



Producing “Visual Discussion Material” on Innovative Practice Examples

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**Work Package 6
(grant agreement nr. 290542)**

March 2013

This report is part of the research project „Social Platform on innovative Social Services“ (INNOSEV). INNOSEV investigates innovative approaches in three fields of social services: health, education and welfare. The INNOSEV Consortium covers nine European countries and aims to establish a social platform that fosters a europeanwide discussion about innovation in social services between practitioners, policy-makers, researchers and service users. This project is funded by the European Union under the 7th Framework Programme (grant agreement nr. 290542).





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1. Producing “visual discussion material” on innovative practice examples

The objective of WP6 has been to carry out the production of visual examples 20 selected innovative case studies all over Europe. This was done in cooperation with the national teams, the subcontracted media team, Budapest Institute and the University of Hamburg. The production of visual examples took three phases:

1. Preparation and writing scripts;
2. Shooting the films;
3. Editing and subtitling.

2. Description of the process of producing “visual discussion materials”

2.1. Preparation and writing scripts

Under WP 5 the consortium partners have selected examples of innovative social services in their countries, altogether more than 160. Out of these 20 cases were selected for the purpose of filming. Meanwhile, a pilot filming project was carried out in Oslo, producing a visual material on an elderly home run by the Church City Mission. The first version of the film was watched and discussed in the Consortium Meeting in Frankfurt on 25-26th June 2012. With the co-ordination of Budapest Institute national teams and the media team set the dates of the shooting of the 20 films.

National teams had then the task to prepare locally for the filming process that was due from July to December 2012. This included contacting selected examples, gathering information (including written and visual materials), and conducting interviews with staff as well as users. This information was handed over to the media team. The scripts of the films have been



written by the media team in co-operation with the national teams and experts of selected projects.

2.2. Shooting the films

National teams provided assistance in organizing accommodation of the media team and technical and expert support during the filming process, including translation on the spot. Budapest Institute co-ordinated this process and was in touch with the media team to check if they received all relevant information and if the shooting process went smoothly.

2.3. Editing and subtitling

The first drafts of the films were checked by the national teams, Budapest Institute and the staff of selected innovative examples. The media team modified the films according to the suggestions and created a second version, which was also shared (besides the above partners) with the team of University of Heidelberg and the Hamburg University as well as the team of EASPD. The final approval of the films has been done by the University of Heidelberg and EASPD. National teams had to provide assistance to the media team in the subtitling process.

Most of the videos (15) have been finalized by the middle of March 2013 and the last 5 are in the stage of finalization until the end of March. The first 15 also have English subtitles. A technical devise with guidelines has been developed by the media team together with Hamburg University to enable national teams include subtitles in their own languages (besides the English). Subtitles in native languages will be written in the course of April and May. There has been a slight delay of the delivery of the films (that were due at the 31st December 2012) due to an initial postponing of the shooting process. National teams were not ready to do the filming during July and August of 2012, thus the actual filming process started in September 2012.

3. Further steps: Utilizing visual materials in the dissemination process

The short films, all around 5-6 minutes, are being uploaded to YouTube and to the webpage of the INNOSERV consortium. The new media will provide an excellent possibility for the dissemination of innovative examples. The films will serve as “digests” to the case studies that have been written by the national teams about the selected and filmed project examples (WP7). Furthermore, they will be used in national and international workshops to facilitate discussions over innovation in the field of social services all over Europe. The test-screenings we conducted have proved that the visual presentation of innovative social services provides excellent bases for discussions, it facilitates arguments about barriers and drivers of innovation in the field of social services. Using more than one communication channel we can reach wider audiences and make an impression not only on the cognitive but also on the emotional level. The users of services, social workers, experts of social services, who are also invited to take part in discussions about innovative services (see WP8 and 9), as well as people with reading difficulties, will find it easier to connect to the short videos than to long written materials. The consortium partners organize national and international workshops (WP10) whereby the videos will be shown and used as a tool to facilitate



discussion on the current state of arts of innovation in social services, the drivers and barriers of innovation in “Western” as well as “Eastern Europe”.

4. Visual examples

The below list provides some insight into the videos. It consists of the titles of the innovative projects and the links to the You Tube channel of the Innoserv consortium.

All of the projects are already available on the website of [Innoserv Consortium](http://www.innoserv.eu) enabling the visitors to see the latest news and fresh uploads concerning each innovative project.

No	Project Name	ACTIVITY OF SERVICE	PARTNER	COUNTRY	LINK
1	ABITARE SOLIDALE	SUPPORT FOR OLDER PEOPLE	SOLIDAR	ITALY	http://www.youtube.com/watch?v=E-JgrqvOBLU&feature=player_embedded Uploaded: 2013.03.28.
2	AMMERUDHJEMMET	SOCIAL COHESION	DIAKONHJEMMET	NORWAY	http://www.youtube.com/watch?feature=player_embedded&v=Lr7CzosZTbs Uploaded: 2013.04.09.
3	BLUE ASSIST	INCLUSION FOR DISABLED PEOPLE	EASPD	BELGIUM	http://www.youtube.com/watch?feature=player_embedded&v=PEi1T8DZHCQ Uploaded: 2013.03.26.
4	CIL	INCLUSION FOR DISABLED PEOPLE	ENIL	SERBIA	http://www.youtube.com/watch?v=gIYcq6i-KGA&feature=player_embedded Uploaded: 2013.03.28.
5	DANISH CENTER AGAINST HUMAN TRAFFICKING	SUPPORT OF DISADVANTAGED PEOPLE	RUC	DENMARK	http://www.youtube.com/watch?v=y0P9fcoAh8w&feature=player_embedded Uploaded: 2013.03.28.
6	EARLY SUPPORTED DISCHARGE AFTER STROKE	TREATMENT OF SICK PEOPLE	USH	UK	http://www.youtube.com/watch?feature=player_embedded&v=fVl6IRGGKMo Uploaded: 2013.04.01.
7	ELTERN AG	SUPPORT OF FAMILIES	UHEI	GERMANY	http://www.youtube.com/watch?v=ofh0z5jSiQE&feature=player_embedded Uploaded: 2013.03.27.
8	EUR. CARE CERTIFICATE	OTHER	EASPD	EUROPE	http://www.youtube.com/watch?v=YIrhAOYZTWQ&feature=player_embedded Uploaded: 2013.04.12.
9	GPE SOCIETY MAINZ	INTEGRATION OF UNEMPLOYED PEOPLE	HAW	GERMANY	http://www.youtube.com/watch?v=-CEw4B6JYNs&feature=player_embedded Uploaded: 2013.04.01.
10	HUMANITAS	SUPPORT OF DISADVANT	SOLIDAR	THE NETHERLANDS	http://www.youtube.com/watch?v=-1pcMv8RHuY&feature=player_e



		AGED PEOPLE			mbedded Uploaded: 2013.03.29.
11	IRRE MENSCHLICH	AWARENES S RAISING	HAW	GERMANY	http://www.youtube.com/watch?v=JfJ0DDUtdck&feature=player_e mbedded Uploaded: 2013.04.03.
12	KATYMAR	SUPPORT OF DISADVANT AGED (ROMA) PEOPLE	BI	HUNGARY	http://www.youtube.com/watch?v=MwEB2TjVf3A&feature=player_e mbedded Uploaded 2013.03.29.
13	MOM'ARTRE	CHILDCARE	IAE	FRANCE	http://www.youtube.com/watch?v=3IKUgYAuQBc&feature=player_e mbedded Uploaded: 2013.03.31.
14	NUEVA	OTHER	EASPD/UHEI	AUSTRIA	http://www.youtube.com/watch?feature=player_e mbedded&v=NZtfZwXVpYc Uploaded: 2013.03.27.
15	PLACE DE BLEU	INTEGRATIO N OF IMMIGRANT S	RUC	DENMARK	http://www.youtube.com/watch?v=aSNqIEsvJ1A&feature=player_e mbedded Uploaded: 2013.04.01.
16	REALPEARL	EDUCATION AL SUPPORT OF YOUNGSTERS	BI	HUNGARY	http://www.youtube.com/watch?feature=player_e mbedded&v=GY55xatC1mU Uploaded: 2013.03.28.
17	RESIDENTIAL (Fondazione Aiutiamoli Onlus)	INCLUSION FOR DISABLED PEOPLE	IRS	ITALY	http://www.youtube.com/watch?v=3VrgiebZW-8&feature=player_e mbedded Uploaded: 2013.03.31.
18	SANTE COMMUNAUTAIRES SECLIN	SUPPORT OF DISADVANT AGED PEOPLE	IAE	FRANCE	http://www.youtube.com/watch?v=ruy71ZvIJTw&feature=player_e mbedded Uploaded: 2013.03.29.
19	TELEMONITORING AND TELECONSULTATION	TREATMENT OF SICK PEOPLE	USH	UK	http://www.youtube.com/watch?feature=player_e mbedded&v=ZAfjnWRu1uQ Uploaded: 2013.03.29.
20	CHANGING FOCUS FOR A HEALTHIER OLD AGE	SUPPORT FOR OLDER PEOPLE	RUC	DENMARK	http://www.youtube.com/watch?v=-wG9tYd3pLg&feature=player_e mbedded Uploaded: 2013.03.29.



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This report is a product of the INNOSERV project (grant agreement nr. 290542) which is funded by the European Union under the 7th Framework Programme.

