

ABERDEEN CITY COUNCIL

COMMITTEE	Education, Culture and Sport
DATE	22 November 2012
ACTING DIRECTOR	Patricia Cassidy
TITLE OF REPORT	European Commission Youth in Action Project – Creative
REPORT NUMBER:	ECS/12/051

1. PURPOSE OF REPORT

This report outlines the Council's role within the newly funded Youth in Action project, Creative (Promoting and Empowering Creative Resourceful, Enterprising Youngsters in Europe) and the benefits to the service via participation.

2. RECOMMENDATION(S)

It is recommended that the Committee:

- a. Approves the Council's participation in the European Commission Youth in Action programme for the following project:

Creative – Promoting and Empowering Creative Resourceful, Enterprising Youngsters in Europe

- b. Notes the success of the service in drawing down external funding from Europe for this initiative.

3. FINANCIAL IMPLICATIONS

Total costs for the project are €64860, 75% of the funding for this initiative will be funded through European Youth in Action funding (€48645). The remaining 25% (€16,215) will be match funded by the 6 partners. In respect of the Council this will be €1784 matched from existing budgets.

4. OTHER IMPLICATIONS

- 4.1 Risk Management

As this project involves overseas travel, the Council's Educational Excursions Policy will be used to ensure that the project is appropriately risk assessed and managed.

4.2 Sustainability

Attending events such as this, will provide an opportunity to look at the possibilities of best practice and drawing down more funds from EU programmes to raise the quality of life through increasing economic opportunity for all on a socially and environmentally sustainable basis.

5. BACKGROUND/MAIN ISSUES

5.1 European Commission Youth in Action Project

Youth in Action is the Programme the European Union has set up for young people. It aims to inspire a sense of active European citizenship, solidarity and tolerance among young Europeans and to involve them in shaping the Union's future. It promotes mobility within and beyond the EU's borders, non-formal learning and intercultural dialogue, and encourages the employability and inclusion of all young people, regardless of their educational, social and cultural background

5.2 Aberdeen City Involvement

The Council has been invited to participate in the following project: **Creative – Promoting and Empowering Creative Resourceful, Enterprising Youngsters in Europe.**

The lead partner is Piacenza, Italy other partners are: Vila Real, Spain; Molndal, Sweden; Giresun, Turkey and Blazowa, Poland.

The Council's Youth Development Team, within the Communities Team, works with young people between the ages of 11 – 19, within schools and community settings, to help them overcome barriers to learning and employment. The teams priorities are: employability, work experience, youth work in schools and community centre based street work, youth democracy and information.

The Youth Development Team will engage with young people who are interested and or involved in youth democracy, social volunteering and or social entrepreneurship. As part of the preparatory phase, an awareness raising/information workshop will take place, linking in with the project theme. This event will be open to young people from the Aberdeen Youth Council and also from groups involved in centre based and street work youth activities. This will allow young people from a diverse range of backgrounds to engage with the project.

Seven young people will then attend the transnational seminar in Italy.

The project will build on existing work that the Team are developing and delivering in relation to a micro volunteering project (Volunteering Bytes), peer to peer education project (Grade A), employability projects (Toolkit for Progress, Recruit 3) and potentially Live UnLtd funded social impact projects.

During the preparatory phase young people will have the opportunity to explore youth creativity in social and volunteering fields, and the link between youth creativity and entrepreneurship and the 2020 strategy, Youth on the Move.

Digital technologies will be used to enhance the project at all stages, this includes the development of phone apps and the use of social media as a regular means of communication. The team is also exploring the use of gaming and other digital tools.

5.2.1 Benefits

The project will enable young people from a diverse range of backgrounds and experiences to take part and will include young people who are already involved in social volunteering as members of the Aberdeen City Youth Council (ACYC), Lesbian Gay Bisexual Transgender (LGBT) and Grade A as well as young people from centre based and street work activities. The group of young people actively participating in the project will develop skills, knowledge and understanding of the opportunities available through entrepreneurship and self employment. The project will put an emphasis on issues related to creatively solving social problems and to promote entrepreneurship among young people. It will provide a positive learning environment, supporting the young people to develop and build employability skills and develop their awareness in relation to future job opportunities and markets. The project will build confidence and self-esteem enabling and supporting the young people to become successful learners, confident individuals, responsible citizens and effective contributors. The young people will gain knowledge and understanding of the views and experiences of other young people across Europe and how they can influence policy makers within the youth Diaspora.

The project will give young people a voice and help them to promote the youth agenda and to properly engage in the democratic process. Information and skills acquired through the project will be disseminated by the young people involved benefiting the wider community both within and out of school. The project is using new technologies including Skype conference and a Virtual Youth Forum this will enhance the communication and ICT skills of the young people involved. They will be able to transfer this knowledge to their own settings and communities.

During the evaluation phase, young people will be involved in the production of a follow up paper by employing & delivering specific questionnaires, and in the participation to a local meeting to share project's achievements & the use of the Virtual Forum.

Young people will be able to compare different experiences and to exchange good practices connected with the main topic of active citizenship and the possibility of inclusion for new generations in related public decision making, this will include:

To discuss in a structured way about youth creativity in social and volunteering fields; to highlight the link between youth creativity, entrepreneurship and opportunities offered by the 2020 Strategy “Youth on the Move” and how those responsible for youth policies can be sensitized on these issues; to give youth policies’ experts and responsible people the opportunity to improve their knowledge of young people’s opinions and needs and to let the young people better understand the dynamics of the decision making processes having consequences on their lives.

5.3 Project Evaluation

Aberdeen City Council will actively participate in the planning and preparation, implementation and evaluation of the project. This will include organising at least 2 local meetings with young people; 1 Skype conference; supporting the creation and use of the Virtual Forum; training and preparation for the young people as identified during project planning; participation in the transnational seminar; and follow up and dissemination activities including the organisation of a meeting to share the project’s achievements and use of the Virtual Forum.

There are also a range of funding requirements for project reporting, management and accountability.

This project will provide opportunities to develop partnerships for young people to shape what the UK City of Culture 2017 bid could mean for them.

6. IMPACT

Corporate – This report relates to ‘Aberdeen – the Smarter City’

- We will work with our partners to seek to reduce the levels of inequality in the city.
- We will enhance the physical and emotional wellbeing of all our citizens by offering support and activities which promote independence, resilience, confidence and self-esteem.
- We will provide a high quality education service within our schools and communities which will improve attainment and life chances of our children and young people to achieve their full potential in education, employment or training.
- We will improve access to and increase participation in arts and culture by providing opportunities for citizens and visitors to experience a broad range of high quality arts and cultural activities.
- Working with our third, public and private sector partners, we will provide opportunities for lifelong learning which will develop knowledge, skills and

attributes of our citizens to enable them to meet the changing demands of the 21st century.

- We will aim to have a workforce across the city which has the skills and knowledge to sustain, grow and diversify the cultural economy.
- We aspire to be recognised as a City of Culture, a place of excellence for culture and arts by promoting Aberdeen as a cultural centre hosting high quality and diverse cultural events for the whole community and beyond.
- We will embrace the distinctive pride the people of Aberdeen take in their city and work with them to enhance the sense of well-being here, building strong communities which look out for, and look after one another.

This report also relates to Outcome 4 in the Single Outcome Agreement: “Our young people are successful learners, confident individuals, effective contributors, and responsible citizens”.

7. BACKGROUND PAPERS

8. REPORT AUTHOR DETAILS

Julie Milne
Enterprise, Innovation and Funding Officer
Communities Team
julimilne@aberdeencity.gov.uk
01224 493302