

MEDIA CAMPAIGN

WHY IS IT IMPORTANT TO ORGANISE SUCH AN ACTIVITY?

The main objectives of planning a raising awareness activity are:

- Informing the target audience
- Creating a positive image about the developmental disabilities, in terms of intervention
- Changing discriminatory behaviors
- Increasing awareness related to the field of developmental disabilities and their entrance to media literacy.

WHAT IS THE AIM OF THE ACTIVITY?

The main expectations are:

- Sensitizing the common sense about the crucial issues of the project
- Spreading the assisting and training deliverables of the projects to the relevant stakeholders
- Organising and implementing a various series of campaigns
- Creating and disseminating safe digital environments for the beneficiaries

HOW IS THE ACTION FINANCED?

- Other EU projects
- Fundraising campaigns
- Donors and sponsors
- Free of charge distributions in third media parties
- Searching and finding communication sponsors
- In kind donors (e.g. a company creates a free of charge disseminating video)
- Foundations

WHO IS THE TARGET AUDIENCE?

- Representatives from mental health facilities
- Organisations related to Educational Disabilities
- People who work on the IT sector
- People who work with people with developmental disabilities
- People with developmental disabilities

WHO WILL RUN THE ACTIVITY?

Marketing and Communication Department (for covering the administrative aspects) within the collaboration of the Research and Development department (for covering the technical aspects).

WHAT WILL BE THE KEY MESSAGES OF THE ACTIVITY?

The main key messages that need to be disseminated during the raising awareness activity, as the main concepts, are:

- thematic areas that will be covered
- information related to the project
- objectives of the activity
- relevant quotes that will emphasise the meaning of the campaign

WHAT MEANS WILL BE USED TO IMPLEMENT THE ACTIVITY?

The specific methods will be:

- The communication plan that will cover the dissemination of the raising awareness activity
- Relevant training tools / innovative approaches that will cover the "experiential" perspective
- Educational guides for covering the informative perspective

HOW WILL THE SUCCESS OF THE ACTIVITY BE MEASURED?

- Reachable views (Facebook Statistics)
- Comments, likes, and views per post.
- Number of shares
- Google Analytics
- Footprints on the relevant Websites of the organisations involved
- Number of downloads

HOW WILL THE ACTIVITY BE REPORTED?

The after-publicity of the raising awareness activity will be:

- Press releases through third media parties
- Video creations
- Banners with infographics
- Closing launch

LINKS

LATER.COM/BLOG/INSTAGRAM-STORIES-CAMPAIGN/

ORGANISING A WEBINAR

WHY IS IT IMPORTANT TO ORGANISE SUCH AN ACTIVITY?

The main objectives of planning a webinar are:

- Empowering the basic knowledge regarding the field of developmental disabilities
- Promoting the active participation of relevant stakeholders in any kind of disseminating or raising awareness activity that might be related to the field of media literacy and the accessibility of people with developmental disabilities
- Demonstrating good practices and reliable training data that could be useful for the raising awareness process

WHAT IS THE AIM OF THE ACTIVITY?

The main expectations are:

- The participation of a wider audience of stakeholders to relevant activities, to empower the sensitization of the common sense regarding the media literacy of people with developmental disabilities
- Eliminating the stigmatization against the developmental disabilities field

HOW IS THE ACTION FINANCED?

- The organisation of webinars through free of charge Platforms (such as Skype)
- The promotion of the webinar to private companies/organisations/associations – for asking for funding, collaboration opportunities, etc.
- Organisation of webinars as distance-learning trainings for covering the needs analysis of the staff of companies. In terms of training, all around Europe, it is obligatory for the big enterprises/companies/associations etc. to organise and train their staff on different areas such as:
Empowerment of their soft skills, business, management, conflict resolution, etc.

WHO IS THE TARGET AUDIENCE?

- Professionals, who work on the field of developmental disabilities
- Professionals, who work on the media literacy/IT sector
- Relevant stakeholders (students, educators etc.)
- Representatives from relevant associations, organisations etc.

WHO WILL RUN THE ACTIVITY?

Research and Development department (for covering the technical aspects) in collaboration with the certified Trainers that could support these types of awareness activities.

WHAT WILL BE THE KEY MESSAGES OF THE ACTIVITY?

The main key messages that need to be disseminated through all the media resources of the involved parties, as the main concepts, are:

- thematic areas that will be covered
- information related to the project
- objectives of the activity
- agenda of the Webinar
- administrative issues (such as links, dates, time, duration etc.)

WHAT MEANS WILL BE USED TO IMPLEMENT THE ACTIVITY?

The specific methods will be:

- The theoretical framework that will be used for the technical purposes of the webinar.
- Active participation of the stakeholders for ensuring the clear understanding of the Webinar's concepts.

HOW WILL THE SUCCESS OF THE ACTIVITY BE MEASURED?

The assessment tools that will be used are:

- Number of participants
- Evaluation-answered questionnaires that will be shared during the closing of the webinar
- The feedback, recommendations
- Their involvement on future meetings

HOW WILL THE ACTIVITY BE REPORTED?

The after-publicity of the raising awareness activity will be:

- Press releases for disseminating the feedback of the participants
- Video creations
- Relevant posts on the Social Media of the host organisation

LINKS

WWW.EVENTBRITE.CO.UK/BLOG/WEBINAR/HOW-TO-ORGANISE-A-WEBINAR-DS00/

CODING DAY FOR EVERYONE

WHY IS IT IMPORTANT TO ORGANISE SUCH AN ACTIVITY?

The young generation is the future. Therefore, it is important to broaden their view for diversity. An event that meets the interests of young people promises a high level of participation. The participation of both young people with fewer and with more opportunities creates a naturalness of different life plans, which is desirable in the whole society. Such an event enables encounters between people. Creating positive experiences while working together can influence the attitude of all participants positively.

WHAT IS THE AIM OF THE ACTIVITY?

The overall aims are:

- show that people with fewer opportunities can be role models for others
- creates positive experiences and an exchange between young people and people with lower opportunities
- make the idea of inclusion real

HOW IS THE ACTION FINANCED?

- Funding from national initiatives that focus on encouraging projects addressing the well-being and the situation of people with fewer opportunities
- Cooperating with a company: in this case the company finances the activity
- Municipal funds: it could be a cooperative project between NGOs and companies

WHO IS THE TARGET AUDIENCE?

- Children and adolescents with fewer opportunities
- (Physically and/or mentally) disabled and non-disabled workshop leaders
- (Physically and/or mentally) disabled and non-disabled programmers

WHO WILL RUN THE ACTIVITY?

- Educational institutions (school, library etc.): offer rooms, participants
- NGOs with experiences in digital education to organise the workshop content, the procedure of the workshop, the workshop leaders
- Different companies with an IT or digital focus which amongst others employ people with lower opportunities. They organise a so-called "Speed Dating": small stages where their employees present themselves and their work. Young people can ask them questions about their job

WHAT WILL BE THE KEY MESSAGES OF THE ACTIVITY?

The key message is to show that it is possible to become a programmer with or without a wheel chair, with or without hearing or seeing, etc.

Young people should overcome their restrictions in the head if they think about people with fewer opportunities. Usually, people think about their deficits and about what these people are not able to do. Through this experience, young people should recognize, what people with lower opportunities are able to do, especially if they work in a diverse group, which contains different competencies.

WHAT MEANS WILL BE USED TO IMPLEMENT THE ACTIVITY?

Working in groups, presenting in bigger audience, coaching by workshop leaders, which are disabled or non-disabled, "Speed-Dating" format to get to know different life plans.

HOW WILL THE SUCCESS OF THE ACTIVITY BE MEASURED?

Quantitative

- Number of participants
- Number of request for workshops

Qualitative

- short feedback at the end of the workshop, a brief 'mood picture' of participants (can be created with Kahoot! or Mentimeter)
- Measurement of the personal attitude of the young people towards people with lower opportunities before the workshop and afterwards. There should be a change or shift of what young people think about people with lower opportunities and what they give them credit for.

HOW WILL THE ACTIVITY BE REPORTED?

- Website of NGO, schools and companies
- Young people and people with lower opportunities and/or companies can write an article/blogpost about the event
- Local press
- Invitation of funder to publish the activity as best practice
- Share articles in social media channels
- Presenting results of workshop on website, social media

LINKS

WWW.WIKIHOW.COM/PREPARE-A-WORKSHOP

WWW.MINDTOOLS.COM/PAGES/ARTICLE/PLANNINGAWORKSHOP.HTM

MULTI-SENSORY EXPERIENCE COURSE

WHY IS IT IMPORTANT TO ORGANISE SUCH AN ACTIVITY?

People need to understand how digital technologies and devices can help people with disabilities and can empower them in taking an active part in our society. Therefore it's a good approach to change the perspective and experience the view of people with different disabilities. This is to make people think more inclusive in different situations.

WHAT IS THE AIM OF THE ACTIVITY?

To force a change of perspective, various stations of technologies supporting people with lower opportunities in everyday life will be presented. Participants learn how these technologies support people with different disabilities. While testing different technologies from the perspective of a person with lower opportunities, participants will become more aware of the daily challenges people with disabilities have to overcome to participate in social life.

HOW IS THE ACTION FINANCED?

- Cooperation with initiatives that are in possession of (assistive) technologies
- Asking companies for donation
- Municipal funds

WHO IS THE TARGET AUDIENCE?

Multipliers, professionals working with disabled or non-disabled people, professionals working in the field of digitisation and education, stakeholders

WHO WILL RUN THE ACTIVITY?

- Initiative which is interested in improving the situation of people with lower opportunities in society. This initiative organises the activity in general: room, participants, catering, etc.
- Partner which offers the assistive technology for people with lower opportunities.

WHAT WILL BE THE KEY MESSAGES OF THE ACTIVITY?

Our society is a diverse one: there are no disabled people; people rather are disabled by their environment. Therefore, we need to change the environment and everyone's mind set to become an inclusive society where everyone can be and become what they want. Digitisation has the potential to make our society more inclusive and to overcome inequalities.

With certain technologies or digital applications, people with few opportunities can be supported in taking part in the society.

How inclusive a product or service should be depends heavily on what mind-set a person has and what they are willing to invest in it.

WHAT MEANS WILL BE USED TO IMPLEMENT THE ACTIVITY?

Multi-sensory experience course with 4 stations which show the daily issues of disabled people and how technology can improve their well-being:

- Playing and Sensitizing (being put in the position of a person with disabilities, e.g. in a wheel-chair or without the ability to hear, to see, to talk)
- Controlling and Operating (controlling the computer e.g. with your foot or head)
- Communication (without talking)
- Seeing and Reading (e.g. using a screen reader)
- Discussion at the end to talk about experiences and personal consequences.

HOW WILL THE SUCCESS OF THE ACTIVITY BE MEASURED?

Quantitative

- Number of participants in workshop
- Number of request for workshop

Qualitative

- Measurement of the personal attitude of the young people towards people with lower opportunities before the workshop and afterwards. There should be positive shift in what young people think about people with lower opportunities and what they give them credit for
- Discussion with participants at the end: what do they conclude from their experiences, e.g. which ideas do they have to make events in their working life more inclusive.

HOW WILL THE ACTIVITY BE REPORTED?

- Website of NGO: articles, experience stories of participants
- Local press
- Share articles/experience stories in social media

RAISING AWARENESS ACTIVITY IN UNIVERSITY

WHY IS IT IMPORTANT TO ORGANISE SUCH AN ACTIVITY?

The basic aim of planning this type of activity is to raise awareness, and to promote sensitivity to intellectual disability issues among our students. The University can approach a wider audience of beneficiaries or stakeholders, thus a collaboration with Universities gives the amount of organizing these big-scale events.

WHAT IS THE AIM OF THE ACTIVITY?

Raising awareness activity helps youth to understand people with disabilities are people like everyone else can shift negative perceptions of disability towards acceptance and respect.

HOW IS THE ACTION FINANCED?

The event will be organised at UCLL, Diepenbeek Campus. The University's venue and other facilities will be used for the funding activities.

WHO IS THE TARGET AUDIENCE?

Students from universities and other stakeholders.

WHO WILL RUN THE ACTIVITY?

Volunteering teams or University staff

WHAT WILL BE THE KEY MESSAGES OF THE ACTIVITY?

Creating a society where all people are respected and valued for their unique abilities and strengths.

WHAT MEANS WILL BE USED TO IMPLEMENT THE ACTIVITY?

At the beginning of the semester, the event will be organised with combining an event that has a high potential for attendance. The information about the project's contents will be given in the stand during the event.

HOW WILL THE SUCCESS OF THE ACTIVITY BE MEASURED?

The number of students who will visit the stand and number of likes and share in social media platform will be counted.

HOW WILL THE ACTIVITY BE REPORTED?

The event will be shared in the university's social media platforms, both for promoting attendance of the event and raising awareness among students and other stakeholders.

LINKS

[THEWINNOWER.COM/PAPERS/LOGISTICS-OF-ORGANIZING-THE-FOR-SYMPIOSIUM](https://thewinnower.com/papers/logistics-of-organizing-the-for-symposium)

BARCAMP "YOUTH PARTICIPATION"

WHY IS IT IMPORTANT TO ORGANISE SUCH AN ACTIVITY?

Both the UN Convention on the Rights of the Child and the UN Convention on the Rights of Persons with Disabilities stipulate the right to assembly, association and participation for young people with and without disabilities.

The possibilities for participation and active dissemination of information, opinions and ideas are more diverse than ever due to digitalisation and offer great potential in terms of democratic co-determination. These are taken up by the open conference format of the "BarCamp".

WHAT IS THE AIM OF THE ACTIVITY?

- Creating contacts
- Exchange at eye level
- Enabling participation and inclusion

HOW IS THE ACTION FINANCED?

- Sponsorship
- Participant contribution
- Donations from local businesses, e.g. the bakery next door as caterer

WHO IS THE TARGET AUDIENCE?

- Young people with and without disabilities
- Pedagogical professionals
- Representatives of a company

WHO WILL RUN THE ACTIVITY?

- Volunteer teams
- Non-profit organisations
- Youth clubs

WHAT WILL BE THE KEY MESSAGES OF THE ACTIVITY?

Willingness to talk to each other at eye level, to listen to each other and thus to understand the other person and his/her situation. Together we discuss and think about how we can make the world a better place for everyone.

WHAT MEANS WILL BE USED TO IMPLEMENT THE ACTIVITY?

- Online tool that supports the planning, preparation, implementation and documentation of a BarCamp
- Collaborative text editing for documentation, e.g. Etherpads

HOW WILL THE SUCCESS OF THE ACTIVITY BE MEASURED?

- Feedback during the final rounds
- Implementation of ideas and results that emerged during the BarCamp

HOW WILL THE ACTIVITY BE REPORTED?

- Social Media platforms
- Website of the participating organisations
- Flyer

LINKS

BARCAMP.S.EU
YOPAD.EU/