ServiceLearning
SL-ICP University empowering society

Co-funded by the Erasmus+ Programme of the European Union

TEMPLATE FOR THE DESIGN OF A SERVICE-LEARNING PROJECT*

1.- PROJECT TITLE	
Digital Writing – Content Design for a Better Future for Children	
2. PROJECT SUMMARY *(brief description 300 to 500 words)*	
Children are among the most disadvantaged persons in emerging countries. They are the first to suffer from lack of food, education and health services. The project's aim is to design and implement a campaign that: - raises awareness of the situation of disadvantaged children in Romania. - develops positive attitudes among students related to the importance of getting involved in supporting social causes by using the work tools learnt in the university master program.	
3.- TECHNICAL DATA	
Higher Education Institution or responsible entity:	University of Bucharest
Person in charge of the project in the HE Institution:	Romina Surugiu
Number of students participating in the project:	15
Course/age/gender of the participating students:	Master level
Number of final beneficiaries of the service:	Universities & non-profit organisation involved
Project type: (face-to-face, virtual, mixed and/or international):	Face-to-face
Do the students work with social entities or with final beneficiaries of the service?	Yes
4.- BACKGROUND (context in which it arises, if it has been carried out previously, if it is part of a project that already exists or the previous experience from the people involved)	
Reducing inequalities and ensuring no one is left behind are integral to achieving the Sustainable Development Goals. Inequality related to children is a persistent cause for concern, especially in countries as Romania. Students can contribute to reducing the inequalities among children, by getting involved as volunteers in non-profit organizations. This service-learning project will	

place students from the Multimedia and Audio-visual Production Master Program (University of Bucharest) in the situation of producing digital content on the benefit of non-profit organisation involved in reducing inequalities among children.
5.- GENERAL SOCIAL NEED FOR THE PROJECT (S-L addresses real needs in the community, it is significant and relevant for both students and community partners. Relevant topics related to civic, cultural, economic and political society are explored through the project.)
Reducing inequalities among children in Romania.
6.- SERVICE OBJECTIVES (what is the purpose of the project, what service will be provided to address the social need)
Students will produce digital content in the benefit of a non-profit organization. The content will help the organization in disseminating information about its programs and leaning tools for children.
7.- LEARNING OBJECTIVES (Specific contents and competences of academic subjects or academic degree, and/or transversal (generic) competences.
Producing communication materials
8.- SUBJECTS/CURRICULAR AREAS INVOLVED (curricular subjects/courses?, a specific S-L course?, program?, etc.)
9.- ACTIVITIES TO BE CARRIED OUT IN ORDER TO ACHIEVE THE PROJECT OBJECTIVES (both inside and outside the classroom. Activities that deal with the preparation, implementation, closing and evaluation of the project.)
Module 1 – what is inequality and how affects it children. Girls and inequalities. Challenges faced by children living in rural Romania. Module 2 – meeting with the non-profit organisations to identify the need for quality digital content. Module 3 – Preparation and implementation of digital content Design technical solutions (in digital content production) and communication support for non-profit organization. Deploy solutions on targeted organizations. Execute and implement outreach activities Evaluate the effect the deployed solutions Module 4 organise a "celebration day" at the end of the semester to

communicate about the outcomes of deployed solutions and about the benefit of digital content solutions meant to support non-profit organizations which organize actions in favour of children.

10.- LINK TO THE SUSTAINABLE DEVELOPMENT GOALS AND TARGETS (Go to: http://sdg.humanrights.dk/es/goals-and-targets)

SDG	TARGETS
10: Reduce inequality within and among countries.	10.2. By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

11.- HOW IS THE GENDER PERSPECTIVE INCORPORATED INTO THIS SERVICE-LEARNING EXPERIENCE (Equitable distribution of tasks among man and women; use of non-sexist language and images; recognizing and value the existence of multiple gender identities)

The gender perspective is integrated through the module that underlines the difficulty faced by girls in education system.

12.- ENTITIES PARTICIPATING IN THE PROJECT (social entities, Public Administrations, educational centers, etc.)

The project will involve a co-construction non-profit organisation engaged toward actions or awareness related to reducing inequalities in education such as:

- **Salvati Copiii** (https://www.salvaticopiii.ro/)
- **SOS Satele Romaniei** (https://www.sos-satelecopiilor.ro/despre-noi/)

13.- REFLECTION ACTIVITIES (Outline how reflection will be carried out with S-L participants: Reflection about what; when and through what means the reflection will take place. Analysis of different perspectives related to the problem that is being faced, and link of the S-L experiences to the theoretical and methodological framework of the academic subject/curriculum)

Students will reflect on the advantage of using the competences acquired during the master program in designing communication support for non-profit organizations that fights for reducing inequalities among children.

14.- EVALUATION (who evaluates, what is to be evaluated, when will the evaluation take place, and through what means will the evaluation be conducted)

Evaluation at the end of semester by teachers, non-profit organization and faculty head member.

Indicators of impact on learning	Indicators of social impact
The quality of digital editorial content (text, images and sound).	Number of users who visited the web page of the non-profit organization.
	Acceptance of digital content by the non-profit organization

15.- CELEBRATION OF THE PROJECT AND ITS RESULTS (diploma award ceremony, party, meetings, etc.)

A celebration day will be organised at the end of the semester where students will publicly present, in presence of faculty head members, involved non-profit organisations and supervising teacher. Students will present the deployed solutions, the outcomes and their reflection about the importance of supporting non-profit organization in their actions for children.

16.- COMMUNICATION AND DISSEMINATION ACTIVITIES (use of social media, internet, YouTube, publications, conference presentation, etc.)

Project presentation in the university events.
The use of University's social media accounts for updates and milestones
Indoor and outdoor communication materials (posters, banners, signposting, floor displays etc,)

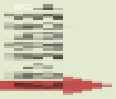
17.- CALENDAR (timeline of the project activities)

Start at the beginning of the year of study (October 1).
Weekly 1h slot to work on project
End mid-January.

18.- HUMAN AND MATERIAL RESOURCES NEEDED TO CARRY OUT THE PROJECT (teachers, students, administrative staff; teaching resources, furniture, etc.)

1 teacher and 1 administrative staff

19.- BUDGET (income, expenses and co-financing)



*Designed by Pilar Aramburuzabala and Rosario Cerrillo. Autonomous University of Madrid.
*Reviewed by the Subcommittee of the Technical Commission of S-L in the Public Universities and the City Council of Madrid.