



VIP VALUES+

Module 3: Taking Action

ICT Tools and processes for Peace Projects creation

Content of Module 3:

- ❖ Intro: What are we going to learn?
- ❖ Innovation processes. Think different, take action
- ❖ Digital tools to change the world: Vipvalues.org & Empodera.org
 - Registering
 - Creating initiatives
 - Taking action
 - Spreading the Word
 - Presenting your initiative
 - Uploading your work for evaluation

120 minutes

INTRO: What are
we going to learn?

What are you going to learn?

- How to apply the SDGs learned
- What is an innovation process
- How to get into the action
- Digital skills
- Teamwork
- Communication skills
- Marketing tools



“Be a global citizen. Act with passion and compassion. Help us make this world safer and more sustainable today and for the generations that will follow us. That is our moral responsibility”.

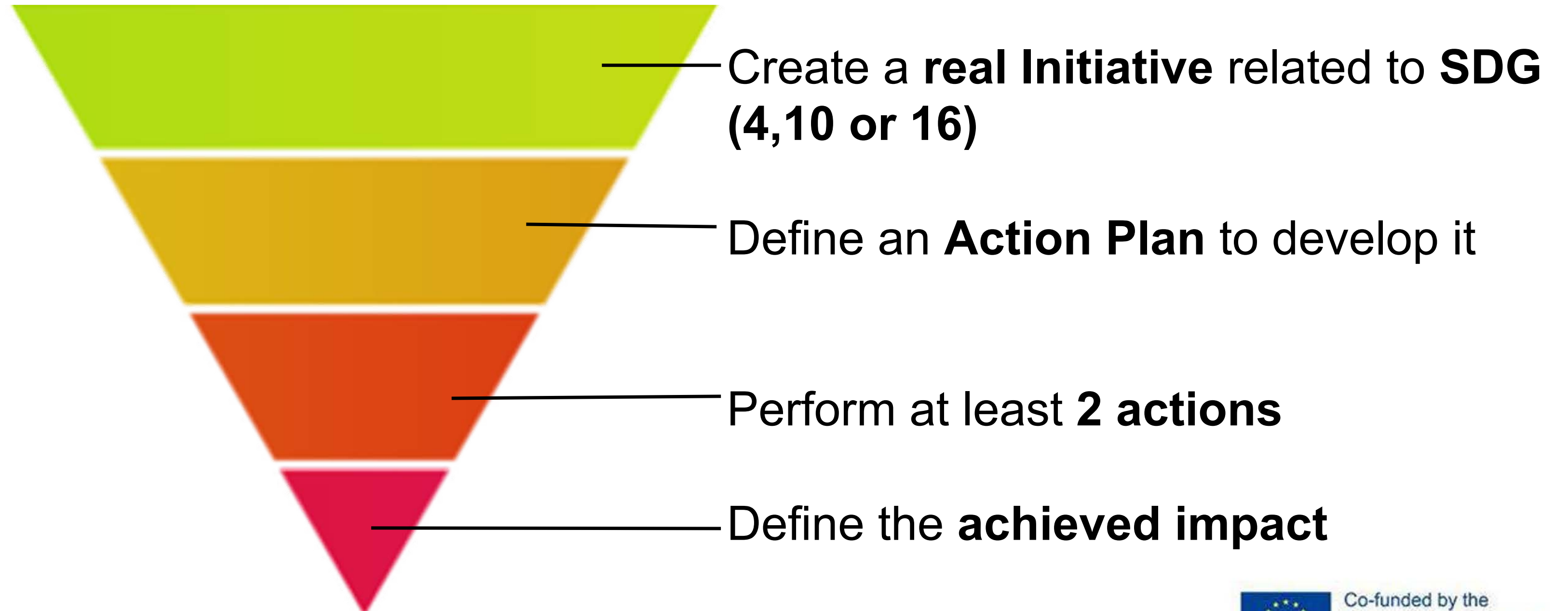


UN Secretary-General Ban-Ki Moon



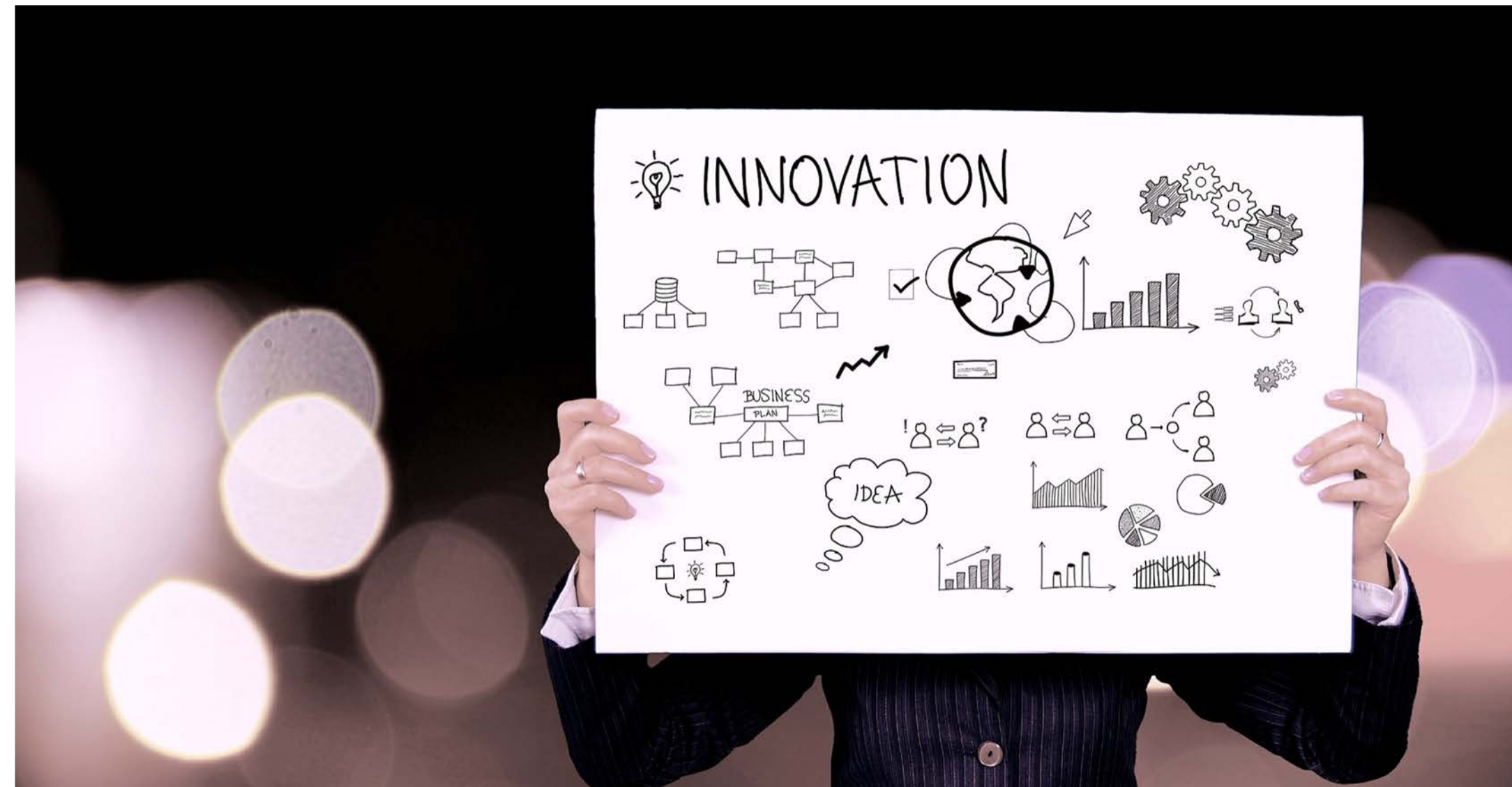
INNOVATION
PROCESSES.
THINK
DIFFERENT,
TAKE AN ACTION

How does this innovation **process work?**



The innovation process

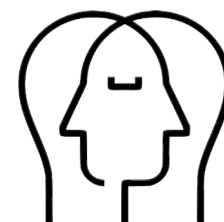
- It is a set of steps between an idea's conception and its implementation.
- This system manages a flow of ideas and projects
- Prototyping and implementation



Innovation Processes - Design Thinking

“Design Thinking” Process >>

Human-centered phase.
Put yourself in the user's shoes.
Tastes, emotions, fears...



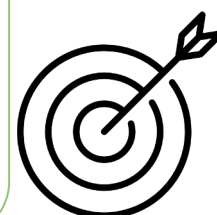
1. EMPATHIZE



3. DEVISE

Think about as many ideas as possible to solve
the problem. Do not set limits.

Clearly defines the user's main problem in order to
solve it.



2. DEFINE



5. TEST

Test the idea through users,
collect information, improve and iterate the process.



4. PROTOTYPE

Give life to the idea that
solve the problem.
prototype, model,
storyboard etc



The Lean Startup Method

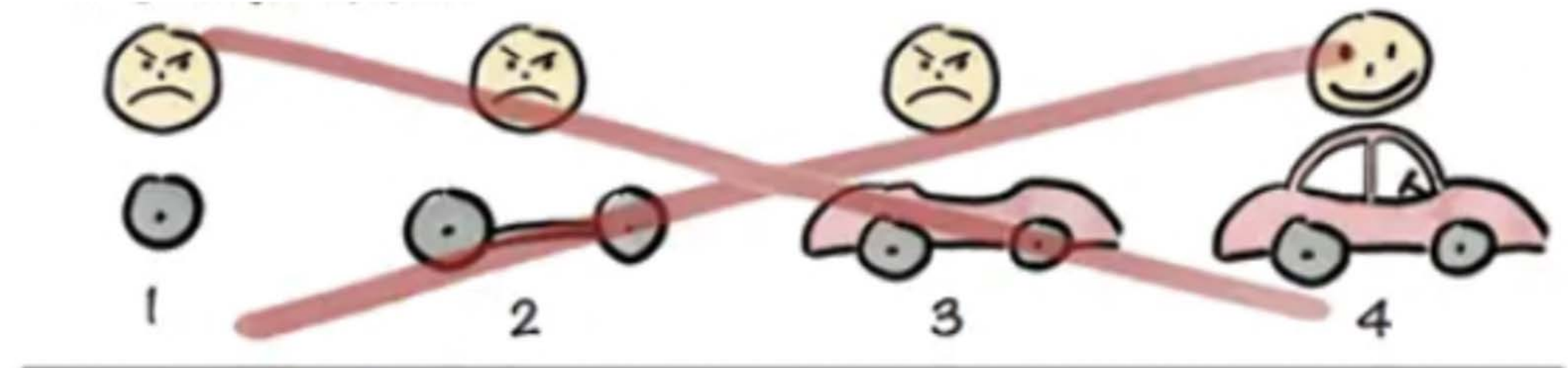
- Build projects and launch products quicker
- More in line with people needs
- **MVP** Minimum Viable Product



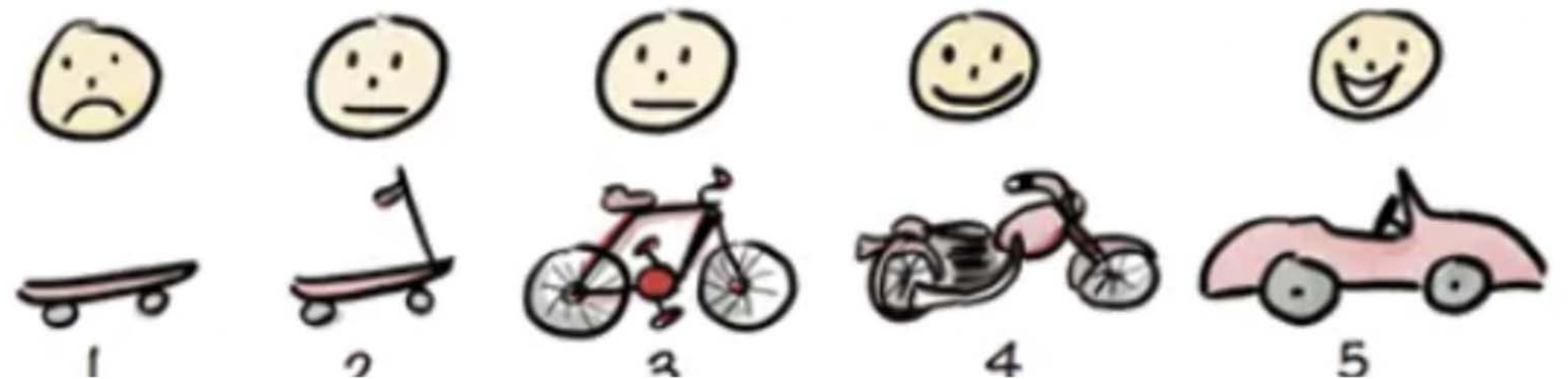
 [Play the video](#)

MVP Minimum Viable Product

- We do not offer the car in installment
- We give a useful prototyp



Like this!





**Laila Josefin-Azhar,
Founder of Techfugees**

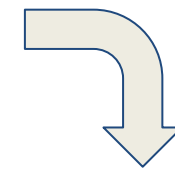
- Techfugees is an impact driven global organisation nurturing a sustainable ecosystem of tech solutions supporting the inclusion of displaced people.

SDGs: 10 and 16

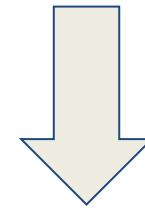


 [Play the video](#)

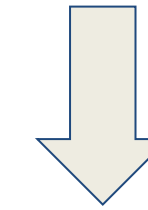
Which needs **could**
you solve?



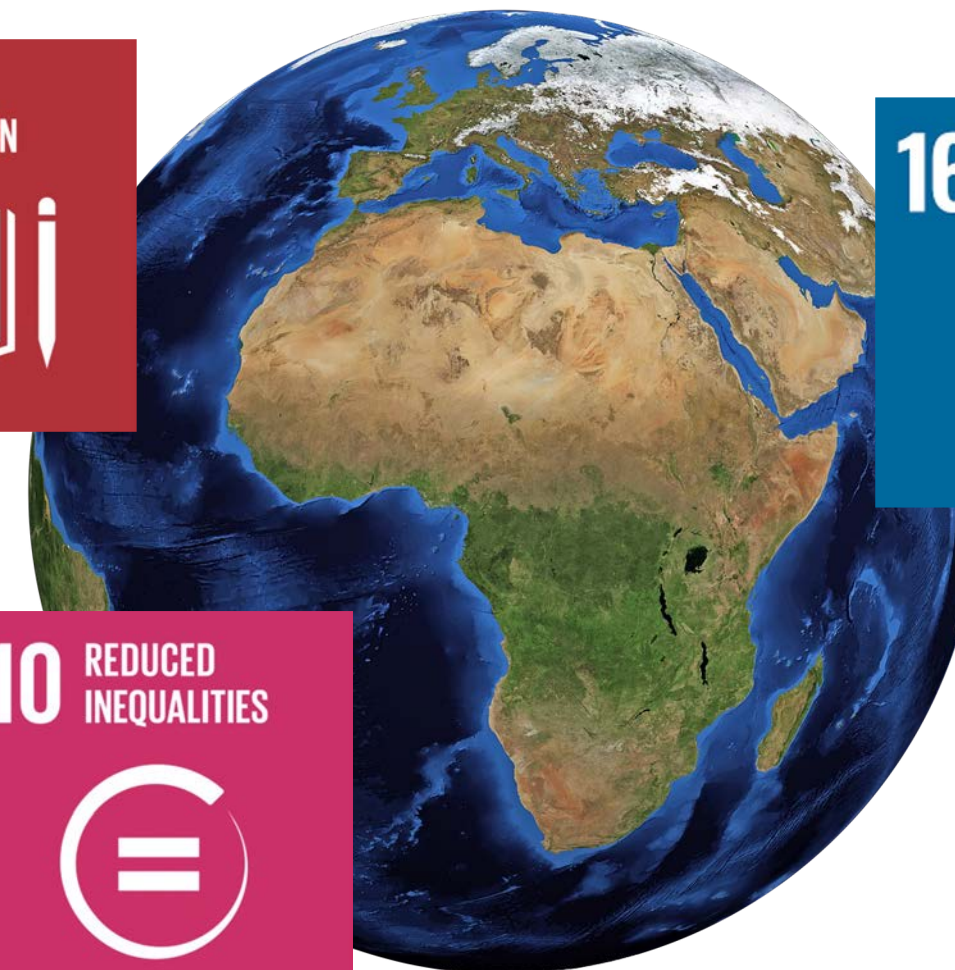
Think about some needs related to SDGs 4, 10 and 16



What would you like to **improve**



What can you do to make your **world**
a better place?



DIGITAL TOOLS
TO CHANGE THE
WORLD:
VIPVALUES.ORG
AND
EMPODERA.ORG



REGISTERING





Digital Tools: Registering at VIP Values

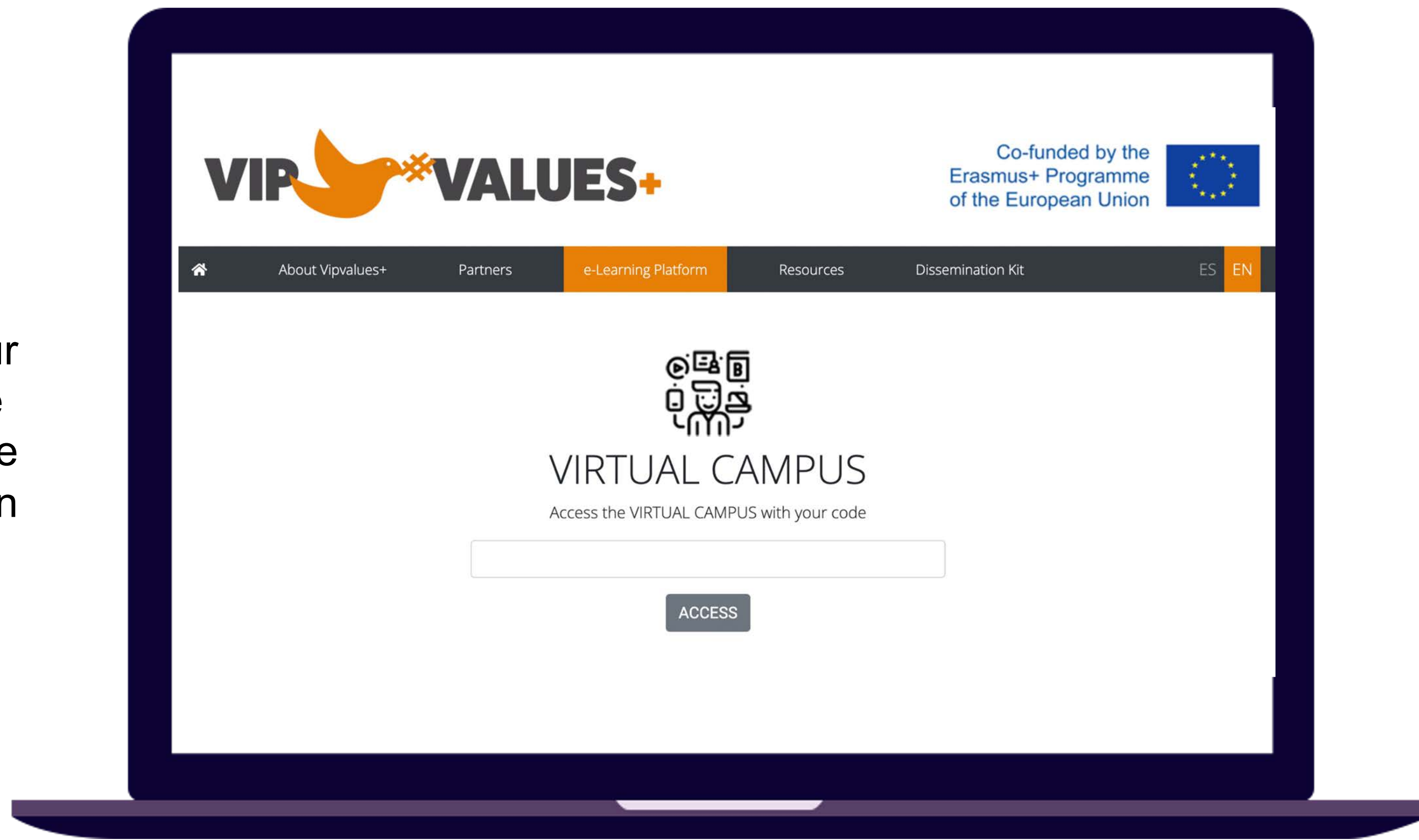
Step 1: Registration at
vipvalues.org

-Access the virtual campus at
the top right of the website



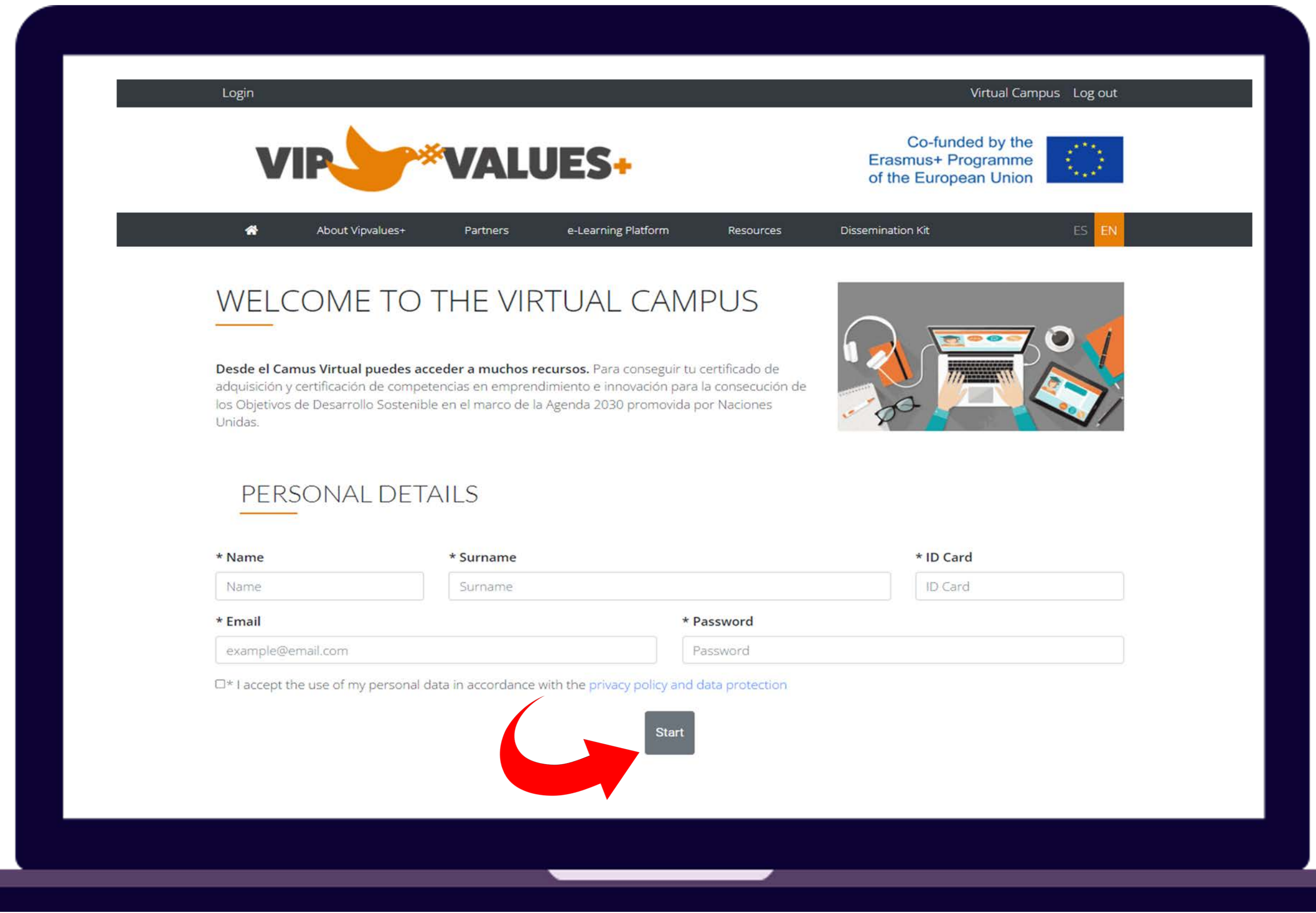
Step 1: Registration at vipvalues.org

- Enter the code provided by your organisation/ educational centre
- Keep the code, as you are going to need it to access again to upload your work.



Step 1: Registration at vipvalues.org

- Enter your personal details.
- Make sure your name and surname are correct, they will appear in your Certificate.
- Make sure your email address is correct, you will receive a confirmation email
- Keep your login details, as you will need it to enter www.empodera.org

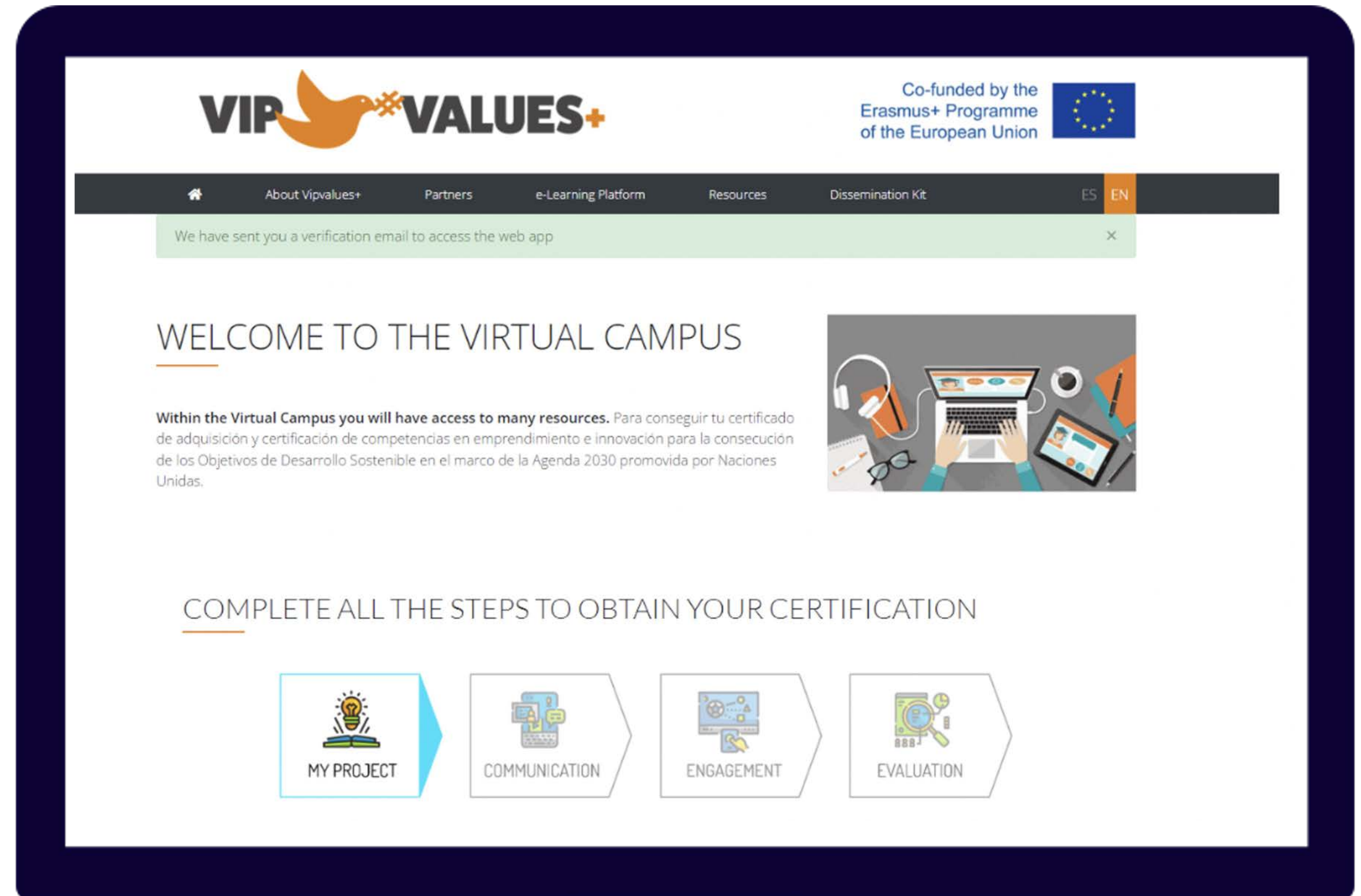


The screenshot shows the registration page for the Virtual Campus. At the top, there is a navigation bar with 'Login' and 'Virtual Campus Log out'. The main header features the 'VIP VALUES+' logo and a note that it is 'Co-funded by the Erasmus+ Programme of the European Union'. Below this is a secondary navigation bar with links for 'About Vipvalues+', 'Partners', 'e-Learning Platform', 'Resources', 'Dissemination Kit', and language options 'ES' and 'EN'. The main content area is titled 'WELCOME TO THE VIRTUAL CAMPUS' and includes a paragraph in Spanish: 'Desde el Camus Virtual puedes acceder a muchos recursos. Para conseguir tu certificado de adquisición y certificación de competencias en emprendimiento e innovación para la consecución de los Objetivos de Desarrollo Sostenible en el marco de la Agenda 2030 promovida por Naciones Unidas.' To the right of this text is an illustration of a person using a laptop. Below the welcome message is the 'PERSONAL DETAILS' form, which includes fields for Name, Surname, ID Card, Email (with a placeholder 'example@email.com'), and Password. A checkbox for accepting the privacy policy is located below the form. A red arrow points to the 'Start' button at the bottom right of the form.

Step 1: Registration at vipvalues.org

-Check your email inbox for the confirmation email. Click on the link, and your account will be activated.

-You may now enter www.empodera.org with your login details



CREATING INITIATIVES



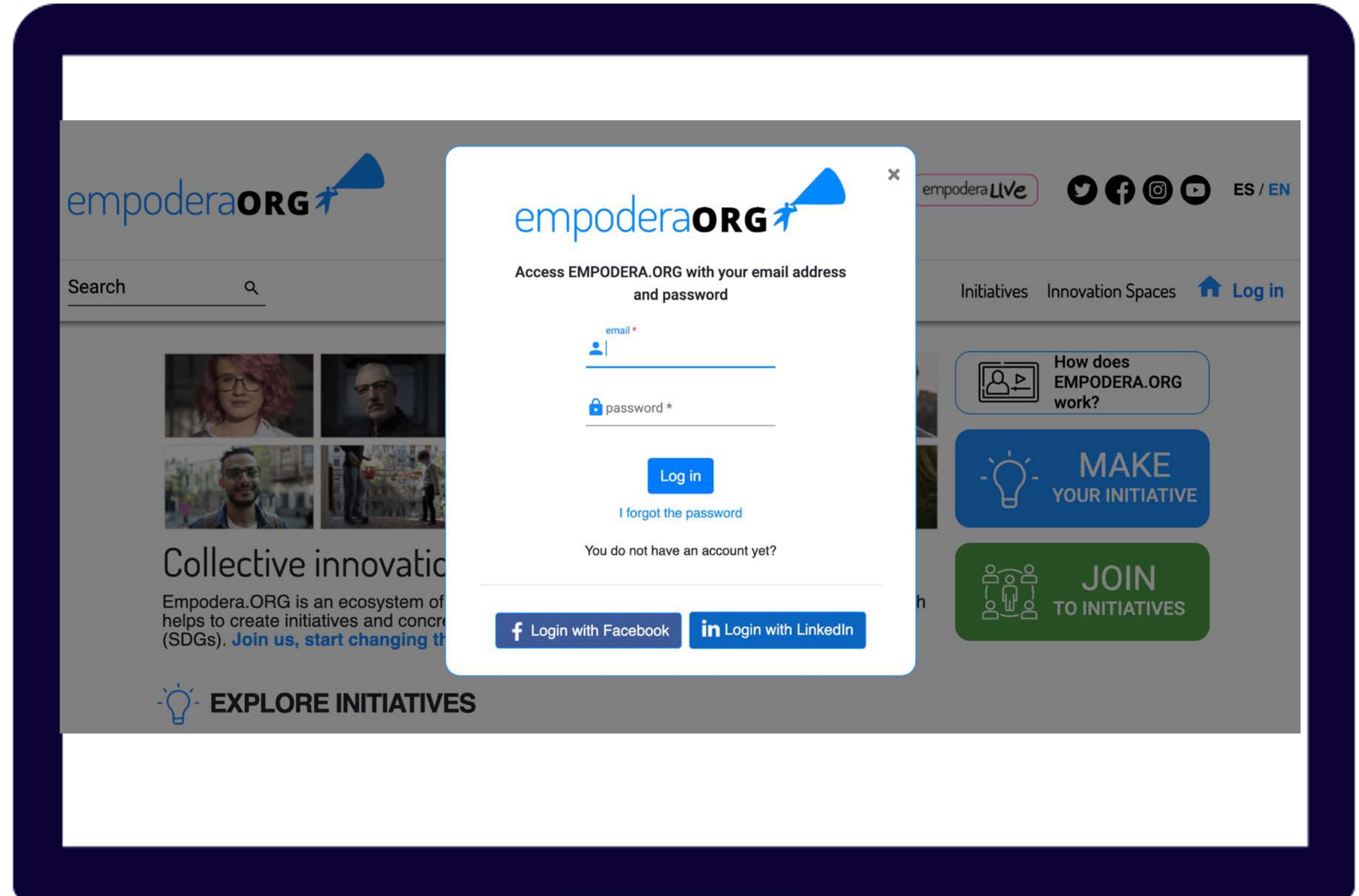
Create your own initiative

- Groups of 3-5 people
- Teamwork
- Brainstorming and initiative creation



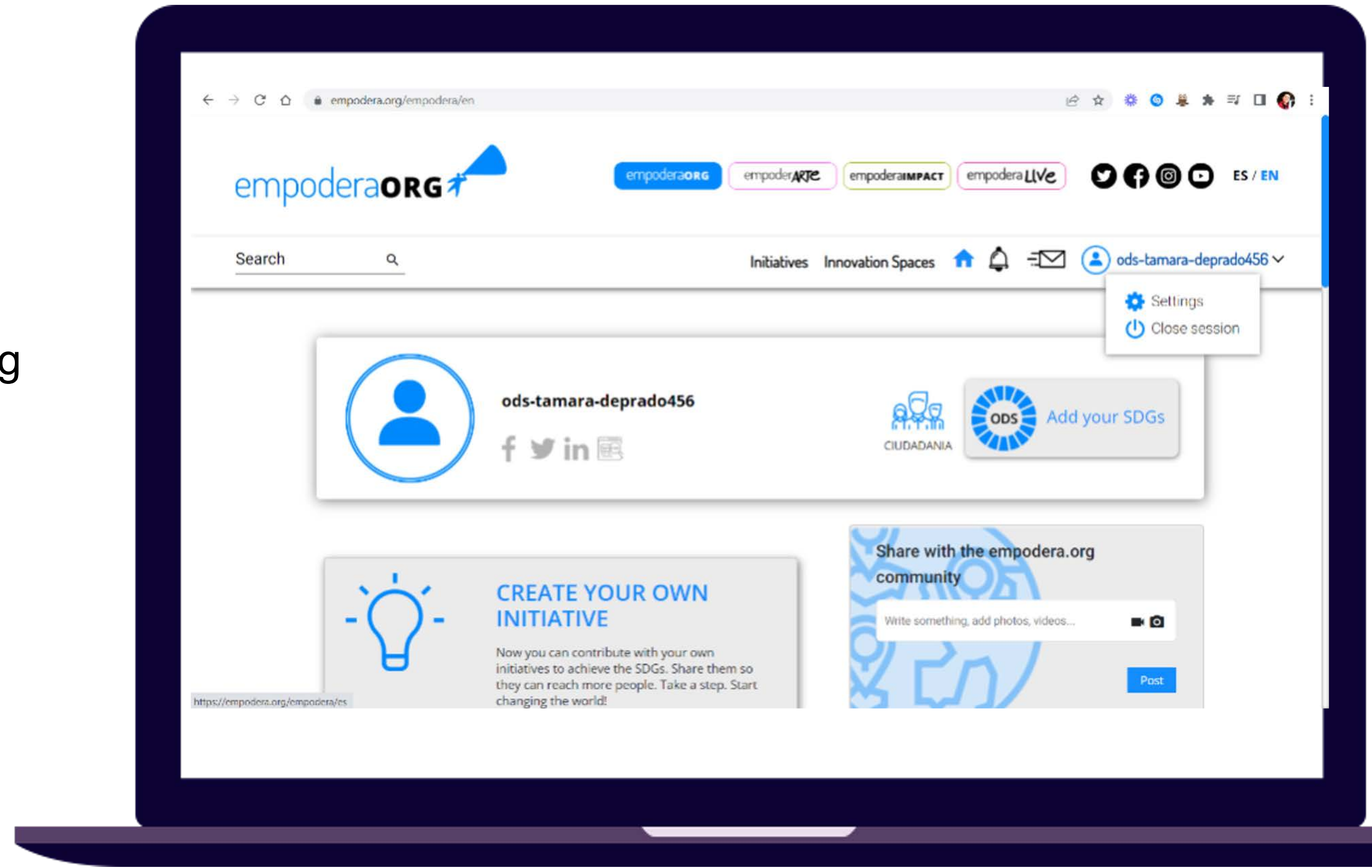
Step 2: Registration at empodera.org

-Login at www.empodera.org using the email and password you entered at vipvalues.org



Step 3: Working at empodera.org


- You may now start creating your initiative in the platform.
- 1 Initiative per group
- At least 2 actions per initiative



ABOUT empodera.org

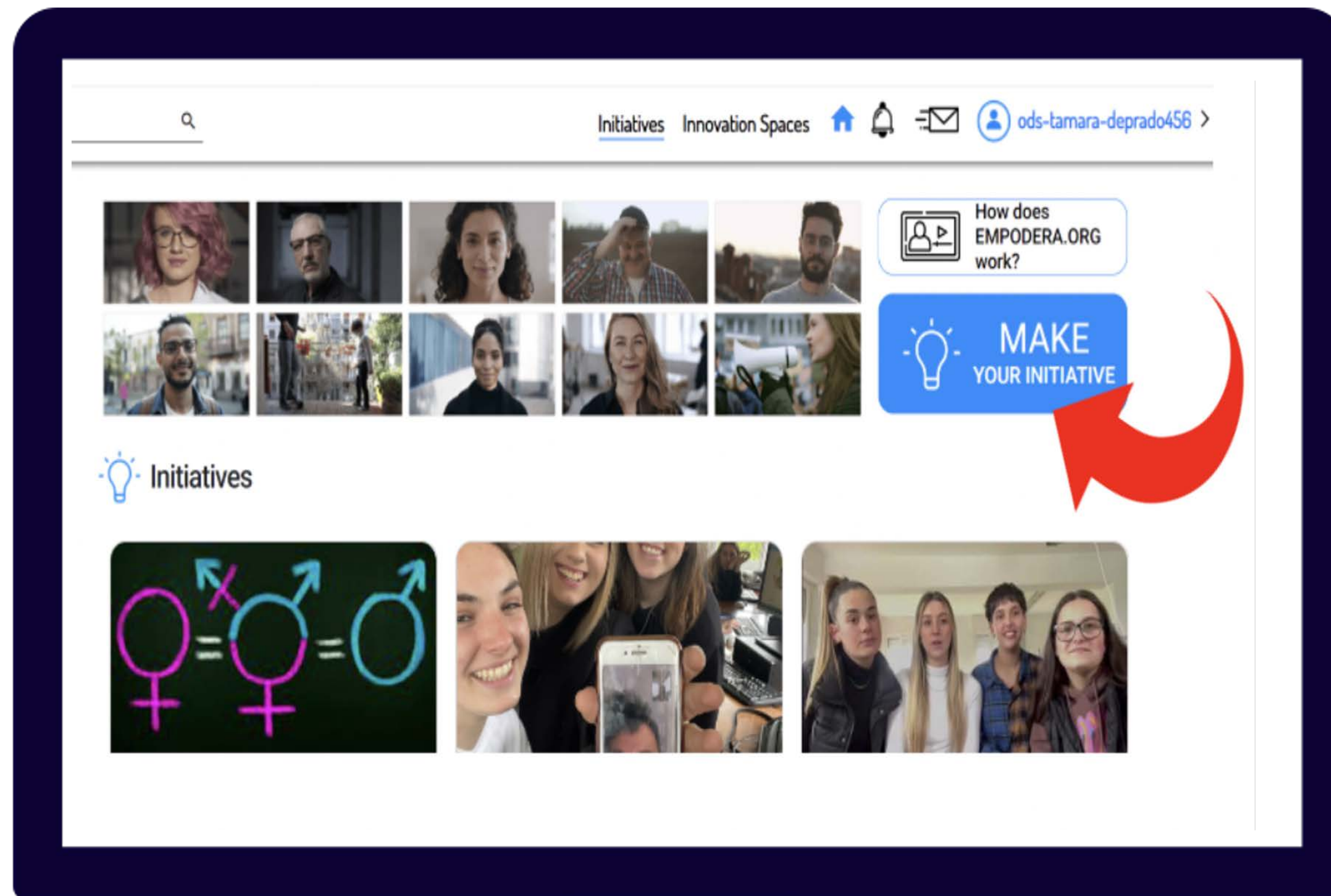


as renowned as Jack Dorsey, creator of Twitter,

 [Play the video](#)

Digital Tools: Creating initiatives

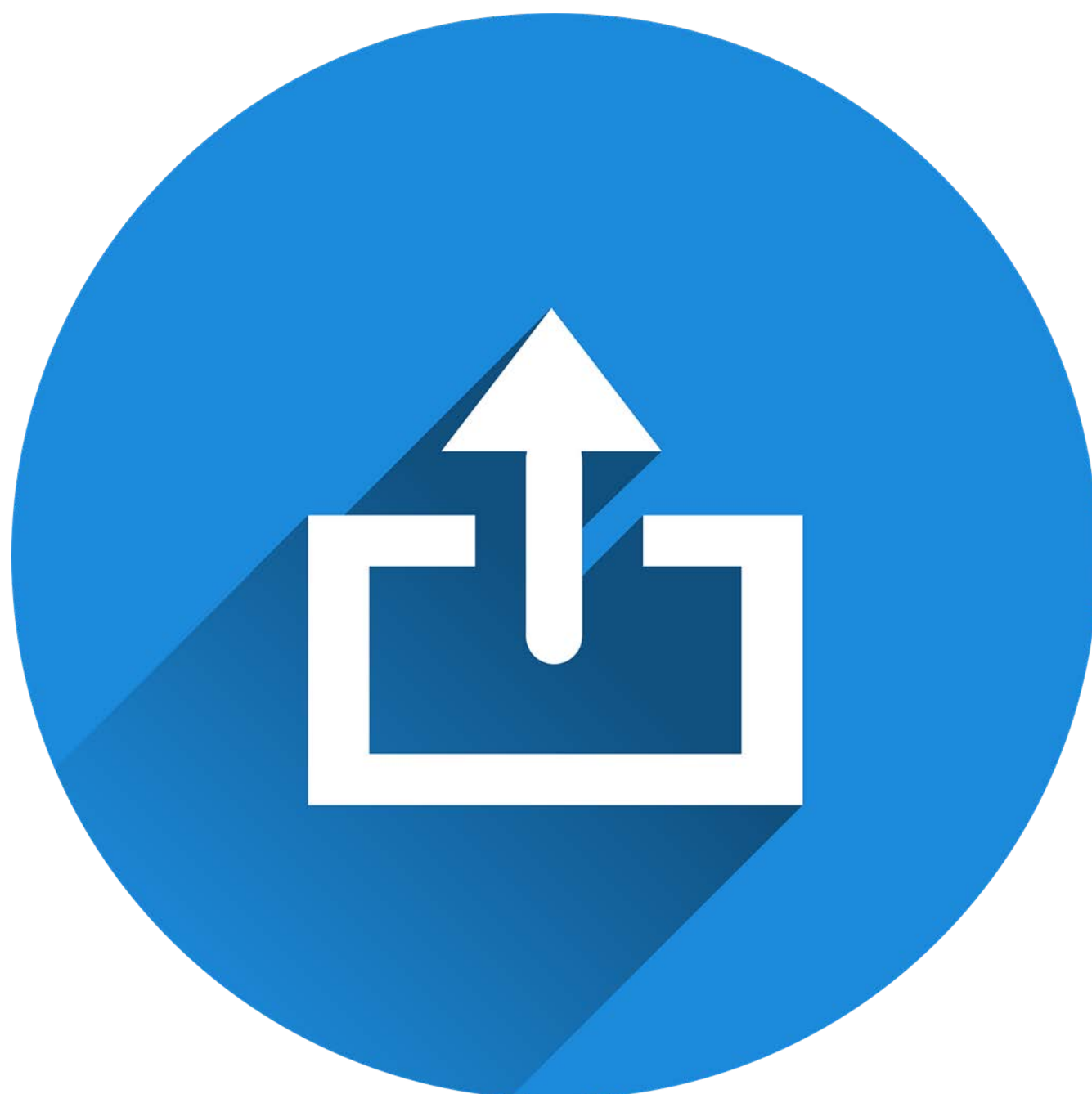
Upload initiatives on empodera.org



Upload initiatives on empodera.org



The screenshot shows a digital initiative card. At the top is a video thumbnail of four young women. Below the video is the hashtag **#todossomosiguales**, with 8 likes and a share icon. The card is created by **ods-aroaujia**. It features three icons for Sustainable Development Goals: 5 Gender Equality, 8 Decent Work and Economic Growth, and 10 Reduced Inequalities. A blue **Participate** button is at the bottom.



CHECKLIST



Need to solve



*Devised initiative + upload on
"empodera.org"*



Define project viability



Complete initiative fields



SPREAD THE WORD



Spread the Word


- Design an elevator pitch to explain the proposal
- Create the video >> Youtube, Vimeo >> Empodera.org



Elevator Pitch

- Create Your 30 Second Elevator Pitch
- Useful and necessary tool to present your idea



 [Play the video](#)

Suggestions

- Catch their attention
- Communicate a brief, clear and specific idea
- Check your non-verbal communication
- Define the objective of your proposal
- By attacking their “pain”, we generate empathy
- Highlight your proposal as something different
- Provide the solution offered by your proposal
- Set the next meeting



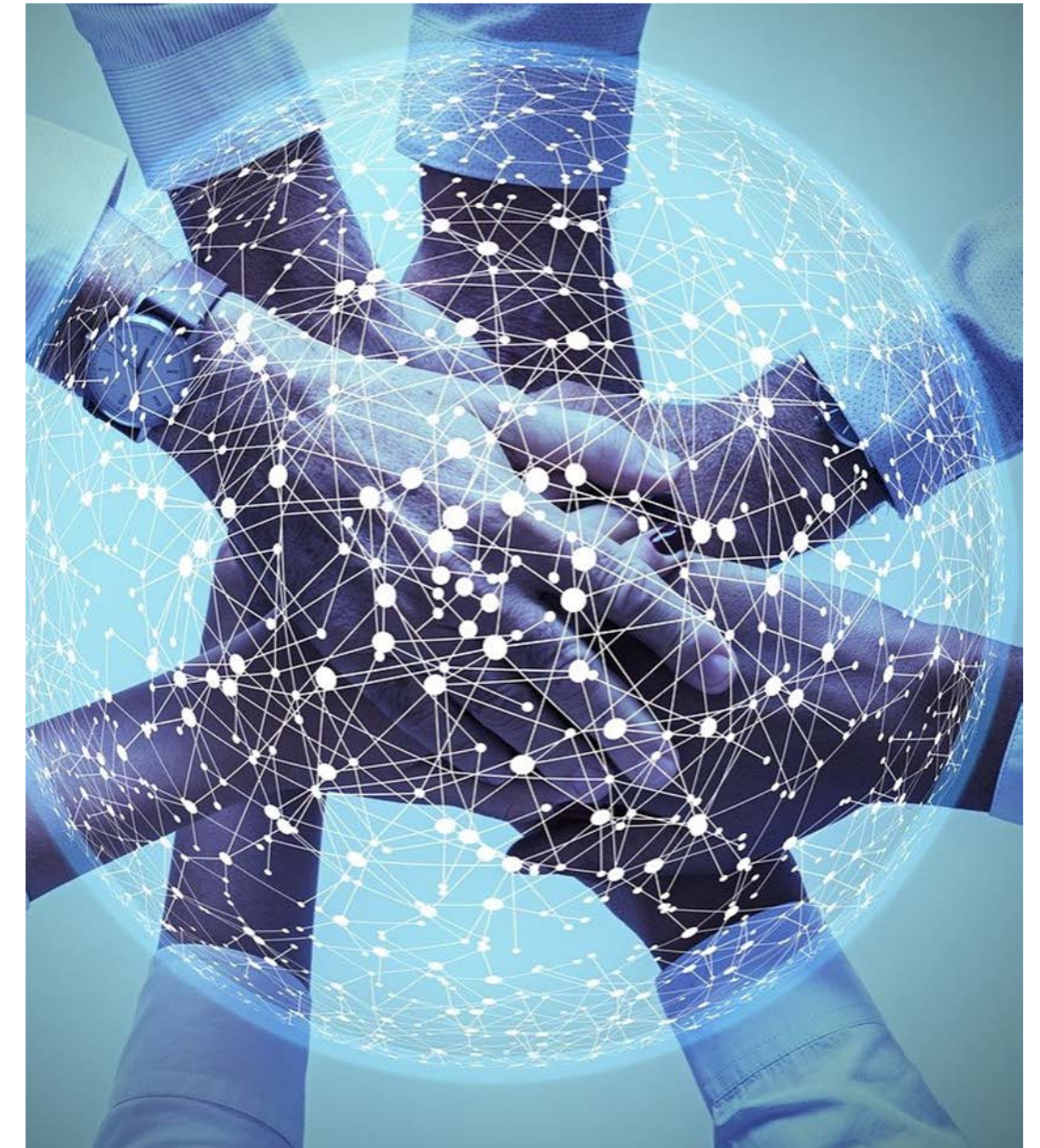
Example

- Are you also worried about..... (need, problem)?
- Hello, we are.....(occupation, course...)
- We have created this initiative.... (briefly detail and define the related SDGs)
- To.....(give the devised solution to the mentioned problem)
- You can join....(provide means of contact, link to “Empodera.org”)



Keys to generate engagement

- Support synergistic projects, establish connection
- Share your progress and keep your followers updated
- Explain clearly how they can support you
- Open horizons, create new listening spaces
- Complete your profile and be honest
- Practice assertiveness and accept critics



BREAK?



TAKING
ACTION

Keys to create actions

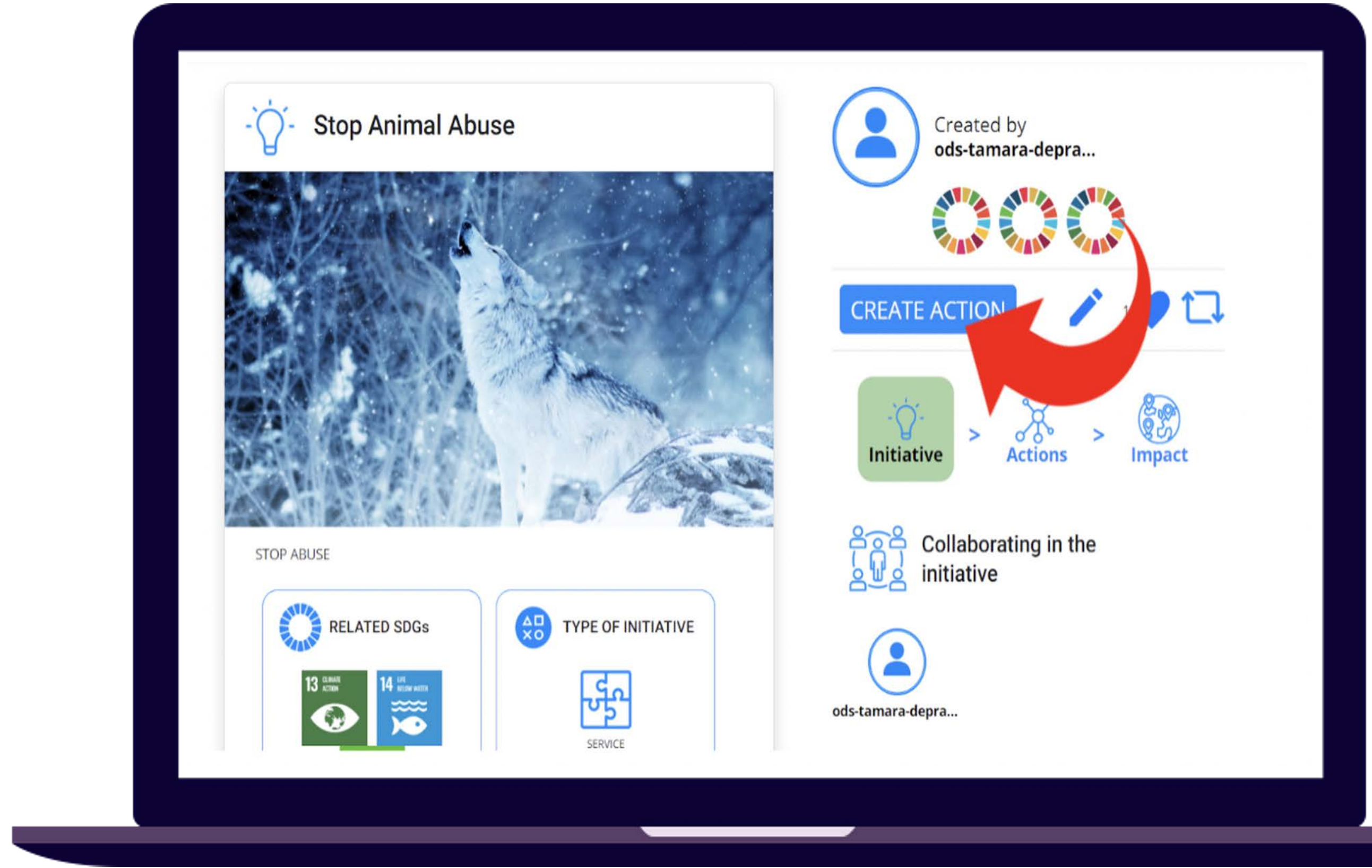
- Give clear, concise and brief details of the objective
- Focus on the most immediate thing you need to do
- Set a real and challenging time
- You can assign two collaborators per action
- Spread it on networks



idea → *plan* → *action*

Digital Tools: Taking action

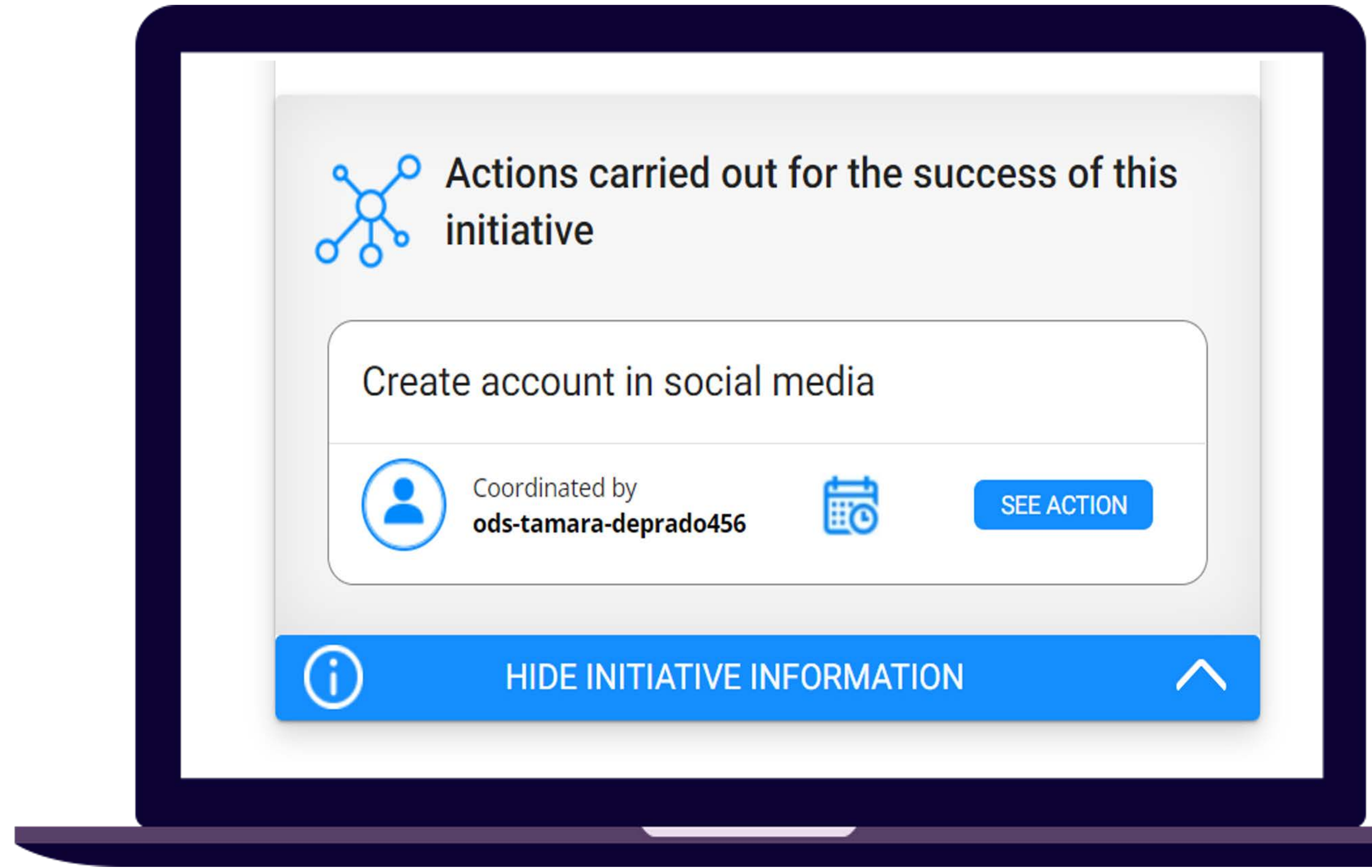
How to create an action
in your initiative at
empodera.org



Digital Tools: Taking action

How to create an account in social media through **empodera.org**

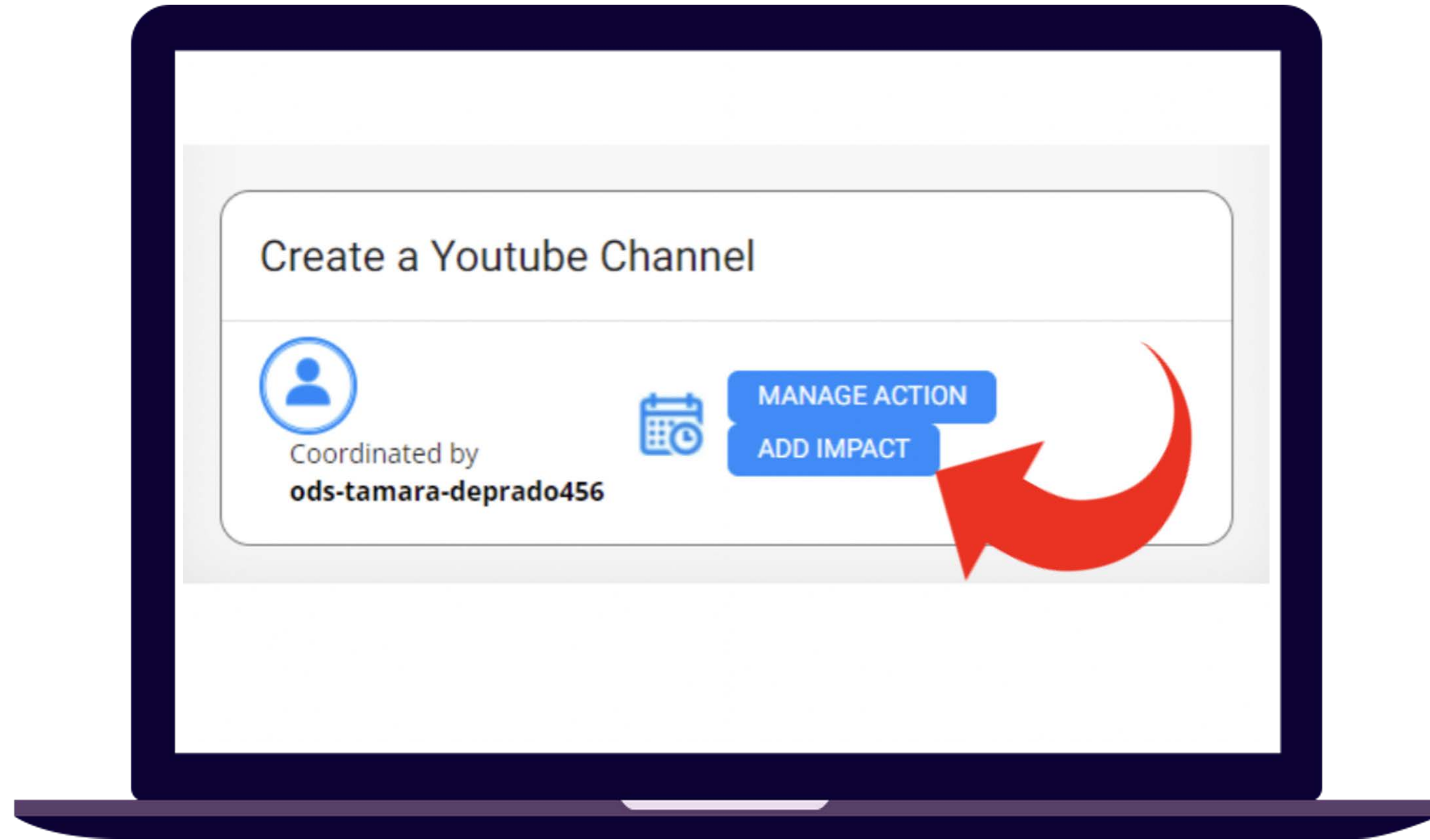
To publish your actions, obtain collaboration and spread the word



Digital Tools: Taking action

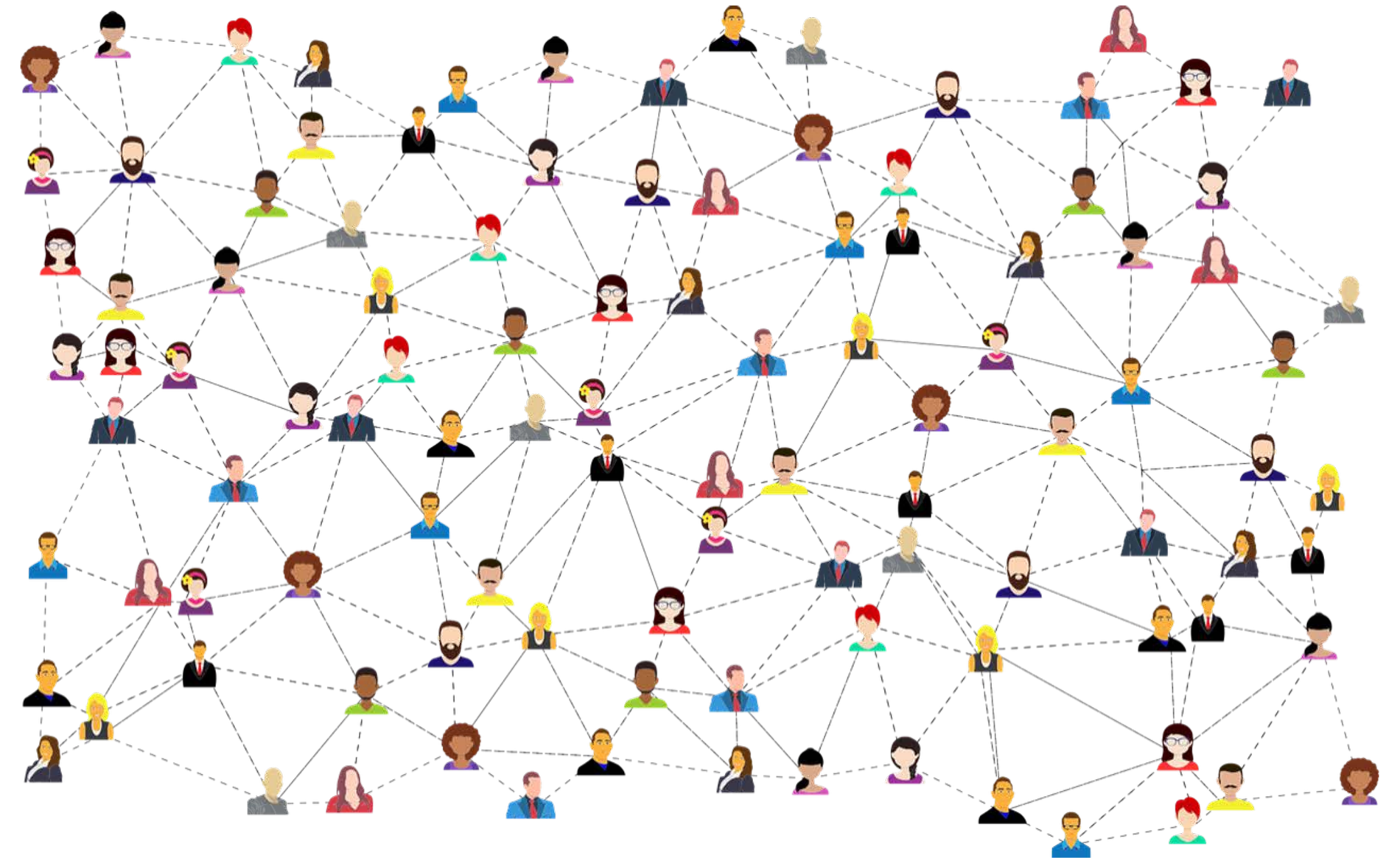
How to create an account in social media through empodera.org

To publish your actions, obtain collaboration and spread the word



Keys to widen the impact

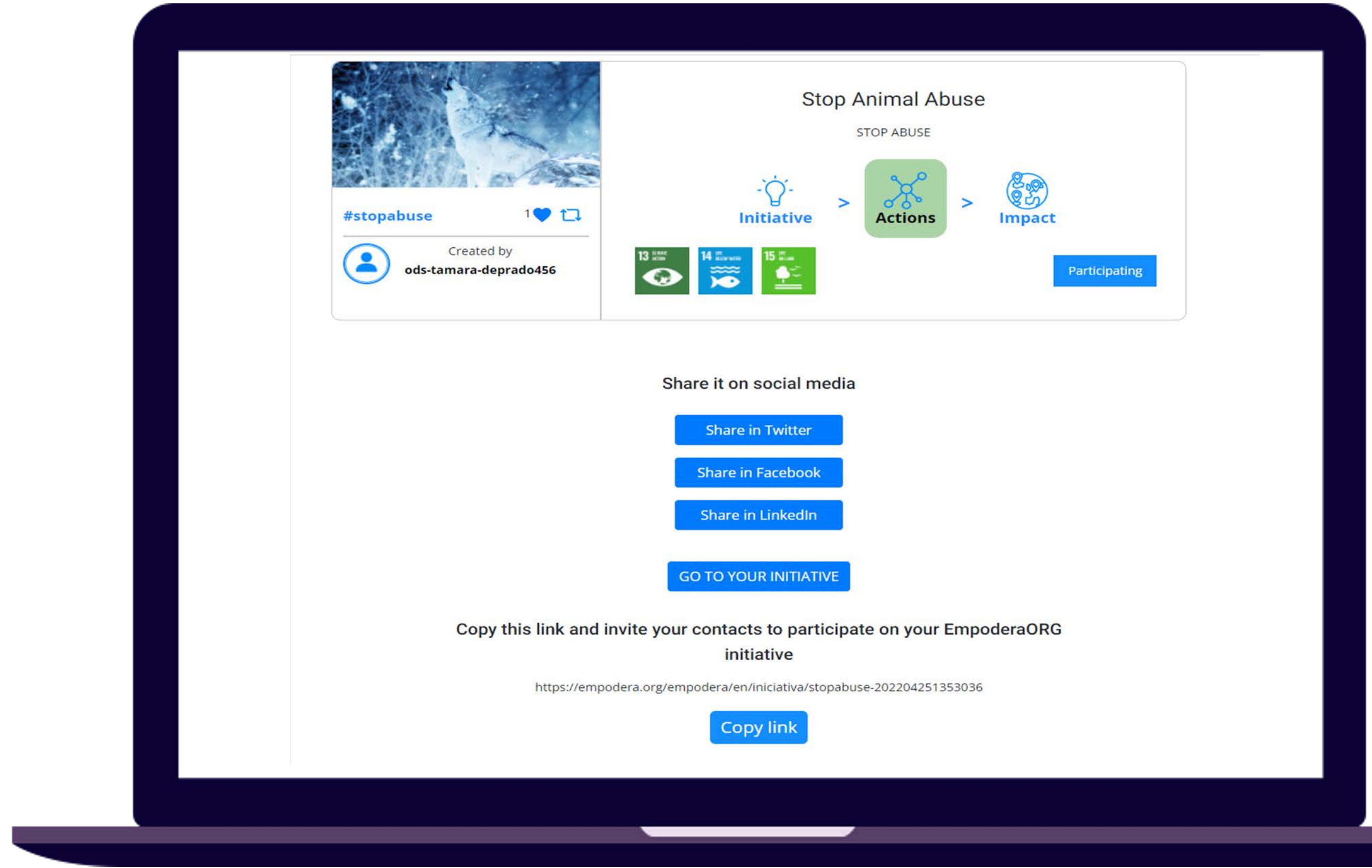
- Update the impact of each action carried out on empodera.org and the social media created
- Give truthful and verifiable data
- Add videos or images
- Spread it on social networks



Digital Tools: Taking action

Spread the word through
empodera.org

To widen the impact of
your initiative and your
actions



PRESENTING YOUR INITIATIVE



Keys to communicate your initiative

- Share it on social networks
- Make broadcast lists on Whatsapp, email...
- Plan your strategy according to the recipient
- Adapt the message to be efficient
- Be original, brief and concrete
- In presentations: check your nonverbal and paraverbal language



Initiatives
Presentation

 **REC**

PROJECT PRESENTATION



Feedback
from other
participants

FEEDBACK



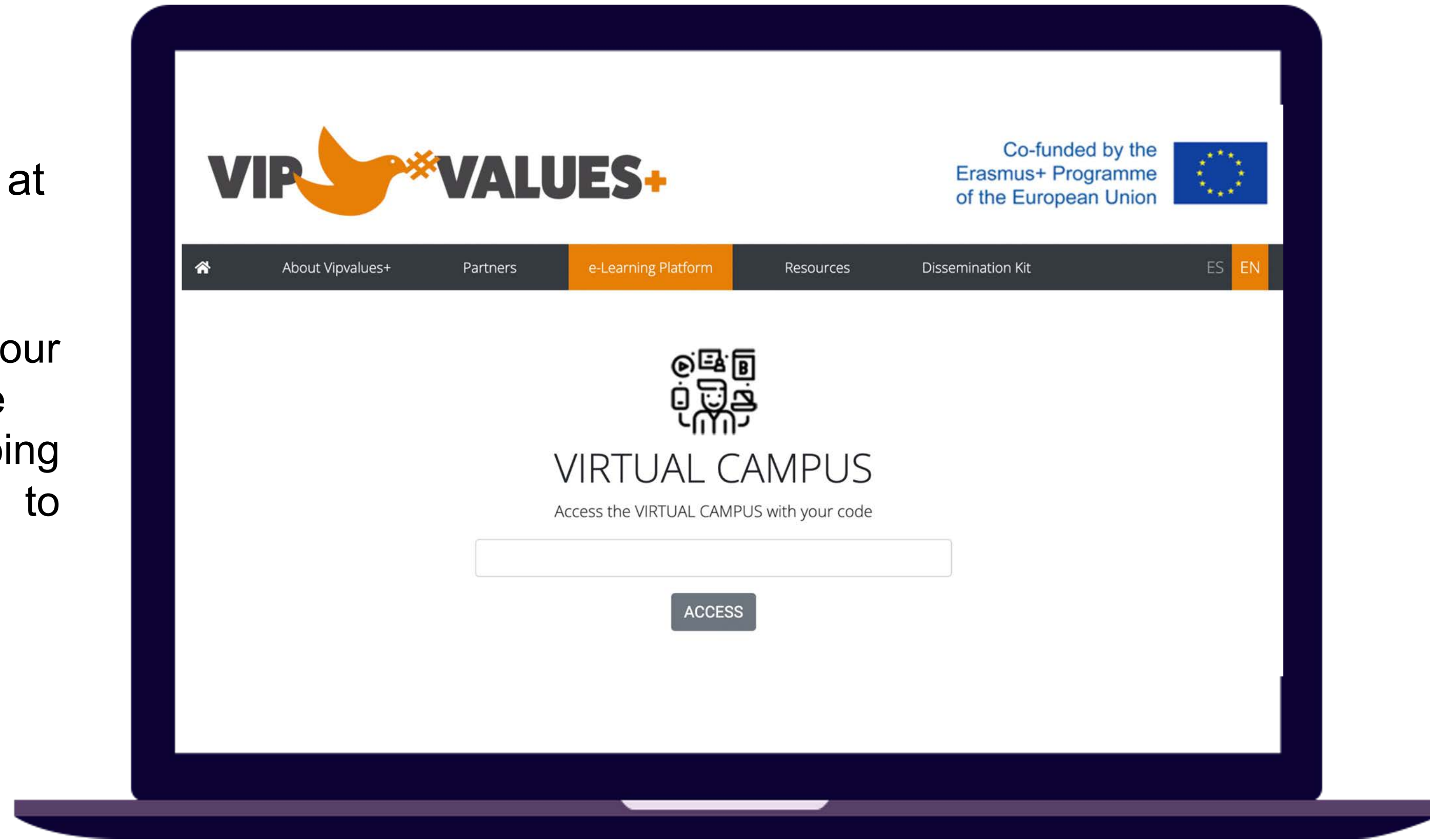
UPLOADING YOUR WORK FOR EVALUATION



Uploading your work for evaluation

Step 4: Uploading your work at vipvalues.org

- Enter the code provided by your organisation/ educational centre
- Keep the code, as you are going to need it to access again to upload your work.

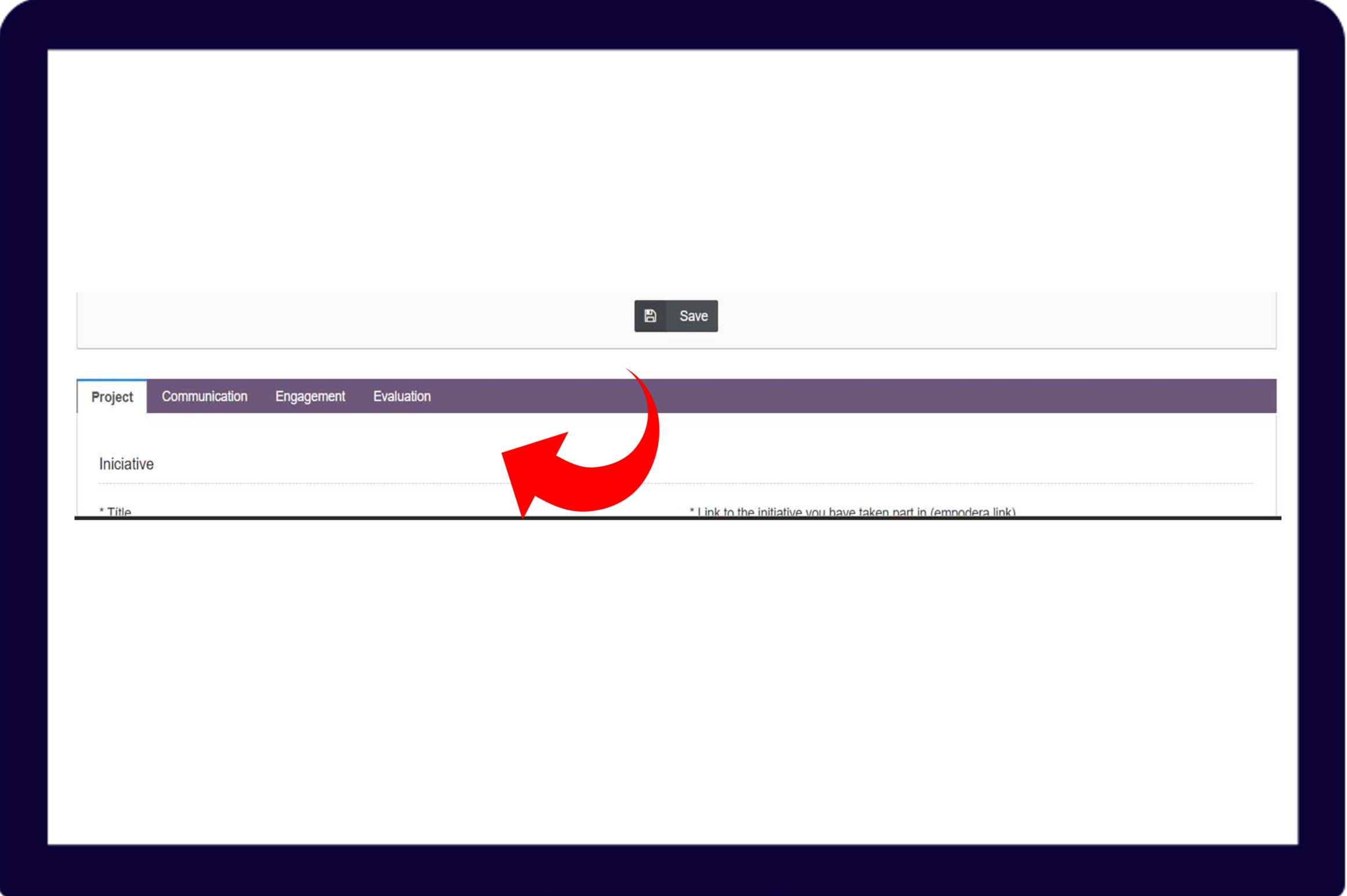


Uploading your work for evaluation

Step 4: Uploading your work at vipvalues.org

-At the bottom frame of your participant details, there are 4 different tabs, you must fill in all of them:

- Project / initiative
- Communication
- Engagement
- Evaluation



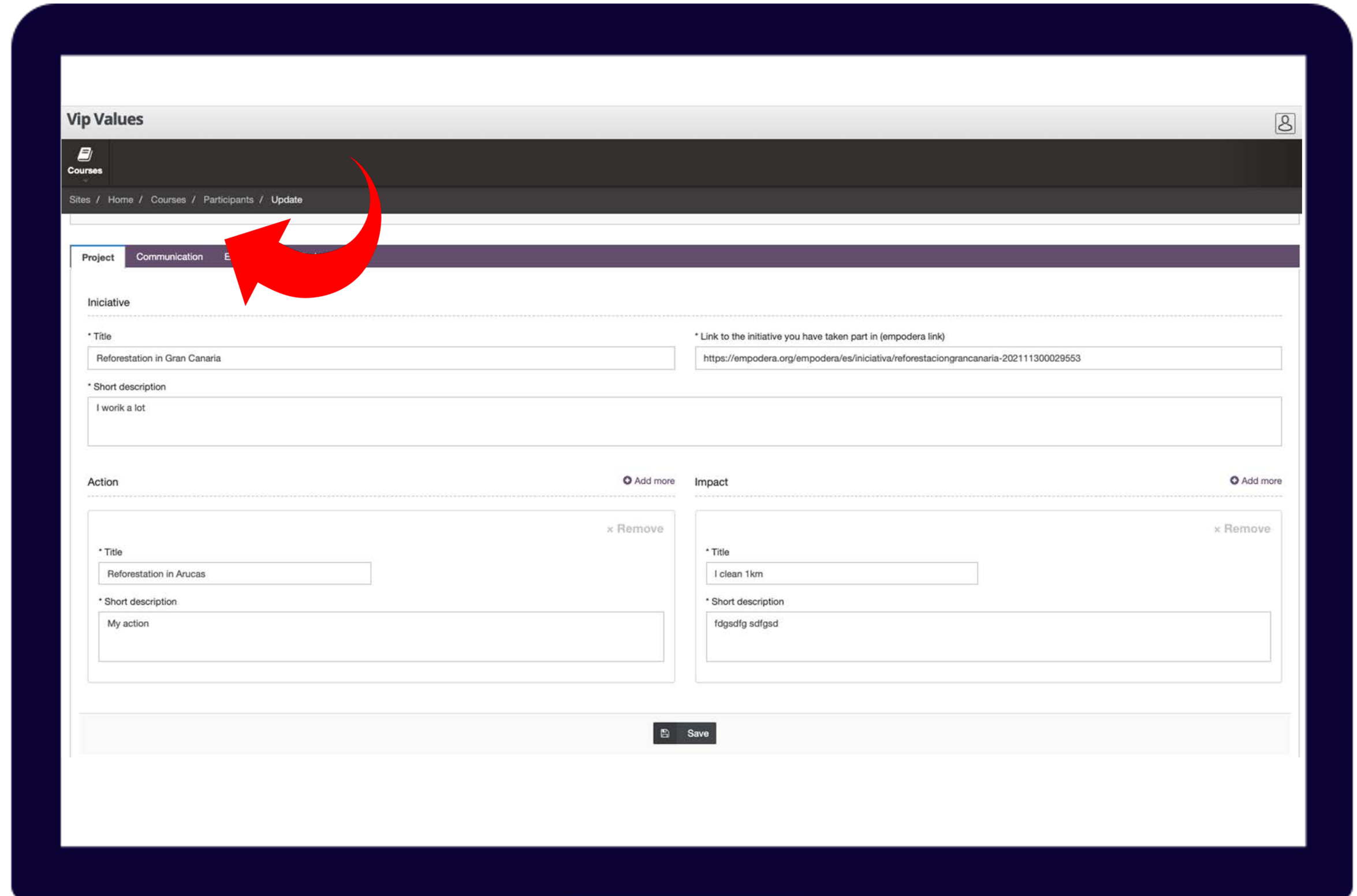
The screenshot shows a web interface for uploading work. At the top right, there is a 'Save' button. Below it, there are four tabs: 'Project', 'Communication', 'Engagement', and 'Evaluation'. The 'Project' tab is currently selected. Under the 'Project' tab, there is a section labeled 'Initiative' with a text input field. Below the input field, there is a small asterisk and the word 'Title'. To the right of the input field, there is a small asterisk and the text '* I link to the initiative you have taken part in (emoderas link)'. A large red arrow points from the 'Project' tab towards the 'Initiative' input field.

Step 4: Uploading your work at vipvalues.org

-Project / initiative Tab

You must enter:

- Link to initiative in Empodera.org
- Short Description
- Actions carried out (at least 2)
- Impact achieved of each action



The screenshot shows the 'Vip Values' website interface. The top navigation bar includes 'Courses', 'Sites / Home / Courses / Participants / Update', and a user profile icon. The main content area is titled 'Project' and has tabs for 'Communication' and 'E'. A red arrow points to the 'Initiative' section. The 'Initiative' section contains a form with the following fields:

- * Title: Reforestation in Gran Canaria
- * Link to the initiative you have taken part in (empodera link): <https://empodera.org/empodera/es/iniciativa/reforestaciongrancanaria-202111300029553>
- * Short description: I work a lot

Below the 'Initiative' section, there are two columns for 'Action' and 'Impact', each with an 'Add more' button and an 'x Remove' button. The 'Action' column has the following fields:

- * Title: Reforestation in Arucas
- * Short description: My action

The 'Impact' column has the following fields:

- * Title: I clean 1km
- * Short description: fdgsdfg sdfgsd

At the bottom of the form, there is a 'Save' button.

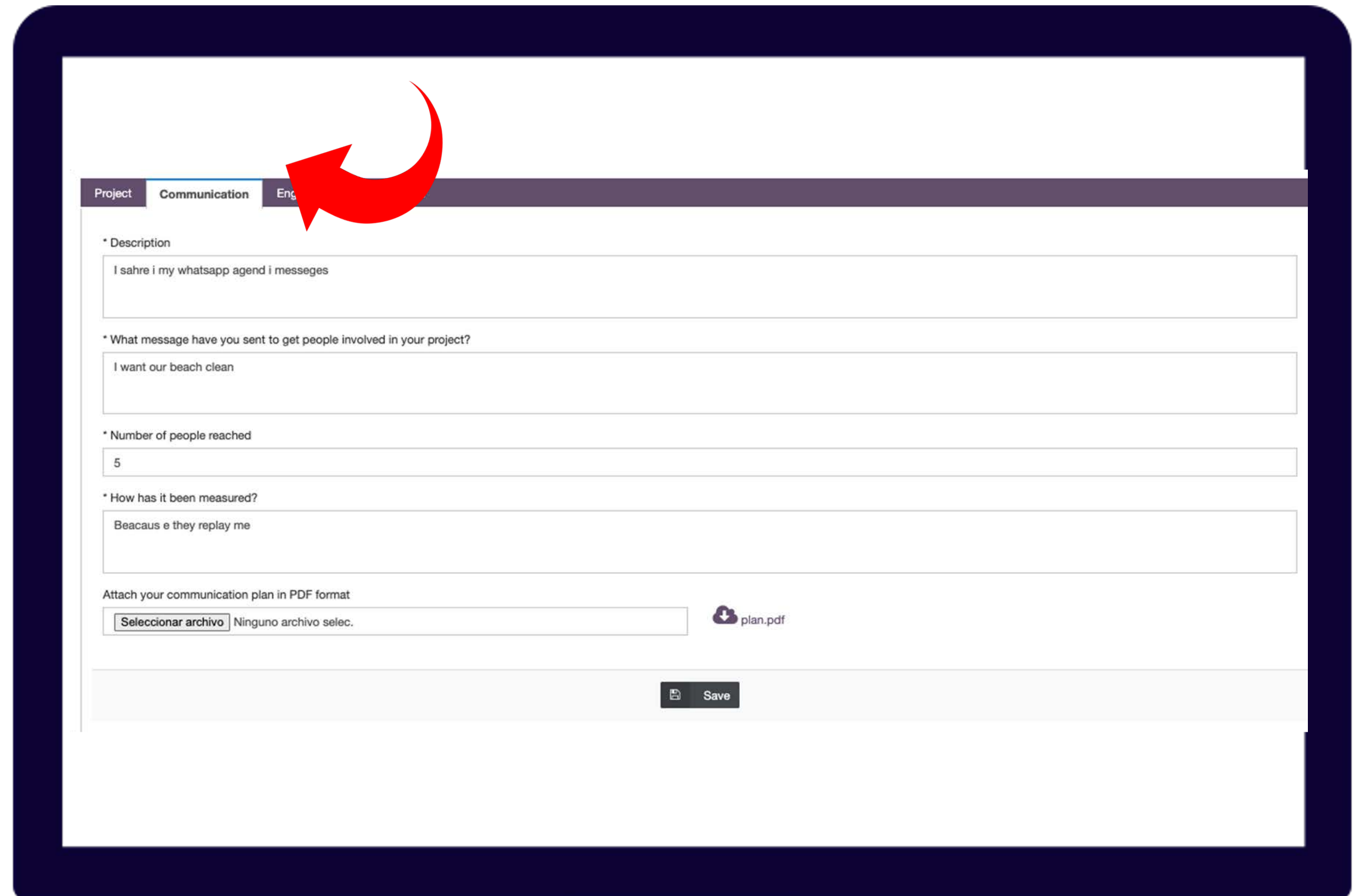
Uploading your work for evaluation

Step 4: Uploading your work at vipvalues.org

-CommunicationTab

You must enter:

- Persons reached through their actions and social networks
- Communication plan
- Details on the communication of the initiative and the impact achieved



The screenshot shows a web form for uploading work for evaluation. The form is titled 'Communication' and has a red arrow pointing to the 'Eng' tab. The form contains several fields:

- * Description: I sahre i my whatsapp agend i messeges
- * What message have you sent to get people involved in your project?: I want our beach clean
- * Number of people reached: 5
- * How has it been measured?: Beacaus e they replay me
- Attach your communication plan in PDF format: Ninguno archivo selec.
-

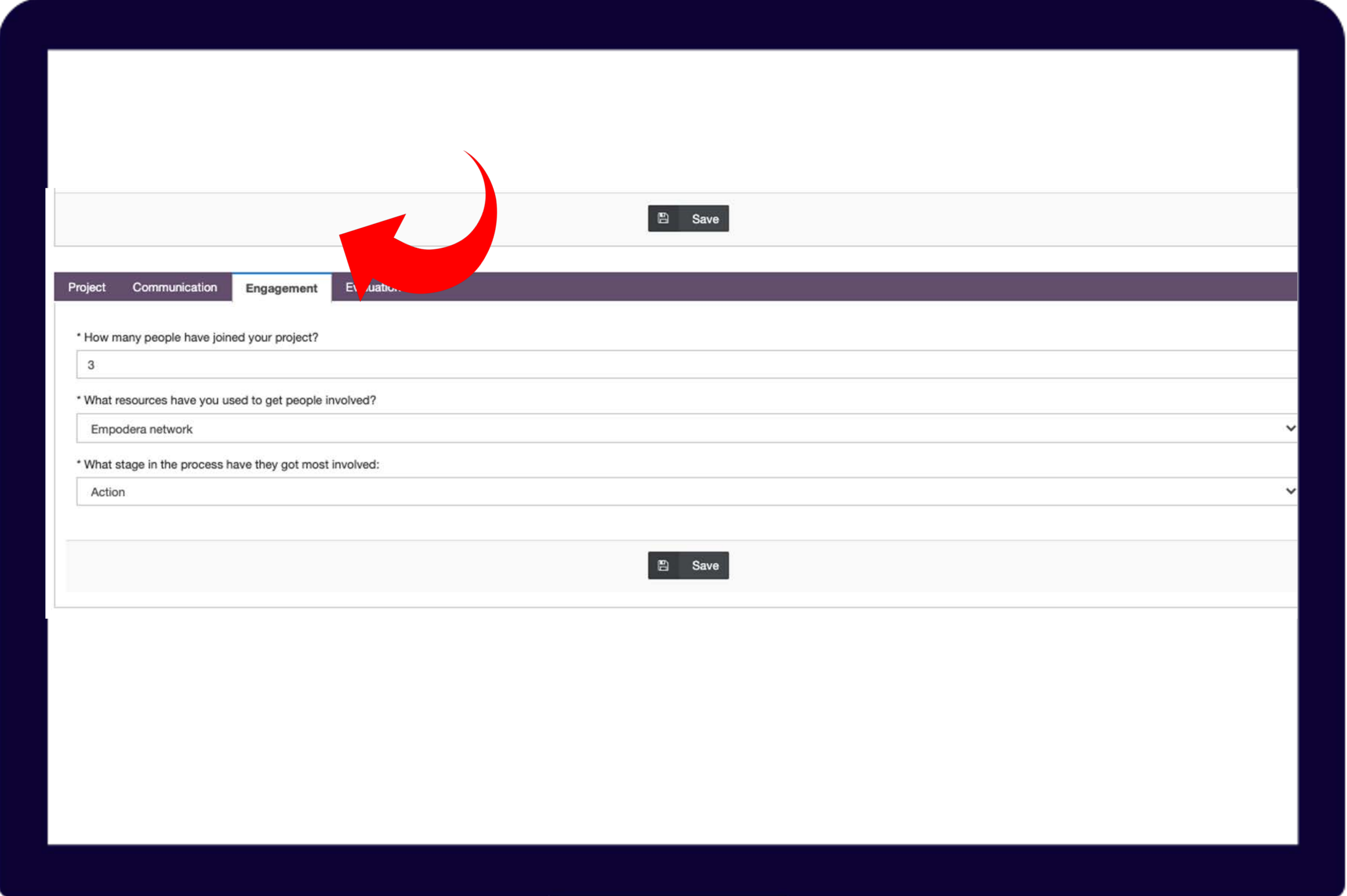
Uploading your work for evaluation

Step 4: Uploading your work at vipvalues.org

-Engagement Tab

You must enter:

- Details on the collaborators of the initiative
- At what stage have they joined
- Resources used to get collaborators involved



The screenshot shows a web interface for the 'Engagement' tab. A red arrow points to the 'Engagement' tab in the navigation bar. The form contains three questions:

- * How many people have joined your project?
3
- * What resources have you used to get people involved?
Empodera network
- * What stage in the process have they got most involved:
Action

There are 'Save' buttons at the top and bottom of the form.

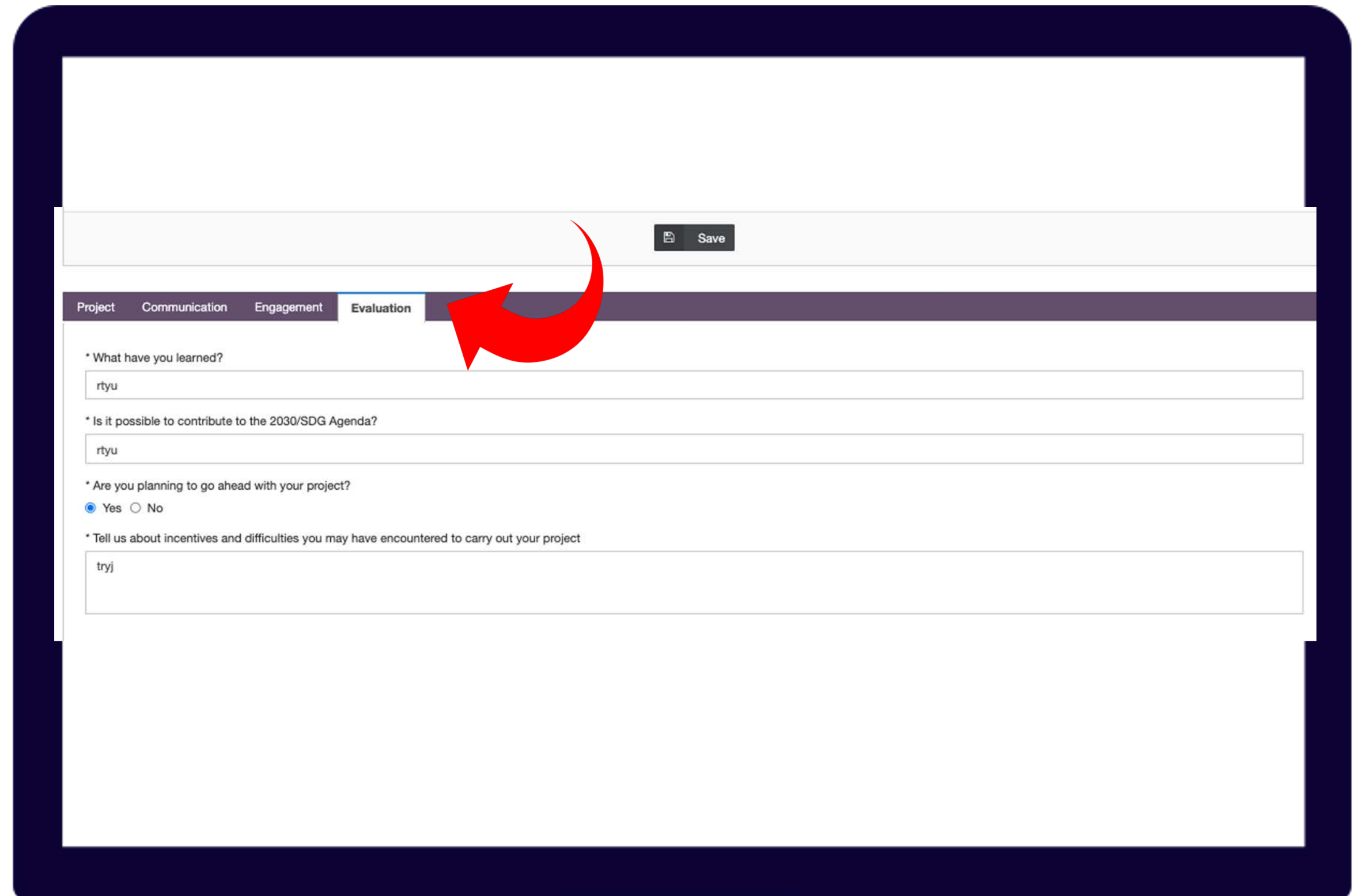
Uploading your work for evaluation

Step 4: Uploading your work at vipvalues.org

-Evaluation Tab

You must enter:

- Skills and abilities learned
- About the achievement of the 2030 agenda
- Incentives and difficulties encountered in carrying out the initiative
- Completing the Evaluation Form



Save

Project Communication Engagement **Evaluation**

* What have you learned?
rtyu

* Is it possible to contribute to the 2030/SDG Agenda?
rtyu

* Are you planning to go ahead with your project?
 Yes No

* Tell us about incentives and difficulties you may have encountered to carry out your project
tryj

Uploading your work for evaluation

Step 4: Uploading your work at vipvalues.org

-Evaluation Tab

You must:

- Complete the Evaluation Form
- Answer all the questions to obtain the certificate.

We really appreciate that you fill in this questionnaire in order to know your degree of satisfaction participating in this activity and therefore improve its future realization. Please rate from 1 to 6 your degree of satisfaction (1=min, 6=max).

<p>About the organization</p> <p>* Prior information has been adequate <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6</p> <p>* It has lasted adequately <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input checked="" type="radio"/> 6</p> <p>About the contents</p> <p>* They have been transparent <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input checked="" type="radio"/> 5 <input type="radio"/> 6</p> <p>* They have been appealing <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input checked="" type="radio"/> 6</p> <p>* They have been useful <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input checked="" type="radio"/> 6</p> <p>About the methodology</p> <p>* It has eased the exchange among participants <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input checked="" type="radio"/> 5 <input type="radio"/> 6</p> <p>* It has allowed learning / reflection <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input checked="" type="radio"/> 5 <input type="radio"/> 6</p>	<p>About the utility</p> <p>* It has met my expectations <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input checked="" type="radio"/> 6</p> <p>* It has helped my goal <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input checked="" type="radio"/> 6</p> <p>Overall rating</p> <p>* About the teaching staff <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input checked="" type="radio"/> 5 <input type="radio"/> 6</p> <p>* About methodology <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input checked="" type="radio"/> 5 <input type="radio"/> 6</p> <p>* About the organization <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input checked="" type="radio"/> 6</p> <p>* About the overall activity <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input checked="" type="radio"/> 6</p>
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Recommendations and improvement suggestions

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Step 4: Uploading your work at vipvalues.org

Important

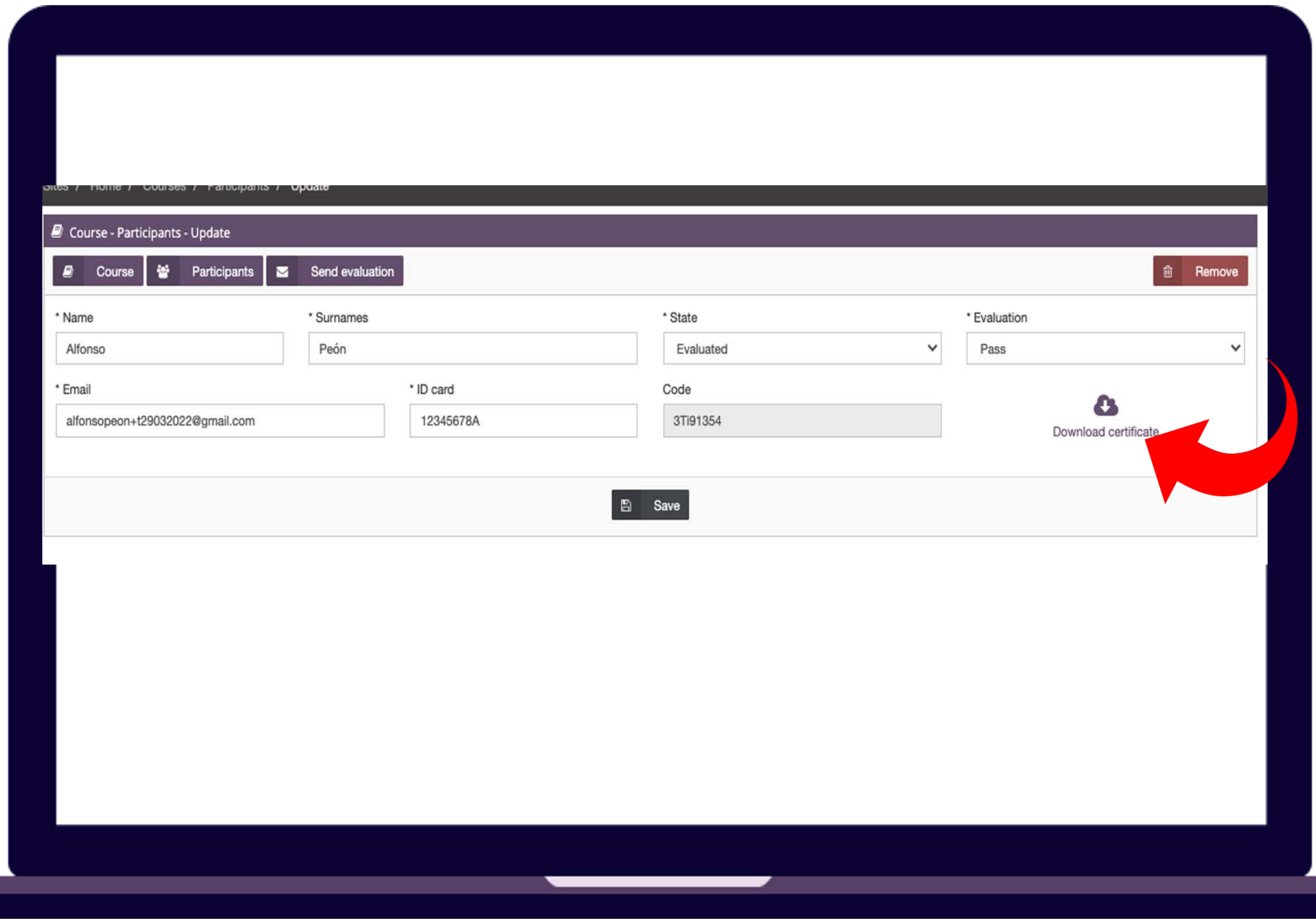
**Regarding participants in a same group:
All components of the group must upload the same information to the platform, as the evaluation will be made by participant, and each of them will obtain a personalized certificate.**

Downloading your certification

Step 5: Downloading your certification at vipvalues.org

-Once your work has been evaluated, you will receive an email with the result.

-If you have passed, you will be able to enter and download your personalized certificate from the download button



The screenshot shows a web interface for updating a participant's information. The page title is "Course - Participants - Update". There are tabs for "Course", "Participants", and "Send evaluation". A "Remove" button is in the top right. The form contains the following fields:

* Name	* Surnames	* State	* Evaluation
Alfonso	Peón	Evaluated	Pass
* Email	* ID card	Code	Download certificate
alfonsopeon+t29032022@gmail.com	12345678A	3T191354	

A "Save" button is located at the bottom of the form. A red arrow points to the "Download certificate" button.

Uploading your work for evaluation

Remember:

Student code

Registration at:

www.vipvalues.org

Working platform:

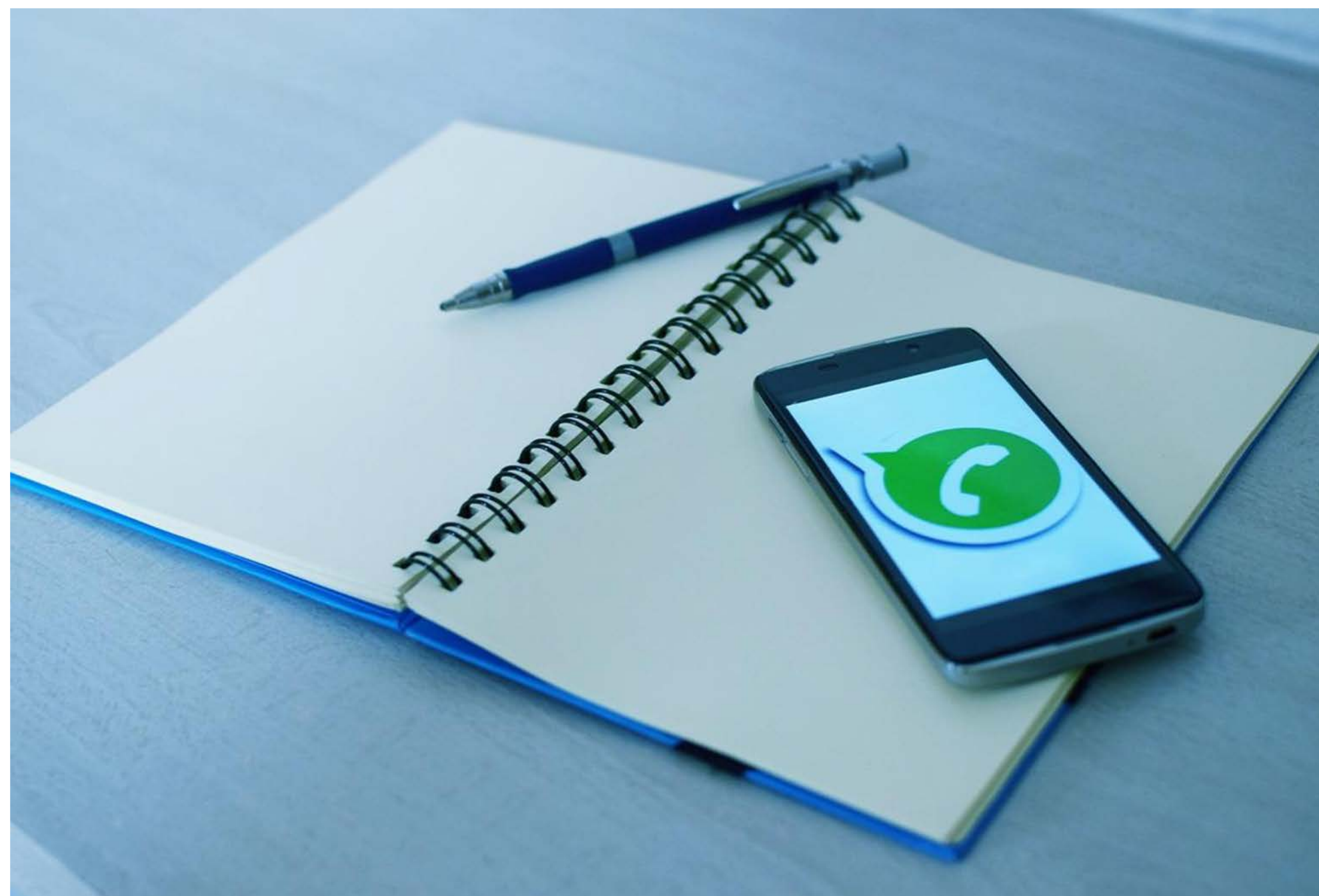
www.empodera.org

Evaluation platform:

www.vipvalues.org

Contact Email:

info@vipvalues.org



QUESTIONS?

;)



Thank you!!

www.vipvalues.org / info@vipvalues.org



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