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CIFAL Jeju: My Green Dream Campaign Workshop for South Korean Youth

Tipo:	Workshop
Ubicación:	Jeju, República de Corea
Fecha:	16 Ago 2012 to 17 Ago 2012
Duración:	2 Días
Área del programa:	Environment, , Climate Change, , Biodiversity, , Local Development
Sitio web:	http://www.CIFALJeju.org
Precio:	0,00 US$
Correo Electrónico del Centro de Coordinación del Evento:	Sara.castro@unitar.org
Colaboración:	Ministry of Environment of the Republic of Korea, Jeju Special Self-Governing Province, World Conservation Congress (WCC)

ANTECEDENTES

The Green Dreams Campaign, or My Green Dream, aims to activate youth worldwide to collect citizen feedback by training them to be ‘dream-catchers’ and map the priorities of urban citizens into 14 categories. ‘Dreams’ lasting up to 1 minute are recorded using cameras or smart phones and uploaded on a YouTube

Channel and website.These dreams are presented to local decision makers encouraging them to take action for more local green growth. Launched at the 2011 International Conference of Innovative Cities (ICIC) in Curitiba, Brazil, by CIFAL Curitiba (a UNITAR training centre for local development learning) the campaign has now spread to the United Kingdom, the United States, across Brazil, and now Asia, beginning with South Korea.

The campaign also premiered at the Rio+20 UN Conference on Sustainable Development, as part of the UN Future We Want social media campaign, with a live exhibition of selected Green Dreams for all to see at the Rio+20 Conference premises RioCentro. Since June 2012, the campaign has continued to gain ground spreading across countries with current dreams now collected from places as far as Switzerland, India and more! To view the entire collection of dreams see: http://green-dream.co.uk/dreams/

OBJETIVOS DEL EVENTO

CIFAL Jeju will now host its first training to bring the campaign to and for South Korean youth leaders who can become "dreamcatchers" to go out and collect, document, map and share local citizen priorities or "green dreams" across Korea. CIFAL Jeju's August 16-17th workshop will be held as a preparatory event for the World Conservation Congress in Jeju, taking place from September 6-15 in Jeju, where the campaign will go live.

This first training aims to develop the first round of young "dreamcatchers," hosting 50 university students from different cities and universities across Korea. During the event, CIFAL Jeju will also already begin collecting ‘my green dream’ video clips from all training participants and upload them on the U-tube campaign channel.

CONTENIDO Y ESTRUCTURA

The two-day training will consist of a variety of face to face and video lectures, roleplaying exercises and hands-on activities.

METODOLOGÍA

This training will use a face to face training methodology, including various exercises to ensure practical learning of the usage of social media tools for researching and documenting public interests in a participatory manner.

PÚBLICO OBJETIVO

As a primary target audience this workhop will aim to train youth leaders, and as a secondary target audience it will aim to raise awareness among general public audiences and local governments across Korean urban centres about the Green Dreams campaign and the methodology, using social media tools.

INFORMACIÓN ADICIONAL

For more information about the Green Dreams campaign in Korea see www.CIFALJeju.org

For more information about the Green Dreams campaign worlwide see: http://green-dream.co.uk/ or contact sara.castro [at] unitar.org (sara[dot]castro[at]unitar[dot]org)