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TOOLKIT & LEARNING BOOKLET

Erasmus + Training course:
ICT&SM 3.0: Advancing Digital
Youth Work for Civic Engagement



Table Of Content

Introduction	03
Project Overview	05
Day 1 - Getting Started & Digital Youth	07
Day 2 - Social Media for Civic Engagement	10
Day 3 - Media Literacy & Misinformation	13
Day 4 - Digital Safety, Cyber Awareness & Digital Ethics	16
Day 5 - Creativity, Gamification & Engagement	19
Day 6 - Project Management	22
Day 7 - Reflections	25
Key Takeaways & Results	28
Resources & Materials	29
Final Page	30



Introduction

What is this booklet?

This booklet is a practical toolkit and learning summary created as part of the project

ICT&SM 3.0: Advancing Digital Youth Work for Civic Engagement.

It gathers the ideas, methods, tools, and experiences from the training program into one place, so they can be reused, adapted, and shared with other youth workers and organizations.

What was the project about?

The project focused on strengthening digital youth work by exploring how ICT and social media can be used to:

- Engage young people in civic participation
- Promote media literacy and responsible online behavior
- Tackle misinformation and digital challenges
- Make youth work more interactive, inclusive, and relevant in a digital world

Rather than focusing only on theory, the project emphasized practical application, creativity, and real-life youth work situations.

Who was this project for?

The project brought together youth workers, trainers, educators, and NGO staff from different backgrounds who:

- Work directly with young people
- Use (or want to use) digital tools in youth work
- Are interested in civic engagement, media literacy, and innovation

Participants had different levels of digital experience, which created a strong environment for peer learning and exchange.

Introduction

What did participants do?

During the training, participants:

- Took part in interactive lectures and workshops
- Tested digital tools such as Slack, Trello, Google Workspace, and collaborative platforms
- Participated in energizers, simulations, and “chaos” activities
- Discussed real challenges from youth work practice
- Reflected on learning, teamwork, and digital engagement.

Learning happened not only through content, but also through experience, discussion, and fun.

How can this toolkit be used?

This toolkit can be used:

- As a reference guide for digital youth work
- As inspiration for training sessions and workshops
- As a resource for planning digital civic engagement activities
- For knowledge transfer inside organizations and local communities

All methods and ideas are adaptable and meant to be reused in different contexts.

Project Overview

Project Goals

The main goals of ICT&SM 3.0 were to:

- Strengthen digital competencies of youth workers
- Improve media literacy and fact-checking skills
- Promote responsible and meaningful civic engagement through ICT
- Support inclusive and accessible digital youth work
- Encourage innovation in non-formal education

The project aimed to help youth workers feel confident, creative, and responsible when using digital tools.

Skills & Topics Covered

Throughout the training, participants explored:

- Digital youth work methodologies
- Social media and ICT for civic engagement
- Media literacy and tackling misinformation
- Digital collaboration and project management
- Gamification and interactive learning
- Ethical and responsible use of digital tools

The focus was always on how to apply these skills in real youth work, not just understanding them theoretically.

Project Overview

Type of Activities

The project used a mix of learning formats, including:

- Short interactive lectures
- Hands-on workshops
- Energizers and attention-reset activities
- Chaos games and simulations reflecting real-life challenges
- Group discussions and peer exchange
- Individual reflection and documentation

This variety kept energy high and allowed different learning styles to thrive.

Overall Atmosphere

The atmosphere of the project combined:

- Learning and gaining concrete skills and knowledge
- Fun, humor, creativity, and playful challenges
- Socializing including teamwork, connection, and shared experiences

Participants were encouraged to experiment, make mistakes, ask questions, and learn from each other.

The result was a dynamic environment where engagement, reflection, and motivation went hand in hand.

DAY 1

Getting Started & Digital Youth Work Today

Theme:

Digital Youth Work in Practice

Focus:

Understanding the role of digital tools and digital spaces in modern youth work, building group connection, and setting a shared foundation for the training.

Key Questions:

- Why is digital youth work important today?
- How has youth work changed in the digital age?
- What digital tools do youth workers already use in their practice?

What We Did

The first day focused on creating a welcoming group atmosphere, introducing the project goals, and setting the context for digital youth work.

The day started with a welcome session and icebreaker activities, allowing participants to get to know each other and feel comfortable within the group. This was followed by an introduction to the training objectives and an overview of the project's purpose.

Participants then explored how youth work has evolved over time, with a particular focus on the shift from traditional, in-person activities toward digital and hybrid approaches. Through interactive presentations and discussions, participants shared their own experiences with digital tools and reflected on how digitalization has influenced their work with young people.

The afternoon combined creative and physical activities to strengthen group cohesion, followed by a practical workshop on digital identity, where participants examined their own online presence and discussed responsible online behavior.

DAY 1

Getting Started & Digital Youth Work Today

Key Topics & Learning Points

- Digital youth work as a response to changing youth participation spaces
- The evolution of youth work: from offline activities to digital engagement
- The role of digital tools in communication, participation, and civic engagement
- Understanding digital identity and digital footprint
- Responsible online image and ethical behavior in digital spaces

Methods & Activities Used

- **Welcome & Icebreaker (Name Game):** simple interactive activity to help participants learn names and break initial barriers.
- **Interactive Presentation - Evolution of Youth Work:** visual presentation showing the transition from traditional youth work to digital and online engagement.
- **Group Discussion (World Cafe):** Participants shared which digital platforms they use and what challenges they face, their opinions on topics that are going to be covered during the project.
- **Creative & Physical Activities:** sports activities and drawing portraits of each other to encourage informal interaction, creativity, and team bonding.
- **Workshop: “Your Digital Identity”** : a guided session exploring online presence, digital footprint, and responsibility.
- **Exercise: “Google Yourself”** : participants searched their own names online to reflect on what information is publicly available.
- **Group Task “Digital Youth Worker Persona”** : small groups created a visual persona representing a digital youth worker that is using social media, and has its personality traits that are either a good or bad example, or a mix of both. They designed the persona using Canva

DAY 1

Visuals from the Training

Digital Youth Work Training

Empowering youth workers in the digital age

Welcome to the future of youth engagement

Connecting youth workers across Europe

Why This Project Matters

Understanding the importance of digital transformation in youth work



Youth work is shifting online

Traditional methods are evolving to meet young people where they are - online and digital



Digital spaces = where young people participate

Online platforms are becoming the primary spaces for youth engagement and community building



We need modern, creative approaches

New digital skills and innovative methods are essential for effective youth work in the 21st century

These three factors drive our need for digital transformation in youth work

Evolution of Youth Work

How youth work has evolved through different eras

Traditional Activities



In-person gatherings and activities

Online Communication



Early digital connection methods

Digital Tools



Digital platforms and resources

Civic Engagement



Digital activism and engagement

Example Digital Youth Initiatives

Discover how young people are making a difference online

Online Volunteering

Young people coordinate and participate in volunteer activities through digital platforms, connecting opportunities with volunteers across regions.

Digital Mental Health

Online support groups and mental health resources specifically designed for youth, providing accessible help and reducing isolation.

Youth-Led Campaigns

Young activists use social media and digital organizing tools to raise awareness and mobilize support for causes they care about.

Digital Activism

Youth using digital platforms to organize protests, share information, and advocate for social and political change.



Young people engaged with digital technologies across Europe

These initiatives show how digital tools can amplify youth voices and create real impact

Digital Footprint Explained

- Everything you post** — content you create, share, like, and comment on across platforms
- Things others post about you** — photos, tags, mentions, and comments by friends and connections
- Hidden traces** — cookies, browsing history, old accounts, data collected by third parties

Your digital footprint is more extensive than most people realize

Public vs Private Profiles

Public Profile	Private Profile
<p>Alex Johnson Youth worker · Speaker · Music lover</p> <p>Following: 450 Followers: 1,286</p> <p>Just wrapped up another amazing workshop with the team! #YouthWork #Development</p> <ul style="list-style-type: none">Full name, photo and bio visible to anyonePosts and activity publicly accessibleConnection lists visible to anyone	<p>Alex J. Account is private</p> <p>This account's posts are protected. Only confirmed followers can see their posts.</p> <ul style="list-style-type: none">Limited profile preview for non-followers

Group Task: Create a Digital Youth Worker Persona

- Tools: Canva
- Choose a team name
- Define the persona (interests, values, strengths)
- Add visuals (icons, photos, colors)
- Describe their tone and digital habits
- Prepare to present (1 minute)

Responsible Online Image

- Professional posts and photos
- Values you communicate
- Tone of communication
- Privacy settings



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DAY 2

Social Media for Civic Engagement

Theme:

Social Media as a Tool for Civic Participation

Focus:

Understanding how social media influences civic engagement, learning how digital storytelling mobilizes young people, and practicing the creation of youth-focused social media campaigns.

Key Questions:

- How does social media shape civic participation today?
- What makes youth-led digital campaigns successful and viral?
- How can youth workers use social platforms to inspire action?

What We Did

We focused on exploring the role of social media in civic engagement and giving participants practical experience in creating digital campaigns.

The morning began with a session on how social media platforms shape civic participation, highlighting how young people use digital spaces to organize, raise awareness, and mobilize around social issues. This was followed by a mini-lecture on storytelling for impact, where participants explored how strong messages, visuals, emotions, and clear calls to action can turn online content into real-world engagement.

Through a group activity, participants analyzed three social media campaigns, identifying the key elements that contributed to their visibility, reach, and impact.

The afternoon combined energizing physical activities before moving into a hands-on workshop where participants designed their own mini social media campaigns and presented them to the group.

DAY 2

Social Media for Civic Engagement

Key Topics & Learning Points

- Social media as a space for civic participation and youth activism
- The role of digital platforms in mobilizing young people
- Storytelling for impact: message, visuals, emotions, and calls to action
- Key elements of successful social media campaigns
- Teamwork and creativity in digital campaign design

Methods & Activities Used

- **Interactive Session - Social Media & Civic Participation:** a discussion-based lecture exploring how youth engage in civic issues through digital platforms.
- **Mini Lecture, Storytelling for Impact:** participants learned how to craft messages that are clear, emotional, visual, and action-oriented.
- **Group Activity - Campaign Analysis:** small groups analyzed three social media campaigns to identify what made them viral and unique.
- **Workshop - Build Your Own Mini Social Campaign:** teams created short digital campaigns on youth-relevant topics and prepared them for presentation.
- **Campaign Pitch Presentations:** each team presented their campaign, explaining their topic, strategy, and creative choices.

DAY 2

Visuals from the Training

How Social Media Shapes Civic Participation

Social media platforms enable youth to organize, share messages, and mobilize around civic issues.

Fridays for Future

Global movement for climate action, started by Greta Thunberg.

Youth4Climate

Youth-led campaign for climate justice.

MarchForOurLives

Student-led organization which leads demonstrations in support of gun control legislation.

Discussion

Who has joined a movement online?



Impact of Digital Movements

- Raises awareness
- Mobilizes youth

Social Media for Civic Engagement

Storytelling for Impact



Clear Message

Convey your core message succinctly. Avoid overwhelming audiences with too much information.



Visual Storytelling

Use compelling visuals to reinforce your message and make it more memorable.



Emotional Connection

Create empathy and resonance with your audience through authentic storytelling.



Call to Action

End with a clear next step you want audiences to take after engaging with your content.

Keep text minimal in your campaigns. Focus on a few key points rather than lengthy paragraphs.

Social Media for Civic Engagement

Activity: Analyze 3 Social Campaigns

Instructions

- Split into small groups
- Examine 3 campaigns
Use the QR codes to access the posts
- Identify key elements
- Share your insights
Present 1 key takeaway to the group

Analysis Questions

- What made it viral?**
Identify the key factors that helped the campaign spread
- What was unique about their strategy?**
Note what set this campaign apart from others
- Key takeaways**
Document 2-3 important lessons you can apply

Campaign Links



Social Media for Civic Engagement

Time remaining:



Morning Session Wrap-Up



Social Media Mobilizes Youth

Digital platforms connect and empower young people to take action on issues they care about.



Messaging is Key

Small changes in how we communicate can make campaigns more effective and reach wider audiences.



Your Turn to Create

We'll now start creating your own social media campaigns based on what you've learned.

After the Break

Let's go!

We'll be designing your mini social campaigns using the strategies we've discussed.

Social Media for Civic Engagement

Day 2 | 3rd December

Afternoon Activity: Building Your Own Mini Social Campaign

Objective: Work in teams to create a small social media campaign that engages youth and spreads a positive message.

Tools You Can Use:

- Canva – to design images and infographics
- CapCut – to create short videos
- Instagram / TikTok / Twitter – for campaign ideas and examples

Step 1: Choose Your Topic

- Your team can pick one of the following example topics or come up with your own:
 - Climate action
 - Digital safety
 - Community engagement
 - Mental health awareness
- Think about which topic you feel passionate about and how it can connect with young people online.

Step 2: Design Your Posts

- Use Canva to create images or infographics.
- Use CapCut if you want to include a short video.
- Make sure each post includes:
 - A short caption
 - Relevant hashtags
 - A clear call-to-action (e.g., "Join us!", "Learn more!", "Take action!")

Step 3: Work as a Team

- Your group will have 40 minutes to create 3 posts.
- Each post should:
 - Engage youth online
 - Have a clear and simple message
 - Be visually attractive

Step 4: Pitch Your Campaign

- Once your posts are ready, each team will present their campaign to the group.
- Explain your topic, your creative choices, and the message you want to share.

Tips for Success:

- Be creative and have fun!
- Think about what would catch the attention of young people scrolling through social media.
- Make sure your message is clear and easy to understand.



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DAY 3

Media Literacy & Misinformation

Theme:

Media Literacy, Misinformation, and AI Awareness

Focus:

Developing critical thinking skills to recognize misinformation, understand how fake and AI-generated content is created, and learn practical fact-checking methods for digital youth work.

Key Questions:

- How easily can we be misled online?
- How do fake news, phishing, and AI-generated content work?
- What tools can help youth workers verify information before sharing it?

What We Did

Day three focused on strengthening participants' ability to critically analyze online information and protect themselves and young people from digital manipulation.

The morning began with a reflective presentation highlighting how easily people can be influenced online, setting the tone for the day's focus on awareness and critical thinking. This was followed by an interactive lecture demonstrating how misinformation works in practice. Participants were shown examples of phishing pages, fake login websites, misleading headlines, and AI-generated text and images, illustrating how convincingly false content can appear online.

Participants explored how personal data spreads through cookies, data leaks, and online tracking, and discussed the long-term impact of digital footprints. Through the game "Real or AI?", participants actively tested their ability to distinguish between real content, fake news, and AI-generated material.

In the afternoon, participants worked hands-on with fact-checking tools, learning how to verify images, videos, articles, and sources. Teams then investigated suspicious articles and prepared short fact-check-style explanations. The day concluded with a discussion on ethical online behavior, AI literacy, and responsible use of digital content.

DAY 3

Media Literacy & Misinformation

Key Topics & Learning Points

- Media literacy as a core digital life skill
- Bias, persuasion, and manipulation in online content
- Phishing, fake login pages, and URL spoofing
- AI-generated text, images, videos, and voice cloning
- Cookies, data tracking, and personal data misuse
- Fact-checking as a practical tool for youth work
- Ethical and responsible use of AI-generated information

Methods & Activities Used

- **Interactive Lecture - How Easily You Can Be Tricked Online:** live demonstrations of fake login pages, phishing techniques, and AI-generated content.
- **Game: “Real or AI?”:** participants guessed whether news posts, images, or texts were real or AI-generated, followed by discussion.
- **Practical Demonstration - Data Tracking & Cookies:** explanation of how personal information spreads online and how it is used.
- **Workshop Fact-Checking Tools:** hands-on use of verification tools to analyze images, videos, and articles.
- **Team Investigation Task:** teams examined suspicious articles and gathered evidence to determine whether the content was real or fake.
- **Wrap-Up Discussion - Ethics & AI Literacy:** reflection on responsible online behavior, verification before sharing, and ethical AI use.
- **Intercultural Evening:** informal exchange, cultural sharing, and social bonding beyond the learning space.

DAY 3

Visuals from the Training

What Is Media Literacy?

Media literacy is the critical skill to analyze and evaluate the daily stream of online information.



Understanding Creation

Recognizing how information is created and distributed



Spotting Manipulation

Identifying bias, persuasion tactics, and deliberately misleading content



Staying Protected

Staying safe and informed in the digital landscape.

Identifying Bias, Persuasion, and Manipulation

Bias: Favoring One Side

Bias occurs when information is presented to favor a particular perspective or idea. It might leave out important facts or emphasize only certain viewpoints. Look for one-sided arguments or missing context.

Persuasion: Changing Your Mind

Persuasion techniques are designed to influence what you think or how you act. These can be legitimate (like advertising) or manipulative.

Manipulation: Twisting the Truth

Manipulation goes further by deliberately twisting facts or using deceptive tactics to trick you. It exploits your emotions, fears, or trust. Learning to spot these tactics helps you separate truth from fiction.

Anatomy of a Fake Login Page

- URL Spoofing
- Missing HTTPS padlock
- Visual Cloning - Graphics and layout perfectly mimic the real site
- Poor grammar or unusual phrasing
- Urgent language for immediate action
- Data Harvesting - Your username and password are captured and stolen

• **NEVER CLICK LINKS**

Your Data: Tracked, Collected & Sold

What Cookies Track

- **Browsing History**
Pages visited, time spent, and clicks
- **Shopping Cart Items**
Products added to cart, even if purchase is abandoned
- **Location**
General geographical area inferred from IP address

This data creates a detailed profile of your interests and habits, which is then sold to advertisers, data brokers, and even criminals.



How Your Data Is Used Without Permission

- Identity theft: Stolen data opens accounts in your name.
- Price discrimination: Companies charge more based on your browsing history.
- Targeted scams: Criminals use your data for personalized phishing attacks.

What's on the internet, stays on the internet forever.

What is URL Spoofing?

Attackers mimic legitimate login pages with subtle URL changes.

Example: paypal.com instead of [paypal.com](https://www.paypal.com) or [microsoft.com](https://www.microsoft.com)

Using characters like "rn" instead of "m".

The Escape Room Challenge

1

Full News Article

The main story you need to verify

2

Two Supporting Images

Photos or graphics accompanying the story

3

Reader Comment

A short response or reaction

4

One Graph or Chart

Data visualization to analyze

The Twist: Some groups have real articles. Some have fake ones. Nobody knows which is which. **Your mission:** Prove which one you have. With evidence.

Credibility Checks

Snapes & FactCheck.org

They're okay for quick verification but not always efficient. Use [ChatGPT](#) + [Bing Search Mode](#) or pure Google search for checking stories, claims, articles
Not perfect, but a reliable starting point for your investigation



Additional Techniques

EXIF Metadata: Hidden data in images reveals camera type, location, date, and editing history.

Whois.com: Who owns the website, When it was created
If it was made just two days ago → Instant red flag

Wayback machine (Archive.org): Shows previous versions of the website.

<https://mediabiasfactcheck.com/fact-check-search/>
Checks: credibility of media outlets, political bias, reputation

Quick Reference Guide

Images & Photos



Use: Google Reverse Image Search

- Find the original source
- Detect edited or cropped versions
- Check context: date, place, original story
- Identify [deepfake](#) indicators

TinEye (For Images)



Use it for:

- Finding the oldest version of an image
 - Detecting AI-generated or synthetic images
- If TinEye cannot find it → suspicious (probably AI-generated or synthetic).

Videos & Clips



Use: InVID

- Extract keyframes for analysis
- Check for [deepfake](#) indicators
- Review metadata and timestamps
- Verify social media video sources

01

Quotes

Search exact phrase in quotation marks

03

Accounts

Check account age and posting history

02

Statistics

Track down and verify original source

04

Links

Run scam checks and verify SSL certificates

Presenting Your Findings



The Claim

What story were you investigating? What was it claiming?



Your Process

What steps did you take? How did you divide the work?



Tools Used

Which fact-checking tools did you deploy?



Evidence Found

What specific proof did you discover? Show screenshots or examples



Final Verdict

REAL or FAKE — and why



Confidence Level

Rate 1-10 and explain why you chose that number



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DAY 4

Digital Safety, Cyber Awareness & Digital Ethics

Theme:

Digital Safety, Cyber Awareness, and Ethical Online Behavior

Focus:

Understanding how cyberattacks really happen, learning practical cyber hygiene habits, and exploring digital responsibility through hands-on simulations and creative business challenges.

Key Questions:

- How easily can accounts and data be compromised?
- Why are human mistakes more dangerous than technical flaws?
- How can youth workers promote safer digital habits in everyday practice?

What We Did

We focused on raising awareness about digital security risks while maintaining a playful, creative, and practical approach to learning.

The morning started with a dynamic sales pitch exercise, where participants worked in small teams to create a short sales pitch for a random, everyday item. This activity highlighted persuasion techniques, communication skills, and how easily people can be influenced.

This was followed by an interactive session on how easily accounts can be hacked, including demonstrations of password-cracking logic, and real-life attack scenarios. Participants explored how passwords are stolen in practice through data breaches, phishing and fake Wi-Fi networks.

Through a hands-on group exercise, participants connected key cybersecurity terms with their definitions, reinforcing learning through collaboration. The session also included demonstrations of tools that allow users to check whether their data has appeared in known breaches.

In the afternoon, participants returned to their sales teams to develop a digital sales pitch campaign, transforming their random product into a full business concept. The task required them to think critically about business models, funding, marketing with no budget, digital promotion, hiring, and long-term survival.

DAY 4

Digital Safety, Cyber Awareness & Digital Ethics

Key Topics & Learning Points

- How cyberattacks exploit human behavior
- Weak vs strong passwords and password reuse risks
- Real-life methods of password theft
- Phishing emails, fake links, and artificial urgency
- Fake Wi-Fi networks and data interception
- Digital privacy, cyber hygiene, and ethical responsibility
- Persuasion, trust, and manipulation in digital environments

Methods & Activities Used

- **Sales Pitch Presentation:** teams created a short persuasive pitch for a random product, highlighting communication and influence techniques.
- **Interactive Lecture - How Easily You Can Be Hacked:** demonstrations of password weaknesses, password-cracking logic, and common cyberattack methods.
- **Cybersecurity Terms Matching Exercise:** small groups connected key digital security terms with definitions to reinforce understanding.
- **Real-Life Case Examples:** discussion of common passwords, real breaches, and everyday cyber risks.
- **Tools Demonstration:** live checks of leaked credentials and password safety using publicly available tools.
- **Workshop - Digital Sales Pitch Campaign:** teams developed a full digital business and marketing strategy, covering funding, production, marketing without money, customer acquisition, and long-term survival.
- **Discussion & Reflection:** conversations about online privacy, cyber hygiene habits, and ethical digital decision-making.

DAY 4

Visuals from the Training



How Hackers Really Work Psychology Over Technology

Real cybercriminals don't "break in" with crazy coding skills — they wait for you to make a mistake and invite them in.

Most successful attacks exploit human behavior, not technical vulnerabilities.
Hackers use psychology, social engineering, and patience more than advanced coding skills.

How Passwords Are Stolen in Real Life

- 01 Data Breaches**
When websites get hacked, your login credentials leak into databases sold on the dark web
- 02 Fake Wi-Fi Networks**
Attackers create convincing hotspots like "FreeAirport_WiFi" or "Starbucks_Guest" to intercept traffic
- 03 Evil Twin Attack**
A malicious network cloned to look identical to legitimate Wi-Fi, capturing everything you send
- 04 Man in the Middle**
Attackers position themselves between you and the internet, secretly monitoring all your activity
- 05 Malware & Keyloggers**
Malicious software installed on your device records every keystroke, including passwords

How Password Cracking Actually Works The Reality vs The Myth

Movie Myth: Hackers furiously typing on multiple screens, lines of green code flying past.

Reality: Automated tools running mathematical algorithms, testing millions of combinations per second without human intervention.



Brute Force

Try every possible character combination systematically until the password is found

Dictionary Attacks

Test common words, phrases, and known password patterns from massive databases

Credential Stuffing

Use leaked password lists from previous breaches to try across multiple sites

Phishing: The #1 Way People Get Hacked

Make you click before you think.

Artificial Urgency

"Your account will be closed in 24 hours unless you verify now!"

Too Good to Be True

Prizes, refunds, or offers that seem unrealistic or unexpectedly generous

Unexpected Attachments

Files you weren't expecting, especially invoices, receipts, or "important documents".



Attack Origin

90% of successful cyberattacks start with a phishing message

TASKS

1. Define Your Product

Turn your random item into a "real" product. Decide:

- What is it?
- What problem does it solve?
- Who is the target audience?
- What makes it unique/funny/innovative, worth buying

Make a short product description (2–3 sentences).

2. Create the Branding

Develop the identity of your product:

- Brand name
- Slogan
- Logo idea
- Color palette / style

3. Social Media Campaign

Create at least three pieces of content from the list below:

- Instagram Post (with caption) (recommended)
- TikTok/Short video concept (30–60 sec) (recommended)
- Twitter/X post (short, punchy message)
- Influencer collaboration idea
- Hashtags for the campaign

4. Website Landing Page (optional)

Create a simple outline for a product website page:

- Hero section
- 3 product features
- Testimonials
- Call to Action ("Buy now", "Try today", etc.)

It doesn't need to be developed — just described or a simple sketch

5. Final Sales Pitch

Prepare a 1–2 minute pitch selling your product. Include:

- What the product is
- Why people "must" have it
- Main selling points
- Your slogan

WHAT YOU MUST SHOW (5 minutes)

- Product description
- Brand identity (name, slogan, logo sketch)
- Social media content
- Optional website outline
- Final sales pitch



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DAY 5

Creativity, Gamification & Engagement

Theme:

Creativity, Gamification, and Engaging Youth in the Digital Age.

Focus:

Understanding how attention works, why traditional lectures fail, and how to transform boring content into engaging, interactive learning experiences using gamification principles and digital tools.

Key Questions:

- Why do young people disengage so quickly?
- What makes learning experiences fun, memorable, and meaningful?
- How can youth workers design sessions that truly engage instead of overwhelm?

What We Did

We focused on creativity, energy, and practical engagement techniques that youth workers can immediately apply in their own work.

The morning session introduced gamification in learning, breaking down what gamification actually is. Participants explored how attention, motivation, emotion, and feedback influence learning, especially in a digital environment where young people are constantly competing with endless online content.

Rather than focusing only on tools, the session emphasized experience design: how storytelling, challenges, and feedback loops can transform passive sessions into interactive journeys. Participants were introduced to commonly used engagement tools such as Kahoot, Mentimeter, Padlet, Miro, and Slack. AI tools such as ChatGPT and Canva AI were demonstrated as creative assistants, showing how they can help generate quiz questions, slogans, prompts, or content ideas while still requiring human creativity and critical thinking.

In the afternoon, after an energizing pantomime game, participants worked in groups on a hands-on challenge: turning a ridiculously boring topic into a fun, engaging learning experience. Using the concepts from the lecture, teams redesigned dull content by adding story, interaction, challenges, humor, and rhythm.

DAY 5

Creativity, Gamification & Engagement

Key Topics & Learning Points

- The modern attention economy and its impact on learning
- Why traditional lectures often fail in youth work
- What gamification really means (and what it doesn't)
- Story, challenge, and feedback as core engagement elements
- Psychological triggers behind motivation and participation
- Pacing, novelty, and variety in session design
- Using AI and digital tools as creative support, not replacements

Methods & Activities Used

- **Interactive Lecture: Gamification in Learning:** explanation of engagement psychology, attention span, and experience design.
- **Tool Showcase:** overview of Kahoot, Mentimeter, Padlet, Miro, Slack, and AI tools for creative support.
- **AI Integration Demo:** using AI to generate quiz questions, ideas, and creative prompts.
- **Physical Energizers:** sports activities and pantomime guessing game to reset attention and energy.
- **Group Challenge - Fix the Boring Topic:** teams redesigned dull content using storytelling, challenges, humor, and interactive formats.
- **Presentations & Feedback:** groups presented their redesigned concepts and reflected on engagement techniques.

DAY 5

Visuals from the Training

The Reality: The Battle for Attention

In a world of endless scrolling, you are competing with the entire internet. The window to make an impact is smaller than ever before.

8 sec

Average Attention Span
That's less than a goldfish. You have mere seconds to hook them before they scroll away mentally.

0%

Tolerance for Boredom
If the content feels stale or passive, young people disconnect immediately. Disengagement is the enemy of learning.

100%

Desire for Connection
Despite the digital noise, the craving for genuine, fun, and emotional connection remains higher than ever.

Myth Busting: Gamification ≠ Just Playing Games

What people *think* it is:

Playing Kahoot quizzes endlessly
Giving out random points or badges
Making everything a competition

What it *actually* is:

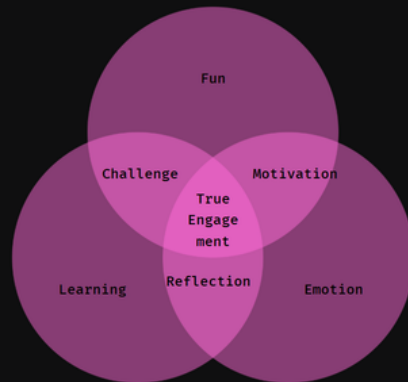
Experience Design: Crafting a journey that feels significant.
Psychological Triggers: Using mechanics that drive motivation.
Narrative Integration: Weaving content into a story.



The "Lecture" is Dead



- 1**
Death by PowerPoint
Walls of text with zero emotional resonance.
- 2**
Passive Consumption
Asking youth to sit still and listen without participating.
- 3**
Monotone Delivery
No breaks in attention, no rhythm changes, no energy.



Hack #1: Radical Participation

Ask, Don't Tell

Replace statements with questions. Let them derive the answers.

Creation over Consumption

Have participants build a model, draw a map, or film a video.



Hack #2: Master the Pacing

The human brain craves novelty. Keep the energy high by mastering the rhythm of your session.

The 5-7 Minute Rule

Never do the same thing for more than 7 minutes. Switch from listening to discussing to moving.

Inject Mystery

Don't reveal everything at once. Use "mystery boxes" or hidden info to spark curiosity.

Humor & Surprise

Use memes, unexpected examples, or physical energizers to reset the room's attention.

Your Mission Today

Understand Design

Grasp the psychology behind why youth tune out and what brings them back in.

Transform Content

Take a boring topic and "remix" it into an interactive challenge.

Practice Storytelling

Learn to weave narratives that make dry facts feel like an adventure.

Build Interactive Learning

Walk away with a concrete toolkit of games, prompts, and flow techniques.



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DAY 6

Project Management

Theme:

Project Management & Teamwork Under Pressure

Focus:

Learning how to organize and plan projects, work effectively in teams, and understand why youth projects fail.

Key Questions:

- Why do most youth projects fail despite strong motivation?
- How does structure influence teamwork and accountability?
- What tools help young people manage projects more effectively under pressure?

What We Did

We focused on helping participants understand the foundations of effective project management and teamwork through a mix of reflection, simulation, and practical tasks.

The morning began with a reflective session on personal goals and direction, encouraging participants to think about what they want to do, have, and achieve, and how planning connects everyday actions with long-term outcomes. This was followed by a workshop on project organization, where participants explored how structure, clear roles, and shared goals impact team performance.

Through a role-based group activity, participants were challenged to redesign an intentionally boring event while acting out assigned “toxic” team roles. This simulation allowed them to experience firsthand how poor communication, unclear responsibilities, and unproductive behaviors affect teamwork and results.

After lunch and energizing sports activities, participants moved into a realistic project management task. Working in teams, they planned an event, defined roles, organized tasks, and created basic content under time pressure, applying the tools and principles introduced earlier in the day.

DAY 6

Project Management

Key Topics & Learning Points

- Why youth projects fail: missing structure rather than lack of ideas
- The importance of clear goals, defined roles, and visible tasks
- Teamwork psychology: assumptions, accountability, and responsibility
- How structure reduces stress and improves collaboration
- Using digital tools to make teamwork visible and organized

Methods & Activities Used

- **Reflective Session - To Do, To Have, To Achieve:** a guided reflection helping participants connect personal goals with planning and responsibility.
- **Workshop – How to Organize and Plan Projects:** an interactive session introducing core project management principles.
- **Group Activity – Fix the Boring Event:** a role-based simulation demonstrating ineffective teamwork and the consequences of poor structure.
- **Sports & Energizer Activities:** physical activities used to reset energy and improve focus.
- **Practical Task – Event Planning Under Pressure:** teams planned and organized an event, assigning roles, setting tasks, and creating basic content using project management tools.

DAY 6

Visuals from the Training

The Anatomy of Failure

Most youth projects don't fail because of bad ideas or lazy people. They fail because the invisible infrastructure is missing. When "systemless" meets "deadline," chaos always wins.

The Goal Gap

Without a singular North Star, the team scatters in different directions.

Role Ambiguity

When everyone is responsible for everything, no one is responsible for anything.

Invisible Deadlines

Dates that aren't visualized and shared are just suggestions.

No Digital Home

Communication fractures across texts, emails, and social media.

"Most problems aren't people problems — they're structure problems."

Teamwork Psychology 101



Understanding how young volunteers think is the first step to managing them. The teenage brain craves clarity but often avoids ambiguity.

Assumption is the Enemy: People assume others know what to do. They usually don't.

Visibility drives Action: Youth tend to avoid responsibility if tasks aren't publicly visible.

Structure reduces Stress: Uncertainty causes anxiety. Clear systems create psychological safety.

Visibility

Tasks must be seen by everyone.

Accountability

Ownership becomes undeniable.

Momentum

Progress fuels motivation.

The Blueprint for Order

To fix chaos, you must build a foundation. Every successful project relies on these five pillars standing together.

One Shared Goal

A single, unmissable objective that everyone can recite.

Clear Roles

Specific definitions of who handles what.

Visible Tasks

A public board where work status is transparent.

Structured

Comments dedicated to specific topics, not noise.

A Digital Home

One link that rules them all.



Miro: The Creative Canvas

When you need to think outside the box, get out of the spreadsheet. Miro is an infinite whiteboard for remote or hybrid brainstorming.

Sticky Notes

Rapid-fire idea generation without the waste of paper.

Mind Maps

Visually connect disparate ideas to find the core strategy.

Workflows

Draw diagrams to map out user journeys or event logistics.

Pro Tip: Use Miro for the "messy" start of a project, then move finalized plans to Trello.

Notion: The All-in-One Brain

For teams that need a customizable wiki. Notion combines documents and data into a single, beautiful workspace that youth leaders actually enjoy using.

Pages & Structure

Create clean, nested hierarchies of information. It works like a private website for your team.

Smart Databases

More powerful than a spreadsheet. Filter views to see only what matters right now.

Templates

Don't start from scratch. Duplicate page structures for recurring events.

Embeds

Centralize everything. Embed Google Maps, PDFs, and videos directly into the page.

Slack: The Comm Hub

Slack moves conversation out of private texts and into a shared workspace. It creates a searchable history of decisions.

Channels

Organize conversations by topic (e.g., #marketing, #logistics) to reduce noise.

Direct Messages

Private chats for sensitive feedback or 1:1 coordination.

@ Mentions

Use tags to notify specific people without spamming the whole group.



Best for: Keeping updates in one place and clarifying quick questions instantly.

GROUP 1 — "The Misinformation Meltdown"

Theme: Fake news, media literacy, AI-generated content.

Story:

A youth media team accidentally posted misleading AI-generated content on their social channels.

The audience is confused.

Comments are exploding.

Some images were clearly AI... some weren't... and nobody can tell which is which.

The team left behind:

- No verification process
- A folder with 200 images labeled "REAL???"
- A 7-paragraph caption full of dramatic language
- Two contradictory posts
- No content plan
- No crisis strategy

Your mission:

Save their reputation.

Deliverables:

1. A Fact-Check Workflow (simple 4-5 steps in Trello or Google Doc)
2. A fixed version of one bad post (improved caption + correct info)
3. A Slack crisis communication plan (who communicates what)
4. A "How to spot AI content" mini-guide (1 slide)

GROUP 2 — "The Ridiculously Boring Lecture You Must Save"

Theme: Turning boring content into engaging youth activities

Story:

Tomorrow, a youth workshop is scheduled on Critical Thinking. The trainer left everything behind... and it's AWFUL.

- 47 slides filled with text
- No breaks
- No interaction
- An activity called "Worksheet Reflection 38"
- No clear learning outcomes
- Timing makes no sense

Your mission:

Convert this disaster into an engaging youth-friendly workshop.

Deliverables:

1. A new timeline + flow (Google Doc or Slide)
2. 1 gamified activity to replace the boring ones
3. A Trello board assigning jobs
4. A short story-based intro (because you did storytelling & narratives)



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DAY 7

Reflections

Theme:

Reflection, Presentation & Future Planning

Focus:

Consolidating learning through reflection and presentation, strengthening peer feedback skills, and helping participants translate their digital youth work experience into concrete future actions within their own organizations and communities.

Key Questions:

- What have I learned throughout the training and how has my perspective changed?
- How can reflection and portfolios support learning and professional growth?
- How can youth workers apply digital youth work practices in their future initiatives?

What We Did

Attention on reflection, synthesis, and looking ahead by helping participants organize, present, and evaluate their learning journey.

The day began with participants working on updating and finalizing their digital portfolios, collecting all exercises, campaigns, personas, reflections, visuals, and learning outcomes from previous days into one structured document. A peer-review session allowed participants to exchange feedback and improve their portfolios through collaborative reflection.

In the afternoon, presentations of mini toolkits and personal digital portfolios, where participants shared their work, ideas, and creative outputs developed throughout the training. This was followed by peer feedback and group discussion, encouraging constructive reflection on what worked well and what could be improved.

The day concluded with a future-oriented workshop and reflection session focused on networking, future initiatives, and shared experiences.

DAY 7

Reflections

Key Topics & Learning Points

- The importance of reflection in learning and professional development
- Presenting and evaluating digital youth work projects
- Giving and receiving constructive peer feedback
- Building and maintaining a digital portfolio
- Translating training experiences into future youth work initiatives
- Networking and collaboration beyond the training

Methods & Activities Used

- **Individual Task – Digital Reflection Toolkit:** participants created a personal PDF document summarizing learning outcomes, reflections, highlights, tips, and future applications.
- **Portfolio Presentations:** participants presented their mini campaigns and digital portfolios, sharing creative and learning outcomes.
- **Peer Feedback & Discussion:** structured reflection on strengths, improvements, and key takeaways.
- **Portfolio Development Session:** individual work on compiling exercises, reflections, visuals, and experiences into a digital portfolio.
- **Peer Review Workshop:** participants reviewed each other's portfolio drafts and provided constructive feedback.
- **Future Initiatives & Networking Workshop:** group discussion and planning focused on applying digital youth work skills in home organizations.

DAY 7

Visuals from the Training

Individual Task: Create Your Digital Reflection Toolkit (PDF)

You will now create your own **Digital Reflection Toolkit** — a personal document summarizing everything you learned and experienced in the past few days.

This is a free-format assignment:

- You choose the layout, design, and style.
- Use any tool (Canva, Google Docs, Word, Notion...).
- Your final submission must be a **PDF document**.

Below are the tasks you should cover, with guiding questions and examples to help you understand what to include.

Task 1 — Your Learning Overview

What to include:

- What new knowledge you gained
- What concepts or tools were unfamiliar before
- What finally “clicked” for you

Examples:

- spotting fake/AI-generated content
- dealing with chaos in teamwork
- understanding digital behavior
- organizing tasks using tools like Slack or Trello

Task 2 — Expectations vs. Reality

Guiding questions:

- What did you expect from these days, what was different or surprising?
- What challenged you?

Task 3 — Overview of Each Day (Lectures, Activities & Social Moments)

Give a short reflection for every day of the program.

For each day, you can include things like:

- What you learned in the lecture (key points, surprising ideas)

- What activity stood out
- Socializing highlights
- Something memorable or funny
- Something confusing that later made sense

Task 4 — Highlights & Key Moments

Pick your biggest moments from the workshop.

Ideas to include:

- funniest part
- most confusing part
- most meaningful conversation
- most surprising thing
- best teamwork moment
- a moment you will remember

Task 5 — What You Think Is Important

List your own “Top 5 Most Important Things” from the past days.

Example:

- “Always check sources before sharing.”

Task 6 — Your Tips & Tricks

Share your personal strategies.

This can be about:

- staying organized
- dealing with stress
- working in a team
- fact-checking
- leading a group

Task 7 — How You Can Use This in the Future

Key Takeaways & Results

The training resulted in strong learning outcomes across knowledge, skills, and mindset.

Skills Developed

- Digital literacy and critical thinking
- Fact-checking and misinformation detection
- Project planning and teamwork organization
- Digital campaign design and presentation
- Reflective practice and portfolio building

Mindset Changes

- Increased awareness of how digital systems influence behavior
- Greater confidence in questioning online content
- Shift from passive consumption to critical engagement
- Understanding that project failure is often structural, not personal

Confidence & Self-Expression

- Improved ability to present ideas and projects
- Stronger communication in group and peer-feedback settings
- Increased willingness to experiment creatively

Team Dynamics

- Better understanding of roles, responsibility, and structure
- Awareness of how poor communication affects collaboration
- Practical experience in both dysfunctional and well-organized team settings

Digital Awareness

- Higher sensitivity to digital safety, privacy, and ethics
- Stronger sense of responsibility when creating or sharing content online

Resources & Materials

During the training, participants were introduced to and worked with a wide range of digital tools and materials, all of which were made accessible for future use.

Tools Used

- Slack
- Trello
- Google Workspace (Docs, Sheets, Drive, Calendar)
- Notion
- Miro
- Canva & Canva AI
- ChatGPT
- Kahoot
- Mentimeter
- Padlet

Materials Provided

- Presentation slides (PPTs)
- Workshop templates
- Reflection and portfolio prompts
- Campaign and project planning frameworks
- Fact-checking resources and tool guides

All materials, templates, and resources were shared via a central Drive folder, allowing participants to revisit content and reuse materials after the training.

Final Page

This program combined digital skills, creativity, reflection, and teamwork to support young people and youth workers in navigating the digital world with confidence and responsibility. Through interactive sessions, daily energizers, varied reflection formats, and hands-on activities, participants developed not only practical tools but also critical awareness and collaborative skills essential for modern youth work.

We thank all participants, facilitators, and partners for their engagement, openness, and creativity throughout the process. This toolkit and program structure can be reused and adapted for future editions, ensuring long-term impact beyond the training itself.

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