

#PlayEurope

Erasmus+ Call 2016

KA2 Strategic Partnerships in the field of Youth – Exchange of good practices

Italian National Agency: Agenzia Nazionale Giovani

Deadline **04/10/2016**

PROJECT ABSTRACT

#PlayEurope will be an "Exchange of good practices" project aiming at disseminating best practices/results of projects already successfully developed in the field of active citizenship among young people adopting online edu-games or other innovative methods.

This action doesn't foresee budget for development of Intellectual Outputs, for this reason we're looking for organisations that already developed edu-games (in previous projects regardless if with EU or private funds). Partners will have budget for Project Management & Implementation activities to promote and disseminate best practices and travels costs for the participation to the international project meetings.

VITECO developed for the European Parliament the **#Mission Europe** project (www.missioneuropeproject.eu) with edu-games about active citizenship:

1. Healthy food VS Junk food: <http://play.missioneuropeproject.eu/food/>
2. European Job Market: <http://play.missioneuropeproject.eu/european-job-market/>
3. Flying Alien in Europe: <http://play.missioneuropeproject.eu/flyingalien/>
4. Trash Buster: <http://play.missioneuropeproject.eu/trashstart/>
5. Snap the World: <http://play.missioneuropeproject.eu/snap-the-world/>
6. Let's face it: <http://play.missioneuropeproject.eu/letsfaceit/>

Now VITECO would coordinate and submit a new project proposal under the call Erasmus+ KA2 "Active citizenship for young people" about dissemination of good practices to encourage active citizenship through online mini-games, interactive tools and innovative methods. Potential partners are organisations that already developed best practices about active citizenship in the form of edu-games.

The main aim of the project will be to join effort of partners in spreading around Europe best practices on how to involve young EU citizens in edu-games about active citizenship, multiculturalism and social integration, environment and other current issues.

The project aims to raise awareness about the importance of being "active citizens", both in the local community and at European level, and educate young people to get information about the context in which they live, offering them an entertaining way of discovering political and economic topics that are usually considered boring, complex and unintelligible. For this reason, an edutainment approach is considered a best practice to disseminate as an alternative form of education designed to be entertaining and involve a high number of young people.

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The reason why we chose gamification as key instrument is that it involves more people to participate in daily activities through games. The objectives of gamification include:

- Stimulating active behaviours: the implementation of gamification seems to be an efficient method to engage young people and stimulate active participation.
- Driving an active interest to the message to be communicated: gamification is, therefore, a mean to effectively convey the various information, focusing the attention on the communication campaign.

In this perspective, the social gamification stimulates users to discuss, share and compare their experiences on the contents of the game itself and to disseminate the concept of “active citizenship”.

In this way, playful methods will stimulate an active behaviour. Effectively, a recent study on the influence of games and gamification on society states that a playful component can facilitate understanding of the present world and incite improving social behaviours. Games can also be useful to make better or more bearable those experiences that normally do not reward enough a person, giving a significant meaning to deeds.

The specific target group of the project are young EU citizens, aged 15-25 years.

Main activities of the project

The project foresees strong dissemination and communication campaign, targeting towards all young people in Europe.

VITECO will coordinate the dissemination activities. The most important activities to undertake will be:

- design of logo of the project;
- development of the project website;
- development of promotional videos on YouTube;
- management of the Social Media accounts on the Social Networks that are the most common among the youngest (Facebook, Twitter, Instagram);
- press releases to send to online media and blogs targeted to young people;
- newsletter and other online promotional activities (like game contest, engagement campaigns...).

Duration: 24 months

Budget: around 60 K

PARTNERSHIP (max 5 partners)

- P1 COORDINATOR - VITECO (IT) www.vitecolearning.eu
- P2 - to be confirmed
- P3 - to be confirmed
- P4 - to be confirmed
- P5 - to be confirmed

If you're interested and your profile is in line with our project idea, please contact us at epo@jogroup.eu