



“The Change we became” International Seminar by SCI Poland

Poznań, Poland, 15-18 September 2022

*for youth workers, leaders, volunteers,
workcamp organisers and communication officers*

CALL FOR PARTICIPANTS
from Belgium, Finland, Germany, Hungary,
Ireland, Poland, Portugal, Slovenia and Spain

LAST PLACES AVAILABLE!



**Co-funded by
the European Union**

- ✓ Are you motivated to explore the topic of **impact measurement of international voluntary activities**?
- ✓ Would you like to learn from an expert **how to communicate to a wider audience the impact that your organisation creates**?
- ✓ Are you curious to explore the topic of **storytelling in communication** so that your organisation can gain more recognition, volunteers and donors?
- ✓ Are you a **resident** of Belgium, Finland, Germany, Hungary, Ireland, Poland, Portugal, Slovenia or Spain?
- ✓ Are you ready to meet **amazing people from 9 countries**, make new friendships and get inspired by their ideas and projects?
- ✓ Would you like to combine *city* and *nature*, **staying 4 days at the lakeside with an all-year ski slope and thermal baths**, yet just 3 km from the charming Poznań Old Town?
- ✓ And all this for **no or very little cost**?!

If your answers are "Yes, this is me!", then...

... we have an offer for you!! :-)

ABOUT US

Service Civil International is the oldest voluntary peace movement in the world, with over 100 years of experience. Our mission is to promote a culture of peace by organising international volunteering projects with local and global impact. We are present in 40 countries on 5 continents, and we cooperate with partners in almost all countries of the world.

Read more at <https://sci.ngo/>.

During over 100 years of operating globally, SCI has accumulated lots of expertise in non-formal education and peacebuilding, which had been recognised by many institutions, including UNESCO and the Council of Europe.

And do you know that SCI was even nominated numerous times for the Nobel Peace Prize?!

Stowarzyszenie Jeden Świat is the Polish branch of SCI. We combine international projects with local spirit and have 30 years of experience in peace work and non-formal education. Learn more about us [here](#).



THE PROJECT IN SHORT



In SCI, **we care about the high quality of our workcamps** and other non-formal activities, and we share the need to **monitor the results of our work**, to know which approaches work and bring change to our audience.

With the **“Be the Change you want to see”** project, we turn knowledge on the benefits of impact measurement into **regular practice** – first for our 9 participating organisations, and then for an ever-growing circle of European youth NGOs!

After a successful **“Be the Change you want to see” Training Course** (April 2022) where we learned how to measure the impact of our activities, and after a series of **webinars**, our partnership conducted **local impact measurement** at our voluntary projects. Now it’s time to sum up the experience and consolidate the research results! We also want to learn how to communicate the measurement outcomes to a wider audience in a compelling way.

Based on the experiences, in October 2022 we will publish the **Practical Guide** to Impact Measurement in International Mobility Activities.

Read more about our project [here](#)!

“THE CHANGE WE BECAME” SEMINAR

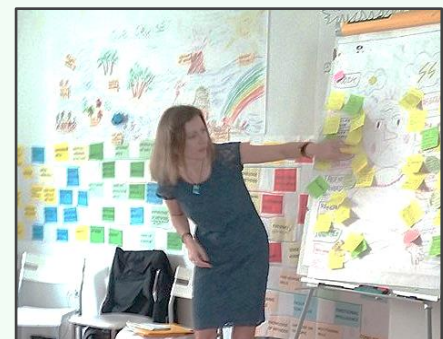
The international seminar "The Change we became", will take place **between 15.09 and 18.09.2022** in Poznań, Poland.

At the seminar, you will:

- work with the award-winning communication expert, Hanna Wiczanowska, PhD, and with the project coordinators and process leaders Gośka Tur and Afroditi Deilogkou,
- develop expertise in communicating impact results, speech preparation, audience analysis, and storytelling,
- participate in consolidating the research results from the practice phase of the project,
- plan how to successfully incorporate impact measurement into the routine of your organisation,
- become more confident in working for impact and high-quality volunteer work,
- exchange ideas, good practices, inspirations, and share resources,
- have the opportunity to set up peer support groups with changemakers and impact enthusiasts from other countries.

Our **working methods** will base on the principles of adult learning, creating a stress-free and motivating environment where the human brain has a full capacity to learn.

You will often work in smaller groups to achieve the best results. All the methods will encourage active participation, creativity, initiative, and responsibility for one's learning process.



All in all, we offer you **an excellent learning opportunity** that will support you to increase the quality and impact of voluntary activities you and your organisation are doing, and also **a unique networking experience** with fellow-minded people from across Europe.

In addition, after the seminar, we will offer you **additional materials** and the possibility of **free consultations with a communication expert** so that you can polish up your story before sharing it with a wider audience.

We believe the seminar will be the next successful step in our **exciting adventure of cooperation and mutual support** within the “Be the Change you want to see” project.

PROGRAMME OF “THE CHANGE WE BECAME” SEMINAR

DAY	1 – Thursday, 15.09	2 – Friday, 16.09	3 – Saturday, 17.09	4 – Sunday, 18.09
08:00-9:00	Breakfast at 8:00			
9:00-10:30	LESSONS LEARNT Arrivals until noon	QUALITY MAINTENANCE What does really matter? - Key ingredients of high-quality youth projects (based on our impact research)	COMMUNICATING IMPACT (2) The anatomy of a story <i>4 basic elements of each story;</i> <i>logos, pathos and ethos;</i> <i>the temperature of a conflict;</i> <i>Leach and Greimas' fairy tale model;</i> <i>dopamine, oxytocin and serotonin;</i> <i>acronym AIA</i>	REACHING OUT How to impress the donors and the volunteers with our project results? – Preparing country plans
10:30-11:00	Coffee break			
11:00-12:30	12:00 – Opening of the seminar with lunch, orientation to the venue	Ensuring high quality of projects: a systemic approach	Structure of a story <i>The hero's journey concept;</i> <i>STAR structure; sensitive moments irrespective of structure;</i> <i>acronym STORY by P. Vasiljev</i>	Impact communication in practice: the final quest Collaboration & networking time
12:30-14:30	Lunch at 13:00			
14:30-16:00	13:00 – Getting to know the group and the programme Impact of voluntary work – so what?	COMMUNICATING IMPACT The speech purpose and the problem of the audience: <i>different perspectives; general and specific purpose; PAVE; case study</i>	Individual work and presentation of prepared stories with feedback session	Reaching beyond our group: how to share what we've learnt? Our tips and tricks for other changemakers
16:00-16:30	Coffee break			
16:30-18:00	Sharing experiences from the local impact measurement Lessons learnt for the future from our impact research	Audience's needs analysis: <i>6 crucial areas; 12 archetypes of protagonists; practical importance</i>	Presentation and feedback session (continuation) Ideas to amplify the stories	Summing up our learning journey Next steps in the project Seminar evaluation Certificate awarding ceremony
18:00-18:30	Reflection groups			
18:30-20:30	Dinner at 19:00			
20:30- ∞	Welcome evening	Open Space (optional)	Open Space (optional)	Final Party

You need to **arrive** at the seminar venue on **Thursday, 15th September 2022 before noon**.

Departures are planned for **either Sunday night (18.09 after 7 p.m.) or Monday morning (19.09 by 11 a.m.)**.

FOR WHOM?

Our ideal seminar participants are youth workers, leaders, volunteers, workcamp organisers and communication officers with an interest in measuring and communicating the impact of voluntary activities.

We explicitly encourage participants of all genders, abilities and ethnic backgrounds to apply.



There are a few formal requirements you need to satisfy to join the seminar:

1. You need to be a **resident of one of the 9 project countries** mentioned on the cover page.
2. You must be able to **communicate in English** (the working language of the course).
3. You must be **at least 18 years of age**.
4. You need to **attend the whole seminar duration** (there is no possibility to make exceptions).
5. You commit yourself to **support your organisation to communicate better with the external audience**.
- 6.

CERTIFICATES

You will be awarded a seminar completion certificate, issued by SCI Poland, and additionally, you will receive a Youthpass certificate.

MEET THE TRAINERS AND FACILITATORS



Expert in communication and storytelling: Hanna Wiczanowska, PhD

Doctor of Laws and certified business trainer within the International Trainers & Facilitators Federation. Her competence has been trusted by many companies, institutions and NGOs. Among others, she trains doctoral students at the Jagiellonian University in storytelling in teaching, public speaking, vocal work and the usage of body language. She also trains academicians from the Adam Mickiewicz University in Poznań in the field of public speaking for didactics and is a lecturer at its Open University. In 2022, she brought her mentee to the Central and Eastern European Championship in impromptu speeches in English.

In 2019, Hanna Wiczanowska was ranked third in the final of the Evaluation Competition (critical and motivational evaluation of public speaking) within the five Baltic countries - in English. In addition, she is a third-place winner in the final of the Polish Championship of impromptu speeches in English and a finalist (top eight) within the same five Baltic countries - in English.

When preparing, delivering and evaluating public speeches, she uses her original tools, allowing her to diversify the choice of elements supporting the message as well as feedback techniques, depending on the character and purpose of the speech.



Practice phase coordinator and facilitator: Afroditi Deilogkou, Belgium

I am a social and intercultural psychologist, a peace enthusiast and a member of the SCI Impact Working Group. I have contributed to numerous local social initiatives in Belgium, facilitating sessions for adolescents and young adults.

As one of the coordinators of the “Be the Change you want to see” project, I am responsible for supporting the country teams and for oversight of the Practical Guide to Impact Measurement development.



Process leader and facilitator: Gośka Tur, Poland

I am a sociologist, trainer and educator, a certified member of the Polish Association of NGO Trainers and the owner of Pracownia Interakcji training company. Between 2015 and 2020, I was the International President of SCI.

I love helping participants to learn, reflect and grow, and I’ve been doing it for more than 20 years now, specialising in adult education, peace and conflict resolution, and leadership, often in the form of long-term educational processes.

I created the “Be the Change you want to see” project because I deeply believe in the urgency and importance of measuring and communicating the impact of our activities!

THE VENUE

The seminar will take place in **Poznań**, a vibrant city with great transport connections (international trains and buses, airport, highway).

We are thrilled to invite you to a dream place that combines city and nature!

Hotel Camping Malta is a relaxing green area designed for groups and individuals who want to have a creative space for work and rest.

Malta is a lake (picture on the right), just 3 km from the Poznań Old Town, yet giving you a feeling that you are away from the city.



We will live at the lakeside in double bungalows with private bathrooms, adhering to all health & safety precautions. The houses are fully heated and 100% comfortable. The outside temperature will be around 12-20°C at that time and you can use the private terraces and the nearby green areas.

Meals, including coffee breaks, will be served in the renowned Rycerska hotel restaurant at the camping premises, just next to our training room.

A few pictures of the bungalows, the rooms and the restaurant follow on the next page.



These are just a few examples of attractions within the walking distance of our hotel (0.5-3 km):

- Poznań Old Town
- Malta Thermal Baths (an aquapark and pool complex)



- All-year-long Malta Ski slope (with skiing, downhill rafting and a toboggan run)
- Forests with rivers, ponds, and a treetop walking bridge
- Two rope parks
- Poznań New Zoo with an award-winning, vast and modern elephant enclosure



FINANCIAL CONDITIONS

The food and accommodation as well as all organisational costs (additional insurance, training materials etc.), will be fully covered thanks to the co-financing by the European Union.

In addition, we can provide you with complimentary accommodation in a youth hostel on the night of 14/15.09 if it is essential due to the lack of transport alternatives.



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NB. We run this project in a partnership between SCI Belgium, SCI Catalunya, KVT Finland, SCI Germany, Utilapu Hungary, VSI Ireland, SCI Poland, Para Onde? Portugal, and Zavod Voluntariat Slovenia.

Some of the partners may ask for a small sending fee (e.g. 20 euro) to cover their placement costs.

Please check with the relevant organisation.

Reimbursement of the travel tickets will be 100% up to the maximum amounts after the receipt of original documents. Maximum travel reimbursement will be according to the Erasmus+ rates:

- Poland – max 23 euro,
- Finland, Ireland and Spain – max 275 euro,
- Portugal – max 360 euro,
- Belgium, Germany, Hungary and Slovenia – max 320 euro if choosing green travel (bus, train, car sharing) or max 275 euro for travel by plane.

If you are from Belgium, Germany, Hungary and Slovenia, we encourage you to choose green travel (bus, train, car sharing instead of a plane). You can receive reimbursement of additional accommodation costs on the way to Poznań, should you need it, as well as reimbursement of small expenses made while travelling. Questions or doubts? Contact us!

Even though this is not a “getting to know Poland” project, **you may also stay in Poland a few days before or after at your private expense**, as long as the travel cost is not higher than the cost which you would bear if coming only for course duration – otherwise you will be asked to cover the difference.

We do not cover the costs of COVID tests, should you need one. However, from 28.03.2022 on, no tests are required in Poland. The entry restrictions are lifted and you don't even need a COVID digital certificate.

SUSTAINABILITY

Sustainable food: The food we provide will be vegetarian with vegan options. This is not just a practical decision, but also an ideological one: SCI believes in the values of sustainability and climate justice – and if we want to contribute to a more peaceful planet, we need to give up on animal agriculture.

Sustainable travel: We encourage you to use environmentally friendly transport (bus, train, car sharing) when possible.

HOW TO APPLY?

If you find yourself a suitable candidate for the course, please fill in the application form at <https://bit.ly/change-seminar>.

We have the last places available due to some cancellations and we continue accepting applications until the last free places get filled in.

You will be notified of the selection results within 24 hours from applying.

All those accepted will receive a detailed infosheet (including how to get to the venue, travel reimbursement rules, and how to prepare for the seminar).

We will support you in the pre-departure phase together with our project Partner Organisations.

MORE QUESTIONS?

If you have further questions regarding the project, you can write to us at learning@poland.sci.ngo.

We are looking forward to your application!

The coordinating team

Afroditi Deilogkou and Gośka Tur