The project

ARES
A Radio for Employability Skills

"ARES – A Radio for Employability Skills"
project (approved under the Erasmus+ KA210-ADU – Small-scale partnerships in adult education program
as action n. 2022-1-IT02-KA210-ADU-000081472)
by Italian National Agency INDIRE,
aims to focus its attention about podcast (and podcasting) as non formal learning training.

Educators and young adults, through podcast, can explore current events and the changes taking place, improving expressiveness and communication, acquiring a series of transversal skills including critical thinking, sense of collaboration, creativity, entrepreneurship, and techniques (including research of sources, organization of information, content structuring, intelligent use of technologies and software, use of the voice, public speaking, editing) with the aim of acquiring and training some of the skills required by the job market.

The planning process involves the creation of a video guide for educators interested in acquiring and bringing this non-formal learning methodology into their own organizations, and an online course for young adults (up to 30 years of age), so that they can grasp and share the sense of the project idea and are immediately operational for the creation and production of podcasts.

The challenge of work has shifted the focus to the theme of employability, which means continually working on oneself and one's skills to remain attractive to a market that is constantly changing. To tune in to these changes – which are often frightening – young people must feel like protagonists and no longer just spectators of the present and the future: hence the idea of making them discover the opportunities that exist at a European, national and local level, to be given back in the form of podcasts, with non-formal learning that will help engage, motivate and stimulate their action.

In addition, ARES will make it possible to work on technical skills that are in great demand in the world of work, especially in the field of communication and content creation, with the aim of raising the employability threshold of the participating volunteers.

Partners

The three partners from different countries and contexts but on a common front: that of education and training for young people, with the aim of providing them with useful tools to "live" in a more the scenario of the changes taking place is aware and constructive. In fact, organizations are fully aware that they are protagonists of the knowledge society, in the context of a new technological revolution, a green transition, and within a landscape that economists define as VUCA (Volatile, uncertain, complex, ambiguous) that they have introduced new scenarios: such as digital, communication, speed of decisions.

The project is part of this trend, giving the partners the possibility to carry out a complementary action with respect to the activities carried out, with the undoubted added value of being able to represent an innovative approach and modality to the young adults involved, both in the approach and in the methodology, and also in the tools they will make available, involving them in a non-formal, engaging and innovative way, and stimulating their proactivity.

The need to become familiar with two other European languages, as well as the soft and hard skills that the project will make available to them, will represent a great competitive advantage for the project participants. To be equal to the challenge that awaits young adults in the next decade, in fact, both a new mental habitat and new skills are required. And the project aims to satisfy both needs, particularly felt for young adults in Italy and Spain, who record very high unemployment rates compared to the European average.

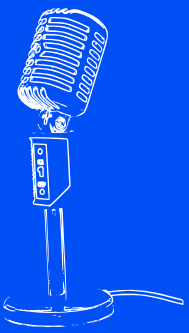
Co-funded by the European Union

Basilicata press

ERASMUS ACADEMY

blue beehive

ARES Project



A Radio for Employability (ARES)

We want to introduce young adults on the job market who have theoretical and practical skills in the field of podcasting,

but also transversal and managerial skills that raise their employability, changing their attitude (from passive to participation in their personal and professional growth) and their mindset.

We also intend to train trainers, to multiply and expand the numerical range of young adults capable of making the leap in quality.

KA210-ADU - Small-scale partnerships in adult education 2022-1-IT02-KA210-ADU-00008147

https://aresproject.eu

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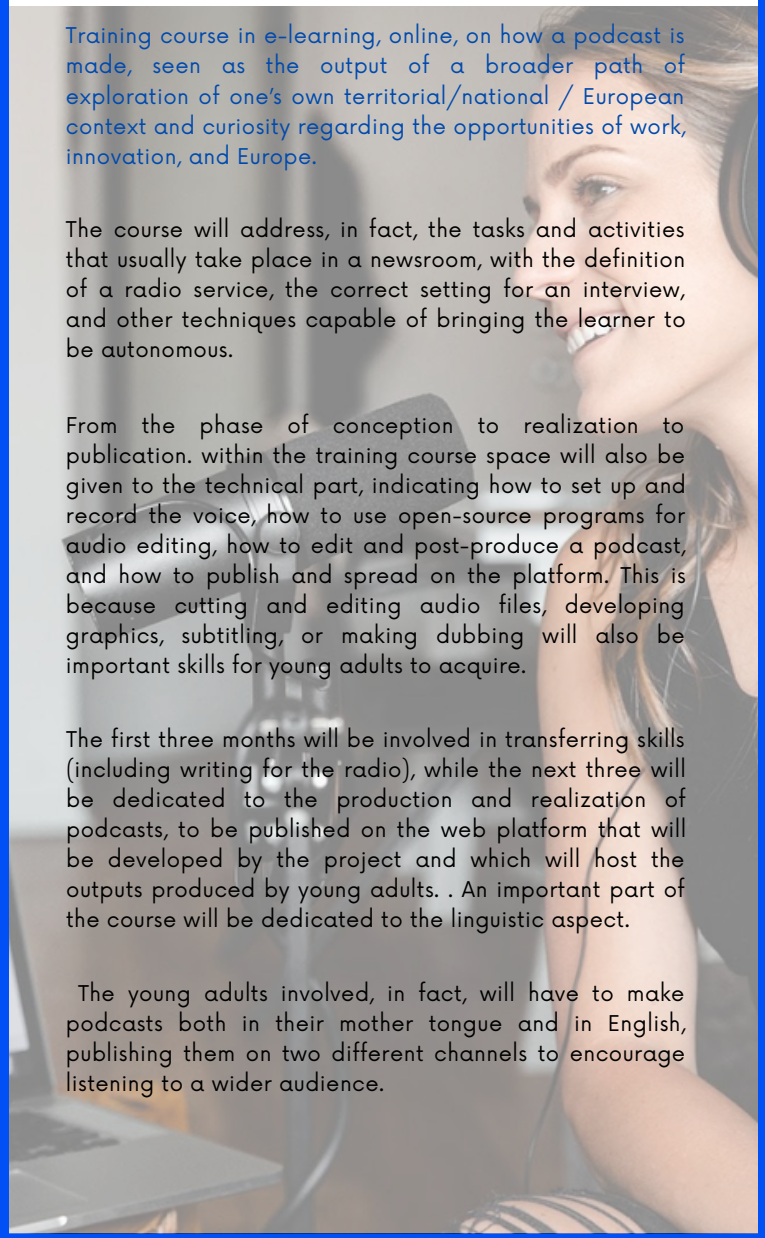
WP1: VIDEO GUIDE
(manual for trainers)

The activity consists of the creation of an e-learning "video guide" for trainers, able to illustrate point by point how we can organize ourselves to manage a non-formal transfer of podcasting and web radio activities. In the video guide, in addition to a theoretical introduction able to make people understand the value of the project and its reflections in terms of the acquisition of transversal skills and vision for employability, the individual tasks will be illustrated with respect to the technical-specialist skills to be transferred, in order to guide young adults to a learning activity that sees them as protagonists in the field of communication with technological tools.

From the technical point of view, with the aim of making the activity more engaging, innovative, and interesting, it was decided to design and create "video pills" (video clips lasting a few minutes), allowing trainers to acquire (on-demand and in self-learning) information in an audio-video format, both in the more theoretical and in the practical part, such as the audio editing mode.

The visual approach will be very effective and will shorten the time for the trainers to acquire skills, who will be able to update themselves, practice, and in turn, guide young adults to the intelligent and conscious use of technologies. There will also be the opportunity to interact with the partner who will package the video guide, through an email: for any doubts, or further explanations that go beyond learning on demand. But the primary form to be preferred will be self-learning.

WP2: COURSE FOR YOUNG ADULTS AND REALIZATION PODCAST



Training course in e-learning, online, on how a podcast is made, seen as the output of a broader path of exploration of one's own territorial/national / European context and curiosity regarding the opportunities of work, innovation, and Europe.

The course will address, in fact, the tasks and activities that usually take place in a newsroom, with the definition of a radio service, the correct setting for an interview, and other techniques capable of bringing the learner to be autonomous.

From the phase of conception to realization to publication. within the training course space will also be given to the technical part, indicating how to set up and record the voice, how to use open-source programs for audio editing, how to edit and post-produce a podcast, and how to publish and spread on the platform. This is because cutting and editing audio files, developing graphics, subtitling, or making dubbing will also be important skills for young adults to acquire.

The first three months will be involved in transferring skills (including writing for the radio), while the next three will be dedicated to the production and realization of podcasts, to be published on the web platform that will be developed by the project and which will host the outputs produced by young adults. . An important part of the course will be dedicated to the linguistic aspect.

The young adults involved, in fact, will have to make podcasts both in their mother tongue and in English, publishing them on two different channels to encourage listening to a wider audience.

WP3: WEB PLATFORM

The online virtual platform will have a high content of interactive features and will include all the results and outputs of the project, also allowing end users to interact and consult at any time which is the IT heart of the project. It is in fact a site through which it is possible to provide constant information on activities, make partners known, but also provide training for young adults, and store the podcasts produced.

It is essentially the multimedia platform that will distribute the project contents in multiple directions and from which – also through the opening of social channels such as Facebook and Youtube – it will be possible to benefit from the project activities and useful information.

The web platform will be created in all the languages of the project (Italian, German, and Spanish) and in English, to facilitate navigation and the maximum possible access to information; it will have a user-friendly feature, to allow the visitor a simple and at the same time complete access experience, to be able to enjoy each content in a simple way.
It will obviously respect the principles of inclusion and accessibility, respecting the required international standards. Each partner will be able to insert and implement the contents, to create a participatory population, in compliance with the roles and functions assigned by the project.

Multiplier events

The project will develop 3 Multiplier Events (one in each of the partner countries involved, lasting one day each).