



Graz, 15th of October - 22nd of October 2012

Creativity methods to promote European equality

how to combat poverty, disadvantages and unfairness between European countries with creative mind tools

Description and Conditions

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Aim & contents of the project:

PEOPLE´S MEDIA develops strategies to surmount the usual barriers of publishing in media and implements alternative methods to bring independent and unknown contents to the public. In this context Digital technologies and creativity methods are imparted in an easy and effective way.

In order to encourage citizen journalism, the participants will be:

- provided with skills that improve commentatorship
- equipped with tools that enable them to self supported publishing on the www
- confronted thematically with the subject "Disadvantages and differences still existing between European countries and their citizens".

Participants will interchange their views and experiences about social/economic/political/ethnic and gender aspects, focusing and comparing the differences and disadvantages existing in each of the participants countries.

The used software will be exclusively free ware and open source applications which are legally accessible and will be provided to each participant.

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Contents :

Not to be confused with general artistic "creative methods(!)", creativity methods aim to increase the power of mind, the concentration, the mental productivity and the structuring of thoughts. Journalists, writers, advertisers, inventors, scientists and artists use these easy and simple methods regularly to structure texts, defeat mind blockades, get inspiration, gain alternative points of view or find solutions. The methods are not only effective to increase inventiveness but can be applied to any concrete or abstract subject and help to develop any theme.

The workshop revises the wide range of creativity techniques in theory and practice (associative plays, graphic depictions, morphological matrix to Osborne, role plays, etc.).

Thematically the creativity methods will be exercised to develop ideas and perspectives that increase social, political, economical, ethnical or gender equality in the European context: How to avoid disadvantages in our countries? Are all citizens and all member states of Europe equally considered in media? Which are the benefits or disadvantages in the systems of the different member states (welfare, justice, politics, etc.)? These and other questions will be treated in group work and discussions in which the participants will compare facts and exchange views about their respective homelands.

Finally, exercising web 2.0, the participants will post their views and conclusions on the project website;

Conditions of participation:

You should

- Be between 18 and 80 years old
- Be interested in journalism
- Be motivated to publish and contribute with own ideas
- Have the nationality of an European country & arrive from an European country
- Bring a dish or food product that represents the history, tradition or identity of your home country
- Book your flight/travel when indicated by the organisation

Daily plan

Day	Date	programme and learning activities
1	Mon 15	<p>Arrival and picking up of the participants (14:00-19:00)</p> <p>----- dinner</p> <p>Getting together</p> <p>Introduction to the concept "Creativity" - first associative exercises & discussion;</p> <p>Associative exercises (disadvantages, unfairness, discrimination, etc.)</p>
2	Tue 16	<p>Presentation of the organisation</p> <p>Overview of the project programme</p> <p>Clearing up expectations</p> <p>Creative self presentation of the participants, name games</p> <p>-----</p> <p>Practising the methods...</p> <p>Automatism: What is equality?</p> <p>6-3-5 method: What avoids equality?</p> <p>Brainstorming: Kinds of equality</p> <p>Slide show lesson: how to improve creativity</p> <p>Discussion: How to apply creativity methods to develop the theme "Equality";</p> <p>Reimbursements</p> <p>-----</p> <p>Intercultural evening: participants present their national dishes and traditional food products</p>
3	Wed 17	<p>Slide show lesson: History of creativity</p> <p>Meditation to increase relaxing inspiration</p> <p>Team building: Clearing up abilities & disadvantages</p> <p>Role plays: revealing prejudices – differences and similarities of our countries</p> <p>-----</p> <p>Be a theatre director:</p> <p>Creating scenes about the subject "Equality"</p> <p>Performing the scenes in groups of 3 persons</p> <p>Discussion of the interpreted scenes</p> <p>-----</p>
4	Thu 18	<p>Method practice...</p> <p>Morphological matrix: Causes of disadvantages?</p> <p>Mind mapping: I feel disadvantaged in...</p> <p>Osborne method: Analyzing Equality among us (physiological, educational, psychological, social, ethnical, gender equal opportunities);</p> <p>-----</p> <p>Guided visit through the historic city centre of Graz</p> <p>-----</p>
5	Fri 19	<p>Presentation of the project website</p> <p>web 2.0: How to post own contributions and use interactive tools on the site;</p> <p>Discussing and reparting themes to post on the project-website</p> <p>Clustering: Equality in my family</p> <p>Role plays and interviews: Above and below</p> <p>-----</p> <p>Visit of the Castle Palace of Eggenberg, guiding through the state apartments;</p> <p>Discussion about the seen frescos which depict the frivol life of the governors (unequal to servants), on the other hand employment of everybody in a square kilometer around the palace (social inclusion without unemployment, equality from the dwarf to the valet;</p> <p>Analyzing the social system of the past, contrasts and similarities with today; discussion worker conditions in the participant 's countries</p> <p>-----</p>
6	Sat 20	<p>Team building for the final exercise</p> <p>Be a theatre director:</p>

	Fixing the world with Equality – in groups of 3, the participants prepare a scene about how equality should be implemented (they can choose which kind of equality they select for the scene and will use the creativity methods to find decisions and develop the theme) ----- Free afternoon to prepare the scenes and post on the project-website -----
7 Sun 21	Presentation of the scenes "Fixing the world with equality" Discussion of the performances Discussion "would it be possible to implement these models of equality in reality?" Presentation of the participants' threads on the project-website ----- Sunday lunch at the church landlord of Mariatrost with traditional styrian kitchen; Resume of the project General feedback round of the project Award of the final Diplomas Bureaucracy (completing the feedback forms) Organisation of the participants departure -----
Departure 22/10/11	

Shedule and activities may be subject to change

Procedure – How to participate:

- Please fully complete the „Application Form“
(<http://www.peoplesmedia.net/digipubappli.doc>) and sign it by hand or digitally;
- Return the form to us by mail (office@peoplesmedia.net) or Fax (+43 316 352193)
before the 24th of September 2012;
- Wait for our reply. You will get a binding answer from us confirming if you were selected as participant;
- Once you have received our confirmation,
book your travel until the deadline we will indicate you;
we recommend to take a cancellation insurance with the booking.
In the case you cannot assist to the project, we cannot reimburse the travel costs!
- Send us your booking confirmation (digitally or scanned)
until the deadline we will indicate you;

The earlier you send the application form, the better are your chances to participate!
Please keep the deadline and send the form before 24th of September!

Cost coverage

Travel costs:

Will be fully reimbursed until a maximum of 350,00 EUR

The European Union prescribes that only the cheapest appropriate* fares can be reimbursed.

*Appropriate means economy-class-tickets and travels or travel-combinations (e.g. train & flight) that take place within one day.

If you have problems to get an economic fare, look for flights to Vienna and then take the train to Graz (less than 100,00 EUR the roundtrip).

TIP: Search at <http://skyscanner.com> for the best fare

Don't hesitate to ask us if you have problems with the search of your trip.

Reimbursement of the travel costs: all tickets, boarding cards, benzine/parking bills etc. have to be presented as originals (no copies!);

Travel costs of applicants who can't participate in the full duration of the project can't be refunded!

Stay costs:

100% of the costs of the stay are financed and

include:

- accomodation in single room with open WLAN
- full board and water
- non alcoholic beverages and snacks during workshops
- workshops
- Tickets and entrances for all activities stated in the daily plan
- Public transports within Graz and transportations for the transfers according the activities stated in the daily plan (including free time)

Not included:

- Other beverages like beer, Coca Cola, Wine
- Optional free time expenses like e.g. disco-entrances or theater-tickets, except in the case the budget permits extraordinary, additional group-visits not specified in the daily plan (the budget for free time activities will depend on the travel cost expenses!)