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FATIMA2

Curriculum for Young Human Rights and Gender Equality Ambassadors

Module 3.3 Social Impact Projects



*FATIMA 2: Preventing Honour Related Violence against women
through Social Impact Projects and Peer Learning led by
young men*
Ref. 101095877

The FATIMA2 project has been co-financed by the EU CERV-2022_DAPHNE programme. Its contents and materials are the sole responsibility of its authors. The European Commission cannot be held responsible for any use, which may be made of the information contained therein. (Funding ref. 101095877)

Contents

- LEARNING ACTIVITIES 6
- ACTIVITIES 7
- A3.8 Seeds of change against HRV 7

USER GUIDANCE

Index:

- **Learning objectives: Unit 1: Key elements of a social impact project**
- Topic 1: Definition and key elements of social impacts projects
- Topic 2: Provide specific examples of social impact projects linked to youth
Activity 1: “Seeds of change against HRV Part 1: Getting basic knowledge about building a social impact project”.

- **Learning objectives: Unit 2:** Elaboration of the project
- Topic 1: Design a social impact project
- Topic 2: Use of a participatory method for the development of social projects
- Activity 2: “Seeds of change against HRV Part 2: Applying the main learning outcomes of the CV for young ambassadors into social impact projects”.

Description:

This module aims to provide young ambassadors with the tools to understand and build a social impact project. The concluding module aims to encourage the application of acquired skills from previous training sessions to design projects that promote change within communities, with a specific focus on issues related to GBV and HRV.

Recommendations:

- While some themes in this module overlap with other training modules, it is recommended to conduct this module as the final one. This recommendation stems from the module's objective to apply the main learning outcomes from previous training modules in social impact projects.
- For teaching the main theoretical concepts related to social impact projects, we recommend applying them using the learning strategies in the "terminology" module.
- Trainers are also advised to gather the participants' areas of interest and insights from previous training modules to guide the discussion on social impact related to these themes. This approach aims to enhance motivation in carrying out the activity and simulating "realistic" projects.
- Lastly, trainers are encouraged to provide an overview of how to actively implement the project within their own context, including potential associations or collaborators, funding sources, and other suggestions.

Main theoretical background

- **Social Impact:** Social impact aims to create positive change in communities on a local or global level. Groups that advocate for social impact consider the effect their actions have on the surrounding community.
- **Projects:** A project is a series of activities aimed at bringing about clearly specified objectives within a defined timeframe and with a specific budget¹.

A project includes:

- a) Clearly identified stakeholders, including the primary target group and the final beneficiaries.
 - b) Clearly defined coordination, management and financing arrangements.
 - c) A monitoring system to oversee and follow implementation and to support project management.
 - d) Projects should also be feasible, meaning that objectives can be achieved within the constraints of the operating environment and within the competencies of the implementing organisation.
 - e) Projects should respond to the real problems of the beneficiaries and it is better to find suitable partner to the achievement of the objectives: **internal coherence**
- **Project Cycle Management (PCM)** represents the whole of management activities and decision-making procedures used during the life cycle of a project. PCM helps to ensure that projects are relevant to an agreed strategy and to the problems of target groups.

The key elements of PCM model

- 1) **Programming**
- 2) **Identification**
- 3) **Formulation:**
- 4) **Implementation**
- 5) **Evaluation**

- Midterm evaluations
- Final evaluation

For more information about PCM please check:

- https://international-partnerships.ec.europa.eu/system/files/2023-12/methodology-aid-delivery-methods-project-cycle-management-200403_en.pdf
- <https://op.europa.eu/it/publication-detail/-/publication/58c406ab-f247-47df-8d77-a7b003e00faf>

¹ https://international-partnerships.ec.europa.eu/funding-and-technical-assistance/guidelines/managing-project_en#:~:text=A%20project%20is%20a%20series,group%20and%20the%20final%20beneficiaries.

Examples of Social Impact Projects

- Italian young influencers who speak about toxic masculinities using theater:

<https://www.instagram.com/eterobasiche?igsh=czdhcHoyajNwc3ph>

- Youth ambassadors' platform of Unicef in Italy:

<https://www.instagram.com/ureportonthemove?igsh=MWZ0dGZyYnZxZncxNg==>

- Antiracist sports activities lead by Arci Bologna:

<https://arcibologna.it/giochi-antirazzisti-2023/>

LEARNING ACTIVITIES

	Social Impact Projects	Learning Objectives		
		Knowledge	Skills	Attitudes
1	Tools to create a Social Impact Project	At the end of the module participants should be able to...	At the end of the module participants should be able to...	The module aims at cultivating the following attitudes:
1.1	<u>Key elements of a social impact project</u> <ul style="list-style-type: none"> • Definition and key elements of social impacts projects. • Examples of successful projects in addressing similar human rights issues. • Provide specific examples of social impact projects linked to youth. 	<ul style="list-style-type: none"> • Learn what is a social impact project and its key elements and process. • Learn basic knowledge about difficulties and changes during social impact projects. • List examples of successful projects in addressing similar human rights issues 	<ul style="list-style-type: none"> • Develop critical thinking skills to analyse the effectiveness of social projects • Acknowledge difficulties during the development of the project. • Analysing how social impact projects can contribute to raising community awareness on GBV and HRV. 	<ul style="list-style-type: none"> • Develop critical thinking around community changing in HRV. • Develop social compromise to change towards HRV. • Be open to innovation and creativity. • Embracing the challenge of making a difference in communities. • Keep motivation 😊
1.2	<u>Elaboration of the project</u> <ul style="list-style-type: none"> • Design a social impact project. • Use of a participatory method for the development of social projects. 	<ul style="list-style-type: none"> • Learn the fundamental steps in designing a social impact project. • Understand the importance of community needs 	<ul style="list-style-type: none"> • Develop skills to create, analyse, intervene throughout social impact projects. • Develop a project plan that includes objectives, activities and timeframes. 	<ul style="list-style-type: none"> • Develop empowerment in young leaders by listening to their ideas • Create a positive vision of their capacity for social change to defend human rights.

<ul style="list-style-type: none"> • Provide specific examples of social impact projects linked to youth. 	<ul style="list-style-type: none"> • as a basis for projects. • Identify the resources and partnerships available to support projects. • Linking the main concepts learnt throughout the learning program with the structure of a social impact project. 	<ul style="list-style-type: none"> • Developing team and community-based working skills. • Collaborate with local organisations (associations, schools, etc.) to obtain the necessary support for the development of the project. 	<ul style="list-style-type: none"> • Value the importance of collaboration and sharing resources with other organisations and stakeholders.
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ACTIVITIES

A3.8 Seeds of change against HRV

Activity Name	"Seeds of change against HRV"
Goals	<ol style="list-style-type: none"> 1) Getting basic knowledge about building a social impact project. 2) Applying the main learning outcomes of the CV for young ambassadors into social impact projects. 3) Promote the co-creation of social impact projects to prevent HRV.
Description	<p>This training activity is specifically designed to help young people develop the knowledge, skills and attitudes necessary to create social impact projects that are effective in raising awareness of HRV. The activity will be divided in 3 parts:</p> <ol style="list-style-type: none"> 1) The cultivation "soil" for a social project: Time: 15 min <ol style="list-style-type: none"> 1.1. Explanation of the main elements of a social project. <ul style="list-style-type: none"> - Contents: 1) in the design phase of a social project, students must learn to answer the fundamental questions for creating an activity such as: what do we want to do? Why do we want to do this? What are our short and long term goals? Where can we do it? How do we want to do it? and when? Does it imply other resources (e.g. economic, social, etc.) 2) It is necessary to explain the importance of building the long-term project and the main difficulties, barriers, resources related to both motivation and the emergence of unexpected events related to the project. It is important to point out that projects can arise from an initial idea but then, based on needs, evolve and transform according to the context. 3) The trainer must put the main contents learned during the training course into different boxes as contents to be implemented in the social impact activity. - How to carry it out: 1) when you explain the different fundamental components of social impact activities we suggest you give precise and concrete examples of social impact activities to young people who are

close to their experiences (e.g. podcasts; TED Talks; information from influencers on YouTube ; cultural, sporting events, etc.)²

- 2) We advise you to put the words in a circle (as if they were "seeds" to be planted): What? Why? Where? How? Who? When? Divided into different time stages. Below you can find an example:

					
					
WHAT DO WE WANT TO DO?	WHY DO WE WANT TO DO IT?	HOW DO WE WANT TO DO IT?	WHERE DO WE WANT TO DO IT?	WHO IS GOING TO BE INVOLVED?	WHEN ARE WE GOING TO DO IT?
					PHASE 1 
					PHASE 2 
					N... 

2) Planting the seeds of the project:

Time: 30 min

2.1 Method of carrying out the activity:

- Divide the participants into groups of 5/6 people.
- Brainstorming on possible change projects in each group in which the children write the "Seeds of change" table on Post-its.
- Attention: it is recommended that the trainer supports the young ambassadors in the process of building the activity, but does not replace or be directive in the decision-making of the groups
- Creation of a possible social impact micro project for the prevention of HRV.

3) The growth of our social project: Time: 30

- Presentation of the different works carried out by each working group.
- Discussion on the different proposals presented
- Vote of the project deemed most suitable.
- Creation of a meeting calendar for the implementation of the future social impact micro project.

Type of activity	Work groups
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² We consider that each partner should find this kind of resources according to the country. We have given some examples of youth social impact projects but they are all in Italian. This is the reason why we consider that each partner should find its own examples.

Duration	1h15
Space & Materials	<ul style="list-style-type: none"> - Post it - Billboard - Markers - Pencils
Learning Outcomes	<ul style="list-style-type: none"> - Know the process of designing a social impact project. - Develop a project plan that includes objectives, actors involved, activities, times and places of implementation and economical resources. - Present your project clearly and persuasively. - Receive feedback and collaborate with others to improve your project plan.
Module	Design and Development of the Social Impact Project
Source	This activity was created by the Arci Nazionale Immigration Team for the Fatima II project