

Project-based education program
How to use positive narratives & storytelling for real impact

December 10 - December 18, 2020 (10:00-11:30)

Why:

In an online world full of disinformation campaigns, being able to recognize and distinguish disinformation campaigns can make the difference for highly effective organizations. Instead of countering disinformation campaigns, producing a creative positive narrative campaign based on strategic communication goals has proven to be highly efficient.

What:

In this education program you will learn how to share your message in a targeted structural way in order to have the biggest probability of an impact and much desired change.

More specifically you will learn to:

- Understand how powerful disinformation and propaganda are, how they polarize societies and why it is important to create an alternative, positive narratives to build resilient marginalized communities
- Distinguish and define specific target audiences as an important part of creating an impactful campaign
- Understand the importance of defining your key narratives
- Understand the value of storytelling and its effectiveness as opposed to the fact-based approach

During the education program, the participants will be encouraged to design their own real positive narrative campaigns. The best idea will receive funding for implementation.

When:

The education program will be held online (via the Cisco WebEx platform). The program includes **4 training sessions** on these dates starting from **10:00-11:30**:

- December 10
- December 14
- December 16
- December 18

The trainer will communicate with the participants between sessions and will be available for individual consultations.

We encourage you to register as soon as possible, as attendance is limited.

Who is Invited to Apply

Anyone working in civil society, independent media organizations, freelance journalists, youth organizations or initiatives, students or teachers that look for ways to increase the impact of their work should visit for this webinar.

Application Form and Deadline

To register for the “How to use positive narratives & storytelling for real impact” workshop you must complete the form available at the [link](#) by **December 7th, 2020 at 4:00 p.m.**

Part of the form must be completed in English. Maximum number of participants: 15 people.

Trainer



Goran Rizaov is an award-winning journalist with more than 12 years of experience as a reporter, data-journalist and editor. He is currently leading the Media for Democracy Program at the Metamorphosis Foundation in Skopje, North Macedonia. As part of his work, he designs and delivers hands-on trainings on media literacy, social media for advocacy and data visualizations for journalists. Goran has been an Open Knowledge School of Data fellow. As part of the Professional Development Year program, he was studying data journalism, precision journalism and online media at the Walter Cronkite School of Journalism and Mass Communication, ASU, Phoenix, Arizona. He holds a bachelor degree in journalism from the Ss. Cyril and Methodius University in Skopje.

Contact Person

If you have any questions, please contact: violetajonchevska@protonmail.com and gendresasulejmani@protonmail.com

Check www.hive-mind.community

In addition to the training please check www.hive-mind.community. Hive Mind is designed for you to train and learn to enhance your digital media literacy skills in a collaborative environment with your community of practice. Hand-picked and verified tools, our own custom built social media listening tool 'Social Media Radar' and self-paced online courses to name a few. All in a safe and secure environment.

The training is a TechSoup Europe initiative in cooperation with Metamorphosis Foundation and CA. Zasto Ne



Metamorphosis Foundation works toward strengthening the awareness and capacity of citizens and civil society to assume their fullest possible role as activists for democracy, while supporting institutions to fulfil their democratic role in serving with particular emphasis on the use of information technology and knowledge-sharing.



individuals.

CA Zasto ne - Why not is an organization that works on the creation of a safe, secure, healthy, active, efficient and accountable BiH society through increasing civic participation, influencing government accountability, use of new technology tools and promotion of socially engaged culture on the whole territory of BiH together with other interested groups, organizations, institutions and



TECHSOUP EUROPE supports civil society organizations across the continent to use the best technology for social change. It equips change makers with transformative technology products, knowledge, and services so they may benefit from technology and make social change. TechSoup teaches how to use technology for good and connects unlikely collaborators, such as social activists, hackers, designers, government, local authorities and business partners. TechSoup builds communities with whom it tries to generate innovative solutions to social challenges.



HIVE MIND — is a harbor for a community of practice. In today's digital world, our freedom of information is being challenged by sophisticated misinformation and disinformation tactics. We're here to assist you in the journey of digital transformation and to support these freedoms by building media literacy skills throughout civil society and in communities where people come together to form trust and social ties. www.hive-mind.community