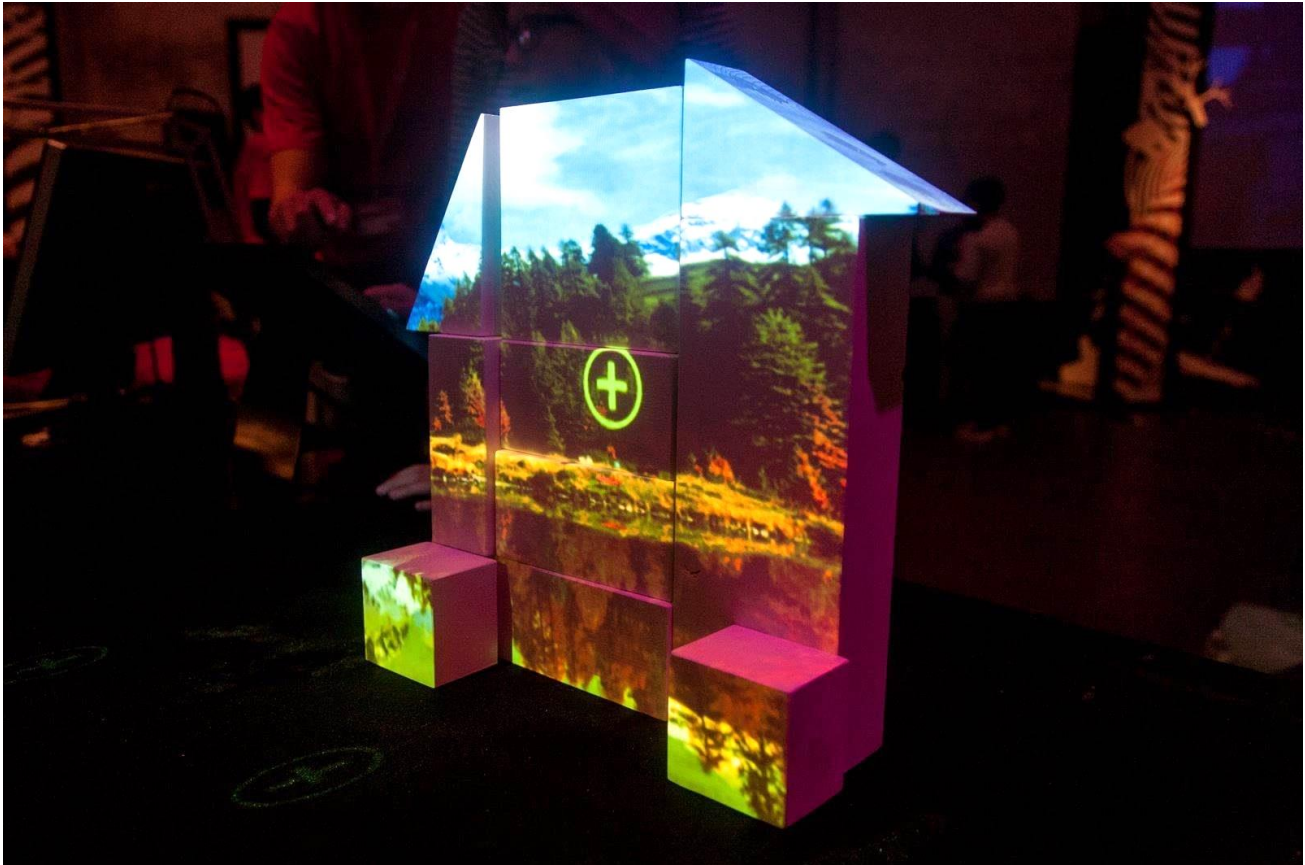


## SEPP:YW 2015-17

Sampad European Placement Programme for Youth Workers



## Dissemination Report

*MediaLab at Cinekid, Photo by Kees Buning (Cinekid)*



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## INTRODUCTION

Sampad has managed EU funded placement programmes since 2011 working with three partners and supporting 72 participants. Between 2015 and 2017 Sampad managed a project to provide high quality vocational learning experiences to a further 20 creative professionals involved with youth work. The title of this project was **SEPP:YW (Sampad European Placement Programme for Youth Workers)** and it was principally funded by **Erasmus+ Key Action 1**. Erasmus+ Key Action 1 enables organisations to offer structured study, work experiences, job shadowing, training and teaching opportunities to staff and learners.

**SEPP:YW** was part of Sampad's **launchPAD**, a broad programme to support new generations of aspiring artists who want to develop high-quality, imaginative new work, also supported by the **John Feeney Charitable Trust**. launchPAD allows us to work alongside artists, responding to their needs, providing mentoring, placements, training sessions and instilling them with the necessary skills needed to engage and empower audiences and feed back into communities. Through launchPAD, we encourage artists to engage with wider trends such as digital innovations in the arts.

Sampad is a leading cultural organisation helping to establish South Asian arts within mainstream culture in Birmingham and across the U.K. Our mission is to connect people and communities with British Asian arts and heritage and to play a pro-active role in the creative economy. We also share and develop our work internationally.

As an employer and development agency we recognise that for South Asian arts and professionals in our sector to thrive within national and international markets, they need to remain relevant to the shifting ways that people access and engage with the arts. Digital technology was the field of interest for this placement programme with the aim to improve competitiveness, networks and employability for youth workers in the arts and education sector.



*Ars Electronica, Photo by Idriss Assoumanou (participant)*

## Who was involved

The 20 placement opportunities were open to artists, producers, managers, curators and arts workers involved with youth work. There was a particular focus for applications from Black, Asian and Minority Ethnic artists and creative professionals who tend to become under-represented in this area. The selected applicants had a range of knowledge about the use of digital technology from very little to proficient.

Two partner organisations were selected based on their role as international leaders in transnational collaboration, commissioning and curating, and their inherent use of digital technology and new media as tools for creative exploration. Both organisations have experience of managing training placements for foreign students.

**Ars Electronica, Linz, Austria**, one of the most significant centres of excellence in terms of the development and presentation of electronic arts, science and technology. U-19 Create Your World Festival is dedicated to a young audience for the creation and exchange of ideas, solutions, concepts and experiments for the future of young people under the age of 19 years.

**Cinekid, Amsterdam, the Netherlands**, hosts the largest new media festival for children. Cinekid aims to strengthen the position of youth towards the media through their active and creative participation. The Cinekid MediaLab venue is a digital playground where children and their parents can experiment, play, and learn with innovative media, art and technology alongside teachers, professionals and policymakers.





MediaLab at Cinekid, Photo by Buzby Bywater (Sampad)

## What happened

In 2014 we contacted a new partner, Cinekid and applied for Erasmus+ Key Action 1 funding. The placement activities were designed in collaboration with the two partners to benefit both the hosts and ultimately the participants. The participants were able to develop their skills in how digital technology can be applied to youth work, access international networks, work with individuals from a different cultural and creative context, learn from 'hands on' working, experience international working at a European level.

The hosts acknowledged the benefit to their festivals in receiving participants who brought relevant skills to their work placements.

Applicants needed to show a desire to enhance their skills and knowledge of the use of digital products and technology within their work. They were required to be involved in working with young people.



*Participant working in MediaLab at Cinekid, Photo by Buzby Bywater (Sampad)*

## When

Flow is the term used by Erasmus+ to describe a separate instance of travel within one activity. Each flow for SEPP:YW was for 5 working days plus 2 days travel.

Flow 1 – 2 to 8 September 2015.

Ars Electronica U-19 Create Your World Festival, Linz, Austria. 5 placements.

Flow 2 – 18 to 24 October 2015.

Medialab at Cinekid for Professionals Conference, Amsterdam, the Netherlands. 5 placements.

Flow 3 – 6 to 12 September 2016.

Ars Electronica U-19 Create Your World Festival, Linz, Austria. 5 placements.

Flow 4 – 16 to 22 October 2015.

Medialab at Cinekid for Professionals Conference, Amsterdam, the Netherlands. 5 placements.





*Ars Electronica Festival, Photo by Idriss Assoumanou (participant)*

## Why this is important

For Youth workers in the field of arts and education to ensure what they do is relevant to the needs of young people, lifelong learning is an important element to expand their skills and knowledge of developments in the sector. This project offered an opportunity to learn how their work can be innovated through the use of digital technology and new media.

There were four main objectives

- To provide high quality vocational learning experiences at some of the world's leading institutions
- Open up new opportunities and access to international networks
- Develop a robust understating of the potential of incorporating digital technology into artistic practices.
- To provide a framework for self-reflective personal attainment in new skills, experiences and knowledge in language, European culture, and the application of creative learning in youth work.



*Create Your World at Ars Electronica, Photo by Katy Wade*

## PREPARATION

On acceptance of their offer the placements attended an induction. They were given information about the host organisations, advised on the work environment, the type of tasks they will be given and who their host supervisor is. A brief guide to the culture of the cities and travel was covered in the induction as well as advice on problem solving.

Sampad presented participant information to the hosts in advance of their arrival. The hosts fine-tuned the placement plans based upon participants' motivations and skills.

## BENEFITS TO THE PARTICIPANTS

- Learning about arts and digital technology and inspire the development of their practice/work
- Acquiring new language skills
- Gaining sector knowledge from a different country
- Gaining new skills and experience
- Making new friends and contacts



## SUMMARY

Overall it was a successful programme of placements, benefiting participants with a rich, direct knowledge and experience of working with digital technologies. There were some unexpected challenges along the way, as can be common with transnational projects, but overall the project served a purpose and met its expected objectives.

### Participants' quotes

*"This project has definitely taught me and enabled me to take risks and to use my own initiative to be creative. I took full advantage of the opportunity of travelling to a different city and working with an incredible organisation to take in and learn as much as possible."*

*"I am now very aware of different working contexts and am open to working in different contexts and environments."*

*"As Cinekid Festival focuses on digital media I gained a wealth of knowledge about new technologies and digital media and how these technologies can be used with young audiences in mind."*

*"Throughout my time at Cinekid, I used a variety of new digital platforms such as video mapping apps and coding. My confidence grew as I was able to learn these new digital forms and then explain and help the children with them."*

*"For instance, I was given the opportunity to manage a workshop for an afternoon"*

*"I greatly developed my own self confidence and now feel able and motivated to take on bigger projects and responsibilities"*

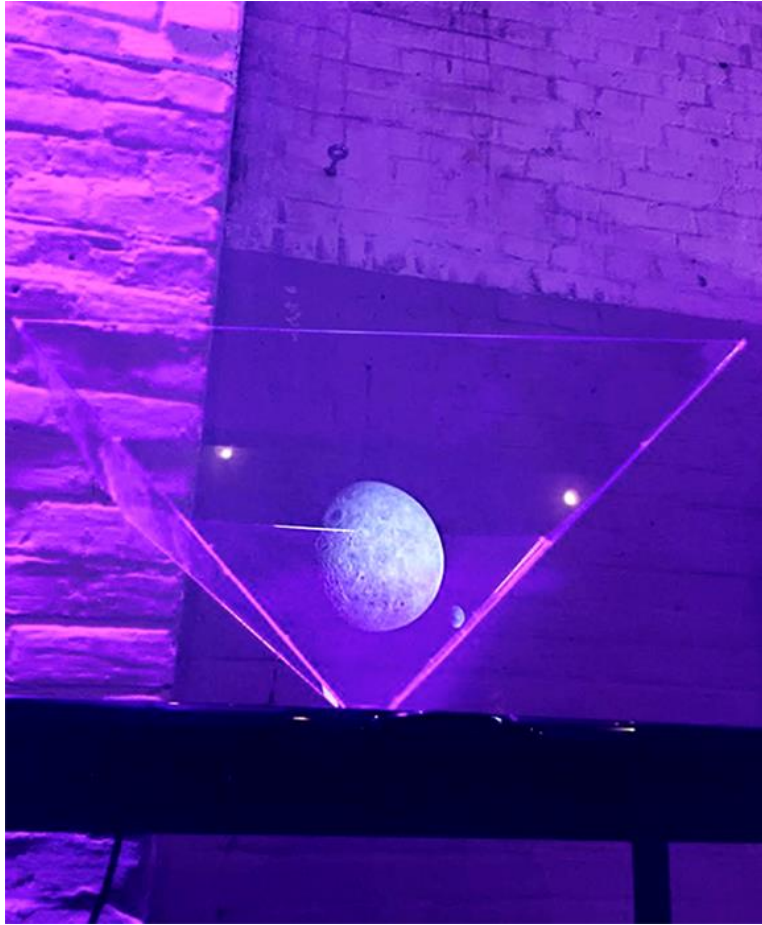
*"enjoyed networking outside of my work hours and taking advantage of the opportunity to meet international artists and engineers"*

*"The Erasmus programme has had a good influence on my creativity, being able to see amazing digital work at the Ars Electronica Festival showed me different ways to apply digital platforms to my storytelling and my films"*

*"I myself have learned that travel and work experience are things that must go hand in hand in my life. I've recently started to learn French, I can definitely put my experience at Cinekid down to igniting that fire I've always had for learning about more cultures and how their neighbourhoods work."*

*"Had the best week working at Cinekid in Amsterdam. Learnt so much about creative technology and the endless imagination of children!"*

*"Keep this programme going for as long as possible"*



*MediaLab at Cinekid, Photo by Lauren Young (participant)*

## FURTHER LINKS

Erasmus+	<a href="https://www.erasmusplus.org.uk/key-action-1">https://www.erasmusplus.org.uk/key-action-1</a>
Ecorys	<a href="http://uk.ecorys.com/">http://uk.ecorys.com/</a>
British Council	<a href="https://www.britishcouncil.org/">https://www.britishcouncil.org/</a>
John Feeney Charitable Trust	<a href="http://www.feeneytrust.org.uk/">http://www.feeneytrust.org.uk/</a>
Ars Electronica	<a href="http://www.aec.at/u19/en/festival/">http://www.aec.at/u19/en/festival/</a>
Cinekid	<a href="https://www.cinekid.nl/professional">https://www.cinekid.nl/professional</a>
Medialab Prado	<a href="http://medialab-prado.es/?lang=en">http://medialab-prado.es/?lang=en</a>
STRP Eindhoven	<a href="https://strp.nl/en/">https://strp.nl/en/</a>

# SEPP:YW 2015-17

Sampad European Placement Programme for Youth Workers

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