

DIGITAL CULTURAL AMBASSADOR PROJECT GUIDE



DICA
Digital Cultural
Ambassador



Co-funded by
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THE AIM

The objective of DICA project is to create a new innovative, creative and digital approach to enable project target group, - people from diverse cultural backgrounds- **to become Digital Cultural Ambassadors and Community Educators** and use their acquired knowledge **to positively contribute to intercultural dialogue in society**, with specific focus on using digital platforms to raise awareness of Equality and Diversity and the same awareness-raising among the local population, particularly those individuals who face loneliness in their daily lives.

*The European Framework for Action on Cultural Heritage states "intercultural dialogue is essential for **avoiding conflict** and the marginalisation of citizens on the basis of their cultural identity," whilst on the theme of loneliness Eurostat identified (June 2017) "6 % of the EU population has no one to ask for help if they need it".*

EXPECTATIONS

Everyone has have something valuable to share and something worth celebrating and through sharing they enrich all members of society. The world of learning can make a significant positive contribution in coming up with practical solutions to creatively intertwine these two themes through engaging learners from a range of ethnic backgrounds, through training to enable them to build their presentation skills to share their cultural background as Digital Community Educators and then engage them in settings to raise understanding among businesses, the public sector, NGOs and individuals facing loneliness in their daily lives.

The DICA project provides learning providers/community development agencies working with ethnic minority individuals/groups with **new tools, techniques and approaches to engage learners and support to become Community Educators**. The impact also contributes to reduce social isolation, building self-confidence and improving quality of life for learners. Through the work as Community Educators, participants will **support increasing diversity knowledge** and appreciation of stakeholders such as businesses, public sector and NGOs, as well as providing a bridge and connection with people facing loneliness.



PROJECT RESULTS

1. **Training course to become a Digital Cultural Ambassador** - training materials with activities and instructions available on DICA project website - www.worldcultures.eu
 - **Module 1:** Introduction: What is a Community Educator? Competences, Tasks.
Introduction to community education work and loneliness.
 - **Module 2:** Introduction to culture and cultural sharing. How to digitally share my culture
 - **Module 3:** How to digitally present my culture
 - **Module 4:** Presentation Skills to Engage an Audience
 - **Module 5:** Next Steps as Community Educator
2. **Digital training courses:** 6 courses which contain 8 episodes (48 in total) each from every partner country (UK, FR, SP, SE, PL, AT) based on the scripts of Digital Cultural Ambassadors, introducing different cultures and backgrounds. Every episode includes a **microlearning video, podcast and scripts. Every course also includes evaluation and feedback form.** The content is available in all project partners' languages on the www.mygreentrainingbox.com platform.
3. **Digital knowledge parties** (national and international) - online meetings dedicated to sharing knowledge about different cultures in a playful atmosphere.
4. **Project Guide** and evaluation of digital materials, Learning Management System and digital knowledge parties.

Project website: www.worldcultures.eu





PROJECT PARTNERS

From
AUSTRIA



From
FRANCE



From
UK



From
POLAND



From
SPAIN



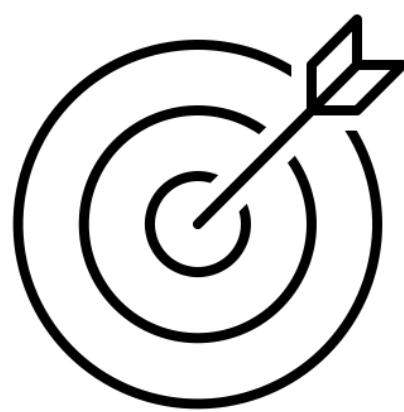
From
SWEDEN



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TRAINING COURSE TO BECOME A DIGITAL CULTURAL AMBASSADOR



OBJECTIVE

To raise interest in and to make an important contribution to intercultural dialogue and community cohesion.



TARGET GROUP

Individuals and communities that are isolated.

FREE ACCESS - [WORLDCULTURES.EU/DICA](https://worldcultures.eu/dica)

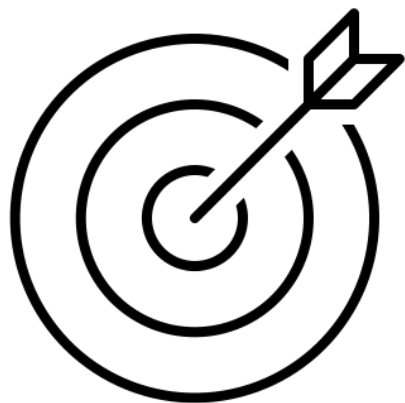
5 MODULES

Activities, instructions, guidelines for trainers

6 languages :

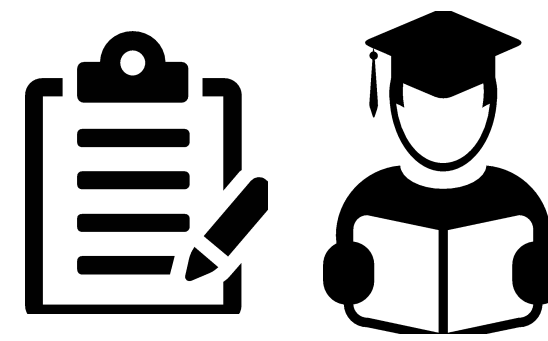
English, French, German, Spanish, Polish, Swedish

DIGITAL TRAINING COURSES TO INTRODUCE DIFFERENT CULTURES



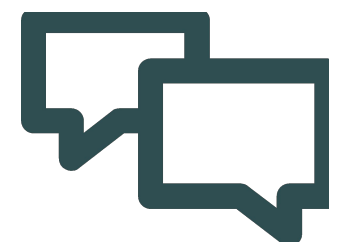
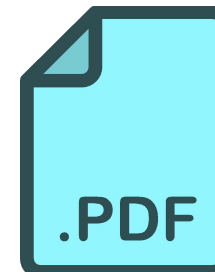
OBJECTIVE

Innovative digital training introducing different cultures and background.



TARGET GROUP

Businesses, public sector, NGO, VET providers, individuals.



FREE ACCESS - WWW.MYGREENTRAININGBOX.COM

48 MODULES

Video, Podcasts, PDF books, Quiz and Forum

6 languages :

English, French, German, Spanish, Polish, Swedish:

UK partner of the project, Dacorum, provided 6 shows over two years on Radio Dacorum the links to the shows are available for wider dissemination.



Interview 01 **Digital Cultural Ambassador: Musarat**
aired at 10am GMT on 21st
March 2023



Interview 02 **Digital Cultural Ambassador: Simin,**
[click here to listen.](#)



Interview 03 **DICA trainer from UK: Helen,**
[click here to listen.](#)



Interview 04 **DICA team,**
aired at 10am GMT on
16th May 2023



Interview 05 **DICA team,**
[click here to listen.](#)



Interview 06 **DICA team,**
[click here to listen.](#)

Digital Knowledge Parties

Idea of Digital Knowledge Party

The most important elements are "knowledge" - to give participants some new, interesting information on a topic, and "party" - in a festive, friendly, fun atmosphere.



Digital Knowledge Parties

The Digital Knowledge Parties (DKP) were organised in all the counties of the partnership near the end of the DiCA project. The general assumptions were: to address these key elements (online, with an interesting topic and a festive atmosphere) and to involve participants/experts who had prepared videos as part of the digital training courses.

The International Digital Knowledge Party - IDKP was organised by all project partners and involved participants from many countries and different cultural backgrounds. The "knowledge" part included presentations by the partners on a chosen topic and then all participants took part in an online quiz about idioms and (all participants spoke English). During the warm-up part and after each presentation, some questions were asked to the participants as an interactive element using Zoom Poll.

Over 80 participants attended to Digital Knowledge parties.

Participants completed evaluation questionnaires about their overall experience with digital content and the learning environment.

1. **Digital trainings tested by** about 335 participants from 6 countries.
2. We reached 130 participants through extra square and 80,76% of them were satisfied with the digital training course.
3. 100 certificates were handed over to those who passed the knowledge assessment of the training courses with 60% success.
4. **NPS is higher than 30, that would indicate the content is useful.**
5. Regarding the question “What did you think of the educational content of the training?”, which evaluates the overall quality of the educational content of the course on a scale of 1-10, the mean score was 8.98/10, underlining the overall quality of the contents developed in the present project.
6. Lastly, the overall satisfaction with the course averaged 3.8/4.

335

participants tested
the content

80,76%

of the participants
were satisfied

100

certificates

NPS

55

recommandation level
of World Cultures
training course.

9/10

educational content
evaluation

3.8/4

highly satisfied

The data belongs to 4/12/2023.



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TIPS FOR INDIVIDUALS

- Learn about different cultures
- Be inspired by examples of other people in similar situations: migrants, newcomers
- Learn how to share your own culture.

6 Training courses on www.mygreentrainingbox.com

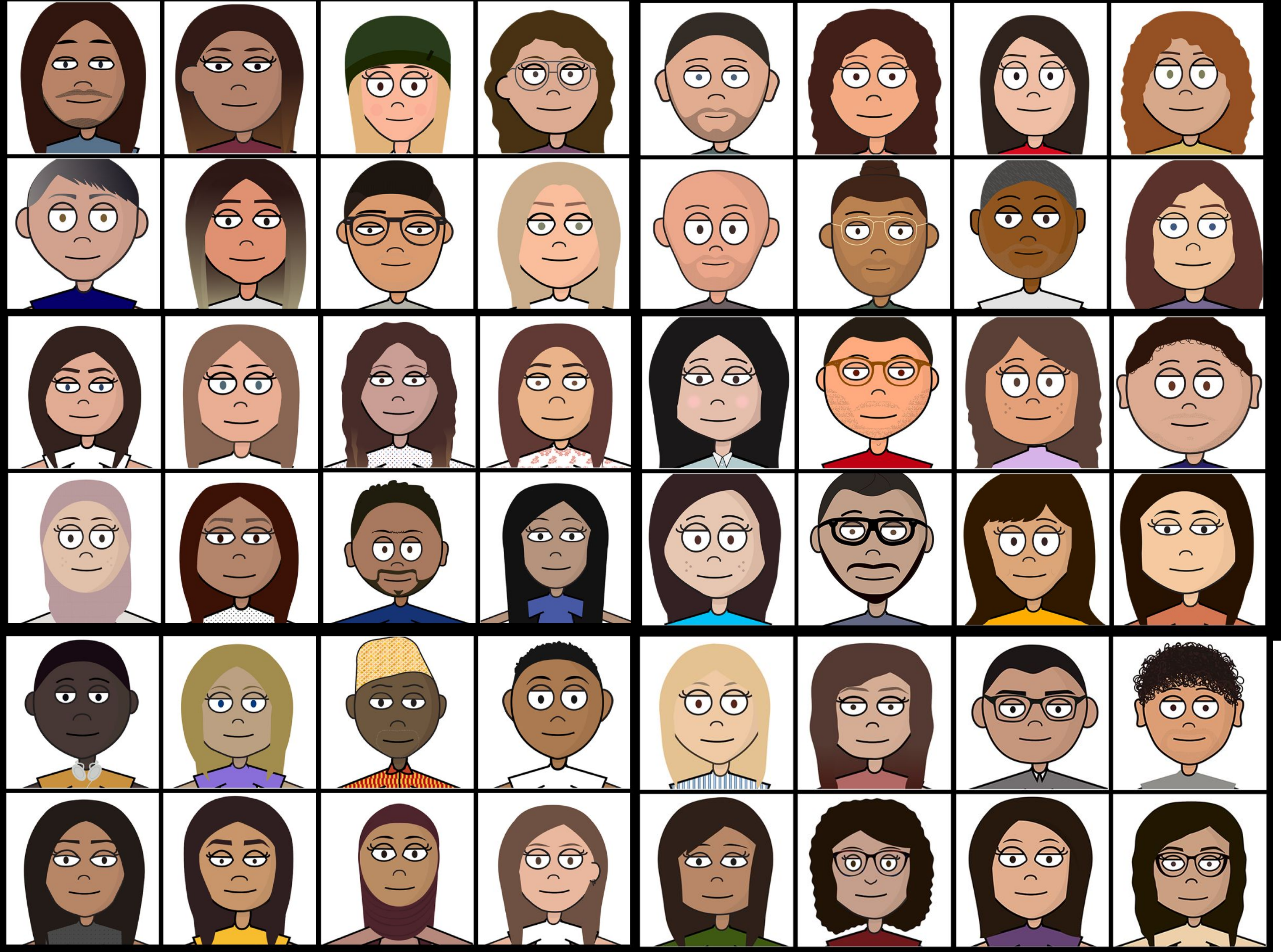
TIPS FOR BUSINESSES, NGOs, PUBLIC SECTOR, VET PROVIDERS

- Use it during diversity and inclusion initiatives
- Use as training content/material in intercultural training
- Use as starting point in discussions on intercultural topics and reference how to introduce and share cultures to each other.

5 modules to become a digital cultural ambassador on www.worldcultures.eu

6 Training courses on www.mygreentrainingbox.com

DIGITAL CULTURAL AMBASSADORS



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