



Oxfam activities from Istanbul meeting

areta.sobieraj@oxfam.it

netWorked Youth Research for **Empowerment**
in the Digital society

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Project Meeting, Belfast



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>



Working Group 3 WYRED and Society

Wyred and Society: what advice did we receive in Istanbul?

What's the value proposition for WYRED that builds up the network?

WYRED needs to be a thing that stakeholders can comprehend.

Narrow the focus to ONE topic only so it's easily presentable (significant and relevant to policy makers – think about the tools they use).

Step up visibility of the platform and work with youth associations. We also need to bring in new voices (those who are not usually heard – the more vulnerable).

The EU elections are key to bring in policy makers and young people. There are platforms being set up to get youth participating. WYRED needs to tap into these.





Wyred and Society: what we have done

Value proposition:

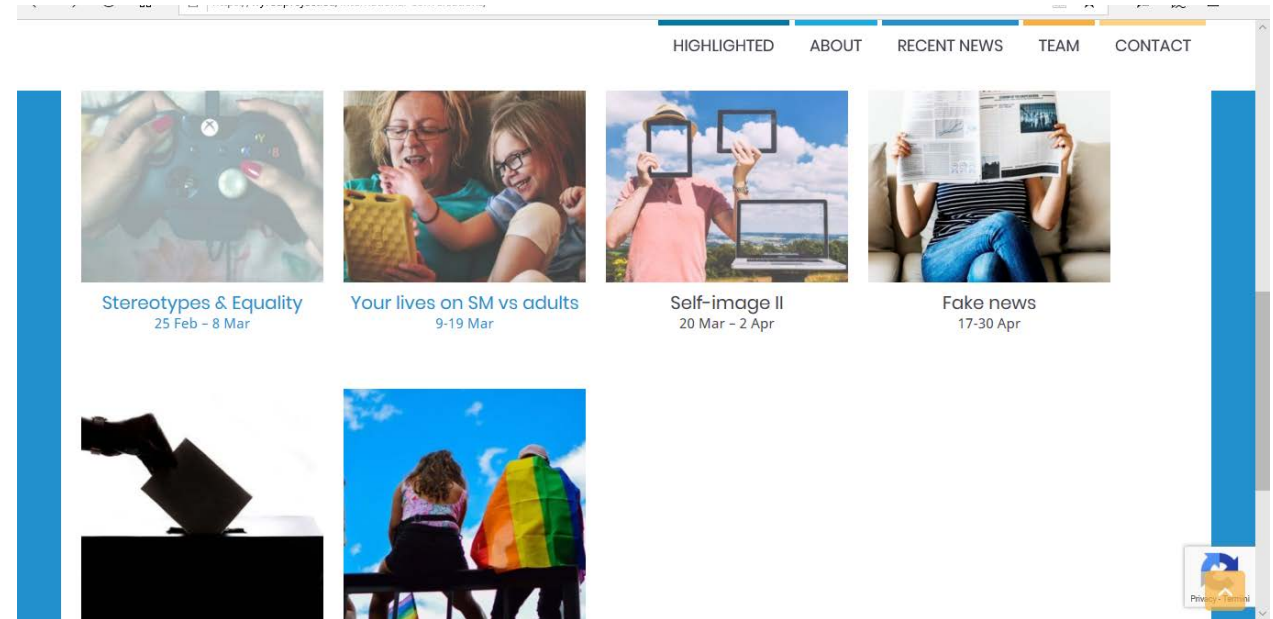
- Revised the WYRED Association's value proposition:

Empowerment for children and young people in relation to their concerns, perspectives and interests in digital society and share their insights with those shaping society.

Wyred and Society: what we have done

Narrowing the focus:

- Narrowed the focus of WYRED to the following themes:
 - Internet Safety and Information
 - Self-image and Gender
 - Digital Participation and Living on Social Media



Wyred and Society: what we have done

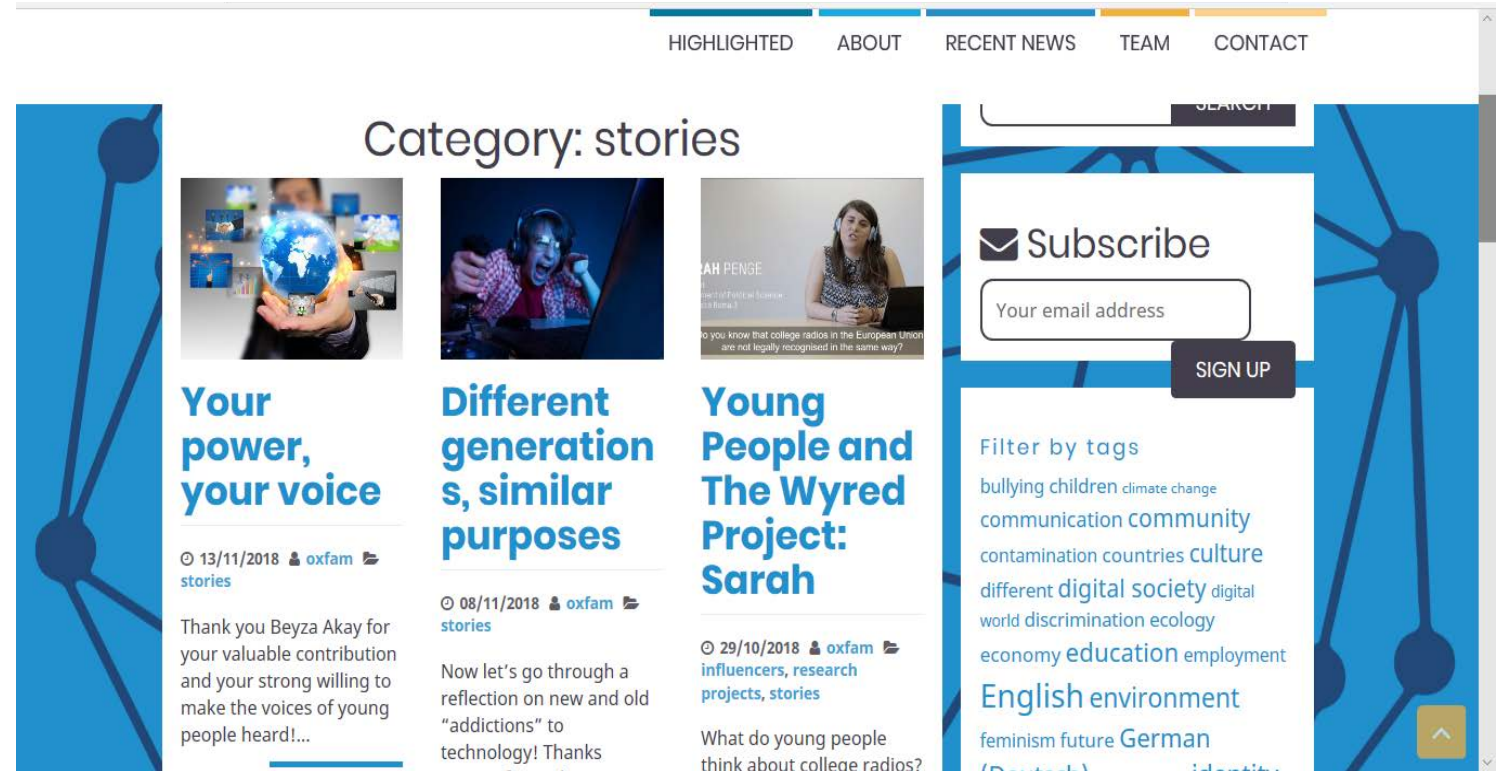
Narrowing the focus:

- Each theme is addressed every fortnight through activities and conversations to bring in primarily new C&YP. The message to get involved is shared through the website and various other channels.
- All partners work in sub groups around these themes and facilitate conversations. This work will feed into the Online Festival, which will cover the same themes.

Wyred and Society: what we have done

Stepping up the platform's visibility

Continued telling stories, with a 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

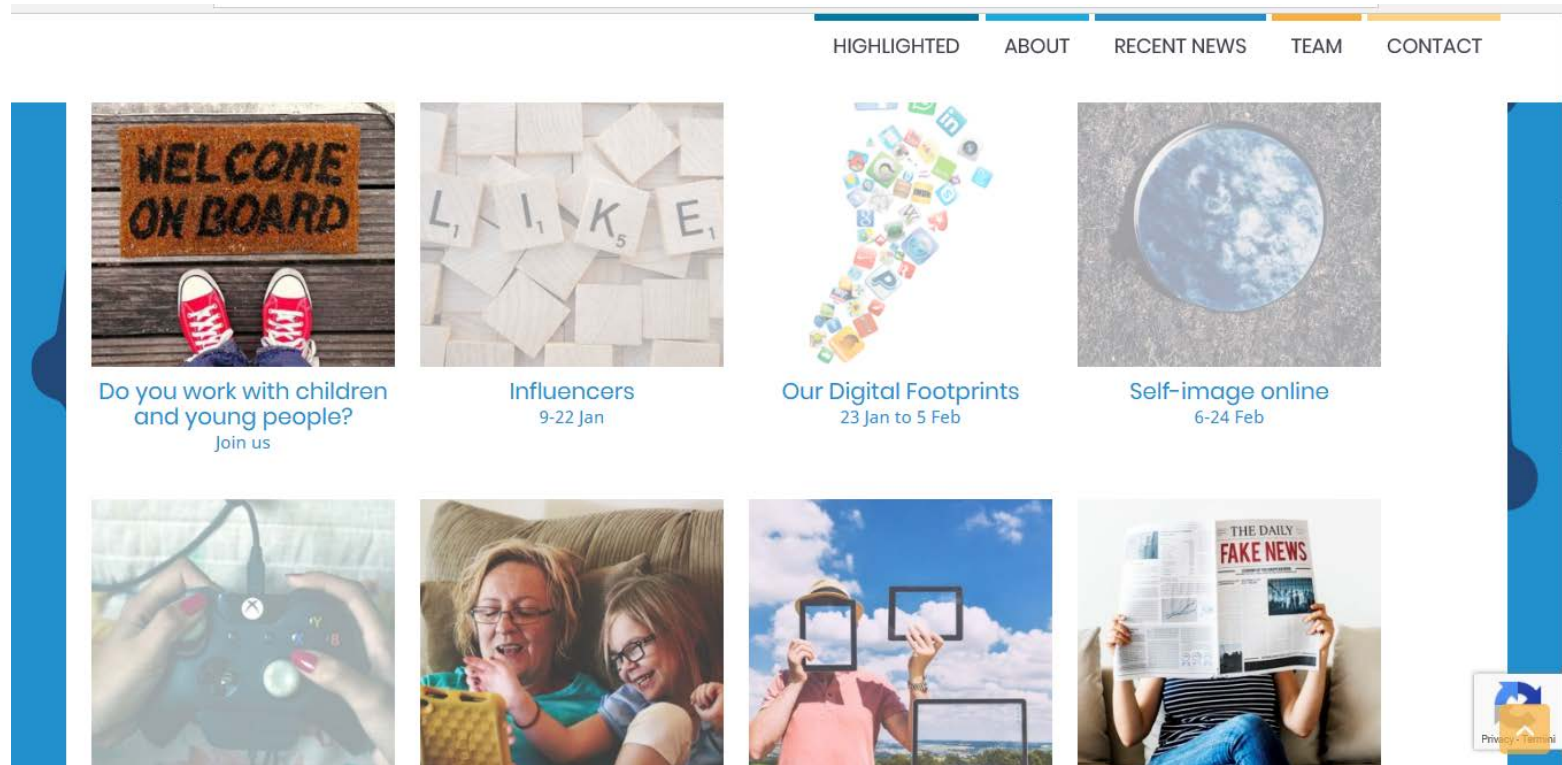
Stepping up the platform's visibility

Set up more focused conversations for C&YP (and other stakeholders) to join. These are being facilitated so as not to lose momentum.

In parallel partners have coordinate and researched into what other conversations WYRED can become engaged in. These are related to other dissemination and valorization activities such as showcase workshops, the online festival and direct engagement with policy makers. All of this is being coordinated through a common and live engagement strategy.

Wyred and Society: what we have done

Stepping up the platform's visibility





Wyred and Society: what we have done

Stepping up the platform's visibility

The WYRED Online Festival has been structured. It will be based around the 6 themes which have been grouped together creating three conversations/threads. It will envisage a mix of digital events and activities.

It will have a communication spike for WYRED and will be an opportunity to launch the WYRED Association.

The Online Festival will occur before the EU elections and will be a strategic moment to reach out to both C&YP and policy and decision makers on youth and digital society issues.

What we still need to do

- Get WYRED out there and known more
- Bring in and **keep** stakeholders who can also join the WYRED Association
- Join and create more conversations which attempt to bring stakeholders closer to WYRED
- Carry out the Online Festival so that it both showcases what WYRED has been doing and brings in new C&YP as well as stakeholders
- What else?

Valorisation WP 8

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

WYRED

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Empowerment in the Digital society

WYRED Consortium

Thanks

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