



# Call2Nature

## WP4 Connected Activity Go Green Fund me!

PROJECT REFERENCE NUMBER:  
2022-1-IT03-KA220-YOU-000085032



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<b>Competence Area</b>	Green to Know/Sustainable Geek/Green Detective/Green Activist/Good Gardener/Green Networker		
<b>Topic</b>	Distribution of 25 topics can be found <a href="#">here</a>		
<b>Transversal competence(s)</b>	<input type="checkbox"/> TEAMWORK  <input type="checkbox"/> CRITICAL THINKING  <input checked="" type="checkbox"/> FUNDING ACQUISITION	<input type="checkbox"/> EMPATHY & RESPECT  <input type="checkbox"/> BIODIVERSITY  <input type="checkbox"/> SUSTAINABLE DEVELOPMENT GOALS	<input checked="" type="checkbox"/> SENSE OF INITIATIVE  <input type="checkbox"/> LEADERSHIP  <input type="checkbox"/> INNOVATION
<b>Name of the activity</b>	<b><i>Go green fund me!</i></b>		
<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li>• Identity and describe the main aspects of crowdfunding by observing different existing crowdfunding initiatives</li> <li>• Identify the main possible factors of success of a crowdfund campaign</li> <li>• Identify and describe the major crowdfunding platforms existing</li> <li>• Learn how to plan and launch your own crowdfunding platform</li> </ul>		
<b>Methodologies used</b>	<ul style="list-style-type: none"> <li>• Experiential Learning</li> <li>• Project-Based Learning</li> <li>• Gamification</li> <li>• Dialogue and Discussion</li> <li>• Peer-to-Peer Learning</li> <li>• Arts and Creativity</li> <li>• Community Engagement</li> </ul>		



	<ul style="list-style-type: none"> <li>• Online campaign</li> <li>• Digital collaborative activity</li> </ul>
<b>Step By Step Description</b>	<ul style="list-style-type: none"> <li>• Introduce participants to the main concept of crowdfunding by showing some concrete examples of campaigns. In the resources, you can find some examples, in case search for them online, as links can easily expire.</li> <li>• While you do so, ask participants to use post-its to make major comments about some concepts like: <ul style="list-style-type: none"> <li>- strategy</li> <li>- media used</li> <li>- network</li> <li>- leverage/motivation</li> </ul> </li> <li>• Discuss with participants their major comments, and whether they participated or ever heard about crowdfunding campaigns</li> <li>• In this second part, introduce the digital elements of online crowdfunding campaign (presentation)</li> <li>• Introduce young people to a task scenario (it will be easier to evaluate and compare among different groups). The task will be about an environmental action, like collecting money to clean an area etc</li> <li>• After this moment, ask participants to use canva.com by using landing pages/visual material templates and develop their visual and appealing 'landing page' or create Instagram-like pages where they can show cast their work, or again develop visual contents to explain what they would like to do.</li> <li>• Ask participants to explain their crowdfunding approach and strategies.</li> </ul>
<b>Required Materials</b>	<ul style="list-style-type: none"> <li>• <i>Presentation</i></li> <li>• <i>Account canva from the youth worker</i></li> </ul>
<b>Activity Evaluation/ Reflection</b>	<ul style="list-style-type: none"> <li>• After this exercise, would you participate to crowdfunding campaigns? why/why not?</li> <li>• do you think you were enough convincing? why/why not?</li> <li>• what do you feel you need to learn more?</li> </ul>

Useful  
Resources  
  
(not  
mandatory)

<https://epatterns.eu/toolbox>



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