



in partnership with
 YMCA Nederlands & Olde Vechte (NL),
 Egyesek Youth Association (HU),
 YMCA Pathenope (IT)
 and Radvila Youth Fellowship (LT)
 presents

birth of image
 learning to see, hear, tell

CORE

Media and Personal Development Training

**13 – 24 May, 2010
 Greece, Chalkidiki**





YMCA Netherlands is a civil society, ecumenical, volunteer organization for youth and youth work. The Olde Vechte Foundation is an independent non-profit organization. The main target of the foundation is to work on the awareness of the individual; to stimulate his or her development and improve his or her position in society. The target group is mainly youth, youth organizations and especially youth in disadvantaged situations. The foundation realizes its targets through exchanges, coaching, trainings and giving the opportunity to young people or their organisation to use the accommodation.

The Birth of Image project is applied by the YMCA Netherlands and led by Olde Vechte. Within the long term project this BASIC Media & Personal Development Training will be organised by Global Soma Youth Association.

Birth of Image Project

The **total duration** of the project is 18 months: 15 February 2010 – 15 August 2011
The project is divided into local activities and international ones.

Birth of Image is a long term project focusing on the *active media literacy of youth*. Various non-formal educational activities are planned, in order to:

- (a) develop the competences and skills of participants;
- (b) to empower participants and partners to construct, create and produce innovative media; and
- (c) to improve their critical skills in analysing, assessing and accessing new and old media products and formats.

The main objective of this project is to to develop visual and media competences, critical thinking about accessing and consuming media, and the knowledge of producing media.

The 18 months long project is built on various activities, all within the context of an intercultural cooperation, focusing on media tools, the role of media in the life of youth and youth work, as well as personal and social development. The **Birth of Image** project is built to increase opportunities for creativity and innovation. The foreseen activities are a combination of shorter and longer seminars, trainings, workshops that are connected to local activities all the time.

There are local activities and international ones. In order to participate on an international training, forum, exchange, etc it is a must that the youth, youth worker was already involved in the local activities. After the international event the results, learnings are planned to be integrated into local activities again.

In general it is not obligatory to participate in the full project, and can be joined at any point. Local decisions,

guidelines on this can be developed in each country based on needs and reality.



Local and Online Activities



International Activities

Involved countries and partners

There is a Leading Committee of three experts from the partners, responsible for coordinating local and international activities and management of the full project: Marco Vlaming, Miki Ambrozy (miki.ambrozy@gmail.com) and Kriszta Zsiday (zsidaykriszta@gmail.com)

The Netherlands	Greece	Hungary	Italy	Lithuania
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Country responsables:				
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Dear friends,

We are happy to welcome you to the **BIRTH OF IMAGE: MEDIA & PERSONAL DEVELOPMENT TRAINING**, which will take place in Greece between 13-24 May 2010. In this information letter you will find information you might need about this training, including the goal of the training, the program and the practical information about accommodation, dates, countries included, money reimbursement and others. Attached you will find the application form for the training.

We hope to answer all your questions and looking forward to seeing you in Greece!

Organizer's Team



What ?

BIRTH OF IMAGE: Media and Personal Development Training

Global Soma and the **partnership of Birth of Image** invite participants from 5 countries for an international training called **Birth of Image: Media and Personal Development** taking place in Greece. It will be a new training developed by trainers in the Synergy Group, focused on self-expression and media literacy.

The training will be a **personal development and awareness training** with the use of media. Aims to use audiovisual tools, to develop personal skills and to express and explore yourself. We will be working with learning by experience method.

How is media literacy involved?

Media is all around us. Still we are not necessarily aware of their role and effect in our life, moreover the ways how we can consciously use them to express ourselves and reach our goals.

The main objective of this training is to help individuals from different backgrounds to develop the habits of inquiry and skills of expression that they need to be critical thinkers, effective communicators and active citizen's in today's world. Birth of Image aims to develop visual and media competences, critical thinking about accessing and consuming media, and the knowledge of producing media. At the same time we want to empower youngsters and youth workers, through active participation, to become responsible European citizens and be aware of different social, cultural approaches.

of

Our Vision

We work out of the vision *to create a world that works for everyone out of love, care and cooperation.*



Goals and purpose of the training

The purpose of the training is to create space for personal growth while practicing self-expression with audiovisual media

The goals we want to reach during the training are:

- To create space and playground to experiment with media;
- To work out of personal accountability
- To develop tolerance
- To access and create media
- To understand the world of media
- To widen horizons of media
- To experience self-expression through visual activities
- To raise awareness on media and on the psychological impact
- To expand opportunities; measurable growth
- To learn to begin with the end in mind

During the training you will have opportunities to improve your skills in:

- leadership
- planning
- cooperation
- communication
- organization
- understanding your own personal working style
- flexibility
- working in international groups
- ability to assess and use your own potential
- accessing and analysing media
- using creative ways to send visual messages
- video basics

We will empower you to:

- Be an inspiring leader, which we understand as inspiring others to go into action by being the example yourself
- Create results beyond your imagination
- Work in an international, intercultural team
- Work out of excellence; through taking risks, and correcting mistakes
- Work by the 'learning by experience' method – that is to reflect on your actions and act out of these reflections
- to read visual images and messages
- to learn to ask questions who, what, how, when, where and why created a message or product
- to express the sensations and associations they give you and to listen what others experience
- To put this into practice through media and back home



When?

Arrival day:	13 th May 2010, after 9:00 am (Thessaloniki) - latest by 20:00 p.m. (for transfer reasons)!
Start of the program:	14 th May 2010 at 10:00 a.m.
End of the program:	23 th May 2010 at 11:00 p.m.
Departure day:	24 th May 2010 (we're back in Thessaloniki at 12:00)

If you plan to *arrive earlier* or *leave later*, and you need to find an accommodation, let us know, so that we can support you. Your expenses out of the days of the training will not be reimbursed by the organizers. As soon as you get the tickets, inform the organizers (global.soma@gmail.com) about your arrival and departure times!


Who?

Please note that we give priority for participants with no or few such educational opportunities in their lives. Also that in order to be selected for this training **participation in local activities is a must**. Final selection of groups will be made by the partner organizations and the Leading Committee of Birth of Image.


If you intend to participate and you don't fill the above mentioned criteria contact the organiser and in some cases you might get the chance to participate on your own cost.


Countries

Countries included in the project and their contact person:

 **Greece** (Sofia Moudiou, sofiamoudiou@yahoo.co.uk
Athina Mourtiadou, athina1707@hotmail.com)

 **Hungary** (Kriszta Zsiday, zsidaykriszta@gmail.com, info@egyesek.hu)

 **Netherlands** (Janneke Kaspers, jannekekaspers@hotmail.com, Oana, oanaetcu@yahoo.com, oldevechte@hotmail.com)

 **Lithuania** (Eva Paunksnyte, eva_impressed@yahoo.com)

 **Italy** (Gianluca lacuvelle, luca2310@hotmail.com, Caterina Tiveron, caterina.tiveron@gmail.com)

From each country, there is place for **6 participants!**

Participants

The target group of this project is:

- participants from the Local Pilot Action **Me and My Community: Reality Check** (check with country responsables about how to join!)
- already created and shared media during local pilot action alone or in group
- are prepared and coached by country responsables
- aged between 16-25 years old (some under 30 will be accepted)
- able to work in simple English
- interested in working with youth and media
- willing to stay during the **whole training** (take in consideration that the training is quite intensive and you will be many times working from the morning until the late evening)
- complete the preparation task (see below)

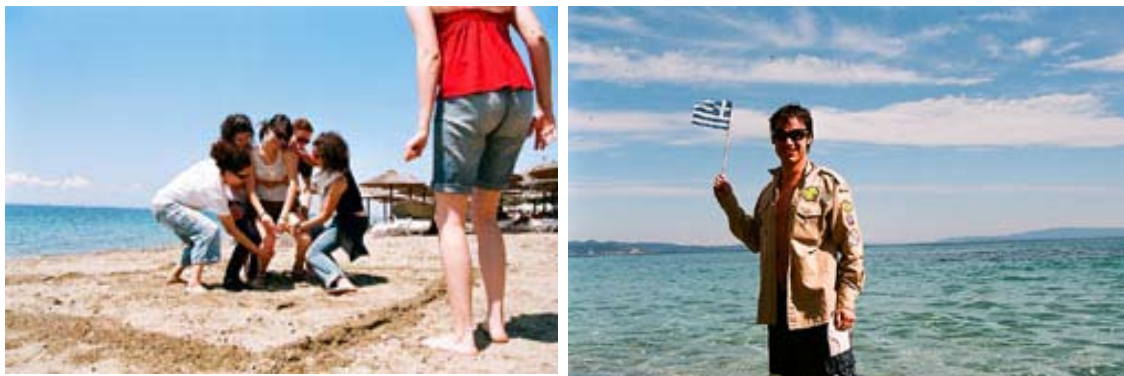
Team

The team, guiding the training, will consist of 2 experienced head-trainers with a media education profile, and 7-8 team members – from each involved country. The **head-trainers** are experienced in working with international groups and with the method of non-formal learning used in the Synergy trainings.

Members of the team will be the group leaders from the participating countries. Each of them has done trainings or participated in events by the Synergy group, which means that they have the experience of what the participants will be going through. The team members will support participants in their learning process. Also they are the ones who are working in strong connection with youth on local activities of Birth of Image.

Where?

The training will take place in **Halkidiki, Greece**, in the summer camp of the YMCA of Thessaloniki (Agios Nikolaos).



How to get to Greece?

Use the cheapest mean of travel (plane, train, bus) to get to Thessaloniki. There will be a rented bus transporting the whole group to the Summer Camp on the arrival day, that is 13th May. It is planned that the bus leaves at 4 o'clock in the afternoon. **It is very important that you arrive to Thessaloniki before this time!** In any other case, you will have to find your own way to get to the training venue to be on time for the start of the programme!

The exact times and meeting point will be communicated by the team and the country coordinators!

Money Reimbursement

Reimbursement of travel cost

First of all, you must **keep all your tickets, boarding passes and receipts (originals)**. ONLY if you have the travel tickets, boarding passes and receipts we are able to reimburse your travel costs.

The reason for this is that we only get money for your travel cost from the Youth in Action Programme, if we can prove that you have really travelled. This we do by showing your travel documents (tickets, boarding passes, invoices). If we don't have your documents, we will not get money from the Youth program and therefore we won't be able to reimburse your travel cost.

We will only reimburse your travel cost if you participate in **the whole training**.
The Youth in Action Program is going to refund **65 % of your travel costs in this program**.

For that you have to choose the **cheapest way** of travelling and **buy return tickets**.
See the table below for the highest price from which we will reimburse you full **65%**.

Participation Fee and Travel Money

For the participation fee see the same following table.

Country:	Max. Travel cost 100%	Max. Refund 65%	Participation fee
Greece	35 €	23 €	50€
Hungary	315 €	205 €	40€
Italy	315 €	205 €	50€
Lithuania	315 €	205 €	40€
Netherlands	285 €	185 €	60€

Insurance as a Condition

You must book a travel and health insurance for the duration of the training. We ask you to bring this with you and we will keep a copy to prove that you have been present and insured.

Practical information

What to bring (general)

- Sleeping bag suitable up to *minus 4* degrees
- Towel
- Comfortable clothes for outdoor & indoor activities
- Backpack (not necessary, but very practical for the outdoor production)
- Good walking shoes
- Medicine
- Passport or other official identification
- Passport, invoices and travel tickets copies and originals

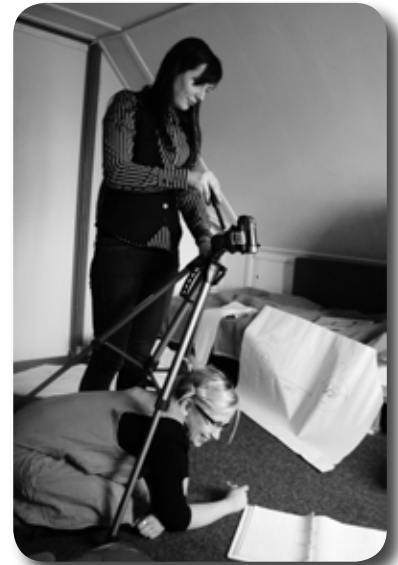
How to Prepare Yourself for the Training?

Know and Bring Your Equipment!

It is essential that you bring with you personal equipment. We will only provide the basic equipment, so the effectiveness of your personal learning and the training itself can be increased if you work with tools you already know and have.

Therefore, bring with you:

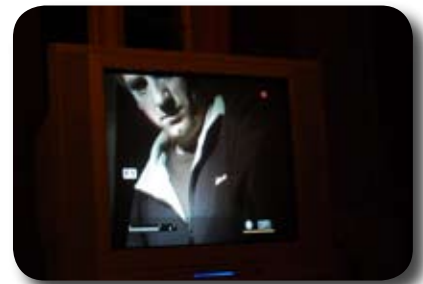
- Video camera if you have
- Photo camera if you have
- Laptop and editing software if you have
- Tripod if you have
- All cables, chargers, card-readers you need



Get Prepared! The Visual Preparation Task

All participants have to complete a preparation task before arriving to Greece. You will have to bring with you:

- (1) **One still image** (photograph, painting, image, graphic) you are passionate about and you love
- (2) **One scene of maximum 2-3 minutes** from a movie/ film/documentary/video clip or any other format that you are passionate about and you love



Special needs (diets, medicine)

Please, tell us beforehand if you need any assistance from us in this matter. Such as regular medications, allergies, food, etc.

Contact information

If you have questions, something is not clear or you want to know more contact Miki at miki.ambrozy@gmail.com with subject: **Birth of Image: Media and PD Training** or call him at +30 69 48 73 43 97 (Greece).

How to Apply?

If you want to join us in the programme, send the filled in application form to the organiser Global Soma (global.soma@gmail.com) **and** to the person responsible for the project in your country. You will find the application form attached in the end of this information letter or in a separate attachment.

Learning to play, playing to learn

The training method of the International Synergy Group

Learning by experience, outdoor training, and theatre plays are working methods which all have one thing in common: playing. Playing allows us to access a state of freedom, creativity and exploration that is associated with the natural learning of childhood. Role-plays, structured experiments, simulation, and theatre are examples of games with experiential learning opportunities. Games can create a play frame, which makes the act of learning a dynamic and enjoyable process, which recalls the carefree playing time of childhood.



Experiential activities can transform learning into adventure. Learning in this way is an emotional, physical as well as a cognitive experience. Movement and feelings stimulate the learning process. Playing involves both mind and body and can provoke an emotional response during the exercises. The exercises are designed to use social skills and make clear / illustrate concepts and theories. Almost any topic can be explored through games. Learning processes that involve the development of skills and behavioural change, such as group dynamics, communication, leadership, problem solving, teamwork, coaching, co-operation and decision-making are very suitable for gaming.

Gaming is a working method which might create a paradoxical situation in which participants or a group might lose themselves. The objective of using gaming in this kind of training is to get more knowledge and skills to work with groups in the field of youth work and social work.

Although this working method may seem enjoyable, it is not “only a game”. It allows the players to use the freedom to experiment with new approaches and new behavior and to acquire skills and knowledge. The players are asked to look at how they behave in the play. Therefore feedback and reflection are an essential part in this way of working. Playing games as a tool for learning is a serious play or ‘playful seriousness’.

Our training method is based on learning by experience. In our approach we invite participants to point out where they find themselves at that moment in the learning process, what they want to learn and how they want to develop themselves. It is focused on the experience of the individual and it is connected to the specific needs and the level of learning of the participant at that moment. The program is a tool for the participant and not the other way around. No matter how logical this may sound, in many formal learning situations the usual form of acquiring knowledge is ‘learning from lessons’. The knowledge should be reproduced / copied by the student, without any personal interaction. ‘Learning by experience’ is different since it starts from the person him/ herself, his/hers behaviour, reactions and emotions. This method is often used in youth work and informal education. And more and more this method is being used in formal education and trainings for companies.

The way, in which we like to organize and perform this international training, means that main objectives of the training have to be clear to the participants, as well as the outlines of the program and the target group. In this way we create a playing field for participants and trainers where we can play to learn and learn to play.

Within the given group, you participate in the training for yourself and with yourself as an individual. The exercises (called 'processes' in our training context) will be done alternately alone, in pairs or in a group. The trainer will prepare the ground by giving plenary lectures. Some processes may involve talking, others listening or visualizing certain thoughts with your eyes closed. Exercises will be provided in combination with music, dance or play. Many processes will contain an element of surprise, the exact nature of which is not known in advance. In this way questions can only be answered by the participant him/ herself, namely by experiencing his own reactions. With this training approach there is room for the experiences and wishes of the participants to influence the content of the program while it is taking place. We create the playing field and the participants make the play.

About the Training's Programme

The main **program elements** will be processes, sharing and lectures.

Processes are individual, couple or group assignments or exercises, which we will do. They are there to provide the experience from which you can learn. You will have the chance to experience you: how you think, feel and react in certain situations, how does it effect your surroundings, what results does it bring you. Many of these processes will be done outdoors; you can expect being outside at least for one process per day. Some of them are playful, some are creative, some include a lot of movement, some need talking. They can all be fun, as well as deep and intensive and you may find them confronting.



Sharings will be there after every process. They will be done individually, in pairs, in smaller groups and in the big group, too. The function of sharings is to support you to learn from what you experienced in the processes, to give you a chance to share your experiences, thoughts, feelings and conclusions, learn from each other and to connect what you learned here into the context of your everyday life. Sharings will be done with the support of the trainer or the team members.

Lectures: they are there to give you "food for the thought", to offer you an angle from which you can look at things, to provide you information, theories, tools and techniques, to provide the context of the experience you go through. They will be short and interactive.

Active Learning Workshops: These are practical, learning by doing workshops for practical skills in video, editing, and planning. These will give you the basic competences for making a complete audiovisual project, including the experience of team work and setting team roles.

During the training you will work in small **international groups**. The groups will change several times during the training. In this way you will get an opportunity to work with every member of the group and to learn from everyone.

What about the time schedule?

During the 10 days of the training we will have a full schedule:

8:00 – 9:00	Breakfast
9:30 – 12:45	Programme
13:00 – 14:00	Lunch
14:30 – 17:45	Programme
18:00 – 19:00	Dinner
19:30 – 22:30	Programme

Length of the programme parts, number of breaks, starting and finishing times will vary according to the actual content, e.g. in case of off-site program parts the schedule can look different.

Application form sample



Basic Synergy Training 13– 24 May 2010 Birth of Image “First Step into MEDIA”	
Country:	
First name:	
Last name:	
Name you want to be called in the training:	
Address:	
Zip code:	
City:	
Date of Birth:	
Fill in your age at the start of the training:	
Phone number Regular:	
E-mail:	
Special Diet:	
What is your present health condition? Detail	
Contact person in case of emergency	
Occupation or profession:	
Level of English: (bad, medium, good, excellent)	
Youth organization you are connected with:	
Your role or position in the organization:	
Your experience in working with youth:	
International experience until now:	
What do you want to learn in this training	
What social skills do you want improve during this	
Where do you plan to use what you want to learn	
Other remarks or questions:	

Please mark yes or no for the following statements concerning your background:

I have physical disability	Yes	No
I am/I was a drug user	Yes	No
I have problems with alcohol	Yes	No
I have mental problems	Yes	No
I have a criminal history	Yes	No
I am part of a minority group	Yes	No
I dropped out of school (no education or only basic)	Yes	No
I live in an isolated community, rural area	Yes	No
I live in a conflict situation, area	Yes	No
I am living in poverty	Yes	No
I have only one parent or I am orphan	Yes	No
I cannot interact in a common way with other people	Yes	No
I have communication problems	Yes	No
I have no access to internet	Yes	No
I have no access to media	Yes	No

Parents' consent

If you are under 18 years old, you need to bring the original of this form with you to the training.

I, the undersigned _____ (name of parent),
 Have received all information about the project **BIRTH OF IMAGE: First Step into Media**
 taking place from 13th May – 24th May, 2010, in Halkidiki, Greece
 And i agree that my daughter/son, _____ (name of participant)
 participates in the project.

place:

date:

signature: