Call for partnerships
EU strategic partnerships project

Context:
The dissemination of information aimed towards at people mainly goes through digital media and social networks.

According to recent surveys, in France 83% of people aged over 12 years old use Internet. Young people predominantly use it for communication purposes (instant messages, social networks, blogs). They prefer using the most recent services that offer instant messaging (Facebook Messenger, Skype, Snapchat, WhatsApp, Instagram). In fact, the number of users of these social networks has skyrocketed in past years.

In 2017, the 13-19 year-olds spend an average time of 15 hours a week viewing screens.ii

Young people use Internet for different reasons: in France, 98% of the 11 to 17 year-olds use it for information research, 95% to study, to watch videos (91%), to listen to music (85%), to read and send messages (78%) and to play online (85%)iii.

Youth are confronted with a multiplicity of information sources and media, which can expose them to delinquency, cyber harassment, addiction to screens, radicalization...

The Youth Information Network closely follows the development of online practices in order to reshape its own responses and develop relevant tools for media education and digital transition, as well as coordinate actions at local level.

Objectives:
We would like to share with you our initial goals, then the project will be further built in collaboration with partners.

✓ To study young people’s digital practices in the southern region of France and each subsequent partner’s territory, especially in reading and analyzing information.
✓ To train and learn new practices, develop analytical skills, exchange with youth workers from other European countries about media education
✓ To gain European project engineering skills in order to be able to duplicate and develop future European projects
✓ To develop youth workers’ expertise on international mobility through first-hand experience and learning, to improve information and awareness-raising of young people.
**For whom?**

- **professionals**
  - Youth Information workers, and youth workers in general
  - Media education professionals and digital mediators
- **Youth and families:**
  - Youth workers will build expertise and be able to develop new media education actions targeting young people
- **Local Councilors:**
  - The outcomes of the project will be presented to councilors to improve youth professionals’ recognition and ensure support for future actions

**Plan:**

The outline of the project is as follows:

- Preparatory work and project methodology of Erasmus+ projects: needs analysis, setting targets, finding partners, building content of the visit, evaluation and capitalization
- Desk study on media education and digital practices in France and particularly in the South-eastern region, mapping of tools, presentation of results to European partners.
- Study visit and meeting with partners
- Upon returning: project evaluation and communication of the results to local partners, associations and public institutions.

**Partners:**

- Youth organizations, non-profits with a focus on community education
- Media education professionals
- Youth information workers

**Calendar:**

1. Participatory design of the project with youth information workers and submission to Erasmus+ in February 2020
2. Preparing the study visit between April and June 2020
3. Study visit in June 2020
4. Evaluation and communication of the project outcomes between September and December 2020

**Contacts:**

Natacha Bordier, Sylvain Benvenuto: +33 (0) 4 91 24 33 68/69 - projetmobilite@crijpaca.fr

---

1. La Diffusion des technologies de l’information et de la communication dans la société française, CREDOC, 2014
2. Junior Connect / Ipsos (mars 2017)