

Planning activities for the promotion of Community Ethos & Values

Process

Below are some tips on how as a community worker you can create a short plan short action plan for an activity or event to strengthen the ethos and values of a community by focusing on social contact and cooperation between citizens. The tips provide a step-by-step approach for each part of the planning process.

Which are the steps of creating a short plan for an activity/event

Your event plan should cover the following steps:

- **Find the background/purpose for the activity or event and set goals and objectives**
- **Create a title and a short description for the activity**
- **Choose the right type of activity or event**
- **Set a timeline (duration) and create a draft program for your event/activity**
- **Briefly present your participants and potential participants**
- **List the potential learning outcomes for the participants (if applicable)**
- **Choose stakeholders & volunteer organizations for support**
- **Choose possible dates**
- **Choose potential locations for your event**
- **Make a list of items, technology and services needed for the activity/event in order to help your department estimate the budget**
- **Briefly explain risks that may occur**

Find the background/purpose for the activity or event and set goals and objectives

The purpose and reasons for an action or event is the first thing that should concern us as community workers. In this task, the general theme has already been defined and it is about bringing elderly and youth together and promoting community ethos and values in the community, as well as cooperation between citizens of different age groups (elderly-youth).

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Questions to be answered in your research for **the purposes and background of your event/activity**:

1. What are the main challenges in the relationships of these different groups in your community?
2. Which are the special needs of each group involved?
3. Are there any stereotypes or problems between these different groups?
4. How can you support and improve the relations between these different groups?
5. How can community ethos and values improve their relationship, enhance their cooperation, and address problems or needs?
6. How can I make my activity more inclusive?
7. What do I want to succeed and which are the expected results of this activity?
8. How can you achieve tangible results while addressing their problems and needs?

When you answer these questions, you can make shortlists of:

- a. Challenges and problems in the relationship between the two groups.
- b. Target groups involved.
- c. Special needs of groups involved.
- d. Ways and ideas to improve their relationship
- e. Ways and ideas to embed community ethos and values in the activity/event.
- f. Ways and ideas to make the activity/event more inclusive.
- g. Ways of achieving tangible results.

Create a title and a short description for the activity

The title of the activity/event should be short, concise, informative, and motivating for potential participants.

The short description-memorandum of the event/activity should be brief and include a precise statement of the object, purpose, and objectives of the activity, its duration, and the target groups addressed.

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Choose the right type of event/activity

1. Take a look at the aim of your activity what you want to succeed which are the expected goals. Always remember that goals are better to follow the SMART model.

This means that they need to be:

S – Specific: What outcome are you aiming for? What's the deadline?

M – Measurable: You should measure your objectives with qualitative and quantitative data whenever possible.

A – Achievable: You want to create objectives that are within reach.

R – Relevant: The objective should relate back to your community's goals, ethos and values. If it doesn't, it's not worth pursuing.

T – Time-bound: Objectives should be time-bound, meaning they have a defined start and end date so you can measure whether you met your goal during the allotted time.

When you have clearly-defined goals and objectives for your activity, it becomes easier for your team to choose the type of activity, plan them, set your budget and present them to your community organization or local authorities to get permission, financing or support.

2. Apart from the goals and expected results, **always take into consideration the needs of the target group and potential participants**. There are many different types of activities for supporting community ethos and values and enhance community building such as dialogue, group games, gardening, life story exchanges, fishbowl conversation and many more. When choosing an activity for your plan, make sure that (i) **it can be implemented**, (ii) **will be interesting for the participants** and (iii) **can serve the purpose, objectives and goals set**. Remember that **the type of the activity or event you will chose can seriously affect your timeline (duration), budget, the needed help and support from stakeholders and/or volunteers, as well as the possible locations and the risks that may occur**.

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Set a timeline (duration) and create a draft program for your event/activity

Setting the duration of an event helps you and your team to keep your event process on track. You can describe the duration in hours and minutes. When choosing the duration make sure that you have considered of possible delays, breaks and ice-breakers or energizers at the beginning of the activity/event. Furthermore, make sure that the duration of the event/activity is compatible with the goals, objectives and expected results of the event/activity.

Briefly present your participants and potential participants and their estimated number

At this point you present the target groups, i.e. the potential participants of the activity/event. You write for example whether they belong to a specific category, cultural category or age group. You also add the estimated number of the participants. For example: 50 elderly people from 60 y.o.+, 20 or young migrants with disabilities 15-30 y.o.

List the potential learning outcomes for the participants

At this point you present the potential learning outcomes for the participants. Briefly elaborate in bullets what the members of the target group(s) who will participate in the activity/event can gain from their participation in the activity/event. The learning outcomes can be divided into 3 broad categories:

- Knowledge, i.e. things they learn from their participation at the level of knowledge, understanding, perception.
- Skills, i.e. learning elements and experiences acquired from their participation that help participants to complete some tasks.
- Attitudes, involve changing or adapting a person's attitudes and perceptions or beliefs.

Choose stakeholders & volunteer organizations for support

At this point, based on the available stakeholders, private companies, civil society organizations, NGOs and NPOs that exist in your area/city create a short list of stakeholders

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that could support your team with their participation, financial support or contribution of volunteers or other services in the organization of the activity/event you are planning. Briefly list what each potential stakeholder could offer that you would like to approach to ask for support. As a front-line community worker you can always check and evaluate previous cooperation of your community and the organization you are working with local stakeholders for other events and activities implemented. You can use a data-base of available stakeholders given by your organization or your community's officials.

Choose possible dates for your activity/event

At this point you select possible dates for your activity or event. It is useful to choose dates that enhance the participation of the people and especially the target group(s) you have chosen (avoid public holidays or vacation periods). Write down 3 different possible dates, in order to give flexibility in the possible locations of the event or activity you are planning, and to give local authority officials or stakeholders different options for organizing and supporting the activity.

Choose potential locations for your activity/event

At this point you choose possible locations for your activity or event. It is useful to choose places that enhance the participation of people and especially of the target group(s) you have chosen (avoid remote or inaccessible places). List 3 different possible locations, in order to have flexibility of choice in relation to the dates of the event or activity you are planning, and to give local authority officials or stakeholders different options for organising and supporting the action.

Make a list of items, technology and services needed for the activity/event in order to help your department estimate the budget

At this point you can:

1. Evaluate and check out the lists of past event organized by your community.

Past events organized by community organizations you are working with as a front-line worker, can provide you a wealth of data and information on creating a list of items, technology and services needed for the implementation of an activity/event.

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2. List out the items, technology or services that are must-haves for your activity/event.

This list could contain things in need such as Venue (location rent), Staff or volunteers, Food and Beverages (Catering services), dissemination services (posters, designers, social media campaigns, online Ads), tech support and equipment (microphones, laptops, projectors, wi-fi, sound engineering services), transportation services etc. In this way the financial officers and managers in your organization could use this valuable information to form the budget of the activity/event

Briefly explain risks that may occur

At this point, list the possible risks that may arise during the planning or implementation of the activity or event. You can see the categories of possible risks that may arise in the graph below.



Imagesource: https://www.slideteam.net/media/catalog/product/cache/960x720/r/i/risk_identification_process_powerpoint_presentation_slides_Slide15.jpg

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