



Training of social agents in Romania

Report

Invitation was sent to over 20 trainers, facilitators in ICT and also trainers working with elders, community centers, elders centers, NGOs targeting at elders.

In response to our invitation, 17 people showed at the training.

The training had a duration of 2 days (11, 12 July 2014) and took place in Iasi, city in the eastern part of Romania.

The programme comprised of ice breaking games in order for people to introduce themselves, then the facilitator Ioana Codreanu made a presentation of the ACTING project focusing on the importance and role of social agents.

Next the discussion was around elders and their behavior towards the use of ICT and digital devices. The focus was on active aging and the activities done by the elders once they are not involved longer in the work field.

The facilitator presented to the participants the methodology used within the ACTING project and all the steps that the social agents must take. A presentation of singular initiatives received from Fundetec which they implemented and have great success was really an inspiration to the participants to find ideas for their singular initiatives.

Focus was also given to team work and collaboration among team members in view of finding unique digital initiatives which would appeal to the target group.

An overview of technologies, tools, media needed to develop projects was done and discussion about which are the most appropriate ones taking into consideration the needs of the target groups.

Day 2 was more practical giving the participants a presentation of the online platform, its content, design, structure.

After brainstorming about singular initiative and which would play an important role and have significant impact on the target groups, ways of communicating and disseminating through social media was discussed.

Most of the day was given to preparing social agents to the development and implementation of their singular initiatives. The training ended with role playing and feedback to the facilitator.

Findings

The participants were very pleased to see the ACTING methodology and to meet with the concept of singular initiatives. They have already been involved in projects similar presented within the training but not with so much impact and creative methods. They believe that the creativity of the tools used is the key element in making the target groups more active and involved in the activities.

Active aging is an issue widely discussed in Romania but never quite understood as few initiatives were concentrating on this aspect. Therefore, the ACTING singular initiatives that will be developed in Romania will contribute to active aging and raising awareness on the need to get elderly more involved keeping them updated with new technologies.

Social media is used by the participants more for personal reasons and less for professional ones. A focus on using social media tools to enhance the visibility of the singular initiatives was very much appreciated by the participants.

Most participants are very much familiar with moodle platform making easy to understand how they can navigate the platform.

The brainstorming revealed the fact that singular initiative must concentrate on a need of the target group, addressing a community need or a daily issue of concern.

The participants were happy with the training and felt that all the information given was clear and easy to understand.



