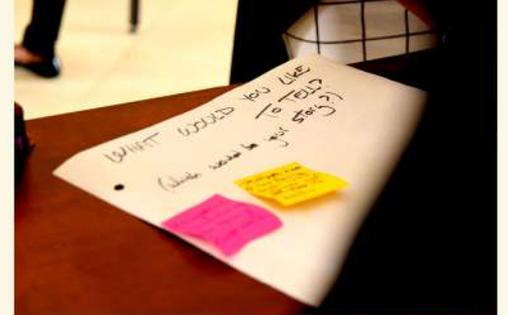


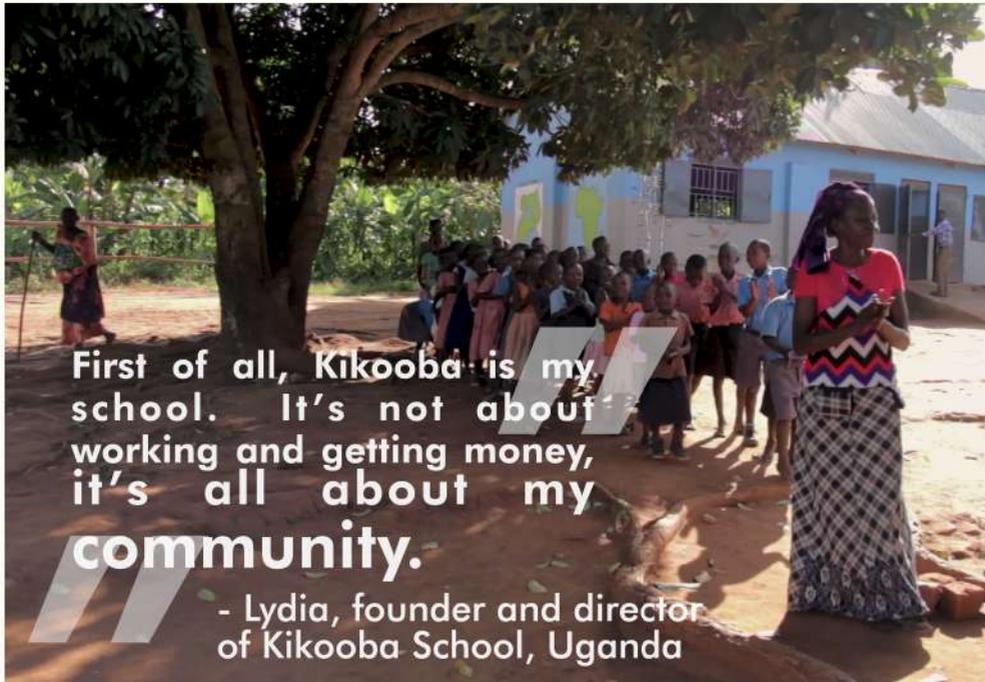
MEDIA AFRICA

International Voluntary Service

TELL A DIFFERENT STORY!



International Voluntary Service (IVS) has since 1920 sought to respond to the prevalent issues of society on a local and global level, it aims to pursue peace and promotes non violence through international understanding, mutual respect, friendship, exchange and cooperation among the people of the world. The IVS movement works based on a spirit of reciprocal international cooperation between non governmental, not for profit, grassroots organisations sharing a common vision and working in local host communities in over 90 countries.



First of all, Kikooba is my school. It's not about working and getting money, it's all about my **community.**

- Lydia, founder and director of Kikooba School, Uganda

In the eyes of Europeans, Africans need help. I would like to see people go to Africa to live the everyday reality here.

To know that the Africa they imagined is not the Africa they **experienced.**

- Henri, Togolese volunteer in Belgium





One thing I am happy for is that we created a place where all different people can come to stay and learn.

- Hoyse, Founder of UVIKIUTA, Tanzania



I had expectations of poverty because of what they show us about Africa in the media. And yes, there is poverty but then, there is normal life - it's not just all what you usually see in pictures and videos.

- Tia, Finnish volunteer in Uganda



In the beginning we were afraid, but communication resolves all the problems. So I can say, I'm not afraid anymore.

- Régine, volunteer's mentor in Togo



The idea is always starting from the community itself.

- Teacher, Kikooba school

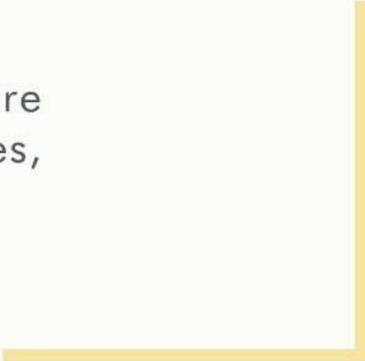


IVS MediAfrica is a project coordinated by Solidarités Jeunesses, which united European and African international organisations for two years. The objectives have been: to improve the perception of Africa and to develop critical thinking when it comes to mass media; to deconstruct stereotypes, to improve the visibility of IVS through positive narratives in opposition to voluntourism. Through this process, the global goal has been to increase the number of volunteers between Europe and Africa.

As stereotypes, harmful narratives and oppressive discussions are still quite regular when it comes to volunteering in Africa, addressing and dismantling these was a priority.

With the cooperation of NGOs from 10 countries from Europe and Africa, the project has developed over four stages: an initiative training on media usage in France, a seminar on deconstructing stereotypes in Tanzania, a workshop on communication strategy in Kenya a final meeting and selection of materials in Paris and an evaluation meeting in Hungary.

Throughout these steps the representatives of NGOs could share knowledge and experience, understand each other's perspectives, challenges and solutions.



Round Trip volunteering

is one of the outcomes of the IVS MediAfrica project. It is a participative web-documentary that brings together the work of amateurs and professionals, volunteers and employees from the organisations involved in MediAfrica.

Like a borderless utopia in the land of volunteering, the ambition of Round Trip Volunteering is to deconstruct stereotypes around volunteering, volunteering in Africa, and stereotypes about Africa itself.

To achieve this, our primary material is the encounter. Join us in this journey at: <https://roundtripvolunteering.com/>

The webdoc has been created with the contribution of filmmakers and journalists Adeline Praud, Miki Ambrozy, Roi Guitian and Maria Lobo.



An object to raise curiosity or a prelude to departure, Round Trip Volunteering presents itself to the web user as an invitation to a journey.

We can't guarantee that this journey will always be comfortable, because every encounter may become confronting - for one's self and for the others.

Some of your senses will be stimulated. For some others, you will have to take the step from the virtual to the real world.



Capacity building

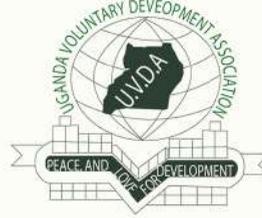
of IVS organizations has been at the heart of the project. We wanted to strengthen their abilities to tell their own stories in an ethical, responsible and effective way to achieve their goal : finding more international volunteers for their local projects.

Through trainings on media, photography, video, communication and social media strategy, the aim was to give them basic skills in content production and also raise awareness on how to reach their target audience without reinforcing the ordinary stereotypes about volunteering in Africa. This is why the activities also focused on interculturality and the identification and deconstruction of stereotypes.

Some guidelines on good practices in terms of online communication on volunteering has been elaborated and shared with them all at the end of the project. In addition, partners organizations have worked together on a preparation workshop for future volunteers using the videos of Round Trip Volunteering.



PARTICIPATING ORGANIZATIONS:



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Co-funded by the
Erasmus+ Programme
of the European Union

