



## 3 NETWORKS TRAINING: ENHANCING YOUTH SERVICES PROMOTION AND OUTREACH REPORT

Palma de Mallorca, 25-29 November 2019

On 25-29 November 2019, **55 participants from 15 different countries** gathered in Palma de Mallorca for the 3 networks' second European training funded by Erasmus+. This time, the project was coordinated by the [European Youth Information and Counselling Agency \(ERYICA\)](#), in cooperation with [Eurodesk](#) and the [European Youth Card Association \(EYCA\)](#). The hosts were [IBJOVE - Institut Balear de la Joventut](#), Spain. The topic for this training was 'Enhancing Youth Services Promotion and Outreach', with a particular focus on digital tools (Artificial Intelligence, digital storytelling, social media strategies and more) and outreach youth work. The target group for the training was mainly communication strategists, youth information workers, and professionals dealing with communication and marketing of youth services in the member organisations of the three networks.

This report gives an overview of the topics discussed throughout the 3 day training. All workshop materials and presentations can be found [here](#).

### PROGRAMME

#### Monday 25 November

19:00	Arrival of participants and welcome evening
20:00	Dinner @Hotel Amic Horizonte

#### Tuesday 26 November

9:00-9:30	<b>Official opening of the 3 networks training</b> <ul style="list-style-type: none"><li>Balearic Islands Government - Marta Carrió Palou, Director of Youth</li><li>The European Youth Information and Counselling Agency (ERYICA) – Josep Moliné, Vice-President</li><li>Eurodesk - Audrey Frith, Director</li><li>The European Youth Card Association (EYCA) - Manel Sanchez, Director</li></ul>
9:30-11:00	<b>Keynote speech</b> <ul style="list-style-type: none"><li>Eline Chivot - Senior Policy Analyst, Centre for Data Innovation</li></ul>



	<p><b>Panel discussion 'Enhancing youth services promotion and outreach - How and Why?'</b></p> <ul style="list-style-type: none"> <li>• Ajo Monzo - IBOVE</li> <li>• Natalja Turenne - Secretary to the CDEJ, Youth Department, Council of Europe</li> <li>• Pau Roig Mas - Representative from the Youth Council of the Balearic Islands</li> <li>• Audrey Frith - Eurodesk</li> <li>• Manel Sanchez - The European Youth Card Association (EYCA)</li> </ul>
11:00-11:30	Coffee break
11:30-13:00	<p><b>Mapping challenges</b></p> <p>For youth workers and youth information workers to reach out to young people</p>
13:00-14:00	Lunch break
14:00-15:30	<p><b>Parallel Workshops Round 1</b></p> <ul style="list-style-type: none"> <li>• Artificial Intelligence and Disinformation - Eline Chivot, Senior Policy Analyst, Centre for Data Innovation</li> <li>• Social Media Engagement - Alex Mäkelä, Senior Fellow, The Good Lobby</li> </ul>
15:30-16:00	Coffee break
16:00-17:30	<p><b>Parallel Workshops Round 2</b></p> <ul style="list-style-type: none"> <li>• Artificial Intelligence and Disinformation - Eline Chivot, Senior Policy Analyst, Centre for Data Innovation</li> <li>• Social Media Engagement - Alex Mäkelä, Senior Fellow, The Good Lobby</li> </ul>
17:30-18:00	<b>Round up of first day</b>
20:00	Dinner @Hotel Amic Horizonte

## Wednesday 27 November

9:00-11:00	<p><b>Parallel workshops Round 3</b></p> <ul style="list-style-type: none"> <li>• Digital Storytelling - Auguste Poskaite and Andrew Collins, Promo Cymru</li> <li>• Virtual Reality workshop - Andrew Hadley and Paul Oxborough, Momentum World</li> </ul>
11:00-11:30	Coffee break
11:30-13:00	<p><b>Good practice Barcamp!</b></p> <p><b>1. Social media &amp; digital platforms</b></p> <ul style="list-style-type: none"> <li>○ IBOVE</li> <li>○ SpunOut.ie</li> <li>○ Promo Cymru</li> <li>○ Momentum World</li> </ul>



	<p><b>2. AI &amp; virtual reality</b></p> <ul style="list-style-type: none"> <li>○ Luckan</li> <li>○ City of Kuopio</li> <li>○ Eurodesk</li> </ul> <p><b>3. Outreach youth work</b></p> <ul style="list-style-type: none"> <li>○ Agenzija Zghazagh</li> <li>○ Intercambia</li> <li>○ Secretariat for Youth of Westpomerania Region</li> <li>○ EYCA</li> </ul>
13:00-14:00	Lunch break
14:00-16:00	<b>Visit to Youth Information Center (C/ de Sa Lluna, 39) in Sóller</b>
20:30	Dinner @El Guía Restaurant

## Thursday 28 November

9:00-10:30	<p><b>Youth information trends among young people</b></p> <ul style="list-style-type: none"> <li>• DesYIgn - Innovative Youth Information Service Design and Outreach Research Results - Jessica Walker, Project Manager, ERYICA</li> <li>• Eurodesk Survey Results 2019 - Safi Sabuni, Policy and Training Officer, Eurodesk</li> </ul> <p><b>Sharing best practices in solving these issues</b></p>
10:30-11:00	Coffee break
11:00-13:00	<p><b>Parallel workshops - Round 4</b></p> <ul style="list-style-type: none"> <li>• Digital Storytelling - Auguste Poskaite and Andrew Collins, Promo Cymru</li> <li>• Communication Strategies - Eurodesk</li> </ul>
13:00-14:00	Lunch break
14:00-16:00	<p><b>Parallel workshops - Round 5</b></p> <ul style="list-style-type: none"> <li>• Digital Storytelling - Auguste Poskaite and Andrew Collins, Promo Cymru</li> <li>• Communication Strategies - Eurodesk</li> </ul>
16:00-16:15	Coffee break
16:15-16:45	Reflecting on learning and next steps
16:45-17:00	Evaluation and closing
17:00	Visit of Old Town
20:00	Dinner @ El Café del Grand Hotel



**Friday 29 November**

Departure of participants
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## WELCOME EVENING: EXPECTATIONS FOR THE TRAINING

The participants expressed their expectations for the upcoming 3 days:

- Networking, meeting people, sharing ideas
- New practices
- New thinking
- Best practices from other countries
- Practices to take home
- New contacts
- Ethical boundaries, how much information is given away and how much should we enter into dialogue about digital technologies
- New tools
- Innovating the ways we use social media to reach young people

## OPENING: KEYNOTE SPEECH AND PANEL DISCUSSION


ERYICA Vice-President Josep Moliné opened the seminar. He introduced the 3 Networks cooperation, which has been ongoing since 2016, and highlighted the importance of the youth information networks in supporting access to services for all young people.

His speech was followed by welcoming words from everyone on the panel. Key elements to highlight:

Marta Carrió Palou, Balearic Islands Government Director of Youth - *“We have a big challenge to give young people information and transform them into critical citizens, thus the importance of services to be inclusive and accessible to everyone.”*

Audrey Frith, EURODESK Director – referred back to the Memorandum of Understanding between the 3 networks and highlighted the importance of cooperation at all levels: *“We need to work together to find cost-efficient solutions for common challenges.”*

Manel Sanchez, EYCA Director – highlighted that it is important to show that the 3 Networks have things in common, but **they do not overlap in their work**. He mentioned the importance



of advocating for the social inclusion part of digitalisation and AI, and ensuring that these tools are used to offer young people more access to services.

The keynote speaker, *Eline Chivot* - Senior Policy Analyst, Centre for Data Innovation, then took the floor. Highlights of her presentation introducing AI and the connections with the youth sector:

- 8 million new jobs created
- 71% of young people aged 15 -24 years old are internet users
- 50% of the population do not have basic digital skills
- Ethical aspects of the AI – where the EU wants to stand.

Safi Sabuni opened the panel discussion and introduced the panellists:

- Representative of the Youth Council of the Balearic Islands - *Pau Roig Mas*
- Eurodesk - *Audrey Frith, Director*
- The European Youth Card Association (EYCA) - *Manel Sanchez, Director*
- IBOVE - *Ajo Monzo*
- Youth Department, Council of Europe - *Natalja Turenne, Secretary to the CDEJ*

Impressions about the presentations:

- The impact of **digitalisation** on building youth communities.
- Social media marketing – we use AI services to promote services to specific targets; Eurodesk developed EMA (Eurodesk Mobility Advisor) – a chat box to answer young people’s questions in real time.
- In youth policies it is important to think about what it means to be human.
- The Council of Europe will start working closer on this topic, specifically on 4-6 December 2019 there was a seminar focused on AI and youth work & youth policy.
- It is very important to have a conversation around the values and ethical dimension of AI & youth work.
- We are changing the way we communicate. It is not better or worse, just different.
- We need to leave the mentality “*we are the experienced ones so we know what is going on*” behind: we now have to empower young people to find their own ways to communicate with each other and to act as facilitators, to give them the tools and spaces to communicate & have opportunities.
- Transversal competences are needed as much as digital skills, together with emotional intelligence. We have a responsibility to know and communicate what the ethical implications of AI are.



- The Council of Europe conclusions were adopted last week, and digitalisation is one of the main dimensions. The Youth Partnership has announced a Youth Work Agenda, pushing the recognition of occupations of youth work & youth information work.
- Young people started developing trainings on **adultcentrism** – adults talking with adults about young people.

### **Mapping challenges for youth workers and youth information workers to reach out to young people.**

Identified challenges:

#### **Capacity**


- **Human resources**
- Resources to start the process of **co-creating projects** with young people
- Engagement in offered activities and commitment: difficult for NGOs to offer activities that are sustainable in time
- Possibility to reach out to young people who live in **remote areas** and may not have good access to internet
- Building relationships with beneficiaries
- Difficult to reach **non-organised young people**

#### **Communication**

- Young people and institutions speak different languages
- Lack of creativity on the institutions' side
- "Know-how" in social media communication and how to stand out
- Creating content that is accessible
- Choosing the right communication channels
- Creating the right content for the right platforms
- Availability of information and encouraging young people's behavioural intention to use the services
- Information isn't particularly sexy, we can't take big risks with serious topics

#### **External factors**

- Brexit
- Different levels that NGOs and institutions are at



Solutions:

### Information

- Have **clear message** on the correct channels
- Create **videos** for social media content
- Cross post from other pages
- **Involve young people** in social media creation
- Targeted advertising on social media: youth organisations do not usually use these tools
- Prepare **surveys** and **ask young people what they want**

### Building skills & capacities

- Provoke young people to read, participate etc
- Have a personal contact with the groups
- Involve young people in the design
- Treat young people as equals in the way we communicate
- Provide existing instruments and certificates
- A different approach is needed for the rural communities
- Take risks and be creative when it comes to new approaches to engage young people

## WORKSHOP: SOCIAL MEDIA ENGAGEMENT, ALEX MÄKELÄ, THE GOOD LOBBY

The following elements related to social media communication were highlighted:

- Stories - it is one of the very few opportunities when the user sees only **your message** on the screen - use it!
- Live sessions on different platforms
- If you are interested in ads, you should approach it as a company does it
- You want to go as visual as possible: add pictures, infographics
- Use tools such as Canva, RIPL + Legend to brand your content
- Make sure that all your content on line is sharable
- If you don't have the expertise, outsource it

His presentation is available [here](#), and you can consult the toolkit '[Social Media for Change.](#)'



## WORKSHOP: ELINE CHIVOT - ARTIFICIAL INTELLIGENCE AND FAKE NEWS, CENTRE FOR DATA INNOVATION

The presentation from this workshop can be found [here](#).

The following topics were covered:

- Why are we talking about fake news?
- Why are we talking about the role of AI in all of this?
- Solutions and responsibilities
- AI, disinformation and youth

Eline covered some history of fake news, and how we have arrived to where we are today. Social media is not the only source of fake news, sometimes the media try and react very quickly without checking their sources too (she gave the example of the false arrest of Xavier Dupont de Ligonnès). She also highlighted that it is often not easy to differentiate between **mis** and **dis** information. Another question is the matter of freedom of speech - different countries can have different meanings of what is harmful, which makes having a global regulation on this difficult.

Eline highlighted some of the steps that social media platforms and Google are taking to address fake news: ranking algorithms to make sure the correct information is the first that appears; WhatsApp limits the number of times a message can be forwarded as a direct reaction to the fake news that was spread during the Brazilian elections; Twitter stopped political advertising, but this is problematic because *what is political* and *who* decides.

Social media companies hire human fact checkers (FB has 35,000) but it is not enough for the amount of content that is produced. The Christchurch attack was live streamed for 17 minutes; the algorithms were not 'intelligent' enough to know how to stop it. The technology behind deep fakes can be beneficial, for example for the medical industry.

The issue now is that the reaction to AI is more about **countering disinformation than preventing it**, and more steps should be taken in this direction. AI can be a positive force for good: reducing fact checking jobs and reaching vulnerable groups. Fake news can be an opportunity to teach critical thinking skills.





## ROUND UP OF DAY 1

The participants enjoyed the first day. They had a lot of perspectives and inputs from the discussions on Artificial Intelligence and digital technology and they were looking forward to more concrete examples over the coming days and putting their new knowledge into practice.

## WORKSHOP: DIGITAL STORYTELLING - AUGUSTE POSKAITE AND ANDREW COLLINS, PROMO CYMRU

The participants were introduced to the theory behind filming, how to build a storyline, the varieties of shots and angles and what they mean and capture. They were then asked to create a short video in pairs, interviewing each other, and using different ways of shooting.

Lastly they were divided into three groups to come up with a storyline, shoot the video with their mobile phones and then edit it in the mobile app filmoraGo.

The presentations and videos made can be found in the participants' folder.

## EVALUATION OF DAY 1

In general the participants felt that the day was very interesting. The topic of Artificial Intelligence was positively welcomed and fruitful. They had a feeling that it was a bit theoretical and they were still trying to understand how it all comes together. In the days that followed they saw more practical examples and looked at youth work and the youth sector in relation to current trends.



## WORKSHOP: VIRTUAL REALITY - ANDREW HADLEY AND PAUL OXBOROUGH, MOMENTUM WORLD

Momentum World works to give young people a voice through video, and work with films, 360 technology and drones. They recently carried out the project [Youth Work 360](#), the purpose of which was to create a virtual training for youth workers to learn how to do intercultural activities and energisers. The aim was not to produce high quality training but to explore different possibilities with this technology.

They highlighted the 3 types of VR:

- Non-immersive
- Semi-immersive
- Fully-immersive

They demonstrated to the participants the different ways of using VR material, highlighting its accessibility and how it can be affordable for small NGOs, and that you don't need expertise to use it. Small organisations should not be afraid to ask for sponsors.

The participants first discussed the current situation of VR in their respective countries, and then the different organisations' willingness to use VR. After the initial discussions, they had the chance to create a 360 video.

The participants were impressed by how much they could achieve at the end of the workshop without having any expertise in the field. This shows how this can be used as a tool to **empower young people**.

Momentum use [Premiere Pro](#) for editing and adding graphics. Instagram will shortly launch a plug in 360.

Here are some further examples of their work:

- [Eurodesk pilot video](#) (if watching with smartphone & headset, tap the small goggles icon at bottom of screen to get stereo vision)
- [Inclusion film](#) (with German subtitles)



## GOOD PRACTICE BARCAMP

**9 good practices** from selected participants were shared in a revised **Open Space methodology**. The participants had the chance to listen to 4 good practices that ranged from the topics of Social Media, Artificial Intelligence, Outreach, and Media and Information Literacy. Here are the 9 practices:

### **IBJOVE - Eva Nigorra and Ajo Monzo**

Experiences in social networks for job search, training, and secure Internet.

### **SpunOut.ie - Deividas Morkunas**

*The power of Instagram and Snapchat stories to reach the youth of today.*

### **Promo Cymru - Andrew Collins**

*Why co-creating video is the best way to reach your audience and empower young people*

### **Momentum World - Andrew Hadley and Paul Oxborough**

Momentum World has over 20 years of experience using media technology in youth work. They have worked with groups in and out of school, including young people with physical and mental disabilities. Andrew and Paul will talk about some of their previous projects, demonstrate the tools we use, and offer ideas for future partnerships

### **City of Kuopio - Milla Porkka and Miina Morko**

The benefits of a youth information and counselling chatbot. How to create a database in a multi professional cooperation.

### **Eurodesk - Safi Sabuni**

Meet EMA - Eurodesk's Mobility Advisor on Facebook Messenger. She is a hybrid AI-Human Interaction BOT connecting young people to a European network of mobility advisors.

### **Intercambia - Pedro Muñoz**

We are under YOUTH MEDIA WORLD, but we need to think that at face to face is where we can get QUALITY on Youth Information, It means that we need to use MEDIA in order to share info, but do not forget that FACE TO FACE is where we can get real feedback of our Actions.

### **Secretariat for Youth of Westpomerania Region - Małgorzata Ludwiczek and Kamila Bieniecka**

Young people versus fake news. How to engage youth's attention and interest?



## EYCA - Corina Pirvulescu

Presenting the results and activities of the #GiveAVote election campaign.

## STUDY VISIT TO YOUTH INFORMATION CENTRE IN SOLLER

The hosts organised a visit for the participants as part of the programme. They had the opportunity to visit a youth information centre in Soller, and to meet with a youth information worker there.

### Youth Information Trends among Young people

The day began with an overview of the final day of the programme, and an introduction to the 3 networks [ePublication: Engage. Inform. Empower. A collection of best practices from the main European youth information and mobility networks on enhancing youth service promotion and outreach.](#) Many of the participants had contributed to this publication through sending their good practices.

ERYICA presented a study on **contemporary youth information-seeking behaviour**. The results came from 8 focus group sessions across 4 countries, and gave an insight into young people's information-seeking trends and their views on youth information services.

Eurodesk presented its Eurodesk Survey 2019 results about trends in youth mobility information, what obstacles and challenges exist in accessing mobility and accessing information about opportunities. The repost can be read [here](#).

### Questions

- What is the difference between a youth information worker and youth worker?
- What do you think is the purpose of informing young people about mobility opportunities?

It was highlighted :

- Youth workers should be trainers, ready to inform
- It is important to reach out and open a free procedure to non-organised young people. Also, it is important to pay the mobility ticket in advance for young people who cannot advance the costs themselves in order to break down barriers
- How do we reach out to Eurodesk multipliers
- Good practice in Soller: once a week to go out to the spaces where young people are (in schools, in rural areas). One of the main issues is that youth workers are in a youth centre, they send information online, but they do not go out where the young people are.



## Discussion questions

- 1) How do you gain young people's trust?
- 2) Do you think you have to be on all platforms where young people are?
- 3) How do you create more creative content?
- 4) How do you reach out to young people in vulnerable groups?

## Results of discussions groups

### Group 1

- You must have the right ethos to gain trust: **clarity, reliability, consistency**. Use **appropriate, down-to-earth language**
- Peer-to-peer learning
- Post regularly, on going
- Don't forget the physical spaces
- Recognise that **everyone has inspiring stories**
- Think about the voice that you are using: if you present things to a certain community, you have to use the language of that community, be **authentic**
- Find out who is already in those spaces.

### Group 2

- The quality of the information needs to be higher: make attractive calls, be focused on **the content** and its content, not only on the channel
- Trust: answer in a personalised way to every young person
- Always put young people at the centre
- Invest in youth workers and youth centres in rural areas
- Go where young people are and show their questions with professionalism.

### Group 3:

- To gain trust: face-to-face and follow-up with mentoring and feedback from young people
- Peer-to-peer experience whenever possible
- Know very well which content and language goes in every platform
- Cooperate among professionals and be in contact with young people for creative content
- Use ads on social media.





Group 4:

- We have to take care of the good image of the organisation and the people we can trust
- Use co-creating and different networks, channels and personal contacts
- Focus together with the young people on a common result

Group 5:

- Young people have to be part of the process all the time
- Develop **quality standards** for youth information work
- Don't use platforms that you cannot handle!
- We should have more online services for rural areas.

## WORKSHOP: COMMUNICATION STRATEGIES, SAFI SABUNI (EURODESK)

The workshop went through the essential components of a communication strategy by looking at how to design a clear purpose and mission, define your target group and find the platform where they are active. We looked at different types of content and ways of creating content. Lastly we looked at evaluation mechanisms and how to follow your progress.