



# ACTION

Newsletter 1 - June 2019

# NEWSLETTER

## Lights, Camera...ACTION!

Welcome to the first newsletter of the ACTION project!

ACTION is a two-year project that has just kicked off in June 2019 and will run until May 2021. ACTION has been funded with support from the Erasmus+ Programme and over the next two years, project partners will work to engage youth professionals and hard-to-reach young people in targeted training interventions in the area of digital and social media. The aim is to complete a series of short films using available technology, such as smartphones, tablets, open-source editing software, etc. with young people across Europe.

ACTION aims to provide youth professionals with practical training and access to resources so that they can plan and deliver short film projects with hard-to-reach young people in their community. By building the skills of these youth professionals to use digital media production techniques in their youth practice, ACTION aims to re-ignite an interest among hard-to-reach young people in their education pathways, by unlocking hidden creative talents which until now have not been fully appreciated.

## ACTION Kicks-off in Ireland

The first meeting of the ACTION project team was held in Virginia, Ireland on the 11<sup>th</sup> June, 2019. This meeting gave all participating organisations the opportunity to meet each other, to discuss how youth work is provided in each partner country and to unpack project, making plans for how the training materials will be developed over the first six-months of the project.

The partner consortium will meet again to assess the progress of the project in Tallinn, Estonia, in December 2019.



## Why ACTION, Why Now?

The ACTION project is based on a belief that trying to engage hard-to-reach young people in education programmes designed to be delivered in the classroom, is a losing battle. Instead, we need to promote how education can be provided to young people through non-formal and non-traditional methods and using available digital media to make education engaging and fun for them!

To support this aim, the ACTION project will develop and pilot bespoke training programmes and supports for youth workers so that they can enhance their digital media skills. It is envisaged that by the end of the ACTION project, production teams across 6 European countries will produce 40 short films which will be fully developed, produced and edited by young people who have previously had negative experiences of education.

## Meet the Team...

ACTION is promoted by a consortium of 6 partner organisations for 6 EU countries:

- E-Juniors – France (Coordinators)
- Future in Perspective – Ireland
- Youth in Science and Business Foundation – Estonia
- Jugend und Kulturprojekt – Germany
- AKLUB – Czech Republic
- CARDET - Cyprus



Erasmus+

The content of this publication is the sole responsibility of the publisher and the European Commission is not liable for any use that may be made of the information.