

European Workshop
Perspectives of Web 2.0 for Citizenship Education in Europe

7 - 9 April 2011
 Brno, Czech Republic

Project Fact Sheet

Workshop 2: “Web 2.0 as Innovative Toolbox”

	Section	Indications of content
1	Title of the project	WEB_0: bringing online communication tools to the street
2	Main topics (select 5 max.)	Online/offline communication, social networking tools, public space, urban installation
3	Objectives of the project (250 words)	<p>1. To revitalize a public space by the installation (“Street Blog”), which proposes a playful interaction to passers-by and serves as a tool for announcing events, discussing topics, exposing a picture or sharing small things with other passers-by.</p> <p>2. To provide citizens with easy-to-use communication tool (“Street Blog”), which combines the form of twitter, message boards and flickr, which is synchronized with online platform (wordpress blog) and which is available both to active internet users and those who still prefer traditional forms of communication, based on handwriting.</p> <p>3. To revise the concept of “social media”, proposing a wider understanding of what the media is (including the concept of public spaces as media).</p> <p>4. To develop alternative formats of communication by combining traditional forms with Web 2.0 applications, which could be easily used by various citizen communities.</p>
4	How would you describe the impact of your project for citizenship education and citizens’ participation in politics and society	Reducing the notion of “social media” to the internet communication channels, what is excluded is a wide range of communication forms, which are being kept up by those groups of citizens, who do not use internet actively. Also, the huge potential of traditional forms of communication, based on handwriting, is being ignored. As an ironic concept of bringing internet communication tools to the streets, “WEB_0” turns an anonymous public space to a temporal playground for communication with strangers. As an easy-to-use communication tool, which is synchronized with an internet platform, it brings a possibility for every “street blogger” to reach a wide audience both offline and online. But also “WEB_0” tools are able to encourage citizens to experiment, searching for new alternative tools of communication with neighbors or passers-by.

		We have noticed that wherever “Street Blog” is installed, a temporal community of returning users emerges. So being rather a playful street element than a competitor for “WEB 2.0” applications, “Street Blog” still can be a useful tool building a local community.
5	Target groups	All groups of citizens. It is suitable both for seniors, who do not use internet and prefer traditional forms of communication (including those based on handwriting) and active internet users, who recognize in “WEB_0” the imitation of well-known “twitter”, “flickr” and other internet services. The target group also depends on the place where “WEB_0” tools are installed. Starting with the format of street installation, addressed to every passer-by we moved to designing “WEB_0” tools for neighbourhood communities.
6	Social Media Formats/ Project Methods used during the project	Blog, facebook group, tools designed for offline communication.
7	Range and sustainability of the project (local, regional, national)	From local to regional: WEB_0 tools (“Street Blogs”) were installed in several cities (Vilnius, Kaunas, Sterling). Every “Street Blog” is connected to its “mirror” in the internet, so that every message, posted by citizens in the “Street Blog” finds its readers both offline (on the street) and online. The project is sustainable, citizens are enthusiastic of participating in it and it is quite cheap to launch. However, it needs an administrator both for offline and online platforms to keep it functional.
8	Project results	<ul style="list-style-type: none"> - In several weeks of being installed in the city, “Street Blog” was actively attended and has got a wide community of returning “users”. - “Street Blog” was actively used as a tool for sharing messages and discussing burning topics. - “Street Blog” has also turned into a platform for exposing small art-works of young people, who search for the place to show their talents. - A discussion concerning the role of offline communication in building local communities and activating urban places was initiated.
9	Contact information (first name, surname, postal address, name of organisation, e-mail address, phone)	Jekaterina Lavrinec / Julius Narkūnas M. Marcinkevičiaus 15-4 Vilnius NGO „Laimikis.lt“ E-mail: Laimikis@laimikis.lt Phone: +360 6 7407382 / + 370 6 5210123