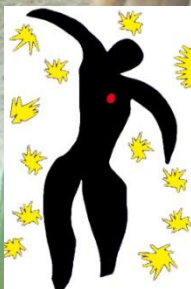


Youth Exchange
DIGITAL CAMPAIGN



Digital Intercultural Youth



Funded by the
Erasmus+ Programme
of the European Union

Youth Exchange - Digital Intercultural Youth



Aims

To increase:

- a conscious use of digital tools among youngsters
- digital competences to spread values of tolerance and mutual understanding
- intercultural competences

Countries

Italy, Belgium, Estonia, Slovakia, Spain

Participants

27 young people aged from 17 to 25 also from disadvantaged background, and group leaders

Objectives of the project

- promoting active tolerance and intercultural understanding
- developing young people's critical thinking
- knowing media as a tool for active participation
- enhancing young people's digital skills

For more information about the project check out here:

https://issuu.com/associazioneicarus/docs/digital_intercultural_youth_booklet

...have you ever wished to launch a digital campaign?

Here a few tips in 6 easy steps

- | | |
|-----------|--|
| 1) | Choose a topic you and your friends are interested in (it is always better to work in team) |
| 2) | Ask yourself why the topic is important and for whom (this will help you to set an agreed vision within the team and to identify the target group of your campaign) |
| 3) | Then, it's time for brainstorming and sharing ideas within your group to choose the message, the format, the mean of communication (i.e.: Instagram, Facebook, crowd funding platform, social campaign platforms etc) |
| 4) | Use your creativity and ability to create the digital product which the campaign will be based on (this could be photos, video, graphic drawing, a catching text/hashtag...or all of this) |
| 5) | Before launching the campaign, then, ask for feedback to external persons about the effectiveness of your product and message. If necessary, go back to point 3 and 4 |
| 6) | Finally, you are ready to launch your campaign...but before...create a social account for your campaign (using more than one platform/social media through cross-posting will be beneficial to reach a wider audience) and set a schedule for posting (which is important to follow, to give continuity to your campaign) |

#WeAreTheSame

#WeAreTheSame is the title of the campaign created by young people to raise awareness about diversity.

Main aims of the campaign are:

- To make people aware about racism and intolerance
- To spread the message that “we are equally different and similar to others because we are not only appearance, we are also a story”.

Some simple steps to carry on the campaign

1. Take a picture of yourself.
2. Find a person that seems very different to you.
3. Ask her/him to tell her/his story and a picture of his/her face.
4. Post the mixed photo in your Instagram account with the **#wearethesamechallenge**.

While uploading the image, write in the description of the photo

- a. The history of the person you reached
- b. Your reflection about similarities and differences that you have with the person you reached.
- c. Challenge your friends asking to make the same challenge and tag the image they will create.

#WeAreTheSame

Je vis en Belgique, un pays ouvert, connu pour sa liberté d'expression, dans lequel tout le monde a les mêmes droits. Pourtant la femme est encore parfois sujette aux discriminations de genre.

Mi chiamo Virginia, ho 18 anni sono di Palermo. Vorrei diventare cuoca. Mi piace il teatro, la danza, la musica e collaborare con la gente.



#WeAreTheSame



Il calcio per qualche anno ha influenzato molto la mia vita, ho iniziato a giocare all'età di 10 anni e ho smesso all'età di 15 anni. Il calcio mi piace perché mi trasmette tante emozioni ovvero il brivido del gol o l'ansia per una partita importante e anche l'amicizia e l'unione che si crea con i compagni di squadra

Sono arrivato in questo progetto multiculturale per una proposta che ho accettato, ho accettato di farlo anche se la mia istruzione alla lingua straniera è pari a zero perché così potevo conoscere gente nuova da altri paesi o continenti e per insegnarmi magari un po' di lingua.

Nazywam się Marta. Kocham słońce, radość i smak lata. Życie w Polsce nie jest łatwe kiedy przez wiele miesięcy brakuje słońca, a wszystko wokół zdaje się być zbyt ponure i traci lekkość. Kocham podróżować do słonecznych miejsc, wtedy czuję się wolna, czuję odradzającą się energię, która sprawia, że czuję życie. Mija mój drugi miesiąc na Sycylii, a moje życie nigdy nie było tak zwyczajnie proste i przepełnione radością życia.

#WeAreTheSame



Je m'appelle Sophie. Je vis en Belgique. Une démocratie où il est encore parfois compliqué de faire reconnaître la violence à l'égard des femmes tant les procédures sont longues. Mais les choses changent...

Me llamo Leticia, tengo 27 años y soy de España. Soy maestra de educación Infantil.

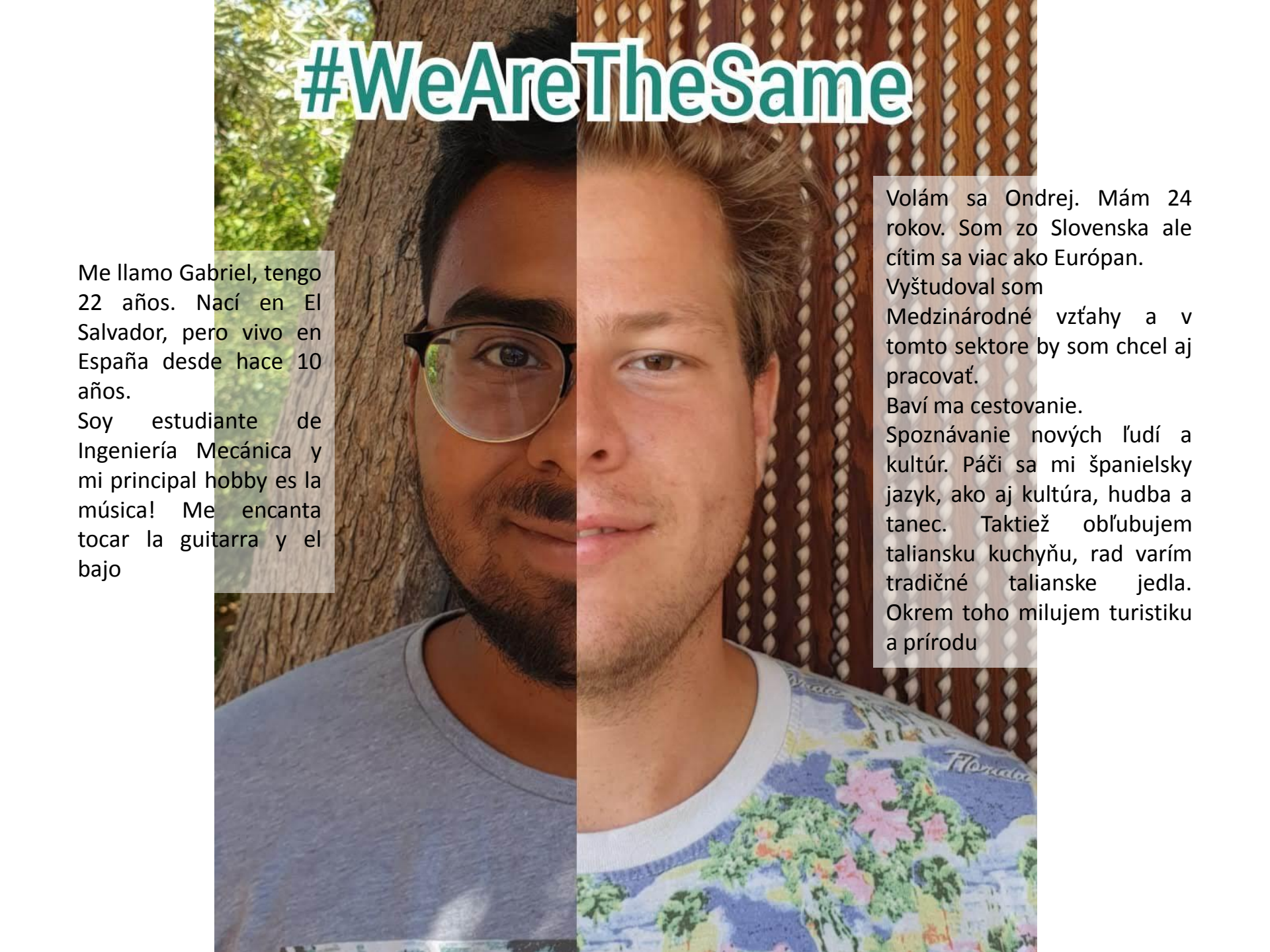
Me gusta enseñar y aprender. Mis pasiones son pintar, bailar y jugar con mis perros.

#WeAreTheSame



Je m'appelle Julien. J'ai 21 ans. Je viens de Belgique
J'aime découvrir et rencontrer de nouvelles personnes pour en apprendre plus sur leurs cultures et leur histoire.
J'adore la musique electro , j'aime danser dessus et faire des soirées/festivals avec mes amis.

#WeAreTheSame



Me llamo Gabriel, tengo 22 años. Nací en El Salvador, pero vivo en España desde hace 10 años.

Soy estudiante de Ingeniería Mecánica y mi principal hobby es la música! Me encanta tocar la guitarra y el bajo

Volám sa Ondrej. Mám 24 rokov. Som zo Slovenska ale cítim sa viac ako Európan.

Vyštudoval som Medzinárodné vzťahy a v tomto sektore by som chcel aj pracovať.

Baví ma cestovanie.

Spoznávanie nových ľudí a kultúr. Páči sa mi španielsky jazyk, ako aj kultúra, hudba a tanec. Taktiež obľubujem taliansku kuchyňu, rad varím tradičné talianske jedlá. Okrem toho milujem turistiku a prírodu

#WeAreTheSame

Hello I'm Zamble
Roland.
I am 19 year old.
I from to Ivory Cost
I migrated to Italy.
I like football, music
and dance I'm a
student.
I like this project thinks
you very much.

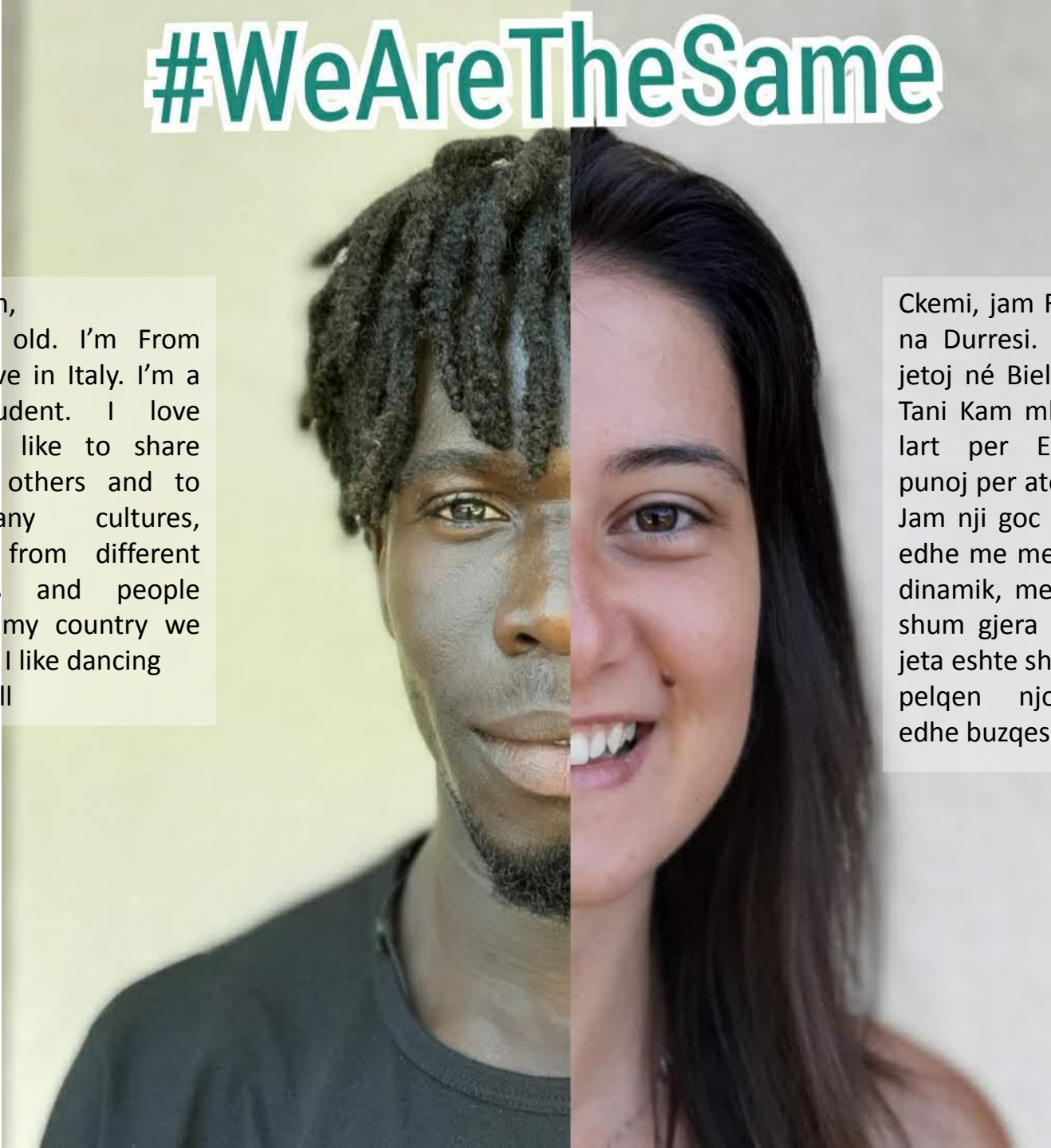
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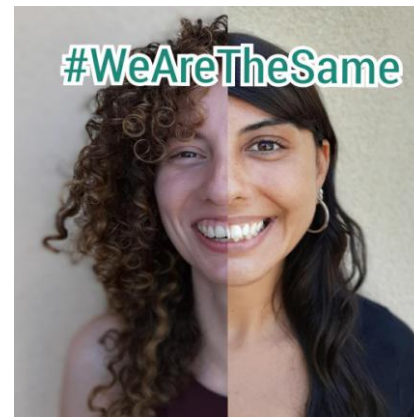
#WeAreTheSame

I'm Sulayman,
I'm 19 yrs old. I'm From
Gambia. I live in Italy. I'm a
curious student. I love
travelling, I like to share
ideas with others and to
learn many cultures,
experience from different
backgrounds and people
because in my country we
love culture. I like dancing
I love football

Ckemi, jam Rigita Disha e vi
na Durresi. Kam 26 vjec e
jetoj né Biella na viti 2000.
Tani Kam mbaru shkollen e
lart per Ekonomik edhe
punoj per ate qe Kam mesu.
Jam nji goc e rispektushme
edhe me mend né kok. Jam
dinamik, me pelqen me bo
shum gjera pse mendoj qe
jeta eshte shum e bukur. Me
pelqen njeriha njerzeve
edhe buzqeshja



#WeAreTheSame



If you would like to join the campaign

Take the following steps

- 1) Take a picture of yourself.
- 2) Find a person that seems very different to you.
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This campaign is created by
participants that took part in the Youth Exchange
"Digital Intercultural Youth"

This project is supported by Erasmus Plus Programme
coordinated by
Associazione Icarus (Italy)

Partner Organizations

Service Volontaire International – Belgium

EstYES - Estonia

Inex – Slovakia

De Amicitia - Spain



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