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TRAINING SCENARIOS

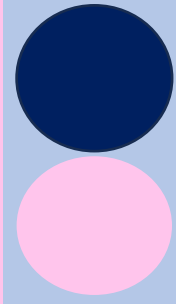
VleW – Virago-empowered Women



Photo by Unidigita

VleW

PROJECT DESCRIPTION

**Partners:**

SNC "Parallel Silistra", Bulgaria Association;

"TAVO Europe", Lithuania;

"Association for Cooperation and Social Inclusion Amanei", Spain;

"Dorea Educational Institute", Cyprus

Associated Partners: Local authorities and institutions, NGOs.

Duration: 18 months

Target participants: Women from 18 up to 29 with fewer opportunities from remote areas, who face barriers to their inclusion in the community, as well as refugee women from Ukraine.

Goal: The goal of the project that unites us is to connect and activate youth workers and female volunteers from Bulgaria, Lithuania, the Canary Islands, Spain and Cyprus. We will involve them in an international training in Lithuania and several national ones to develop their competencies as youth leaders committed to protecting human rights. We will motivate them to undertake youth initiatives in their communities to solve problems such as human rights violations and the irresponsible use of natural resources and promote resilience against war. In this process, we will aim to include 180 different women and refugees from Ukraine.

Activities: During a workshop in Cyprus, the partners will discuss and share eight successful practices for promoting youth participation in local development partnerships and initiatives. They will incorporate the best of their experience into a training manual to support youth workers. In the spring of 2024, they will perform an international training for young women in Lithuania. In 2024-2025, the partners will organize national campaigns in which 180 young people will be directly involved and will be followed by at least 220 people online. The campaign participants will talk about their initiatives through 8 digital stories created by the young project participants and through numerous photos, Facebook posts, media publications, flyers, and brochures, uploaded on the project website.

Results: Four civil society organizations will work in partnership to increase the competencies of 8 youth workers and 16 women to involve 180 young people in initiatives as part of the democratic life of the EU. These events will attract at least 220 people online. Through the VIEW platform, participants will digitally tell their stories of solving problems such as human rights violations, the irresponsible use of natural resources, and societal resilience against the war in Ukraine.

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This training program, titled "Empowering Women for Social Change," spans five days and focuses on various aspects of empowerment, including civic awareness, digital skills, green skills, cultural diversity, and planning awareness campaigns. Through interactive sessions, workshops, and outdoor activities, participants will engage in hands-on learning experiences designed to equip them with the knowledge and skills needed to effect social change. The program also emphasizes team building, fostering collaboration among participants from different backgrounds and cultures. Evaluation and reflection sessions ensure that participants can assess their learning and plan for future action. This extended edition provides detailed training scenarios for each day of the program, integrating contributions from partner organizations and tailored activities to maximize participant engagement and learning.

Over the course of five days, participants will engage in a series of sessions covering various topics, including civic awareness, digital skills, green skills, cultural diversity, and campaign planning. The program aims to foster collaboration among participants and provide them with practical skills they can apply in their local contexts. Each day is structured to include interactive sessions, workshops, and opportunities for reflection, ensuring a comprehensive learning experience.

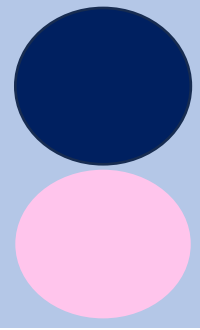
What does the word VIRAGO stand for? Apart from meaning ‘powerful women leaders’, the VIRAGO concept stands for:

Vision	We envision a Europe where citizens actively contribute to a democratic, inclusive, and sustainable society.
Inspiration	By drawing inspiration from diverse perspectives and experiences, leaders can enhance their cultural intelligence, leading to more informed and empathetic decision-making.
Resilience	The development of resilience serves as a main pillar for individuals, enhancing personal, social, and learning-to-learn competence by strengthening skills to overcome challenges, adapt to diverse social contexts, and embrace life-long learning with a positive and proactive mindset.
Activism	We aim to improve organizational competence to reach out diverse youth
Green thinking	Green thinking contributes to improved competence in sustainable green initiatives by fostering an environmentally conscious mindset that aligns with and drives responsible actions toward environmental sustainability.
Overcoming	Overcoming challenges is directly linked to digital competence and effective problem-solving skills. Individuals who use digital technologies can leverage them to devise innovative solutions and navigate complex issues.

As we embark on this transformative journey together, it's crucial to reflect on the significance of the VIRAGO - Empowered Women Training, it's a catalyst for change, a call to action that extends beyond our time together. Following are these meaningful actions await the participants.

Training Program Outline

"Empowering Women for Social Change"



Dates: 22nd – 26th April 2024 (4+1 days)

Working Hours:

- 9:00 – 10:30 (Session 1)

Coffee Break

- 11:00 – 12:30 (Session 2)

Lunch

- 14:00 - 15:30 (Session 3)

Coffee Break

- 16:00 – 17:30 (Session 4, including Evaluation)

Meals:

- Breakfast included in the hotel ; Lunch together
- Dinner (optional)

Participants: 21

- Bulgarian Team: 5 participants plus the Project Manager
- Other Partners: 15 participants

Program:

1. Day - Arrival & Team Building (22nd April):

- Morning: Participants' Arrival
- Welcome and Ice-breaking Activities (LT Partner)
- Introducing Games and Building Teams

2. Day - Civic Awareness and Digital Skills (23rd April):

- Morning: Civil Awareness (BG Partner)
- Digital Skills - Theoretical Part (CR and S Partners)
- Afternoon: Digital Storytelling Workshop (LT Partner)
- Online Discussion (LT, S, and BG Partners)
- Walk Around

3. Day - Green Skills and Cultural Diversity (24th April):

- Morning: Green Skills & Exploring Cultural Diversity (LT and BG Partners)
- Afternoon: Outdoor Activities in Green Areas and Cultural Sights
- Shared Responsibility for Cultural Exchange Evening (Snacks and Presentations)

4. Day - Awareness Campaigns and Planning (25th April):

- Morning: Examples for Awareness Campaigns (LT Partner)
- Work Stations - Creativity and Planning Transnational and Local Campaigns
- Afternoon: Action Plans for Local Campaigns (CR and BG Partners)
- Evaluation Part and Feedback

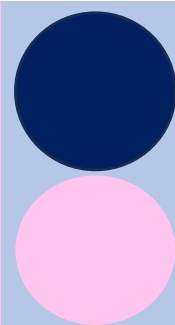
5. Day - Departure (26th April):

- Morning: Farewell and Departure

Day 1: Arrival & Team Building

Inspiration Day

April 22nd



OVERVIEW

Participants will arrive in Vilnius on the morning of the first day, where they will be greeted with a welcome session and ice-breaking activities led by the **Lithuanian partner organization**. These activities aim to create a supportive and inclusive atmosphere, allowing participants to get to know each other and build rapport. Team building exercises will encourage collaboration and communication among participants, setting a positive tone for the rest of the program.

SUGGESTED AGENDA

Slogan: Inspiration – improved Intercultural understanding and leadership competence;

14.00 – 18.00 with one coffee break

FIRST PART: Ice-breaking activities to be optionally used:

1. Name Tag Mixer:
 - Provide each participant with a blank name tag and markers.
 - Instruct participants to write their name and one word that represents their passion for social change.
 - After everyone has completed their name tags, have participants mingle and introduce themselves to each other, using their name tags as conversation starters.
2. Common Ground:
 - Divide participants into small groups.
 - Give each group a list of topics related to social change (e.g., gender equality, environmental sustainability, education).
 - Instruct participants to find common ground within their group by discussing their personal experiences, interests, and goals related to the given topics.
 - After a designated time, have each group share one thing they discovered they have in common.
3. Two Truths and a Lie:
 - Instruct each participant to think of two true statements about themselves and one false statement related to their background or experiences.
 - Participants take turns sharing their statements with the group, without revealing which statement is false.
 - After each participant shares, the rest of the group guesses which statement is the lie.

- This activity encourages participants to share personal information in a fun and engaging way.
4. Collaborative Art Project:
- Provide art supplies such as markers, colored pencils, paper, and craft materials.
 - Instruct participants to work together to create a collaborative art piece that represents their collective vision for social change.
 - Encourage participants to discuss their ideas and work collaboratively to bring their vision to life.
 - Once the art piece is complete, have participants present it to the group and explain the significance of their creation.

These ice-breaking activities are designed to foster connections, build rapport, and set a positive tone for the training program, laying the groundwork for meaningful collaboration and engagement throughout the rest of the sessions.

SECOND PART Leadership and Team building activities to be optionally used:

1. Empowerment Circle:
 - Have participants form a circle and provide each person with a piece of paper and a pen.
 - Instruct participants to write down one challenge they've faced related to gender inequality or social injustice.
 - Once everyone has written down their challenge, have them fold their paper and place it in a central bowl.
 - Each participant then selects a challenge from the bowl and reads it aloud to the group.
 - The group discusses possible solutions or actions that can be taken to address the challenge, offering support and advice to the person who wrote it.
2. Barrier Breakers:
 - Divide participants into small teams and provide each team with a list of common barriers faced by women in their communities or workplaces (e.g., lack of access to education, gender-based violence, limited economic opportunities).
 - Instruct teams to brainstorm creative solutions or strategies for overcoming each barrier within a specified time frame.
 - After brainstorming, have each team present their ideas to the larger group and discuss the feasibility and potential impact of each solution.



3. Storytelling Circles:

- Ask participants to form small groups and share personal stories of empowerment or moments when they've overcome adversity related to gender inequality.
- Encourage active listening and empathy within each group as participants share their experiences.
- After sharing stories, have each group nominate one person to summarize the key themes or lessons learned from their discussions.
- Facilitate a larger group discussion where participants reflect on common experiences and identify strategies for supporting one another in their efforts for social change.

4. Leadership Styles Assessment:

- Provide participants with a leadership styles assessment tool, such as a questionnaire or quiz.
- Participants can complete the assessment individually to identify their preferred leadership style.
- After completing the assessment, facilitate a group discussion where participants share their results and insights.
- Discuss the strengths and weaknesses of different leadership styles and how they can be applied effectively in various situations.

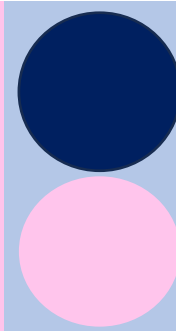
These activities are designed to strengthen connections, build empathy, and foster a sense of collective purpose among participants, empowering them to work together and become leaders for achieving common goals in their communities and beyond.



Day 2: Civic Awareness and Digital Skills

Vision and Overcoming

April 23rd



OVERVIEW

The second day begins with sessions on civic awareness led by the Bulgarian partner organization, followed by theoretical workshops on digital skills facilitated by partners from Cyprus and Spain. In the afternoon, participants will engage in a digital storytelling workshop led by the Lithuanian partner organization, where they will learn how to use digital tools to amplify their voices and share their stories. Discussions among partners will provide opportunities for cross-cultural learning and exchange of ideas. A walk around the city center will offer participants a chance to explore Vilnius and further bond with their peers.

- Morning: **Civic Awareness**, European citizenship (BG Partner)
- Digital Skills - Theoretical Part (CY and ES Partners)
- Afternoon: Digital Storytelling Workshop (LT Partner)
- Discussion (LT, ES, and BG Partners)
- Walk Around the city centre

SUGGESTED AGENDA

MOTTO: Vision - improved European citizenship

9.00 – 12.30 with one coffee break

Civic Awareness and EU citizenship

Performing the Interactive Exercise "Ladder of Public Participation":

- 1. Introduction and Explanation:**
 - Begin by introducing the concept of the "Ladder of Public Participation" to participants. Explain that it is a conceptual framework that illustrates different levels of public involvement in decision-making processes.
 - Provide an overview of the ladder, explaining each level from manipulation to empowerment and their significance in promoting democratic decision-making.
- 2. Interactive Group Activity:**
 - Divide participants into small groups, ensuring diversity in each group to encourage varied perspectives.
 - Provide each group with large sheets of paper or poster boards and markers.
- 3. Creating the Ladder:**
 - Instruct each group to draw a ladder on their sheet of paper, with rungs representing each level of public participation.

- Label each rung with the corresponding level (e.g., Manipulation, Therapy, Informing, Consultation, Participation, Empowerment).
4. **Scenario Development:**
 - Assign each group a different scenario or case study related to a community issue or decision-making process.
 - Encourage groups to discuss and determine which level of public participation best describes the scenario they've been given.
 5. **Placement on the Ladder:**
 - Have each group place their scenario on the ladder according to the level of public participation they've identified.
 - Encourage groups to justify their placement and discuss any uncertainties or disagreements within their group.
 6. **Gallery Walk and Discussion:**
 - Once all groups have placed their scenarios on the ladder, conduct a gallery walk where participants visit each group's poster to view their placements.
 - Facilitate a group discussion where participants share their observations, reflections, and insights on the placement of scenarios.
 7. **Reflection and Debrief:**
 - Conclude the activity with a reflective debrief where participants share their thoughts and feelings about the exercise.
 - Prompt participants to reflect on how the concept of the ladder applies to their own experiences with public participation and decision-making.

Performing the Mime:

1. **Introduction:**
 - Explain to participants that they will now perform a mime activity to represent the "Ladder of Public Participation" visually.
 - Divide participants into smaller groups, with each group representing one level of the ladder. Instruct each group to brainstorm and plan a short mime or tableau that symbolizes their assigned level of participation.
2. **Mime Performance:**
 - Provide each group with an opportunity to perform their mime for the larger group.
 - As each group performs, encourage participants to observe and interpret the mimes, paying attention to the emotions, actions, and symbols depicted.
3. **Discussion and Interpretation:**
 - Facilitate a discussion after each performance, inviting participants to share their interpretations and insights into the representation of each level.
 - Encourage participants to discuss the effectiveness of the mimes in conveying the concepts of public participation.
4. **Reflection and Conclusion:**
 - Conclude the activity with a final reflection where participants share their overall impressions and key takeaways from the mime exercise.
 - Emphasize the importance of creative expression in understanding complex concepts like public participation.

MOTTO - Overcoming - Digital competence and problem-solving;

Digital skills – theoretical part

1. Overview of Digital Skills:

- Introduction to the concept of digital skills, including basic, intermediate, and advanced skills.
- Explanation of why digital skills are essential in today's digital age for accessing information, communicating, collaborating, and participating in online communities.

2. Digital Literacy:

- Definition and importance of digital literacy, encompassing the ability to use digital devices, navigate digital platforms, critically evaluate online information, and protect one's digital identity and privacy.
- Discussion on the digital divide and strategies for bridging the gap to ensure equitable access to digital literacy resources and opportunities.

3. Information Literacy:

- Overview of information literacy skills, including the ability to search for, evaluate, and ethically use information from digital sources.
- Exploration of strategies for critically analyzing online information to identify biases, misinformation, and disinformation.

4. Communication Skills in the Digital Age:

- Examination of communication skills needed for effective online communication, such as clear writing, active listening, and respectful engagement in digital conversations.
- Discussion on the role of digital communication tools and platforms in facilitating collaboration, networking, and advocacy for social change.

5. Cybersecurity and Digital Safety:

- Overview of cybersecurity threats and best practices for protecting oneself and others online, including password management, data encryption, and recognizing phishing attempts.
- Discussion on digital safety issues such as online harassment, cyberbullying, and strategies for promoting a safe and inclusive online environment.

6. Digital Citizenship:

- Exploration of the concept of digital citizenship and the rights, responsibilities, and ethical considerations associated with participating in digital communities.
- Discussion on digital activism, online advocacy, and the use of digital platforms for promoting social justice, human rights, and civic engagement.

7. Emerging Digital Technologies:

- Introduction to emerging digital technologies and their potential applications for social change, such as social media, data visualization, virtual reality, and blockchain.
- Discussion on the opportunities and challenges presented by emerging technologies in addressing societal issues and advancing social impact initiatives.

8. Digital Skills for Empowerment:

- Reflection on how digital skills can empower individuals and communities to advocate for their rights, amplify their voices, and create positive change in society.

- Case studies and examples showcasing how digital skills have been utilized in grassroots movements, activism campaigns, and community-led initiatives around the world.

By presenting these topics in the theoretical part of the session on digital skills, participants can gain a comprehensive understanding of the importance of digital literacy, communication skills, cybersecurity, digital citizenship, and emerging technologies in the context of social change and empowerment. Theoretical discussions can lay the groundwork for hands-on practical activities and workshops in the subsequent parts of the session.

14.00 – 18.00 with one coffee break

Digital story telling

1. Introduction (15 minutes):

- Welcome participants to the workshop and provide an overview of the session objectives.
- Explain the importance of digital storytelling in conveying messages, engaging audiences, and advocating for social change.
- Introduce key concepts such as storytelling techniques, digital media platforms, and the power of multimedia storytelling.

2. Understanding Digital Storytelling (30 minutes):

- Define digital storytelling and discuss its significance in the digital age.
- Explore examples of effective digital stories from various sources, such as social media, documentaries, and online campaigns.
- Discuss the elements of a compelling digital story, including narrative structure, visuals, sound, and emotional resonance.

3. Storytelling Techniques and Strategies (30 minutes):

- Present different storytelling techniques and strategies that participants can use to craft engaging narratives.
- Discuss the importance of identifying a central theme or message, developing relatable characters, and creating a compelling plot.
- Provide tips for selecting appropriate digital media tools and techniques to enhance storytelling effectiveness.

4. Practical Demonstration (30 minutes):

- Conduct a live demonstration or showcase pre-recorded examples of digital storytelling projects.
- Walk participants through the process of creating a digital story, from brainstorming ideas to selecting and editing multimedia elements.
- Demonstrate how to use digital media tools such as video editing software, graphic design tools, and audio editing programs.

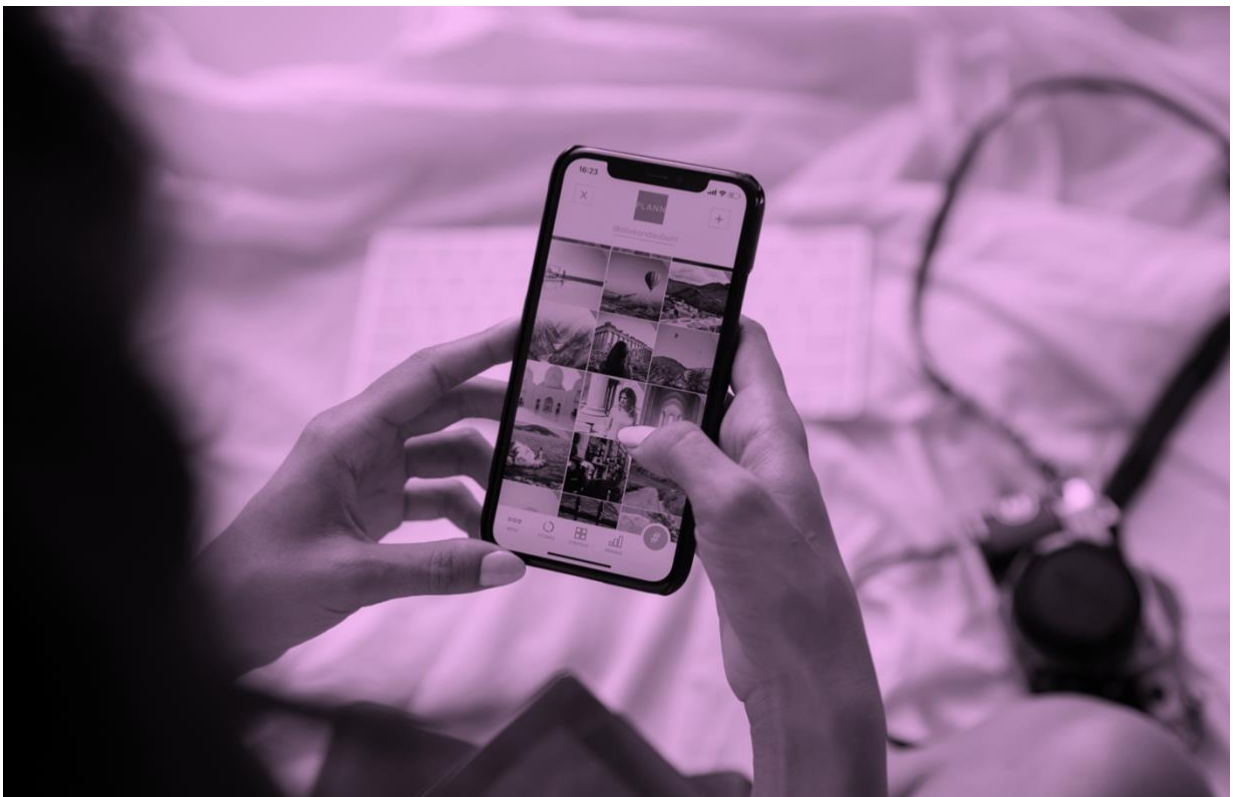
5. Hands-On Activity (30 minutes):

- Divide participants into small groups or pairs and assign them a storytelling prompt or theme.
- Provide participants with access to digital media tools and resources to create their own digital stories.
- Encourage participants to collaborate, brainstorm ideas, and experiment with different storytelling techniques.

6. Sharing and Feedback (15 minutes):

- Invite each group to share their digital stories with the rest of the participants.

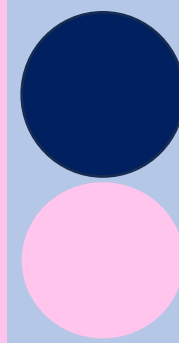
- Facilitate a constructive feedback session where participants provide positive feedback and suggestions for improvement.
 - Encourage participants to reflect on their storytelling experience
- 7. Conclusion and Next Steps (15 minutes):**
- Summarize the key takeaways from the workshop and reinforce the importance of digital storytelling skills in advocacy and communication.
 - Provide resources and recommendations for further learning, including online tutorials, books, and workshops.



Day 3: Green Skills and Cultural Diversity

Green & Inspiration

April 24th



OVERVIEW

Day three focuses on green skills and cultural diversity, with morning sessions led by the Lithuanian and Bulgarian partners. Participants will explore the nature and culture of Vilnius through interactive activities, including a "cultural detective" game. Outdoor activities in green areas and cultural sights will provide hands-on learning opportunities, allowing participants to experience the topics discussed in earlier sessions firsthand. An evening session will provide a forum for participants to reflect on their learning and share their experiences with their peers.

SUGGESTED AGENDA

9.00 – 12.30 with one coffee break

MOTTO: Inspiration – improved Cultural understanding and leadership competence;

Culture Detectives in Vilnius

Group 1: Town Hall Square Exploration

Deep History Questions:

1. **Town Hall Architecture Journey:**

- Investigate the architectural evolution of the Town Hall building. What historical events influenced its design, and how has it adapted over the years?

The Old Town Hall in Vilnius was mentioned for the first time in 1432. Initially it was a [Gothic style](#) building, and has since been reconstructed many times. The current Vilnius Town Hall was rebuilt in [neoclassical style](#) according to the design by [Laurynas Gucevičius](#) in [1799](#). It has remained unchanged since then. Its Gothic cellars have been preserved and may be visited. Nowadays it is used for representational purposes as well as during the visits of foreign state officials and rulers, including [George W. Bush](#) and [Queen Elisabeth II](#).

The Town Hall Square ([Lithuanian: Rotušės aikštė](#)) is a traditional centre of trade and events in Vilnius. Major annual fairs, such as the [Kaziukas Fair](#), are held in this square, the main [Christmas tree](#) is decorated here, various concerts and other attractions are organised as well as celebrations of important dates of the state.

2. **Cultural Crossroads:**

- Explore how the Town Hall Square has served as a cultural crossroads over time. What cultural influences from different periods can be identified in the square's history?

3. **Community Celebrations:**

- Research historical community celebrations held in Town Hall Square. How did these celebrations reflect the cultural identity of the community?

Amusing Intercultural Tasks:

1. **Cultural Fusion Art Project:**

- Collaboratively create an art project that visually represents the fusion of various cultural elements discovered in Town Hall Square. Use diverse materials to symbolize cultural diversity.

2. **Local Market Adventure:**

- Visit a local market and identify ingredients or products that represent diverse cultural influences. Create a dish that incorporates these elements and share the culinary creations



Group 2: Cathedral Square Exploration

Deep History Questions:

1. **Cathedral Architectural Marvels:**

- Delve into the architectural marvels of Vilnius Cathedral. How has the cathedral been a reflection of the city's cultural and religious history?

2. **Iconic Events and Figures:**

- Explore events and historical figures associated with Cathedral Square. How have these elements contributed to the cultural significance of the square?

3. **Religious Tapestry:**

- Investigate the role of religion in the history of Cathedral Square. How have religious practices and ceremonies shaped the cultural fabric of this location?

Amusing Intercultural Tasks:

1. **Symbolic Art and Craft:**

- Create symbolic art and craft pieces inspired by the religious and cultural elements discovered in Cathedral Square. Share the stories behind each creation.

2. Cultural Symbols Exhibition:

- Curate an exhibition showcasing various cultural symbols discovered in Cathedral Square. Use visuals and artifacts to tell the stories behind each symbol.

Joint Activity:

- **Cultural Exchange Showcase:**

- Both groups come together to showcase their art projects, fashion creations, culinary delights, and cultural exhibitions. Participants engage in cross-cultural dialogue to share their discoveries.

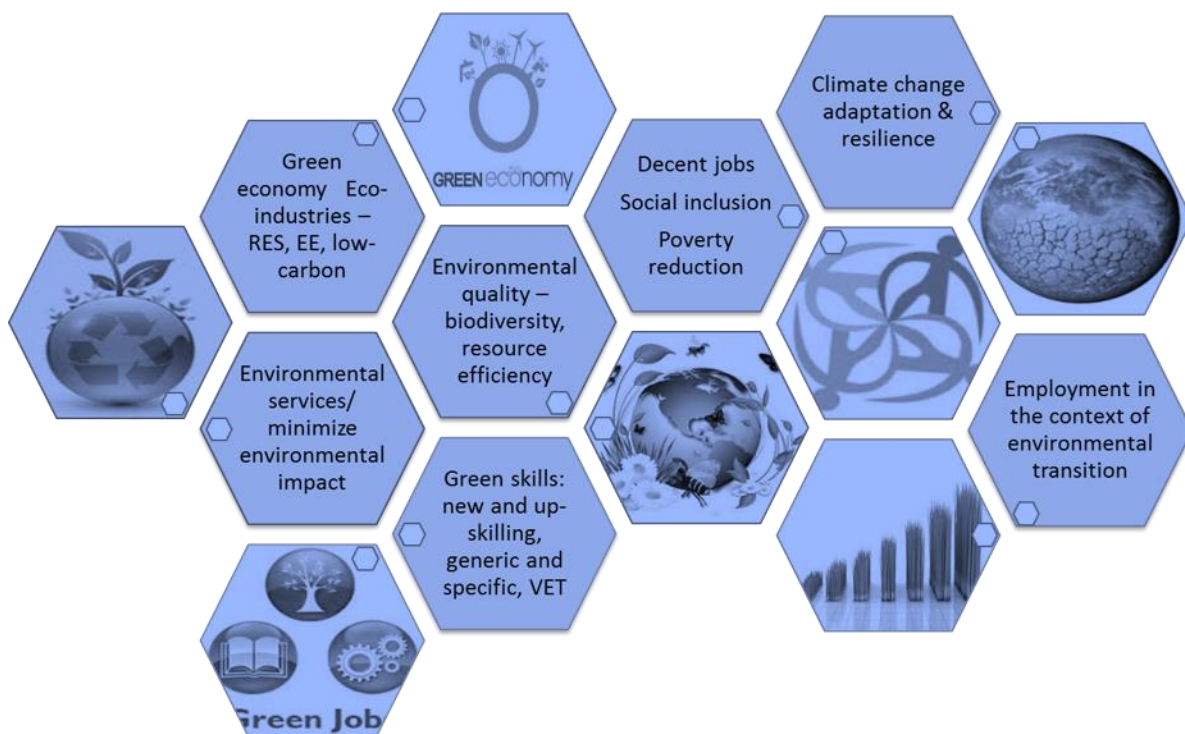
Closing Session:

- **Reflection and Cultural Insights:**

- Participants reflect on how their exploration enhanced their understanding of cultural practices, traditions, and historical elements. Each participant shares one deep historical insight and one amusing intercultural task they found most enlightening or entertaining.

14.00 – 18.00 with one coffee break

MOTTO: Green – improved competence in sustainable green initiatives;



Designing outdoor activities in Vilnius to teach green skills can provide participants with hands-on experiences and practical knowledge about sustainability, environmental conservation, and green practices.

Here are some suggestions:

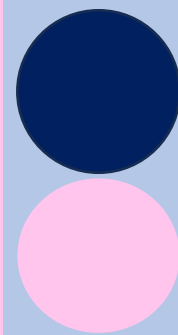
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1. **Botanical Garden Visit:**
 - Take participants to the Vilnius University Botanical Garden, where they can explore diverse plant species, ecosystems, and sustainable gardening practices.
 - Organize guided tours focusing on sustainable landscaping techniques, biodiversity conservation, and the importance of native plants.
 - Engage participants in activities such as composting demonstrations, organic gardening workshops, or seed planting sessions.
2. **Urban Gardening Workshop:**
 - Set up an urban gardening workshop in a community garden or green space in Vilnius.
 - Teach participants about container gardening, vertical gardening, and other techniques for growing food in urban environments.
 - Demonstrate sustainable gardening practices, such as water conservation, organic pest control, and soil health management.
 - Encourage participants to get their hands dirty by planting herbs, vegetables, or flowers and caring for the garden together.
3. **Nature Walk and Eco-Tour:**
 - Lead participants on a nature walk through one of Vilnius's green areas, such as Vingis Park or Belmontas Park.
 - Point out local flora and fauna, highlighting their ecological significance and the importance of preserving natural habitats.
 - Incorporate educational stops along the way, such as birdwatching stations, interpretive signs about local ecosystems, or interactive exhibits on environmental conservation.
 - Discuss sustainable tourism practices and responsible behavior in nature.
4. **River Cleanup Initiative:**
 - Organize a river cleanup initiative along the Neris River or other waterways. Provide participants with gloves, trash bags, and other cleanup supplies, and assign them to different sections of the riverbank.
 - Facilitate discussions on plastic pollution, water quality, and the importance of protecting aquatic ecosystems. Document the cleanup efforts through photos or videos to raise awareness about environmental issues and inspire others to take action.
5. **Green Building Tour:**
 - Arrange a tour of sustainable buildings or eco-friendly initiatives in Vilnius, such as green roofs, passive houses, or renewable energy installations.
 - Visit notable examples of sustainable architecture, such as the Green Hall business center or the National Library of Lithuania.
 - Engage participants in discussions about energy efficiency, green building materials, and innovative design strategies for reducing environmental impact.
 - Showcase successful case studies and best practices in sustainable construction and urban planning.

Day 4: Awareness Campaigns and Planning

Resilience & Activism

April 25th



OVERVIEW

The day begins with sessions on awareness campaigns, featuring examples from the Lithuanian and Bulgarian partners. Work stations led by the Cypriot partner will focus on creativity and planning transnational and local campaigns, giving participants practical skills they can apply in their own communities. The afternoon will be dedicated to developing action plans for local campaigns, with input from partners and opportunities for collaboration. Evaluation activities will ensure that participants can assess their learning and plan for future action.

SUGGESTED AGENDA

9.00 – 12.30 with one coffee break

MOTTO: Resilience – enhanced personal, social and learning to learn competence;

Introduction to the "We Can Do It" Campaign

- Presentation on the background, goals, and target issues of the "We Can Do It" national campaign in Bulgaria, Lithuania, Cyprus, and the Canary Islands.
- Discussion on the importance of awareness campaigns in addressing social issues and driving positive change.

Campaign Strategy and Planning

- Overview of key components of a successful awareness campaign, including goal setting, target audience identification, messaging, and communication channels.
- Breakout sessions by country groups to develop campaign strategies and action plans tailored to their specific contexts and issues.
- Facilitated discussions and brainstorming activities to generate creative campaign ideas and tactics.

Communication and Outreach Techniques

- Presentation on effective communication techniques for engaging target audiences and raising awareness about social issues.
- Case studies and examples of successful campaign messaging, branding, and storytelling.
- Interactive exercises and role-plays to practice persuasive communication skills and message crafting.

14.00 – 18.00 with one coffee break

MOTTO: Activism - improved organizational competence;

Community Engagement and Mobilization

- Workshop on community engagement strategies, including stakeholder mapping, partnership development, and volunteer recruitment.
- Group discussions and sharing of best practices for involving local communities in campaign activities and fostering grassroots support.
- Planning session for organizing community events, workshops, or outreach activities as part of the campaign.

Campaign Implementation and Evaluation

- Overview of practical considerations for implementing campaign activities, including logistics, budgeting, and timeline management.
- Discussion on monitoring and evaluation techniques for assessing the impact and effectiveness of the campaign.
- Development of evaluation frameworks and indicators to measure campaign outcomes and success.

Closing Remarks and Next Steps

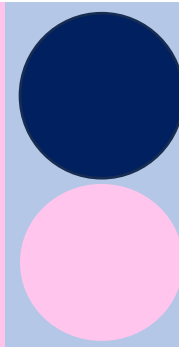
- Recap of key learnings and takeaways from the workshop.
- Distribution of workshop materials and resources.
- Announcement of follow-up support and networking opportunities for participants.
- Closing remarks and expressions of gratitude to participants and organizers.

This workshop scenario provides participants with a comprehensive overview of awareness campaign planning and execution, equipping them with the knowledge, skills, and resources to drive positive social change through the "We Can Do It" national campaign in Bulgaria, Lithuania, Cyprus, and the Canary Islands.

Day 5: Evaluation and Departures

VIRAGO -empowered women

April 26th

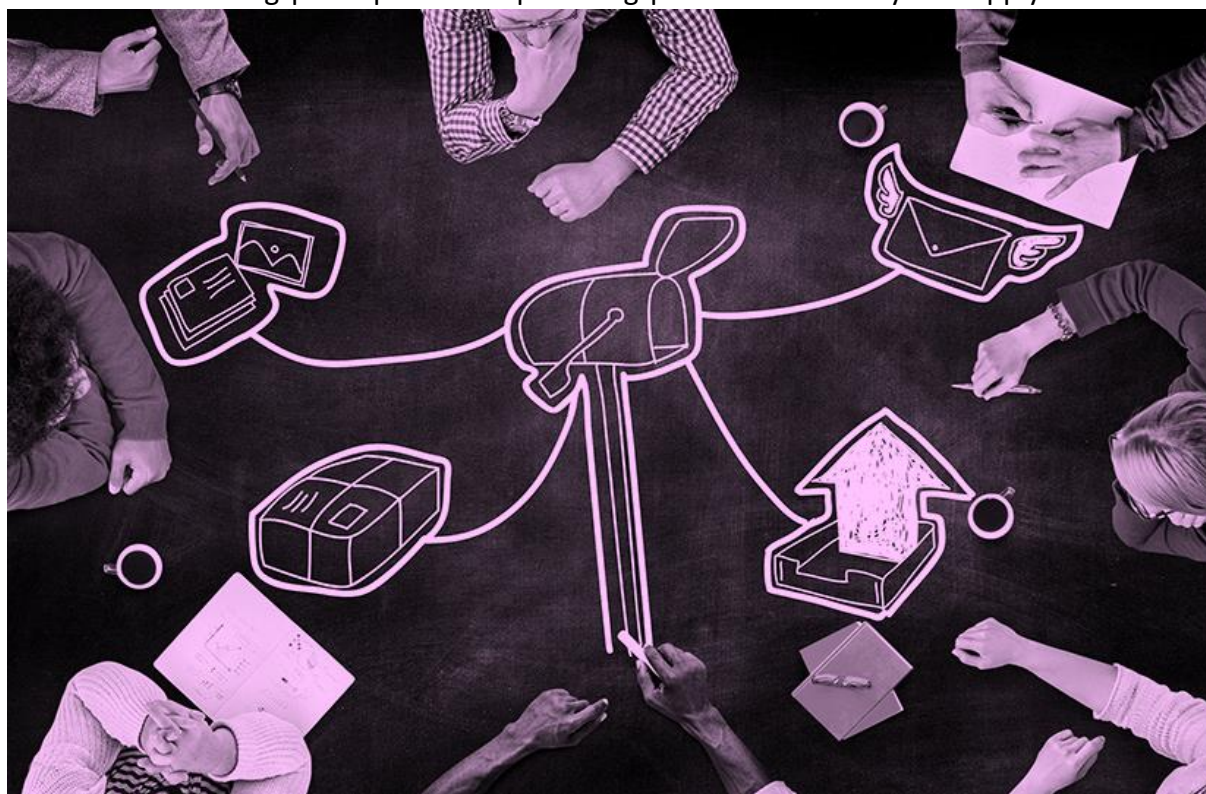


OVERVIEW

The final day of the program includes an evaluation session and departure for participants, providing an opportunity for reflection and closure. Participants will have the chance to say goodbye to their peers and reflect on their experiences over the past five days. Evaluation activities, including the completion of Youthpass and European citizen pass documents, will allow participants to formalize their learning and achievements.

CONCLUSION

The "Empowering Women for Social Change" training program offers a comprehensive learning experience designed to equip participants with the knowledge and skills needed to drive positive social change in their communities. Through interactive sessions, workshops, and outdoor activities, participants will engage with a range of topics, including civic awareness, digital skills, green skills, cultural diversity, and campaign planning. By fostering collaboration among participants and providing practical skills they can apply in their own



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contexts, the program empowers participants to become agents of change in their communities. Evaluation and reflection sessions ensure that participants can assess their learning and plan for future action, ensuring the long-term impact of the program.