



LIFEDREAMS4ALL



EVALUATION OF DISSEMINATION ACTIVITIES FOR LIFEDREAMS4ALL-PROJECT

Reported by

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1. Dissemination Activities in GERMANY

1.1. Anti-violence training seminar along with the extra topic "mobbing and emotions" 29th November 2012

Content: de-escalation strategies and how to become strong? (Content of 2nd LifeDreams training/London)

Participants: 10 (age: 19-22) unemployed young people, some without graduation from school

Methods: role plays, analysis of strengths and weaknesses

1.2. Life Dreams at "Learning the practice"

Learning the practice is promoted at KIDS & CO with the project "Strong through Diversity" within the framework of the program "XENOS – integration and diversity", sponsored by the Federal German Ministry for Labor and Social Affairs as well as the European Social Funds.

Period: 01/02/2012 – 31/12/2014

Content/Methods: Learning the practice is a special form of learning at school, which is conducted in an association between the school, training institutions and companies. It offers a different type of access to learning to school students of the forms 9 to 10 with learning impairments and individual issues and leads them to vocational qualification. Life Dreams methods were applied in an everyday manner. Experimental methods such as to experience blindness (Walking in somebody's shoes) or relaxing methods (mediation) were used to stabilize children behavior in a positive way.

Participants: 60 students (age: 14-18)

1.3. Life Dreams Seminar (06/08/2013-007/08/2013)

Content: Visible me process, analysis of strengths and weaknesses, where do I see myself in a couple of years?)

Participants: 10 (age: 17-24, all unemployed, some without graduation from school)

Methods: Role plays, drawing and designing a future picture, treasure box

1.4. Visioning meeting for colleagues and senior management

Content: The purpose of the seminar was to acquaint our colleagues with the LifeDreams project and to make some elements of LifeDreams available for them and their own work. Additionally, new problems that had arisen in correlation with the up-coming of plenty new projects for our organization were supposed to be faced by our colleagues. As a guideline for this, we took the visioning meeting of Embrace Cooperation Ltd because it already contains behavior strategies for staff in difficult situations.

Participants: 8 colleagues from Kids & Co

Methods: Everybody is working with a person of their choice, you have 20 min time (Please answer the following questions):

How did you get to know Kids & Co, where did you work before? (Name, career and background)

What are your concrete tasks in the organization, which are the projects you are working on?)

What are the most 3 defining characteristics of yourself?

Name 3 things that you like in terms of your job!

Name 3 things that you generally like in terms of your life!

Which 2 essential conditions do you need to implement your job?

And many more....

However, each of our trainers did extra trainings which you can find in the train-the-trainer-feedback forms (flow 1-3) see dropbox content Germany.

1.5. Publications:

Brochure publishing: "Life Dreams experiences in Germany" 2013 recipients: schools and local policy makers

Poster: "Life Dreams in Germany" Presentation in Evaluation meeting Turkey and LifeDreams conference meeting in Berlin

1.6. T-Shirt print (LifeDreams4All):

T-Shirts were given to local population and children to raise awareness for the project.

1.7. Website:

An important possibility of dissemination of results is our website (www.kids-und-co.de/international projects.

We have published the LifeDreams project in German and English

language. A blog is reporting about the success of the project with case studies, interviews, video diaries, posters, photos and feedback meetings. Between 13.000 and 18.000 people visit our homepage per month.

1.8. Final dissemination event – 27.09.13

In conclusion of the project, we invited educationalists from 3 vocational training colleges and 5 secondary schools of Berlin, respectively our district and the federal state of Brandenburg in order to introduce the entire LifeDreams4All-concept to them. 35 people took part in this event. At the meeting of September 27th we presented our exhibition and distributed the brochures reflecting the outcome of the project. The entire trainer team was present and promoted the program by wearing T-Shirts that had been designed especially for the program. In plenary, we reported about the content and findings of the project. In small groups, we afterwards participated in various workshop exercises. Finally, the remaining time was used for individual conversations. Here, first agreements for further cooperation were made and the modalities for the use of the LifeDreams training program in the various educational establishments were discussed.

Two of the 3 colleges just started cooperation with KIDS & CO. They take part in our Leonardo-IVT projects and send young people for work placements to our partner countries. The Lifedream sessions are part of the preparation.

35 Participants:

Colleges:

- College for health education Berlin – 2 members of staff
- College for commerce Berlin - 2 members of staff
- College for office work Cottbus – 4 members of staff

Intermediate schools Berlin-Marzahn-Hellersdorf:

- 5 schools – 20 members of staff

Other youth organizations and projects from KIDS & CO:

- 7 members of staff

2. Dissemination Activities in TURKEY

2.1. information meeting with potential participants for the project:

Teachers involved in vocational training were invited for a recruitment meeting to inform them on and get their applications for the life-dreams project. The meeting took place on February 10th, 2012 and 30 people came and applied to take part in the project.

2.2. Preparation meeting with the train-the trainers groups:

In order to prepare the staff and the participants (18 people all together) for the project it was necessary to organize a special meeting to discuss all the details about the project. The meeting took place on March 2nd, 2012. The selected 10 participants were informed about;

- The roles and responsibilities of university in the project
- The roles and responsibilities of the participants themselves in the project
- Practical arrangements
- Division of labor among our staff.

2.3. Evaluation meetings with the train-the trainers groups:

On several dates (March 14th, 12; June 14th, 12; September 17th, 12) both staff and participant trainers (18 people in total) got together and shared their thoughts and feelings in regards to:

- Practical arrangements
- The content of the training
- The implementation of the project on students

2.4. Meeting with the rector and VIP staff of the university:

Staff members and the participants (25 people in total together with the VIP staff) joined the meeting on April 4th, 2012. The rector and other upper administrative VIP's of the university were informed about the project and his support was requested. The rector expressed his appreciation for the efforts of the partners and acknowledged that he would provide all necessary financial and administrative support during the project.

2.5. Meetings in Vocational Training Colleges:

In order to get the best results from the implementation of the Life-Dreams4All approach in colleges, it was necessary to visit and inform the directors, administrative staff and teachers of each college. Therefore several meetings were organized through which the director and the teaching staff were informed about the project and their support was requested for the implementation of the project. Those meetings took place in the following schools with indicated numbers of participant and dates:

Meeting in BMYO: 6 people in May 2nd, 2012

Meeting in Susurluk MYO: 5 people in May 3rd, 12

Meeting in İvrindi MYO: 6 people in June 25th, 2012

Meeting in Bandırma MYO: 6 people in June 27th, 2012

Meeting in Altınoluk MYO: 8 people in June 31st, 2012

Meeting in Kepsut Halk Eğitim Merkezi: 12 people in June 29th, 12

2.6. Creation of websites, facebook/tweeter accounts and dropbox

All project partners including Balıkesir University created separate websites with a link in their own organizational web addresses in order to share news and materials on the project with the general public. All those websites were regularly updated by an expert.

Partner Organizations	Address of Website
Balıkesir University	http://lifedreams4all.balikesir.edu.tr/
Embrace	http://www.embracecooperation.org.uk/index.php?option=com_content&view=article&id=94&Itemid=114
KIDS & CO	http://www.kids-und-co.de/index.php?page=728#lifedreams

The website of Balıkesir University is commonly used by 35,000 students and 1,500 staff members on a daily bases.

Additionally, Balıkesir University created facebook and tweeter pages to share most of news and materials with young people and with general

public. Those cyber tools lead to interactive communication between the project team and the public.

Facebook Page: <https://www.facebook.com/lifedreams4all>

Twitter Page: <https://twitter.com/lifedreams4all>

Finally, a dropbox was created by all partners for the purpose of sharing project materials among the partners and the participants.

2.7. News about the Project on the university's website:

Between 04.10.12 and 08.10.12, some news about the project was online at the official website of the University of Balıkesir which is regularly used by the students, lecturers and also the public who are interested. When such news are online, some students visit the International Office and ask about the opportunities of attending such projects. The link of the news can be reached through this link: http://www.balikesir.edu.tr/~basin/haber_detay.php?id=430. There was information about the aims, partners, future plans and decisions about the project which clearly got the attention of the people.

2.8. Interview on a TV channel

The Project Coordinator Dr. Fahri ÇAKI and two participant trainers (Nevin POLAT Aybeniz Akdeniz AR) attended an interview on 24.09.2012 on a local TV channel called Karesi TV. This TV channel is the most famous and watched local TV channel in Balıkesir city and around. The content of the interview program was talking about the lifedreams project in general and the trainings in London. The video can be found on this link: <http://www.youtube.com/watch?v=V9JX9WJe-e0>

2.9. News about the Project on Printed Media:

The visits of the project team in Balıkesir got the attention of the local media and it was on local newspapers on 09.10.12. One of the newspaper is called Yeni Haber which is widely read in Balıkesir. The news can also be reached through the website of the newspaper:

http://www.yenihabergazetesi.net/index.php?option=com_content&view=article&id=4692:uluslararası-proje-grubu-baueyue-ziyaret-etti&catid=3:yen-haberler2&Itemid=76

2.10. Conference by Prof. Gus on the connection between intercultural dialogue and Lifedreams4all project:

On 03.10.2012 a conference was organized at the Faculty of Arts & Sciences in Balıkesir University. Lots of students and lecturers attended this conference which was given by Prof. Gus. The advantage of this conference for students was that the students had the chance to ask individually whatever was in their mind about the project. This conference also provided us with information about the attitudes of the students regarding the project.

2.11. Dissemination Conferences at Schools:

In order to be able to reach at more students within and outside the university researcher and create awareness about the project, the project team of Balıkesir University organized some conferences within classes in the university to present the project with power point slides and answer the questions of the students. The conferences at the university were held on 30.04.13, 22.05.2013, 23.05.2013, 27.06.2013, 28.06.2013, 17.07.2013 and 18.07.2013. Approximately 1500 students attended to all those conferences that took place in the following schools:

- Faculty of Science and Arts
- Faculty of Education
- Faculty of Medicine
- Faculty of Tourism
- Faculty of Architecture and Engineering
- Faculty of Veterinary Medicine.

2.12. Publications:

- *Brochure publishing:* "Life Dreams experiences in Balıkesir University". This brochure was delivered to students, teachers, staff members and local policy makers during May-September 2013.
- *Poster:* "LifeDreams4All" posters were used in Evaluation meeting in September 2013 in Akçay, Balıkesir.

2.13. T-Shirt print (LifeDreams4All):

In September 2013, the project team of Balıkesir University prepared 100 T-Shirts and delivered them to university students and to the participants of VIP workshop in order to raise awareness for the project.

2.14. Life-Dreams seminars in 5 different towns/vocational colleges

In April 20th, May 30th, Sept 28th, 2012, the project team and trainers together undertook life-dreams seminars in the following vocational colleges:

Meeting in BMYO: 35 people

Meeting in Susurluk MYO: 25 people

Meeting in İvrindi MYO: 25 people

Meeting in Bandırma MYO: 30 people

Meeting in Altınoluk MYO: 25 people

Content: Visible me process, analysis of strengths and weaknesses, where do I see myself in a couple of years?

Participants: 17-24 years old, males and females mixed, all unemployed, still studying, coming from disadvantaged backgrounds.

Methods: Role plays, drawing and designing a future picture, treasure box

2.15. Workshop with VIP's:

Between 15.09.2013 and 21.09.2013 the final meeting of the project was held with both the German and UK partners together with Balıkesir University. This meeting was based on two parts: one was the usual evaluation activities of the project during the last two years. This part took place with the participation of project teams from three countries. The other part aimed to disseminate the project among some VIP people of the region who were in decision-making positions in the organizations they represented. Two VIP's from each one of the organizations were invited to the tester workshops.

- South Marmara Development Agency,
- Provincial Directorate of Ministry of Family and Social Policies,
- Provincial Directorate of Family Counseling Center,
- Juvenile Division Head of the Police Department,
- Provincial Directorate of Ministry of Youth and Sports,
- Provincial Directorate of Religious Services,
- Susurluk Vocational School,
- Balıkesir Vocational School,
- Directorate of Balıkesir Occupational High School for Girls,
- Directorate of 100th Years Industrial Vocational High School.

Additionally, the Turkish team of trainers together with several students of theirs also took part in the workshops.

During the two day workshops, several activities took place with the active participants of the VIPs. In the first session, aims & objectives of the project was explained, project partners were introduced and project products were demonstrated. In the second session, the main achievements and challenges were discussed. In the last session of the first day, the activity called "sharing from different countries" took place. Throughout the second day, tester sessions were carried out by using sample activities of the life-dreams approach. All activities were based on experiential learning techniques available in the toolkit of the project. Additionally various ways of exhibition were used, e.g. slight shows, photographs, leaflets, videos, T-shirts etc., during the workshop sessions. The program ended with the ceremony of certification with the participation of the rector of the university.

The most important benefit of the workshop was not only its big achievement in disseminating the project but also its opportunities to discuss with the VIP participants about the possibilities of implementing the project in different organizations and in different contexts by adapting it with different themes such as domestic violence, women's entrepreneurship, overcoming communication difficulties in family life etc.

News about the final meeting and workshops with VIPs was published online at the university webpage on 24.09.2013 : http://www.balikesir.edu.tr/~basin/haber_detay.php?id=692%22

3.OVERALL EVALUATION

The aims, activities, results and products of the project were disseminated in both Germany and Turkey during 2012 and 2013 at various levels. The target groups and number of people reached at during those dissemination activities depended on the type of activities, sometimes small groups like 10-30 people and sometimes really big groups like 1,000-1,000 000 people.

Aims of the dissemination activities varied according to target groups. As Table 1 shows, the aim of dissemination activities for students was to contribute to their self-development processes by involving them in sample activities of life-dreams model and by encouraging them to benefit

from the toolkit of the project available in the websites. The aim of dissemination activities for professionals (teachers, trainers, social workers, youth workers etc.) was to enlarge the positive impacts of the project on a wider target group and to increase the quality of the services they provided. Furthermore, the aim of dissemination activities for potential/local partners was to share experiences, to learn from each others, and most important of all, to develop new and further cooperation with them for the sustainability of the life-dreams project. Finally, the aim of dissemination activities for public was to create a general awareness about the project.

Table 1: Different target groups by level and aims of dissemination activities

DISSEMINATION ACTIVITIES		
Target Group	Activity Level	Aims
Students	Inner-organization	Self-development
Professionals	Inner and inter organizations	Enlarging the impacts, improving the quality of services
(Potential) Partner organizations	Inter-organizations	Sharing of experiences, developing new cooperation
Public	General public	awareness

Taking all the above-described activities into consideration, it is fair to say that the LifeDreams4All project was successfully disseminated in all partner countries. Out of those dissemination activities, it became clear that there is a huge demand and need for further implementation of this project in many different contexts by adapting it with different themes such as domestic violence, women's entrepreneurship, overcoming communication difficulties in family life etc.