LIFELONG LEARNING PROGRAMME – GRUNDTVIG –

LEARNING PARTNERSHIPS

NTVIS: New Transgenerational Visual Literacy

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DURATION: 01. 08. 2012 – 31. 07. 2014

D7. – 2nd PARTNER MEETING

[Deliverable 7: PROJECT MANAGEMENENT]

Prepared by: Ciberespacio

A Coruña, February 5th - 6th, 2013

Minute of the NTVIS 2nd partner meeting

Dates: February 5th – 6th, 2013

Venue: Hotel Ofi, Mendaña de Neira 28, A Coruña

Participants:

- LP UNIVERSITY OF THE AEGEAN (GR): Dorothea Papathanasiou-Zuhrt
- PP2 CIBERESPACIO (ES): Daniel Weiss
- PP3 PRO-ECO (SI): Sabina Žakelj, Suzana Krmelj
- PP4 MUDURNU İLÇE MİLLİ EĞİTİM MÜDÜRLÜĞÜ (TR): Derya GÜDEN, Emine ÇÖLAŞAN, Mehmet Aran
- PP5 DANMAR COMPUTERS (PL): Maciej Markowicz
- PP6 REGIONALNA BIBLIOTEKA "PENCHO SLAVEYKOV" (BG): Radka Kalcheva, Natalia Angelova

Agenda:

TUESDAY 05.02.2013
09.30-17.00: *Presentation of different concepts from partner countries*
17.00-19.00: *Prototype characteristics*

WEDNESDAY 06.02.2013
09.30 – 17.00: *In-field work @Santiago de Compostela*

1. **Official welcome and introduction**
Daniel Weiss started the meeting with a delicious breakfast.

2. **Presentation of different concepts from partner countries**
Partners presented their previous projects to build on the implementation of the NTVIS project.

LP - Dorothea Papathanasiou-Zuhrt, UNIVERSITY OF THE AEGEAN (GR): Special impact of the project with children, where their roles were shifted with the teacher`s – they became teachers to the teacher, they became the experts so they brought innovative solutions to the project. It proved as an interesting experience to be used within NTVIS.

The NTVIS-Greek project is about the culture.

http://www.youtube.com/watch?v=bwBt5_GG6pU&feature=youtu.be

http://tinyurl.com/cg6alp3

PP2 - Daniel Weiss, CIBERESPACIO (ES): Xeometrica (http://xeometrica.ning.com) was a project to transfer the geometrical shapes from the city into activities to stipulate the cooperation between young people and seniors. Seniors told the stories to youngsters while they have used the social media to present stories (Google Earth, videos, photos …).

Aging of population is making a big shift in the perception of the world. 25-27 aged are well equipped with information through the social media so they have to be stimulated with design thinking to understand the aging process, to feel closer to seniors and to connect better, to identify their problems. We need to:
- find the new paradigms inside of the social media
- discover, how the information works in our brain

- how the system will work in the future in the way of self-sustainable network (compared to a human brain)

Currently two business models are in use:
- red strategy >> you eat the market via marketing
- blue-ocean strategy >> you overtake the market with the innovation (example: Hotel Ofi – social network makes the popularity of the hotel as all the business is made on a distance – it offers a new business model, which is very strict as only 100% satisfaction by the clients is an acceptable limit)

Use the social media to listen the voice of seniors & conscious the youngsters what the real life is all about, to show them that it is something else than just the social media environment. We can either be doing the right things or doing the things right which can be done by identifying what is the real problem. We all live in an ecosystem – we are all interconnected (butterfly effect). Our advantage is the collaboration and combining different expertise, cultures, religions, history, political situation and thus the way we see the life through different angles - the trans-disciplinary angle.

The NTVIS-Spanish project is focused on the FB group who is middle-class university degrees, iPhones, have an income and don`t care about anything – and it will be the problem with the reality within the city they live. The municipality and day centers in the city are the stakeholders and they were encouraged to expose the problems of the city. The answers were the cuttings of the budget and they have tried to identify the solutions of how to more smartly implement the budget, not cut it. The project promotes active citizenship.

PP3 – Sabina Žakelj and Suzana Krmelj, PRO-ECO (SI): The NTVIS-Slovenia project will be implemented in cooperation with the Ypsilon Institute. Accordingly the contract on cooperation was signed between Pro-Eco and Ypsilon for mutual benefits.

Ypsilon runs a non-profit, non EU-funded project of the e-literacy Simbioz@ which is interesting to be connected with NTVIS due to it`s content and popularity:
- The project has been established in 2011 and is being repeated in October each year
- Throughout the project over 200.000 young people and over 300.000 older people were addressed in over 300 locations around Slovenia (schools, libraries ...). More than 96% of the participants were satisfied.
- Ambassadors, sponsors (Microsoft,..) were attracted and full media coverage guaranteed (558 publications)
- The project runs within a week (5 working days) with the following thematics: Monday - COMPUTER IS MY FRIEND, Tuesday - CLICK ON WWW, Wednesday - E-MAIL FOR EVERYBODY, Thursday – FACEBOOK, Friday - WOLRD OF MOBILE PHONES

Ypsilon Institute was interested to upgrade the Simbioz@ 2013 project with NTVIS: the existing curricula will repeat in 2013 with the additional transfer of knowledge from the seniors to young people.

The parameters already identified:
GROUP ID: Size: cca. 10-15 people/day // Number of locations: 1 location // Age of volunteers: cca. 10-25 years // Average age of participants: 60-65 years // Sex: M/F // Urban/Rural: both // Relation among volunteers/participants: Random // Group of participants will cooperate in: all 5 workshops // Workshops will be: indoors (held in October 2013)
CONTENT ID: Workshop topics have been a subject of identification, currently the following were proposed: each day different module in close connection to the existing curricula e.g. Monday »How life looked like before all the technology?«, Tuesday »How did you connect and where did you receive information from before the internet?«, Wednesday »How did you exchange your ideas and thoughts before the e-mail? How did you operate in business before the e-mail?«, Thursday »How did you meet people before the Facebook?«, Friday »How did the phone change your life?« // Knowledge exchange: young people >> seniors: technological knowledge transfer, seniors >> young people: the real-life experience, the feeling of life without technologies

PP4 - Derya Güden, MUDURNU İLÇE MİLLİ EĞİTİM MÜDÜRLÜĞÜ (TR): 20.000 citizens live in Modurnu. The NTVIS-Turkish group are the students 17-20 years old who like Facebook, Twitter

and elder teachers as the senior group (8 retired teachers) – they don`t use internet at all, or they only use it for reading the news and playing games, they don`t have active e-mail accounts. They are more eager to learn new things as they are teachers though they think they don`t need the new perspective. Some of them have neither internet access neither the computer at home. They have different skills and expertise (one is a bee-keeper for example). They should share their own thoughts and ideas on their own blogs – the activities would be crating blogs for them according to their own needs. With the use of the new technologies the young people are changing the use of the Turkish language so maybe seniors can present the value of the the Turkish language. Youngsters don`t know the town history so this issue also could be tackled via Facebook and Google Earth to put Modurnu on the map and cultural heritage e.g. konaks (typical mansions) and monuments. The video edu-channel can be created to establish educational moment.

PP5 - Maciej Markowicz, DANMAR COMPUTERS (PL):
There are several possibilities to work with different groups:
- Country Club: practical advices on the cultivation of the land
- Association 50+: cooking recepies, regional traditional dishes
- Regional craft club: folklore crafts, ornaments and everyday objects
- Retirement and pension association: tradition of the region
- Association for women Victoria: a woman in past and present cultural perception of gender

The groups are not on the internet yet, they have a strong connection with schools and university which are interested to cooperate on workshops.

Possible distribution channels: Google+, FB, Blogger.com, Pinterest.

PP6 - Radka Kalcheva, REGIONALNA BIBLIOTEKA "PENCHO SLAVEYKOV" (BG): Why are we focusing only on seniors and not young adults (30-50)? They are familiar with some of the social networks for example Facebook, but their knowledge and usage is limited. Library developed some programmes for seniors by the definition of 60+, they intend to develop an upgrade to the social networks. They are partners in the Europeana network and they have developed a contest My Europeana – a competition to expose their interests in history etc. It is user generated content and the connection can be established between the young people and the seniors. The basic idea is that young people will search the information in Europeana about their interest (their place, their country etc) and provide a short video, based on the provided information. The interconnection with the seniors is being currently developed. The focus might be on the traditional celebrations, for example on March 1st the first day of spring is being celebrated with *martinica* (hand made ornament) which is believed to bring health throughout the year. The transfer of knowledge could happen to teach young people how to make *martinica*.

3. **Prototype characteristics**

Young people and seniors are facing similar problems around Europe:
- The young people are tabula rasa – they learn in another way, but the BIG question behind is do they learn at all due to the mass of the information?
- Another question is the languages: the change that is happening with the new media is the change of languages by using just 140 characters.
- The decision-making has changed – the information is being spread to the community via social media, the community responds immediately with the advice and sometimes evene decides for you. Personal realistic judgment has became even more important.
- Everything is being digitalized (the post, the banking, the transport …) and some banks approve only pre-paid credit cards to seniors above the age of 70 which makes them discredited.
- The important thing is also the reason for seniors to attend the workshops – to socialize, meet new people, to have human contact.

Therefore the social media shall be used to create a new environment for them. The activities have to correspond to the needs of the group, which has to be clearly identified. The new media tools shall be used accordingly. The instant sharing depends on the opportunity each country offers. It would be interesting to interconnect different partner countries via social media to show different realities of younger people and seniors (simple sentences in national language to be easily translated via Google Translate). The educational channel (1/country) – a learning platform will be made with interviews on the importance of the impact of the transfer of the knowledge. The youth

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approach on the educational channel will consist of the transfer of knowledge about social media from the young people to the seniors – youth should be encouraged to take the role of the teacher. While the seniors should be encouraged to share the content to be visible to the others via social media.

METHODOLOGY: The integral part of the methodology is how to learn, the learning process. According to the needs of the project three methodologies are foreseen:

1. Research and developmental methodologies – to produce specific common project and programme indicators within the national strategic referent framework (NSRF)
2. Cognitive methodology
3. Ecosystem methodology (behavioral science) – collect best practices in each country and take the outcomes at the end of the project as live parameters of how it affects mentalities

TERMINOLOGY to be considered:
Approx. age 18-27 = young adults
Approx. age 27-57 = adults
Approx. age 57-60 = senior adults
IMPORTANT: The activity status of the seniors is important: are they in pension or not?

CONCLUSIONS:

1. Each partner develops the first prototype of the entire activity till the next meeting in April 2013 including the journey map, the stakeholder map, the dissemination plan, problems which might occur, dissemination activities etc. It can be published on FB. The prototype has to include visual materials as a graphical presentation. A journey map is a step-by-step approach to determine the development of the activities within the country. A stakeholder map is a list of coordinators and other staff who is going to establish the events.
2. The virtual desk will be established till April 2013 which will serve as a Transgenerational NTVIS Authoring & Repository Tool.
3. Partners will bring the forms of the mid-term report to the next partner meeting in April 2013 to be submitted to the agencies in June 2013.
4. Project management: Dorothea will prepare the partnership agreement to be signed by all partners.
5. Dissemination: Pro-Eco will form NTVIS logo which can be used for dissemination. Pro-Eco has established NTVIS FB page for tracking the development of the project and will enable project partners to generate the content as administrators.

4. Questions and answers

All questions have been solved during the partner meeting inside designated topics.

Annexes:

1. List of participants

Minutes prepared for:
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