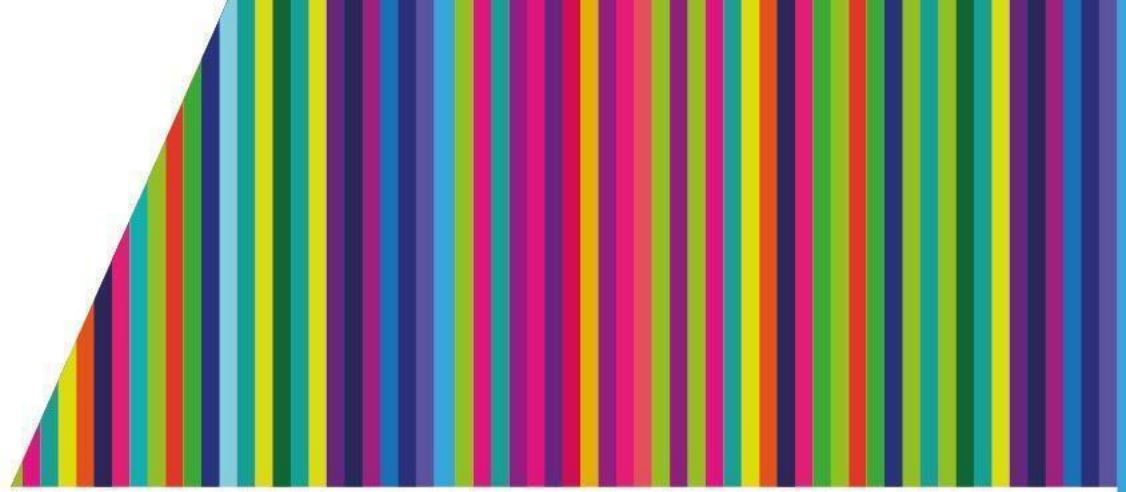


Multimedia Manifesto Guidelines

Project Result 4
Europe4ALL project



Colophon

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This publication (in English, German, Greek, Dutch, and Italian language) and further publications and tools produced in the project can be downloaded free of charge at: www.europe4all.net



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TABLE OF CONTENTS

INTRODUCTION	4
CONTENT OF THE MANIFESTO	5
FORM OF THE MANIFESTO	6
PRODUCING THE MANIFESTO	7
PROMOTING THE MANIFESTO	9
GETTING FEEDBACK ABOUT THE MANIFESTO	10
CONCLUSION	13
ANNEX	14



INTRODUCTION

The Europe4ALL Multimedia Manifesto guidelines is a short how-to guide developed to provide adult educators, non-formal trainers for adult learners and adult education managers with **instructions** on how to guide (young) adults to design a manifesto in their national language.

STRUCTURE

To facilitate the design and production of the national manifestos, explanations are provided in the following five relevant categories: *Content, Form, Production, Promotion, and Feedback.*

OBJECTIVE

Each national manifesto aspires to be a set of declarations on issues important to a group of (young) adults, both local natives and migrants, from five different countries, concerning topics such as European values, cultural heritage, and their life as (young) adults in multicultural environments filled with economical, societal and political crisis. Through the process of collaboratively producing a manifesto the groups of young adults, both local natives and migrants, will be equipped with the knowledge and experience on how they can voice their needs and visions. This is particularly relevant within contemporary multicultural societies and highly important for immigrant communities, as immigrants usually feel disenfranchised in the host countries. The national manifestos that will be produced in the five partner countries will be collated into the Europe4ALL Multimedia Manifesto.

A FEW WORDS ABOUT THE EUROPE4ALL MULTIMEDIA MANIFESTO

The Europe4ALL Multimedia Manifesto will highlight principles and suggestions for changes that the group of young adults believes should be made. It will offer a reflection on some aspects of a (young) adult's life and it will contain any area of the core subjects that the group will want to highlight for positive social change transforming the very

individuals into agents of change. It will be open to young adults from across Europe and beyond to share their views, and it will also be communicated to European politicians. Moreover, it is anticipated to initiate a relevant debate at the global level.

CONTENT OF THE MANIFESTO

Below is a set of questions that the group of (young) adults, both locals and migrants, need to answer. The selected questions have been carefully crafted to align with the fundamental principles and ideals that underpin Europe's rich cultural tapestry. By addressing these questions, we aim to foster inclusivity, uphold human rights, and promote social cohesion within the European context.

The given questions serve as a compass, guiding us toward a more inclusive and cohesive Europe. They help assess the current state of affairs and identify areas for improvement. By addressing the positive aspects that are working well for migrants in Europe, it is possible to build upon these successes and promote their wider adoption.

1. In Europe, the following aspects work really well:

This question aims to identify the positive aspects and successes in Europe concerning the treatment, rights, and opportunities for (young) adults, both local natives and migrants. By showcasing these positive examples, we celebrate the values of inclusivity, equality, and respect that are integral to Europe's cultural heritage.

2. In Europe, the following aspects should be improved:

By acknowledging these challenges, we uphold the European values of fairness, justice, and human rights.

3. My proposition to improve the situation is:

This question reflects the European value of solidarity, as it encourages individuals and institutions to come together to address the challenges faced by migrants.

4. My message to the Members of the European Parliament:

This question addresses the Members of the European Parliament directly and highlights their role in shaping policies and practices that impact migrants. By engaging

with policymakers, we embody the values of democracy, participation, and accountability that are central to European culture.

5. Do you have other thoughts that need to be added to this manifesto (optional)?

This question recognizes the richness and diversity of Europe's cultural heritage by encouraging the inclusion of various viewpoints.

In summary, the given questions in the Multimedia Manifesto not only address the immediate challenges faced by migrants but also weave a thread that connects them to European values and cultural heritage. Through this holistic approach, we aim to create a more inclusive, harmonious, and resilient Europe that cherishes its diversity and upholds its core values.

Depending on the participants' profile, the liberty can be provided for the participants to express themselves either by directly answering the questions asked or by sharing their personal stories and experiences. In the last case, the guidance of the facilitator is particularly needed in order to ensure the relevance between the story and the requested five questions.

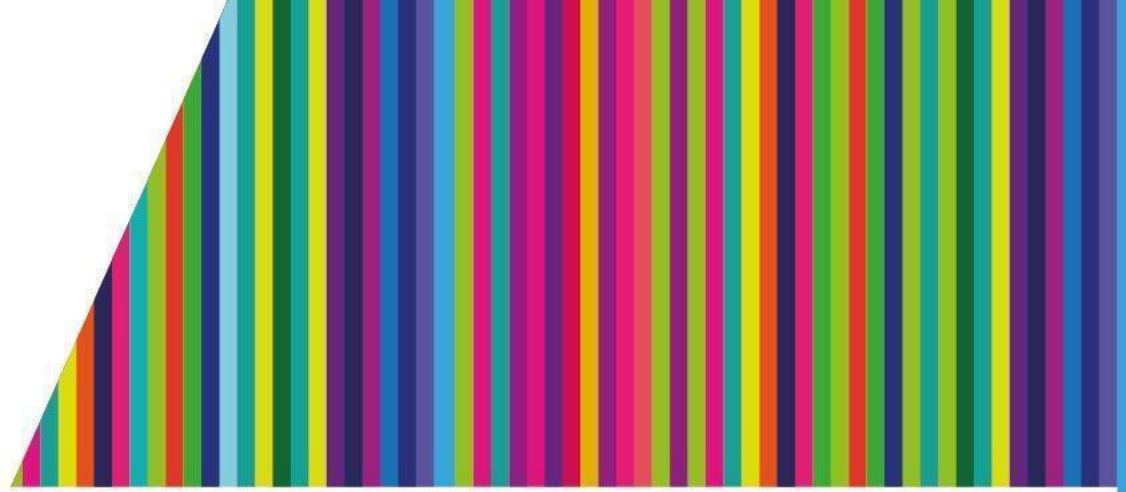
FORM OF THE MANIFESTO

The content of the manifesto will be based on the answers to the questions as formulated in the previous chapter. These answers can be presented in different forms - text, audio/podcast, video, pictures, drawings, etc.

Written Text Form:

Hereunder are some tips to use when writing the text:

- Use clear language, avoid complicated words.
- Stay to the point.
- The text should be appealing and should call to action.
- Catch the reader's interest. You can use figurative language or derive some examples from your own experience to make the text more interesting.
- Be inspiring.



Audio/Podcast Form:

First, write down the answers to the questions following the tips for written text.

When you start recording keep in mind the following:

- Record in a quiet location
- Avoid echo
- Stay close to the microphone (of your smartphone)
- Make a test recording

Listen to the podcast (<https://youtu.be/lrTWKnBPZrl>) made by the project to get inspired.

Video Form

Follow the tips included in *the Europe4All Videomaking Guide* to produce your video. The Guide is available in English, German, Greek, Italian and Dutch and can be found here: <https://www.europe4all.net/outcomes.html>

Drawing Form

If you are good at drawing, you can communicate your message through art. You can take a sheet of paper and pencils (or paint) and draw an image you associate with the answer to the question. In order to make the message clearer, explain briefly the context of the drawing.

Take a photo of your drawing and use it in the manifesto.

Other forms

You can also use any other form to express your answer to the question like for example a dance or a song or a picture of an action. Keep in mind to provide some context to your expression to make it easier to understand. For example, giving a title or a short description of a picture/dance/song can give some more information to the audience.

PRODUCING THE MANIFESTO

The organisation of the content production for the Europe4All Multimedia Manifesto depends on the group of participants you are working with. You will find here a proposition of structure that can be adapted to the needs of your group:

1st Session - Introduction and Warm Up

- **Getting to know each other:** Choose an icebreaker activity (for example from the lesson plans of the Europe4All - Handbook for adult educators)
- **Present the aim of the work:**
 - Produce content answering to the 5 questions of the Europe4All Multimedia Manifesto
 - The content can have different forms
 - The contents from the different partner countries will be put together in a Europe4All Multimedia Manifesto
 - The Europe4All Multimedia Manifesto will be sent to members of the European Parliament with the request for feedback
- **Reflecting on Cultural Heritage and European values:** To get into the topic, watch with your group some of the videos from the [Europe4All Video Library](#) or do some of the activities proposed in the lesson plans of the [Europe4All - Handbook for adult educators](#)

2nd Session - Preparation

- Present the **five questions of the Multimedia Manifesto**
- **Present the different forms** the answers to the questions can take
- **Decide with the group which form(s)** their answer will take (choose 1-2 forms for a group)
- Begin to work on the **production of the content**

3rd Session - Production

- **Produce and finalise the content**
- Produce for each answer **some information about the person(s)** who produced it (for example first name, age, country, languages spoken,...)

- If the content is not in a spoken or written form (for example photos, painting, music,...), write **1-2 sentences about each content** to explain the context of it
 - If you have a lot of content, let the group **select** for each question **the content** they want to be included to the Europe4All Multimedia Manifesto
 - If you use photo, video or sound interview, the participants have to sign a **“declaration of consent to use images/videos”** (the form is integrated at the end of this document)
 - The participants have to sign the **declaration of consent allowing the Europe4All partners to publish the content** they have produced under the creative common licence CC-BY-SA - Europe4All (the form is integrated at the end of this document)

After finalising your content, send it to the [Europe4All partners](#) in order to include it to the Europe4All Multimedia Manifesto.

PROMOTING THE MANIFESTO

The Europe4All Multimedia Manifesto will be promoted through various channels and strategies to raise awareness and encourage engagement. Social media platforms and websites will be utilized to share snippets, quotes, or visuals from the manifesto, accompanied by compelling captions or hashtags to generate interest and encourage sharing.

Collaborations with relevant organizations, stakeholders, or individuals who align with the goals and themes of the manifesto will also be pursued. This involves reaching out to them for endorsements, interviews, or partnerships to amplify the reach and impact of the Manifesto.

The project's web platform showcases the Multimedia Manifesto prominently. A dedicated section or page is created where visitors can easily access and engage with the manifesto. This includes providing options to download the manifesto in various formats, such as PDF, audio/podcast, or video.

Virtual or physical events, such as webinars, multiplier events, or workshops, will also be organized to present and discuss the Multimedia Manifesto. These events bring together stakeholders, policymakers, educators, and the target audience to foster dialogue, exchange ideas, and encourage active participation in promoting the manifesto's message.

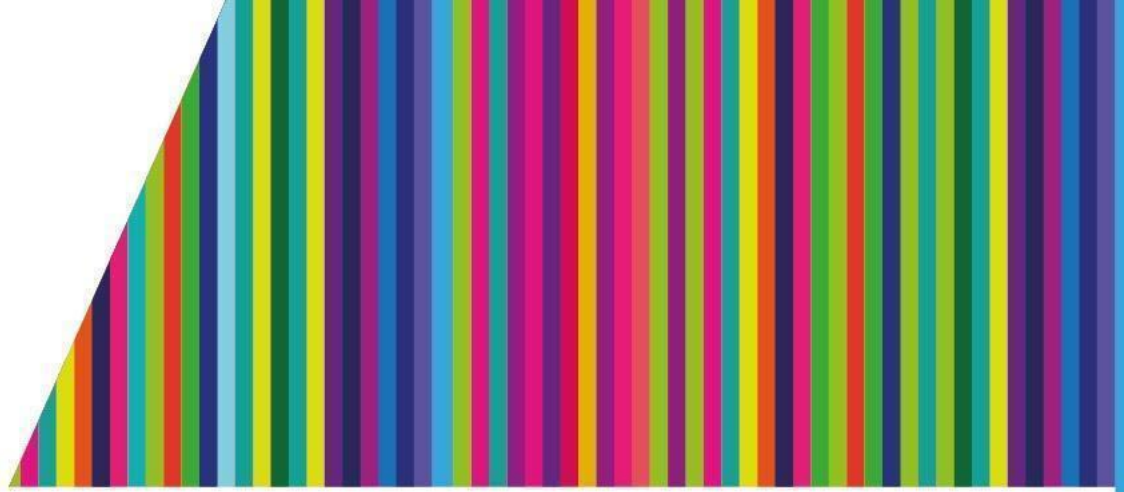
Overall, the promotion of the Multimedia Manifesto involves a comprehensive and elaborated approach, combining online and offline strategies, collaborations, and targeted outreach efforts. The success of the promotion depends on the effectiveness of these activities in reaching a wide audience and sparking meaningful engagement.

GETTING FEEDBACK ABOUT THE MANIFESTO

Getting feedback with reference to the production of the manifesto will have as a core aim the self-evaluation of the process which has been brought to the final version of the document. As well, it will be an evaluation of the contents of the manifesto and will support its final draft.

To this aim, we think that it would be a good opportunity to have a two-part feedback questionnaire which, through simple questions, will support a reflection not only about the manifesto itself, but also on how participants have applied the principles we are promoting through the Europe4All project in a collective and intercultural activity as this one should be.

Since the moment of getting feedback is an occasion for personal growth, we recommend keeping a positive and constructive attitude, in order to avoid conflicts and improve the exchange of ideas. It will help you to recognize and reinforce your statements and identify the aspects which are not effective. For this reason, when you collect feedback, it will be important that they need to be specific and explain the what and why. Positive feedback will let participants explain what they think is positive or important in the proposed activity. Feedback is constructive when it offers an alternative or suggestions for improvement and explains why it's important to do it differently in the future.



About the methodology we have chosen, questions will be of two kinds. The feedback questionnaire will include a series of close statements to evaluate with a 1-5 Likert scale and open questions.

You can also use the online feedback form here: <https://docs.google.com/forms/d/e/1FAIpQLScUpTUR3KfcjvixAiWrNteF3k92X1JQsTvakYpt91P4SEJyBw/viewform?usp=sharing>

Part 1 - Please give your feedback about the process of drafting of the manifesto

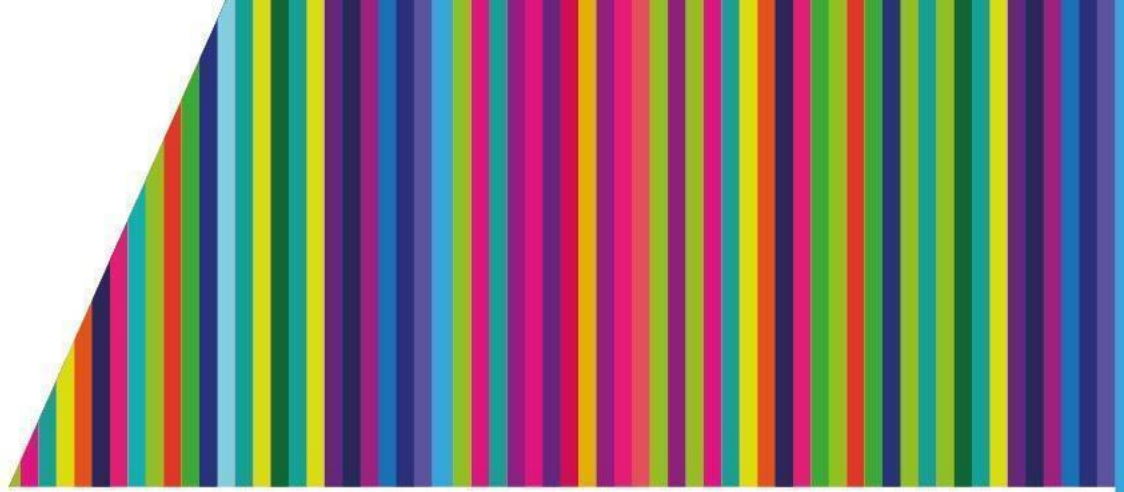
- Please evaluate on a scale 1-5 (1 lower mark - 5 highest mark) the following statements:

	1	2	3	4	5
Contents have been the results of a collective decision					
I have appreciated the creative process which has led to the manifesto					
We had a discussion about European values, and it has been an added value for our creative work					
I am satisfied about the form (audio, video etc) we have chosen					
I am confident about the final product					

- Do you think that your contribution has been an added value to the process?

- Which aspect of the process do you think has to be improved?





Part 2 - Please give your feedback about the final draft of the manifesto

- Can you provide overall feedback about the manifesto? Please evaluate on a scale of 1-5 (1 lower mark - 5 highest mark) the following statements:

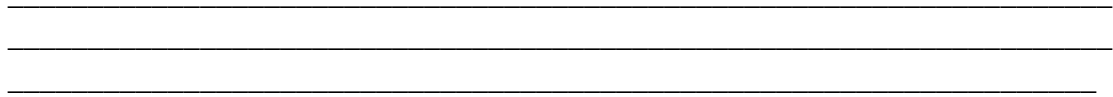
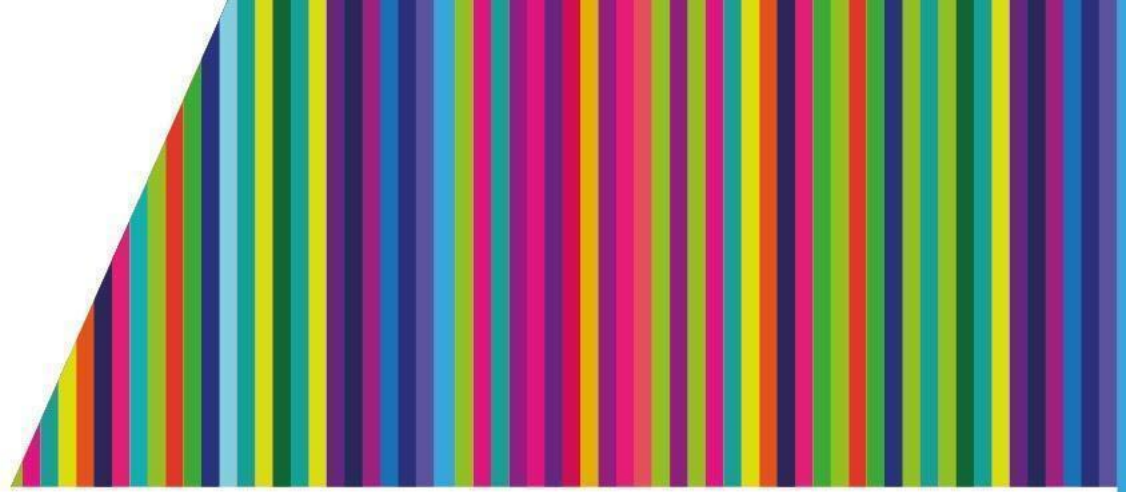
	1	2	3	4	5
The manifesto uses simple, concise, and straightforward language					
The contents are clear					
The manifesto is inclusive					
The manifesto is creative					
The contents are realistic and achievable					

- Which are the strengths of the manifesto?

- Can you identify any weakness?

- Do you think the manifesto is coherent with your expectations?

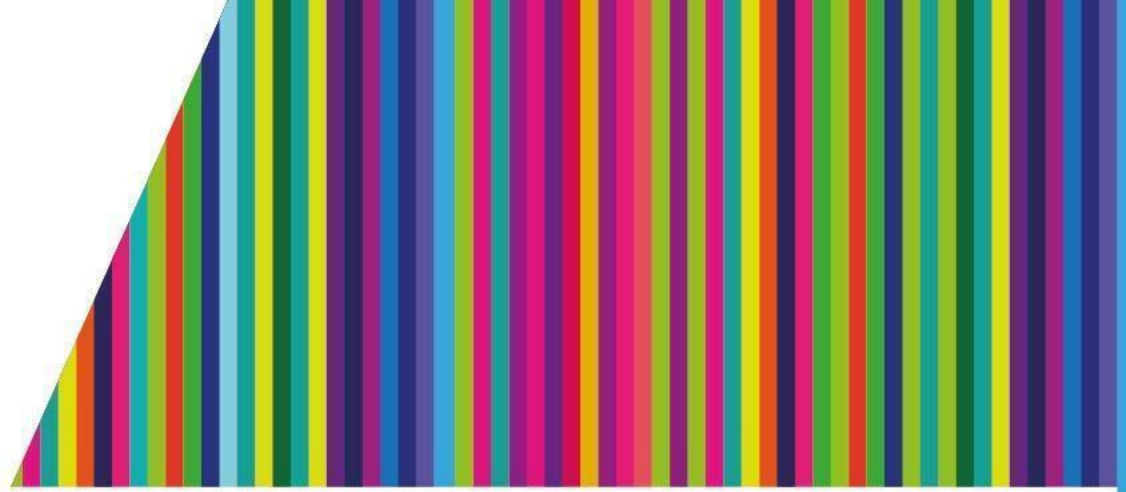




CONCLUSION

This short step-by-step guide sets the ground for the production of the national manifestos in the partner countries. The facilitator(s) in each country are expected to gather local groups of (young) adults, both local natives and migrants, to get their answers to five fundamental questions. These answers can vary in form (written, audio/podcast, video, drawing, etc) or type (interviews, storytelling, etc) depending on participants' creativity, engagement, and own experiences. In the framework of structured sessions, the facilitators are expected to coordinate and supervise the collaborative work within the teams during the design and production of the national manifestos. At the same time, the participants will be requested not only to actively participate but also to provide their feedback on the production of the national manifesto. All five national manifestos will be used to form the Europe4All Multimedia Manifesto, a communication tool for (young) adults to raise their voice on the issues of migration in relation to European values and cultural heritage, addressing politicians, stakeholders as well as the wider public.





ANNEX: Declarations of content

A. Declaration of consent to use the content produced

Content name and description.....
.....

The undersigned declares that.

- he/she is the author of the content produced;
- the content is made available to the partners of the Europe4All project free of charge;
- the content can be used for all publications relating to the project Europe4All (press, internet, documentation, exhibition, social media, etc.)
- the content can be published as part of the Europe4All Multimedia Manifesto under the Creative Commons Attribution-ShareAlike 4.0 Licence CC BY-SA 4.0 (<https://creativecommons.org/licenses/by-sa/4.0/>)

Place:

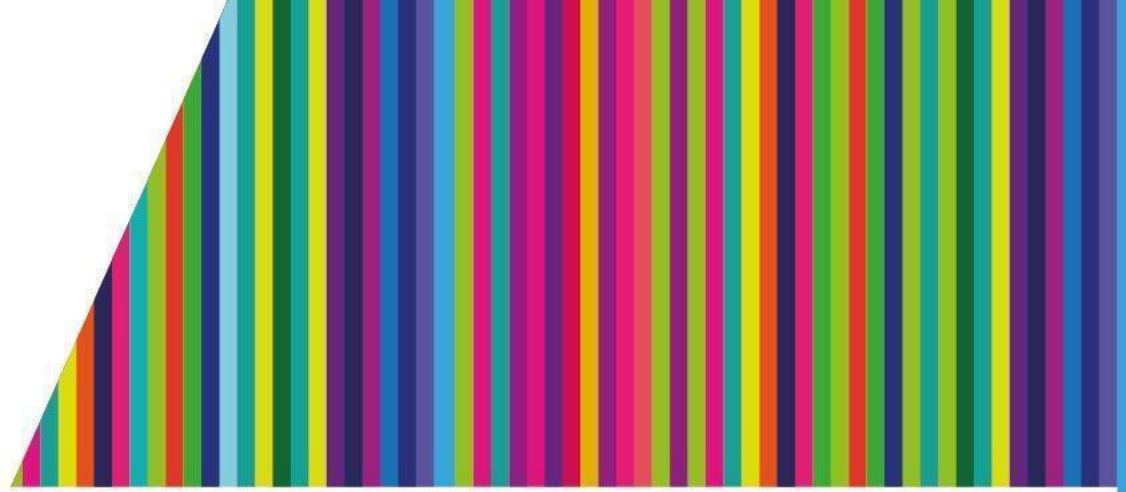
Date:

Name:

Email Address:

Signature:





B. Declaration of consent to use images /videos

From [name of the person]

To [name of the Europe4All partner organisation]

Date and place where the photographs /videos are being taken

Subject

Publication by the Europe4All project of photographs/videos of the person taken during project activities.

Region of use of the photographs/videos

Worldwide

Duration of use

Unlimited

Purpose of use

The photographs/videos will be published for the sole purpose of showing the person's appearance during his/ her participation in the video productions of Europe4All project.

The videos can be used in a commercial context (for example being published on YouTube).

Licence of publication

The photographs/videos can be used in Europe4All documents which will be published under Creative Commons Attribution-ShareAlike 4.0 Licence CC BY-SA 4.0 (<https://creativecommons.org/licenses/by-sa/4.0/>).

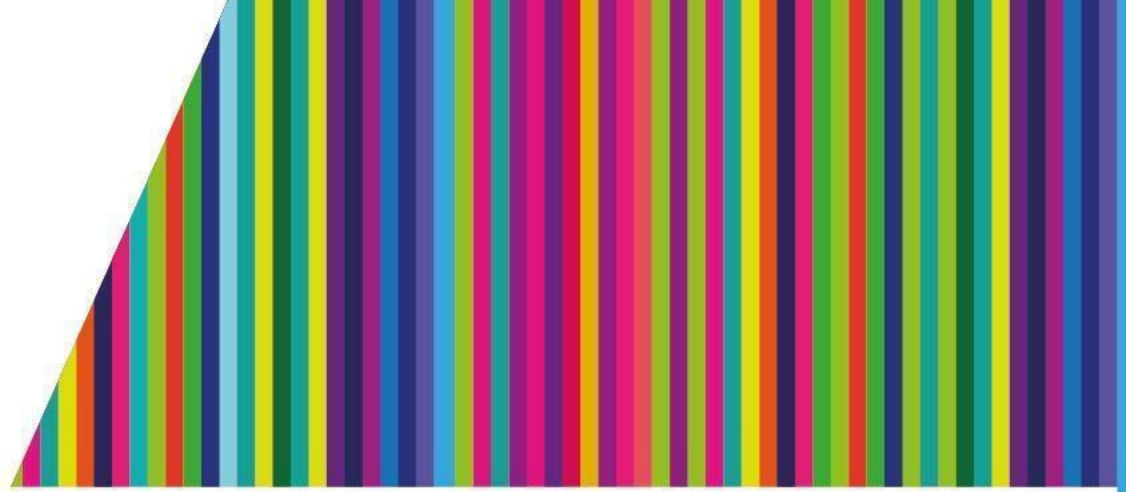
Place of publication

Publication on the project website, project Social media platforms, dissemination channels, project partners' websites and dissemination channels, European websites and platforms.

Financial Compensation

The person will not get a financial compensation for appearing in these photographs / videos.





Agreement

The person

agrees

does not agree

(please, mark with a cross whichever is appropriate) to the use of his/her photographic image or video free of charge for the above purposes. Use of the images/videos for any purpose other than those described above or release of the images to third parties is prohibited.

There is a right of revocation for this agreement within 4 weeks after signing the agreement.

Date

Name and signature of the person

