively explore themes of being and interacting online.

Module B – Living in a democracy

- Aims to convey and deepen a basic understanding of digital citizenship, democracy and central democratic/civic principles and processes.

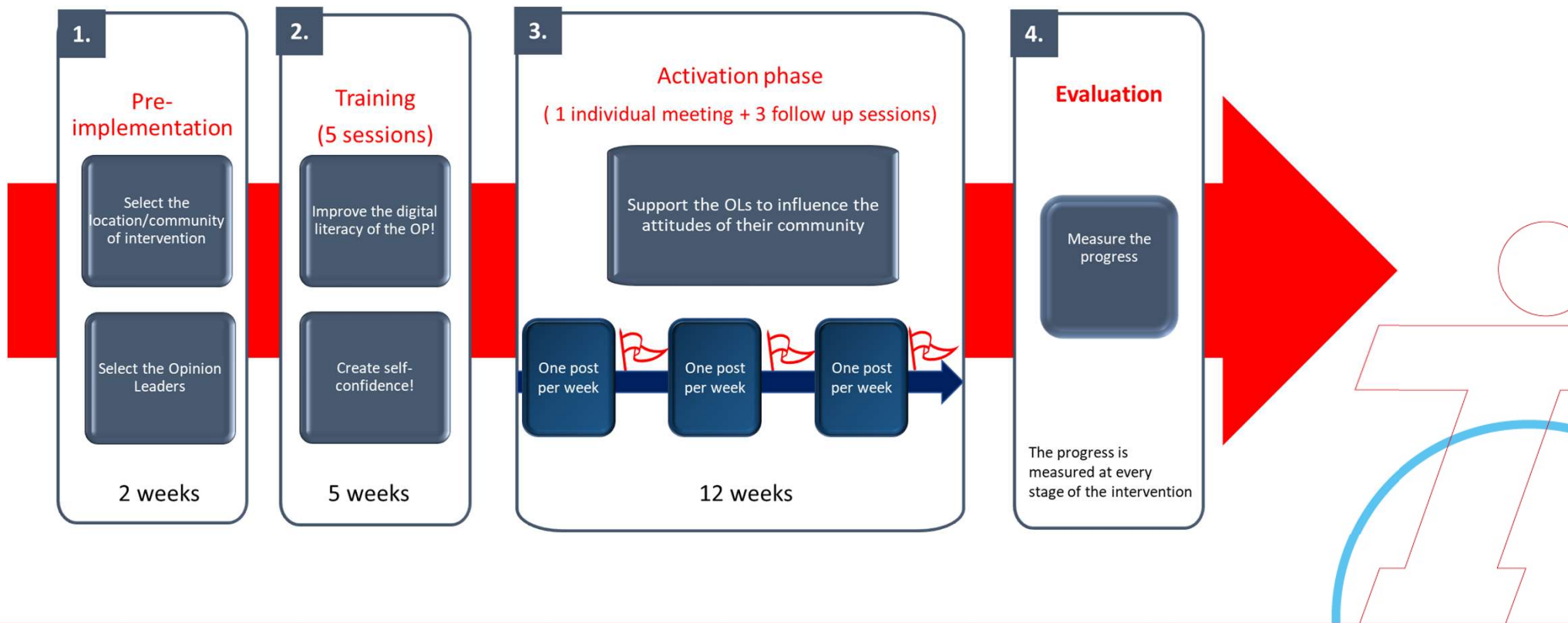
Module C – Participating online

- Aims to introduce participants to youth e-participation through presenting and exploring online tools (app F.I.R.E./platform OPIN) for active, self-organized participation.

MOLA: Model for Opinion Leaders Activation (HESED)

- model is adapted from Cair`'s Popular Opinion Leader (POL) model developed for HIV prevention.
- here, Opinion Leaders are identified and trained to influence the health-related behavior and attitudes of their friends and peers online. Through implementing this model, organisations and youth workers can:
 1. first empower popular Opinion Leaders (OLs) to become critically engaged consumers of online information and participate in digital media in wise, safe, and ethical ways
 2. and then, through the OLs' social networks, change the attitudes and behaviors related to a specific health topic within the targeted community as a whole (guided activation of the Opinion leaders phase (12 weeks)).
- **MOLA** was designed to be implemented over a period of 5 months. However, both the time frame and the specific content of the programme can be adapted flexibly to a range of different contexts.

MOLA - Phases of the intervention



Thank you on behalf of ACTIon's partners

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