

BILBAO: GOOD PRACTICE CASE STUDY 1

Youth Video Workshops

Summary

Since 2014 and during 2015, Your Centres are running Workshops to produce micri-videos, using a participate methodology, to highlight and help to understand the issues of rumours in their neighbourhoods.

Background, Source of the Idea and Partners:

In 2013, an initiative was developed by the *Department of Equality, Cooperation and Citizenship* of Bilbao Council with young people from the Rekalde neighbourhood, with the community work organisation *Gazteleku*. This involved educational and practical workshops tailored to the interests and needs of young people, using various methodologies that are attractive to them, such as comics and videos.

The proposal was to implement the initiative in four of the Council's *Gaztegunes* (youth venues) within the framework of the C4I anti-rumour strategy, with participation from the Bilbao Council's *Youth Department*. The initiative was offered to regular users of these centres.

The intervention has become a participatory social communication project aimed at educating young people through the workshops in content creation on the importance of the messages on foreigners and immigrants. In addition, awareness is reinforced by a media campaign using new information technologies (video) associated with the workshops to sensitize citizens in these neighbourhoods in the city more widely.

Specific Goal and Target:

Young people are a priority group for C4I intervention in Bilbao, with the aim of preventing early on the emergence of stereotypes that could negatively impact on coexistence.

Actions, Timescales and Resources:

The programme was implemented in a series of steps.

A working session was first organized for educators in Youth Centres in April 2014. A total of 15 educators from all Youth Centres in Bilbao attended. They reconvened in mid October 14 to prepare the organisation of a series of workshops in each of their Centre. These awareness workshops were subsequently organised with teenagers, with a view to using the production of micro-videos as a learning tool.

Each Youth Centre ran three successive workshops with the following objectives:

Session 1. Know (territory mapping)

Objective: Research and mapping of the territory from the perspective of anti-rumours. The workshops began by participants making a tour of the neighbourhood. Before departing on a tour guidelines were issued to each participant about detecting rumours and some ideas were provided for information gathering and content generation. Returning to the Workshop space, each group shared testimonies and identifying materials obtained on a giant map of the neighbourhood, its

route of opinions, interests, curiosities, spaces. Everyone was encouraged ask questions, to contribute and to debate.

Session 2. Analyse (Design of an audiovisual anti-rumour message)

After a day of mapping the groups began working on creating anti-rumour messages using the visual language. First, the monitors showed them various audio formats (spots, animations or audiovisual campaigns for inspiration) and their uses depending on the message you want to convey. After selecting and drafting the message desired, participants divided into groups, doing different exercises and created the anti-rumour messages.



Session 3. Create and disseminate (Creation and dissemination of the message).

On the last day, participants recorded their videos and disseminated them through social networks. The workshop ended by sharing the experience and reflecting on the results created by the groups.

The workshops were run during the months of November and December in Begoña (14, 15 and 22 November); Uribarri (7, 14, 21 November); Rekalde (25 - 27 November); and Duesto (5, 12, 18 February), with attendance of about 15 at each.

In relation to the resources required, participants using mobile phones and the mobile application content creation Ubiqarama.

Outcomes:

Since 2014 and during 2015, and a public presentation of the microvídeos will be made before the end. A group discussion will be held to assess the outcomes from the point of view of participants, and to learn from the initiative.