



netWorked Youth Research for
Empowerment in the Digital society

19 November 2018



Valorisation WP 8

Valorisation (WP8)

- Valorisation plan, graphic design, website, initial promotional video.
- Technological infrastructure to support the dissemination work.
 - publication and blogs in each of the partner languages
 - global blog in English.
- Social media infrastructure
 - accounts FB, Twitter, Youtube and Instagram
 - automated system for the generation of newsletters.
- Institutional repository of GRIAL group at the University of Salamanca
<https://repositorio.grial.eu/handle/grial/722>
- Public community in Zenodo, for visibility/interoperability with the EU OpenAire initiative.
<https://zenodo.org/communities/wyred>



Wyred and Society: what advice we asked the Advisory Board

- How we can strengthen our valorization and dissemination?
- How can we give C&YP more voice and visibility?
- How can we improve social media use?
- How can we connect up with international conversations going on with C&YP?
- How to involve other stakeholders interested in WYRED's process and outcomes?
- How can we guarantee WYRED's sustainability?



Wyred and Society: what we have done

Strengthening our valorization and dissemination:

- Greater and more flexible participation in and between working groups – cross pollination;
- ALL partners are actively disseminating and there are more consortium supported activities. Improved shared understanding that dissemination and valorisation as integral to the way we work and to better leverage our channels;
- SMART scheduling valorisation activities have continued thus guaranteeing a continuous flow of dissemination in terms of what C&YP have been looking at and discussing. There is a shared vision of what a WYRED story is. Partners have shared best practices;

Wyred and Society: what we have done

Strengthening our valorization and dissemination:

- We have a live stakeholder mapping document, which brings together relevant actors at both national and international levels, in order to find new opportunities to undertake joint actions, exploit synergies and better improve our work.

It is the base of WYRED's stakeholder engagement strategy and, in addition, lists a (non-exhaustive) number of possible channels of dissemination of the objectives of the WYRED Project, including national and global events;

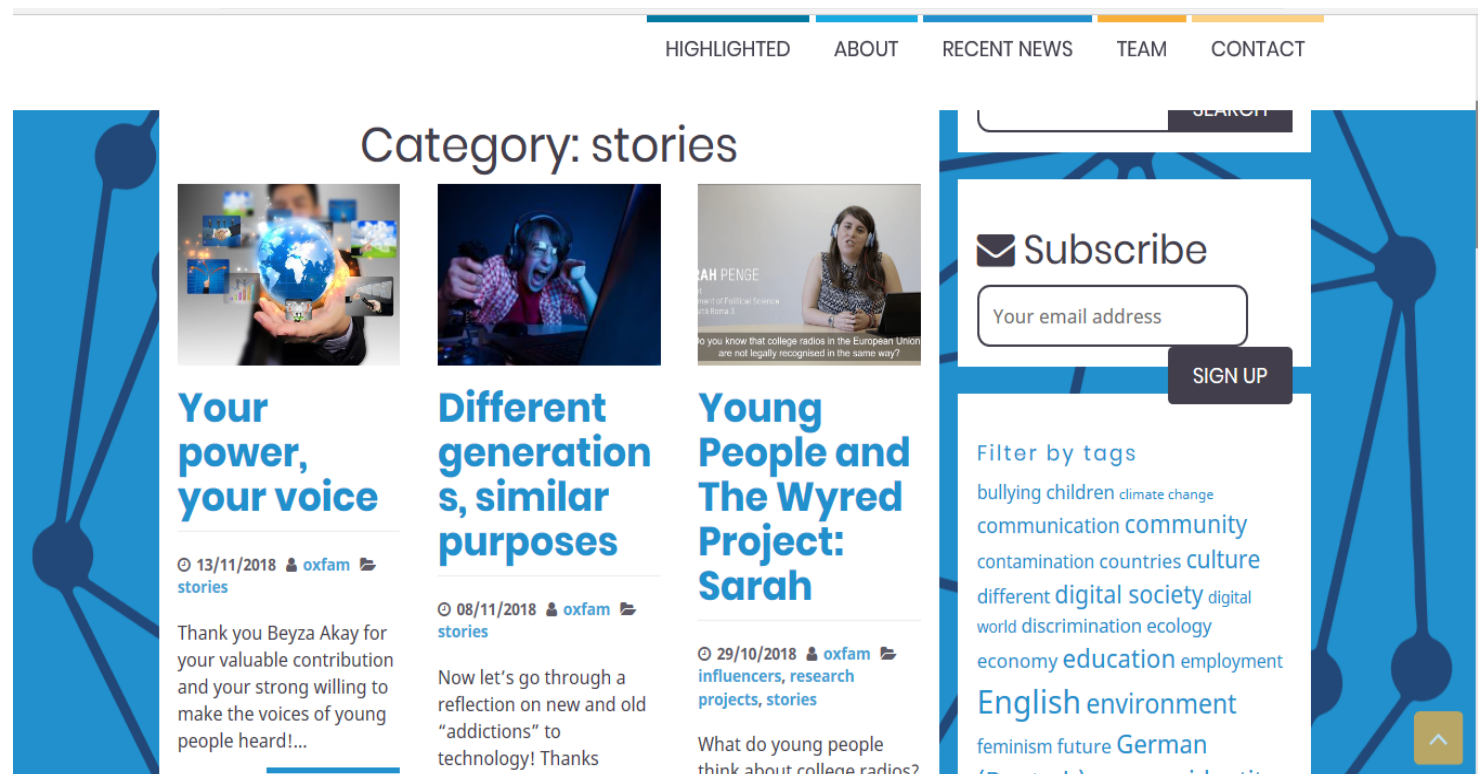
- QR code for easier dissemination



Wyred and Society: what we have done

Giving C&YP more voice and visibility

We have harvested and shared C&YP stories more consistently and more broadly. Greater emphasis on involving children, youth and facilitators so as to **create authentic and relevant posts and reach out**



Wyred and Society: what we have done

Giving C&YP more voice and visibility and connecting up with international conversations going on with C&YP

- WYRED has participated in national and international events and has asked C&YP to engage. Examples:



Wyred and Society: what we have done

Giving C&YP more voice and visibility and connecting up with international conversations going on with C&YP

- The WYRED project was presented in the International Conference HCII 2018 (Human-Computer Interaction International 2018) - <http://2018.hci.international/>. The conference took place at Las Vegas, Nevada, USA, from 15-20 July 2018

Giving C&YP more voice and visibility and connecting up with international conversations going on with C&YP



Wyred and Society: what we have done

Giving C&YP more voice and visibility and connecting up with international conversations going on with C&YP

- 180 young people participating in the University on Youth and Development were consulted on issues related to digital society. They were asked the following questions:
- What are their biggest concerns? What values should we have online? Do they feel that their voices are heard by decision makers and what are they demanding as young people from stakeholders for a better digital society?

Consultations were part of the revision process of WYRED Manifesto.

Wyred and Society: what we have done

Improving social media use

- More user friendly and attractive website for target groups. The WYRED website has now three main sections (News, Stories and Research Projects with a new Influencer section) where all the partners can share their own contributions on the activities they are working on, selecting the most suitable section;
- More news being generated on the WYRED website means more news being shared on SM accounts, particularly Instagram (Instagram stories);
- We've tried to redefine the SM strategy, considering the diverse use of various SM by different target groups

Wyred and Society: what we have done

Involving other stakeholders interested in WYRED's process and outcomes and guaranteeing WYRED's sustainability

- The WYRED Association Business Plan has been drafted which will be a crucial step to guaranteeing WYRED's sustainability. The Business Plan outlines: Key Activities, Key Partners, Key Resources, Value Propositions, Customer Relationships, Customer Segments, Channels, Cost Structure and Revenue Streams.
- One of the aims of the WYRED Association is to create space and engage in **key and related discourse** on the national and global stage in discussing children and youth empowerment in regards to digital affordances and societal shifts. We aim to bring in both C&YP as well as influencers and decision makers interested in the findings.



Wyred and Society: what we have done

Involving other stakeholders interested in WYRED's process and outcomes and guaranteeing WYRED's sustainability

- New narrative has been produced by the whole consortium to be sent out to stakeholders in order to have a major and clearer impact on them. In the new narrative the aims of WYRED project and the reasons why stakeholders should join the project have been highlighted. Furthermore a clear explanation of WYRED Project's meaning, story and reason to exist has been added. This document represents the starting point for the creation of the Newsletter which will be addressed to a wide group of international, nationals and locals stakeholders.

What we still need to do

- WYRED needs to position itself and reach out (using various mediums). Setting up and building the WYRED Association should facilitate this;
- Join more conversations. We need to connect more with youth led conversations/movements, etc – also through social media marketing and SEO know-how for blogging and relevant keywords;
- Need to plan the Online Festival so that it both showcases what WYRED has been doing and brings in new C&YP as well as stakeholders. The online festival as well as remaining national showcase workshops should include ways lever **initiatives, events and communities** with similar objectives and target groups.
- What else?

Valorisation WP 8

What advise could you give us to improve Wyred's dissemination and valorisation for the last year?

WYRED

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WYRED Consortium

Thanks

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