LEVERS OF CHANGE

3rd to 13th of August 2013
Ommen
The Netherlands

Inspiring Sustainable Living Through Media

Info Letter
What is this exchange all about?

Our vision: For this particular youth exchange we aim at bringing a new perspective on sustainability. In the last years, sustainability discourses have taken the spotlight many times in an abstract and distant manner: statistics say this; statistics say that; we would need 10 more planets like ours to make it in the next 50 years, save the planet and so on. Moreover, this type of rhetoric has either blamed something, or kept its distance (or let’s face it, has been awkwardly boring at times) and taking individual actions towards a more sustainable lifestyle does not seem to happen as often as we would like to.

That is why we propose a more personal approach towards raising awareness about our everyday behaviour and the consequences of it and what actions can each and every one of us take in order to lead a more sustainable lifestyle, without radically changing or giving up the conditions of life brought about by modern times.

How are we going to do it?

The power of example: we plan to show how sustainability actually looks like. We are going to use media and storytelling tools to make this happen.

Research days: in the first part of the exchange we will reach a common ground for sustainability, by using media, personal input, topic research and creative storytelling. You will receive the basics of media and documentary making and how to cover a topic out in the field.

Production days: this is the part where we go out and practice. Participants will choose a topic related to sustainability; they will have the opportunity to do a cover on it throughout the Netherlands. Participants will research and re-present on screen examples of sustainability that others can find inspiring.

Post—production and screening: this is when we edit, promote and organize the screening event with the local community in Ommen. Participants will share their works or works in progress with the invited guests.
WHAT ELSE?

ONLINE PREPARATION: 11th of July 2013 to 1st of August 2013

The online prep will happen prior to the actual exchange via closed Facebook groups. Participants will receive assignments and media tasks to prepare themselves for the exchange. Participation is optional but highly recommended, as it forms the basis of the exchange itself.

FOLLOW UP: September - November 2013

In this particular exchange we place a great deal of importance on the follow up phase of the project. Once the exchange is over, participants will go back home and do a documentary or reportage on a subject related to sustainability. They will be asked to use the tools they received during the exchange. Participants will have to research, film, edit and send the materials to Olde Vechte. All the collected materials will be edited in an international video production which will be broadcasted on local and national Dutch television.

TARGET GROUP

We are looking for young people (18-25 years old) that are motivated to make a difference in their community or their environment through media and the power of example. Experience in working with media is preferable, but not mandatory. The motivation to work with media in an international environment is a must.

If you are interested in working with video, photography, storytelling and cultural diversity then this exchange is most probably for you. The working language of the project is simple, easy to understand English.
PRACTICAL DETAILS

Online preparation:
11th of July 2013 - 1st of August 2013

Exchange:
Arrival day: 2nd of August 2013
Start of the exchange: 3rd of August 2013
End of the exchange: 13th of August 2013
Departure day: 14th of August 2013

Follow up
September - November 2013

ACCOMMODATION

The training will take place in and around the group accommodation of Olde Vechte. Hosting and catering will be provided within this accommodation.

About the house: there is a wireless internet connection in the house that you can use. There are 12 sleeping rooms that can be occupied by 2 to 6 people and the showers and toilets are common on each floor. Besides the training room, which we call the Big Room, there are a cosy area and a working area available. There are a washing machine and a dryer that you can use. The accommodation is located within a walking distance from the city centre (approx. 500 m).

For more details, please have a look on the website: www.oldevechte.nl

Please notice that Olde Vechte is a group accommodation, which means we take care of the house by ourselves (including some of the practical aspects and light household duties). The house will be our home for the entire project.
TRAVELLING

The program can refund up to 70% of your travel costs, if you participate in the whole exchange. Choose the cheapest way of travelling and buy return tickets. You must keep all your tickets, boarding passes and receipts (originals). ONLY if you have the travel tickets, boarding passes and receipts we are able to reimburse your travel costs. See the table below for the highest price from which we will reimburse you full 70% (all amounts are in Euro).

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>MAX. TRAVEL COSTS /PERSON (100%)</th>
<th>MAX. REIMBURSEMENT /PERSON (70%)</th>
<th>PARTICIPATION FEE /PERSON</th>
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PARTICIPATION FEE

There is a participation fee of € 50 per person which has to be paid during registration upon arrival at the Olde Vechte Foundation. This participation fee is there to cover the expenses of the exchange that cannot be covered by Youth in Action (like media equipment and other training materials).
**HOW TO APPLY**

If you wish to participate, please express your interest to the partner organization from your country. They will send you an application form that we kindly ask you to fill in and send it back to them. A selection will be made and you will be notified in due time if you have been accepted to participate in the exchange or not. If you have been accepted, you will also receive a Confirmation Letter with further practical details regarding your participation in the online preparation, as well as the exchange.

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<tr>
<th>COUNTRY</th>
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<th>CONTACT PERSON</th>
<th>E-MAIL</th>
<th>TELEPHONE</th>
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<tbody>
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Olde Vechte is a non-profit foundation, based in Ommen, the Netherlands. It is an organization with a long experience in non-formal education, social and cultural work. Throughout the years it has developed a site specific methodology that has been adapted to different projects. Every year it approaches different social and cultural themes through projects run by professional trainers and international teams. The foundation works out of the vision to create a world that works for everyone out of love, care and cooperation.

Andreas Hannes and Elena Tudorache are the core team of the exchange, coached by Marco Vlaming, the director of the foundation. Both of them have experience in working with media and international groups. They will be assisted by an international team composed of Afonso Bértolo and Roxana Cernescu.