

European Workshop  
**Perspectives of Web 2.0 for Citizenship Education in Europe**

7 - 9 April 2011  
 Brno, Czech Republic

## Project Fact Sheet

### Workshop 3: “Empowerment through Web 2.0?”

	Section	Indications of content
1	Title of the project	INCLUSO
2	Main topics (select 5 max.)	Social media, marginalised young people, inclusion
3	Objectives of the project (250 words)	Can ICT, and more specifically Social Media, support the social inclusion of youth at risk? This was the main research question of the INCLUSO project, a collaboration of 7 European partners. INCLUSO aimed to define and explore the challenges and opportunities met when Social Media is used by Welfare and Youth organisations, which work with marginalised young people, as a tool to support their approach in alleviating social exclusion. Rather than focussing on one particular aspect or implementation of Social Media and its use by intermediaries and marginalised young people, INCLUSO took an exploratory approach. Although a growing body of academic literature ascribes both potential as well as proven benefits to the use of ICT and Social Media by its adopters, best practice on their use within this particular area is scarce. Based on a study of literature on the topic, and interviews with intermediary organisations, young people from our target group and expert panels on the use of ICT in this and related fields, the INCLUSO project set out to put theory into practice in four pilot settings across Europe. By taking a broader approach the INCLUSO project was able to deliver a proof of concept and also establish and contribute towards future research and policy topics.
4	How would you describe the impact of your project for citizenship education and citizens' participation in politics and society	INCLUSO demonstrated possible impact of the use of social media in organisations working with youth at risk. This impact can be made stronger if proper sustainability measures are taken. Although INCLUSO focused on organisations working with youth at risk, argumentation can be made stating that similar criteria can be adopted to other organisations working in citizen education and societal topics.
5	Target groups	Youth organisations working with marginalised young people
6	Social Media Formats/ Project Methods used during the project	INCLUSO research and development was based on desk research, expert input, pilot projects in 4 countries, the development and results of a measurement tool to screen

		<p>evolution in social inclusion/exclusion and a business and sustainability concepts that were designed for organisations working with ICT in the area of social inclusion.</p> <p>The pilot projects were initiated in strong, existing organizations with little or no experience in the use of social software, but already working with marginalised young people and with a high potential to succeed in successful ICT implementation.</p> <p>Feedback from the pilots will enhanced the INCLUSO Manual that presents implementation scenarios for ICT as a tool for social inclusion. Pilot feedback also strengthened the business and sustainability models and the measurement tool that screens social inclusion/exclusion.</p>
7	<b>Range and sustainability of the project (local, regional, national)</b>	<p>The INCLUSO partners were located in 5 EU-countries. Pilots were organised in 4 cities. The pilots resulted in sustainable use of social media in the pilot organisations. INCLUSO products have been translated into 4 languages to support result implementation in other countries. The research and policy brief that was published supported further research and development in this area.</p>
8	<b>Project results</b>	<p>INCLUSO delivered a proof of concept for following statements:</p> <ul style="list-style-type: none"> <li>- Social media can support social inclusion of youth at risk if proper guidance is provided</li> <li>- Social media can complement and support off-line activities of intermediary organisations in reaching their goals with youth at risk</li> <li>- Introduction of ICT and Social Media into the practice of intermediary organisations poses potential challenges at all levels of the organisation, which can be met assuming appropriate planning is put in place.</li> </ul> <p>-</p> <p>INCLUSO also produced a number of tangible products:</p> <ul style="list-style-type: none"> <li>- a complete, publicly available, manual on the introduction of Social Media for organizations working with youth at risk, and a game supporting the introductory steps;</li> <li>- business and sustainability guidelines;</li> <li>- a tool to measure the impact that Social Media has in relation to the social inclusion of young people;</li> <li>- a research and policy brief on future research and policy options for this area of work.</li> </ul>
9	<b>Contact information (first name, surname, postal address, name of organisation, e-mail address, phone)</b>	<p>Jan Dekelver K.H.Kempen/K.U.Leuven Kleinhoefstraat 4 2440 Geel – Belgium E-mail: Jan.dekelver@khk.be Phone: +32 475 97 72 08</p>