



SOCIAL INNOVATION FOR ACTIVE INCLUSION

BOLOGNA – FLASHGIOVANI: INCREASING YOUNG PEOPLE'S ACTIVE PARTICIPATION IN THE LIFE OF THE CITY



Flashgiovani.it is an innovative online magazine managed by - and aimed at - young people aged 15 to 29 living in the Bologna area.

For many young people, the transition from education to work can be difficult, resulting in the risk of social exclusion. Through the Flashgiovani.it project, Bologna aims to help in actively including young people as they move from education into work.

Established in 2000, Flashgiovani.it offers an open online space for young people to provide information and advice in an appealing way to others of a similar age, on topics that interest them: from local art and culture, to health and well-being, to volunteering and travel.

The main objectives of the project are to meet the need for information, training and job placements, and to encourage active participation by young people in the life of the city.

Flashgiovani.it offers an integrated network of portals including:

- Flashgiovani.it
- Flashfumetto.it
- Flashmusica.it
- Flashvideo.it
- Giramondo.org
- Codec.tv
- FlashFM

The content for the Flashgiovani.it network is created by an editorial team consisting predominantly of young people, supported by a group of specialists ranging from media production experts to counsellors. Being on the editorial team empowers young people to demonstrate their talents and creativity, and to get involved by researching the numerous initiatives in the Bologna area, while at the same time adapting to the world of work.

Innovation

The project includes many innovative aspects:

- Flashgiovani.it is based on an innovative philosophy that believes in transforming the wealth of talent and knowledge found among young people into a public service: an online magazine by the young, for the young. This makes it possible for the city of Bologna to provide a concrete opportunity for the educational, social and professional growth of young people.

Cities for Active Inclusion is a dynamic network of nine European cities – Birmingham, Bologna, Brno, Copenhagen, Krakow, Lille Métropole - Roubaix, Rotterdam, Sofia and Stockholm – each with a local authority observatory (LAO) within its administration. Their aim is to share information, promote mutual learning and carry out research on the implementation of active inclusion strategies at the local level.

The observatories are co-ordinated by EURO CITIES, the network of major cities in Europe, and supported by a partnership between the European Commission (DG Employment, Social Affairs and Inclusion) and EURO CITIES.



Cities for Active Inclusion

- By including a wide variety of players, the editorial team represents a new departure for public sector websites, with a mix of young people, representatives of the city's youth project (Progetto Giovani), and professional experts.
- The use of creative workshops run by the city of Bologna to generate ideas and content for the web pages represents an innovative experiment: it marks a shift from the youth-information approach where public sector organisations provide information to young people, to an informed-youth approach, where young people themselves research the information that is relevant to them, and share it with others.
- For the young people on the editorial team, the learning-by-doing approach brings a new educational paradigm that focuses on practical learning rather than theoretical learning.
- Flashgiovani.it has developed a new partnership approach, working with other media, such as radio and tv, to create reportages and documentaries, and also tv commercials for local socio-cultural activities.
- Flashgiovani network offers an innovative continuous online open workshop, linked with other local youth-focused organisations.

Success

With more than 220 young people involved in the Flashgiovani editorial team since 2000, and with the number of page views per month reaching over 8 million during 2010, it is clear that the Flashgiovani.it project is providing a successful hub for young people.

The young people on the editorial team acquire significant work experience, enabling them to build meaningful skills in areas such as computing, creativity, and communication as well as entrepreneurship, continuing education and self-directed training. It also helps young people feel valued as they become information producers as well as information consumers.

In terms of encouraging creative talent, so far, over 1600 emerging young audiovisual professionals, over 1200 young music groups and almost 200 young artists have become involved with Flashgiovani.it.

The availability of a youth-focused online service is also likely to further reduce social exclusion among young people in the city.

Dissemination and sustainability

The Flashgiovani.it project offers a high degree of transferability and sustainability. For example, the use of creative editorial workshops has been taken up by other youth projects in Bologna Province as well as by other European youth projects (e.g. Videomakers online – 2004).

Through Leonardo initiatives and agreements with NGOs, universities and other institutions, Flashgiovani.it has involved and hosted numerous young people from across Europe and the world. This helps disseminate project experiences to other organisations wishing to adopt a similar approach.

Funded by the city, the region and the state, Flashgiovani.it will continue to help maximise active inclusion among young people in Bologna.

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For more information see: <http://ec.europa.eu/progress>.



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