



Partner Organisation	
<b>OID NUMBER</b>	<b>E10249589</b>
<b>PIC NUMBER</b>	<b>8947474</b>
<b>Full legal name</b>	<b>SOCIAL ACTION FOR YOUTH</b>
Profile	
<b>Is your organisation a non-profit?</b>	no
<b>Type of organisation</b>	NGO
Accreditation to host/send volunteers?	
<b>Accreditation Type</b>	-
<b>EVS Accreditation number Reference</b>	-

Legal Representative	
<b>Title</b>	Mrs
<b>Gender</b>	F
<b>First Name</b>	Paula
<b>Family Name</b>	Medina Mora
<b>Department</b>	n/a
<b>Position</b>	Director
<b>Email</b>	accionsocialporlajuventud@gmail.com
<b>Telephone 1</b>	+34692372780
<b>Address</b>	Plaza Pontevedra 10, 2ºB
<b>Region</b>	Galicia
<b>P.O. Box</b>	



<b>Post Code</b>	15003
<b>CEDEX</b>	
<b>City</b>	A Coruña
<b>webpage</b>	www.accionsocialporlajuventud.com
<b>Contact Person</b>	
<b>Title</b>	Mrs
<b>Gender</b>	M
<b>First Name</b>	Mateo
<b>Family Name</b>	Rodriguez
<b>Department</b>	n/a
<b>Position</b>	Project manager
<b>Email</b>	accionsocialporlajuventud@gmail.com
<b>Telephone 1</b>	+34692372780
<b>webpage</b>	<a href="http://www.europeto.me">www.europeto.me</a>

## Background and Experience

### Please briefly present your organisation (MAX 5000 CHARACTERS)

Social Action for Youth (Acción Social por la Juventud-ASJ) is a pioneering organisation which initiates and implements projects of positive social impact, with a focus on social inclusion (particularly in the fields of entrepreneurship, migrant integration, empowerment, sustainable development). ASJ is one of the leading institutions in Spain in the fields of social entrepreneurship and social innovation. It founded and manages *Galicia Web Radio & Web TV*, an educational centre and a community of organisations with cultural, environmental and social aims. It also runs the *SOCIAL CAFE*, a unique initiative aiming at the empowerment of people with fewer opportunities.

Our main target groups/ beneficiaries are: youth, adults, elderly, migrants, refugees and asylum seekers, NEET youth, women, people with fewer opportunities with and without disabilities.



ASJ runs exclusive Units on Social Entrepreneurship Support, VET and enterprise, Youth and adult learning, School Education, Migrant Integration, Research and Policy. Working closely with stakeholders across the country and Europe, we bring innovation, mainly through digital, online, and mobile tools, to enable the balance between knowledge (hard skills) and interpersonal skills and stimulate the employability of every individual. We develop and implement innovative projects and provide new tools and methods that meet social needs, create social relationships and form new collaborations to prevent social exclusion of vulnerable groups.

As accredited VET educational institution and adult education provider, ASJ delivers trainings and develops educational materials relevant to social inclusion, entrepreneurship, global education, including activities to reach the Sustainable Development Goals (eg., equal rights, peace and conflict resolution, responsible consumption and production, sustainable cities and communities etc).

ASJ has also an extensive expertise in the Quality Assurance process by designing questionnaires, conducting in-depth interviews and focus groups; in the last decade, it has been the internal or external evaluator for more than 25 European projects funded by the European Union, the Norwegian Fund or the Government of Spain and Galicia Regional Government.

The ASJ team has advanced degrees in education, school psychology, social and political sciences, law, entrepreneurship and business development as well as long experience in projects that tackle various social issues and provide new ideas towards sustainable solutions.

**What are the activities and experience of your organisation in the areas relevant for this application? (MAX 5000 CHARACTERS)**

ASJ has over 15 years of experience in EU project management and in European cooperation. It has been working with European partners in developing and



implementing projects of educational and social value in multiple fields improving the skills, knowledge and opportunities of the vulnerable groups and the general public. ASJ team has great experience in all the phases of the project life cycle - from the project development to project evaluation.

ASJ is also an accredited VET and adult education provider developing and implementing projects that aim to strengthen the skills of VET trainers, adult educators and other professionals working with vulnerable groups such as migrants, refugees, youth and individuals with disabilities. ASJ has an extensive experience in the development of methodologies, educational materials and providing trainings. In this way ASJ can ensure quality content and results, such as MOOC and Handbook. Some of the relevant projects we are involved are:

- Technical and Vocational Skills Development
- A European Entrepreneurship VET Model and Assessment Framework for Ethnic Minorities (EVA)
- Work-VR: Piloting virtual reality for language in the context of employability
- Career Management Skills – A New Literacy for Sustainable Employment (ACUMEN)
- Design Thinking as a Means to Innovative Product Development in Adult Learning (D-Learning)

### What are the skills and expertise of key staff/persons involved in this application? (MAX 5000 CHARACTERS)

**Paula Medina** is the founder and executive director of the Social Action for Youth. She holds a BS in Sociology and an MA in Government and Politics from A Coruña University. She has been the key speaker in a number of Regional conferences on Social Entrepreneurship and Innovation. She provides training on entrepreneurial and social action related themes. She has been involved in educational and social projects for more than fifteen years and has a strong experience in the full cycle of projects, from project development to project evaluation. She is considered the pioneer of the social entrepreneurship movement in Galicia Region and one of the best in Spain, as she organised the first initiatives to promote the field of social enterprises in the region.



**Mr Mateo Rodriguez** has 10 years' experience in managing multimillion projects, strategizing and consulting on high caliber research, data management, analysis and quality assurance of academic and research of EU, UN and commercially funded projects. He has expertise in public engagement and capacity building activities and has facilitated the development of several research protocols, grant proposals and manuscripts. Moreover, Mateo has extensive experience in auditing, monitoring and quality assurance in large-scale European funded projects. He is mainly interested in project management, research facilitation, training individuals and organisations aiming for capacity development and integration of research methods, particularly on large scale, international projects such as those funded under the UNITAID, UK Aid and Horizon 2020.

**Silvia Corral Seoane** is the manager of ASJ Vocational Training Centre. She is a senior trainer with more than 10 years experience both in an academic and in a corporate environment. She holds a BA in Communication, an MA in International Mass Communication, and an MSc in Risk, Crisis & Disaster Management. For the past 2 decades she has occupied several roles, both in the public & private sector, served as Senior Consultant and Advisor, and shares a deep passion to both personal and professional development as well as community development.

**Maria Moranas** is a project manager with more than 10 years of experience. She holds a BSc in Sociology from A Coruña University and an MSc in Human Resource Management and Organizational Behaviour from CIIM in UK. During her studies, she has volunteered with local NGOs to re-engage communities in facilitating re-entry among those released from prison and those that were under community supervision. Since the beginning of 2012, she has been working as a Project Coordinator and Manager for EU and UN-funded projects which predominantly focus on migrant integration, entrepreneurship, democracy, promotion of dialogue, youth engagement, media literacy and global education. Maria has experience in collaborating with CSOs in North America, Europe, Middle East and Africa for the implementation of international activities. Maria is a member of the Publications and Communication Committee of the Cyprus Human Resource Management Association.



## What are the activities and experience of the organisation IN THE FIELD OF MEDIA AND DIGITAL LITERACY?

During the emergency we run a new digital education project, called [www.miscueladigital.org](http://www.miscueladigital.org) to help teacher, parents and student to find in only one place all they need to teach, learn and share documents and communication. In only 30 days the project have more than 5.000 active users and more than 100 applications we are evaluating (we give acces only to those guarantee the requirements we publish).

For the next months, we will launch 2 different projects: [www.europeto.me](http://www.europeto.me) and [www.digo.eu](http://www.digo.eu) about the possibility to start digital internships and volunteering with an official certificate delivered, while the second is about the possibility for youngsters to share their opinions about sexuality, addicion, sport, family, school, etc.

SOCIAL ACTION FOR YOUTH is interested to take part in this project because we believe we have enough knowledge and experience to cooperate in the technical and practical aspects, even if we are newcomers in EU projects but our boardmembers come from diferente experienced organizations (all the members took part in 12 KA2 projects in the last 2 years)

We expect to work in an creative and quality environment in close collaboration with other partners, share knowledge and experience between each other and develop useful and quality intellectual outputs. We envision our role related to the development of the Intellectual outputs. As it has been mentioned before, ASJ has extensive experience in the development of innovative and creative methodologies, materials and trainings.

Also we have access to the target group ensuring successful testing and dissemination of the outputs.

Please describe the profile of your participants (age, sex, education level, social-economical background...) and how are you going to involve them in the training courses ...



Our main target groups/ beneficiaries are mainly people from vulnerable and marginalised groups, such as youth and adults, including women, NEET youth, elderly, migrants, refugees and asylum seekers, people with mental and physical disabilities. On the other side in this project we will involve adult educators in order to empower them and equip them with the skills needed to deliver trainings related to project management and EU funding.

The participants of this project will be involved in the development of the handbook according to their needs, as well as the piloting phase. Also both, adults and adult educators will perform as multipliers disseminating the project results in their environments through their channels of communication.

#### **What impact will your organization and community expect with this project?**

ASJ expects to achieve high quality intellectual outputs that will be used in the communities locally and internationally.

In regards to the community, we expect to equip adult learners and educators with the skills and knowledge required to develop and implement EU projects with social, educational and cultural values.

On the other side we expect to establish strong and fruitful collaboration towards positive social impact.

#### **How are you going to use the learning outcomes in your work after the implementation of this project?**

The learning outcomes will be at great value when working with the disadvantaged groups through our Social initiatives, as well as other projects and initiatives. As we work closely with the communities with migrant/ refugee background, we can use the materials to empower them and motivate them towards meaningful actions.



**Have you applied for/received a grant from any European Union programme in the 36 months preceding this application?**

**No as organization. We know this could be considered as an added value to your project.**

(PLEASE SPECIFY PROJECTS WHERE YOU WERE APPLICANT (COORDINATOR) AND PROJECTS WHERE YOU WERE SENDING/HOSTING PROMOTER)

**In your country, during the emergency of COVID-19, what was the response of educators, youth workers, public employees to the “forced” digitalisation of teaching/work? What needs/gap emerged in terms of digital competences (from the point of view of educators/workers and learners/users)?**

AS we mentioned above, we had the possibility to contact with more than 40 teachers and school directos to offer our support as IT expert in creating a digital platform and we launch

[www.miescueladigital.org](http://www.miescueladigital.org)

At the same time, we know teachers need to update their digital skills so we offered 10 online masterclass using clickmeeting to improve their abilities in teaching in a digital environment (digital tools, coding, wordpress, graphic design, etc.)