

CREATING LOCAL CONNECTIONS: RUSSIAN YOUTH ONLINE

Project Report (2004-2005)



Prepared by

Svitlana Taraban
Regional Coordinator, CIS & Eastern Europe
svitlana@takingitglobal.org

© TakingITGlobal

TABLE OF CONTENTS

EXECUTIVE SUMMARY	2
INTRODUCTION	5
BACKGROUND & CONTEXT	
Project goals	7
Project stages	8
Key partners	9
PROJECT RESULTS	10
LESSONS LEARNED & RECOMMENDATIONS.....	16
APPENDICES	
Appendix A: Project Team	20
Appendix B: Presentations of the Project.....	21
Appendix C: Quotes from Project Participants	22
Appendix D: Short Project Description (in Russian)	23

TakingITGlobal and partner organizations in Russia wish to thank Microsoft for financial support of the project which was funded through Microsoft's Community Affairs Program. Thanks are also extended to Kaspersky Lab and Nestle for providing prizes for the winners of art and essay contests.

EXECUTIVE SUMMARY

This report describes the main activities and outcomes of the international collaborative project, *Creating Local Connections: Russian Youth Online (CLC Russia)*, which was implemented from July 2004 until July 2005. Through the innovative use of technology, the project aimed to inspire, inform, and involve young people in Russia as engaged participants in contemporary Russian society. It should be noted that Russia was the first country where TakingITGlobal's *Creating Local Connections Program* was launched. With the CLC West Africa scheduled for launch in January 2006, the accomplishments and challenges of CLC Russia outlined in this report can assist in strengthening the programmatic framework of the CLC model.

The project, *Creating Local Connections: Russian Youth Online (CLC Russia)*, started in July 2004 with the hiring and training of the local coordination team. Primary implementing organizations for the CLC Russia project were: TakingITGlobal (Toronto, Canada), Sozidanie Foundation (Moscow, Russia), and the Russian Volunteer Development Centre (Moscow, Russia). Microsoft Corporation provided financial and logistical support for the project.

The project connected Russian youth online and in public forums, networked youth initiatives, provided new platforms for creative expression and comment, and connected Russian youth with their global peers. The main accomplishment of the project was the development of a comprehensive online resource – national online youth community for Russia (ru.takingitglobal.org) linked to TakingITGlobal's international network of youth. At the time of project completion, fully operational national youth portal for Russia <http://ru.takingitglobal.org> enables young people and civil society organizations from across the country to network, share information, and develop joint projects.

Over the course of the project, Russian youth leaders, young journalists, artists, representatives of civil society, and educators participated in numerous project activities, which included online community development, online translations, essay and art contests, Open Forums and workshops, online events and an art exhibit. The project staff received numerous requests for advice and support from young people in Russia who were interested in starting their projects or building linkages with CLC Russia.

The pilot project in Russia demonstrated that there is a strong interest in using new technologies for professional and personal growth among youth in Russia. While the problem of Internet access and affordability remains one of the major obstacles to young people's participation in online communities, there is a strong interest among young people in Russia to communicate, network and exchange ideas with their peers through the use of technology.

Main accomplishments of the project are as follows:

- CLC Russia project attracted over 1,400 young people from Russia who joined TakingITGlobal's Online Community (<http://russia.takingitglobal.org>) and participated in various online programs;

- Over 20 young people from Russia were trained in the use of cutting-edge translation tool developed by TakingITGlobal and participated in the development of the Russian version of the web site;
- Over 1,500 pieces of art work from Russia were submitted to the Global Gallery in the online country collection for Russia (<http://russia.takingitglobal.org/eyesofyouth>);
- A booklet featuring best submissions (photos, drawings, flash animation, computer graphics) from the Russia-wide art contest, *Russia through the Eyes of Youth*, was published in print and online;
- Over 300 essays were submitted to the essay contest, *What I Would Like to Tell the World about Russia*;
- 116 organizations from Russia created their organizational accounts on the Russia country site (<http://russia.takingitglobal.org>);
- 314 events taking place in Russia were added to the Events database during the year;
- 131 discussion posts were posted by project participants from across Russia during the year;
- Russian-language e-newsletter highlighting opportunities, events and projects of interest to Russian youth was sent on a monthly basis to all TakingITGlobal members in Russia (<http://www.takingitglobal.org/connections/newsletters/russia>);
- 5 Open Forums were held in Russia on topics related to women's rights, entrepreneurship, innovative youth projects, etc.;
- Interactive multimedia themes on Refugees, Youth Entrepreneurship, HIV/AIDS, Youth Participation, Women's Rights and the Millennium Development Goals were translated into Russian (<http://www.takingitglobal.org/understanding>);
- Project team hosted an online event with the participants of the Technology Ambassadors Program/Future Leaders Exchange Program from CIS countries (<http://www.projectharmony.org/flextap/events.html>);
- Members of the project team based in Russia made presentations about the project to various audiences during youth events, civil society forums and technology-related events (including Microsoft Information Worker Board of the Future event).

This report highlights the accomplishments of the pilot project in Russia as well as makes a number of recommendations for future design and implementation of CLC projects in other countries. While the specificity of the local contexts would necessitate the development of locally attuned strategies and approaches, some of the recommendations and emergent best practices outlined in this report might prove useful for program development. These include:

- Ensure that the project preparatory phase allows sufficient time for research and planning as well as identification of potential partners;
- Online consultation or e-survey of TIG members and consultations with project partners in the CLC country should be conducted in order to gain local input into the program development;
- Partnerships with organizations working in the area of ICT4D and internet connectivity should be established at the early stages of project implementation;
- Online content development should reflect the informational needs of young people in the target country;
- Strong emphasis in the CLC model needs to be placed on the capacity-building workshops on ICTs in general and TIG web-based tools in particular;
- Partnership models with schools and universities which focus on translation projects, essay/art contests and Open Forums should be further elaborated in the CLC model;
- Throughout the project implementation phase, Regional Coordinators should work closely with the local project team to ensure the progress of the project and the information flow between the TIG HQ, in-country team and implementing partners;
- It is important to ensure that the project resources match the scope of project activities in order to prevent demands of staff overtime. Additionally, volunteers should be recruited to assist the project team with various aspects of project implementation;
- To ensure effective outreach and promotion, project team should develop and implement a plan for targeted promotion through universities, schools and NGOs. Documentation that includes the listing of places where the project was promoted should be kept up-to-date;
- Sufficient budget should be allocated for local travel to ensure that project staff is able to present the project and the opportunities it offers at important events across the country, to meet with key groups and to conduct technology workshops and Open Forums across the country;
- Ensure that the local CLC team brings diverse strengths and skills to the team and that each member of the team is clear about their roles/responsibilities within the project.

INTRODUCTION

There are more than 22 million young people aged 15-24 in Russia's urban and rural areas. However, many young people in Russia lack inspiration to make a difference, information about opportunities to get involved, and sustained involvement in decision-making – key ingredients for effective participation in their local communities, Russia, and the world.

The pilot implemented by TakingITGlobal in Russia has clearly shown that many young Russians consider themselves active as artists, writers, volunteers, students, community activists. At the same time, there are few major public platforms that would offer engaging and youth-friendly Russia-wide initiatives and programs. CLC Russia was designed to address this situation by engaging young people through the innovative use of information and communications. As illustrated by the map below, young people from various parts of Russia participated in the project, although the majority of project participants reside in the south-western part of Russia.

Figure 1: Geographic distribution of project participants across Russia (based on the data from online registration on TakingITGlobal.org)



Overall, the pattern of the regional distribution of project participants reflects the distribution of Internet users across Russia. According to the recent survey by the Public Opinion Foundation¹ (www.fom.ru), there are currently around 17 million Internet users in Russia (15% of Russian population age 18 and older). 38% of Internet users in Russia are between the ages of 18 and 24 (Figure 2).

Figure 2: Concentration of internet users across Russia (%)

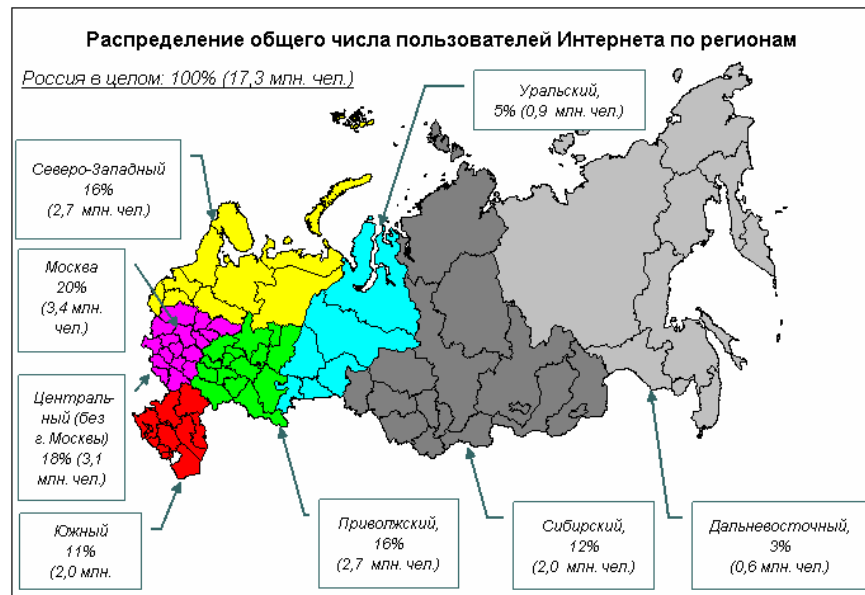
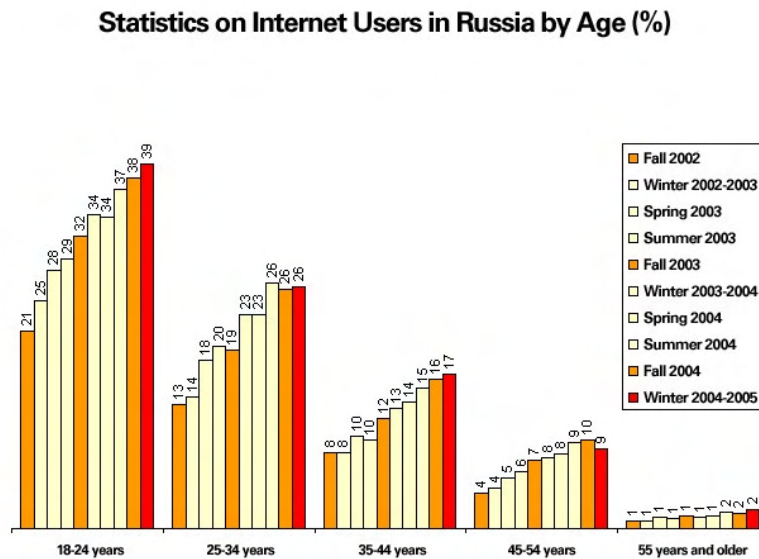


Figure 3: Russian Internet users by age (%)



¹ Survey, *Internet in Russia*, 2004. (Опрос "Интернет в России", 2004).

BACKGROUND AND CONTEXT

PROJECT GOALS

The main goal of the project was to strengthen the capacity of youth-led initiatives in Russia and to enhance collaboration among Russian youth (ages 13-30) through collaborative technology and peer-education.

The project reached this objective through the implementation of seven specific components on:

- 1) developing a online national youth portal for Russia <http://ru.takingitglobal.org>;
- 2) supporting youth media production and distribution;
- 3) enabling peer-to-peer skills training workshops;
- 4) fostering creative and artistic expression;
- 5) gaining and profiling youth input on relevant topics;
- 6) fostering global links between Russian youth and youth around the world.

The innovative character of the project lies in the fact that it is the first project in the area of youth and ICTs in Russia which focuses on the development of Russian-language country-wide portal for young people in order to promote participation, self-expression, and action as well as to provide youth leaders and community organizations with web-based tools for networking and project management.

From the outset, the project garnered media attention in Russia. Publications about the project appeared in Akzia, Sakhalin Times, Money and Charity, and FREEdom educational magazine.

In winter 2005, the Russian portal <http://russia.takingitglobal.org> became the winner in the category Youth Internet Projects at the annual *Festival of Youth Non-Commercial Projects in Russia*.

PROJECT STAGES

Stage 1 – Planning, consultations, research, selection of implementing partners; design and printing of promotional materials in Russian (June-July 2004);

Stage 2 – Hiring of project coordinators in Russia; orientation for Russian coordinators at TakingITGlobal HQ in Toronto (August 2004);



Russian project team in Toronto (Aug. 2004)

Canadian project team in Moscow (Dec. 2004)

Stage 3 – Development and launch of the Russian portal <http://ru.takingitglobal.org>;
Launch of the essay contest, *What I Would Like to Tell the World about Russia* (September-October 2004);

Stage 4 – Conducting Open Forums, outreach, partnership development (October – mid -December 2004);

Stage 5 – Launch of the CLC Russia project in Moscow and announcement of essay contest winners; TakingITGlobal staff travel from Canada to Russia to attend the launch and conduct capacity-building workshops and Open Forums (December 2004);

Stage 6 – Launch and extensive promotion of the art contest, *Russia through the Eyes of Youth*; selection of judges and development of the evaluation criteria (January 2005);

Stage 7 – Open forums on Millennium Development Goals, capacity-building workshops (February-March 2005);

Stage 8 – Facilitating Russian-language forums on discussion boards, selecting art contest winners, uploading art work online and creating online art exhibition (May-July 2005);

Stage 9 – Announcement of art contest winners; publication of a booklet with winning submissions; art exhibition in the art gallery in Moscow (August 2005).

Stage 10 – Project wrap-up (August-September 2005).

PROJECT PARTNERS



TakingITGlobal, Toronto, Canada

Executive Director: Jennifer Corriero

TakingITGlobal (TIG) is an international organization, led by youth, and empowered by technology. TIG brings together young people (aged 13-31) in over 200 countries within international networks to connect to opportunities, and collaborate on concrete projects – addressing global problems and creating positive change. TakingITGlobal is based in Toronto, Canada.

СОЗИДАНИЕ



Sozidanie Foundation, Moscow, Russia (implementing partner)

Executive Director: Elena Zakharova

Sozidanie Foundation is a Moscow-based NGO that develops and implements global programs of youth service and youth volunteerism in order to increase the level of youth responsibility and participation in the Russian society.



Russian Volunteer Development Centre, Moscow, Russia (strategic partner)

President: Galina Bodrenkova

The Russian Volunteer Development Centre is a resource centre that aims to develop and promote a culture of volunteer service in Russia in order to increase the level of civic engagement among Russian citizens, especially youth.



Youth newspaper Akzia, Moscow, Russia (media partner)

Chief Editor: Svetlana Maximchenko

Youth newspaper Akzia is part of the rapidly growing young company Akzia mass media. Achaia was founded in 2001. It was named the best newspaper for Moscow youth ages 17-30.



ArtFor, Moscow, Russia (art contest partner)

Creative Directors: Vladimir and Maiya Opara

ArtFor is an art studio that supports the creative development of children and youth. Programs include online exhibitions of artwork created by children and youth, art camps, classes in computer graphics, photography and experimental film-making.

In addition, TakingITGlobal partnered with the following Russia-based organizations around specific activities of CLC Russia: Internet Access and Training Program (IATP), design program of the Institute of Electronics and Mathematics, children's portal Klepa, youth portal, Molsm.ru, and AIESEC.

PROJECT RESULTS

DEVELOPMENT OF THE NATIONAL YOUTH PORTAL FOR RUSSIA [HTTP://RUSSIA.TAKINGITGLOBAL.ORG](http://RUSSIA.TAKINGITGLOBAL.ORG)



The national youth portal for Russia <http://russia.takingitglobal.org> was developed by a team of Russian youth who volunteered as e-translators during the first phase of the project. Working with the project staff, the team of Russian e-translators worked on the development of the Russian version of TIG' web site translating the content online (using TIG's custom-made translation tool) or offline (sending translated texts to the project staff who then uploaded them online). The Russia-wide portal <http://russia.takingitglobal.org> was launched in October 2004 at the event which attracted representatives of more than 30 local organizations and youth groups.

A key draw for visitors and users of the site is the comprehensive and up-to-date database of Russian youth events, organizations, projects, internships, awards, grants, jobs, and much more.

Launch of the national youth portal for Russia (ru.takingitglobal.org)

COORDINATING CAPACITY-BUILDING WORKSHOPS FOR YOUTH

A series of workshops was held to provide skill training and mentorship for Russian youth to help them develop the capacity to successfully implement local community or social-entrepreneurship programs. The workshops were led by the TIG country facilitators, mentors and local advisors. They explored issues such as leadership, youth entrepreneurship and technology.



Workshops on leadership in Moscow (December 2004)

FACILITATING OPEN FORUMS FOR YOUTH



Open Forums in Moscow

A series of Open Forums was held across Russia in order to give youth a platform for safe, open discussions about national and global issues. Open Forums held in Moscow and Tambov offered Russian youth the opportunity to share possible ideas on how to affect change and address local needs.

RUSSIA-WIDE ESSAY AND ART CONTESTS FOR YOUTH

Two creative Russia-wide contests that were held as part of the project attracted hundreds of submissions from various parts of Russia. Essay contest, *What I Would Like to Tell the World about Russia*, held in the fall of 2004, received close to 300 submissions.

Art contest, *Russia through the Eyes of Youth*, held in winter-spring 2005, received over 1,400 submissions which were uploaded online in the Russia country collection:
(<http://russia.takingitglobal.org/eyesofyouth>)

Winning submissions from the contest were featured at the exhibition at the “A3” Art Gallery in Moscow, Russia. (Press release:
(<http://about.takingitglobal.org/d/media>)



Art exhibition featuring winning submissions from the contest, Russia through the Eyes of Youth, in the Art Gallery “A3” in Moscow, Russia

DEVELOPING PARTNERSHIPS WITH SCHOOLS

The project provided opportunities for high school students in Russia interested in improving their English language skills and learning about global issues to work as e-translations of multimedia Featured themes created by TakingITGlobal. A group of students and their English teacher Nataliya Manilova from the Linguistic gymnasium # 23 in the city of Vladimir translated themes on Women's Rights, Cities, Refugees as well as several youth action guides and toolkits. The educational benefits of such collaboration between a youth organization and a formal educational institution were presented during several teacher conferences in Russia.



Students from the Linguistic Gymnasium #23

SUPPORTING YOUTH INITIATIVES WITH WEB-BASED TOOLS AND ONLINE PROMOTION

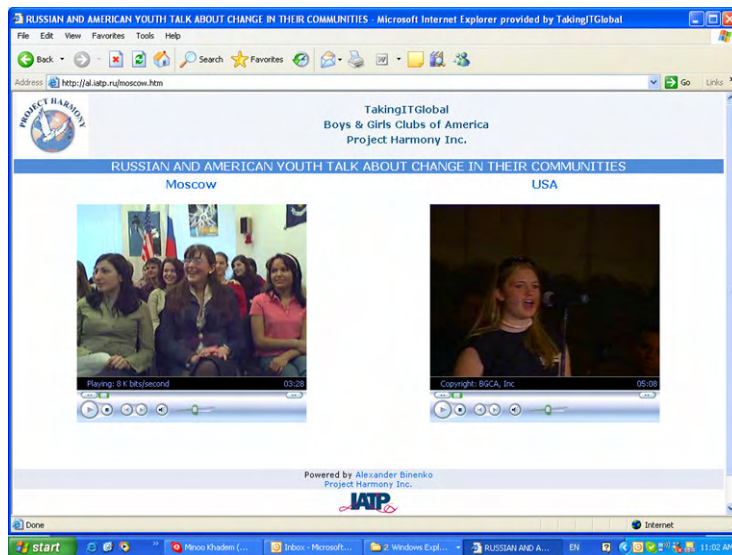
The screenshot shows the TakingITGlobal website interface. At the top, there is a navigation bar with 'Home', 'Take Action', 'Projects', and 'Театр Толерантности'. The main content area features a project page for 'Театр Толерантности'. It includes a photo of the project team, a description of the project, a list of individuals involved (including Sergey A. Gorbetov, Ekaterina Turkina, Irina Chernenkaya, Olga Kaverina, Sofya Mezhorina, Mikhail Sukhov, Sorokini Ivan Vladimirovich, Vladimir, Amany (Egypt), Evgenia Yevodina, and Elena Kim), and a list of documents such as 'Годовой отчет (09.2005) (325.1 KB)' and 'Выступление 50'. A 'Menu' sidebar on the left lists options like Home, About, Who Is Involved?, Progress Reports, Discussions, Documents, Related Items, and Join Project.

Through the project, we supported innovative youth-led initiatives by providing them with web-based tools and opportunities for online promotion. For example, Tolerance Theatre youth group created a vibrant project page on the Russia country site. The project page features photos from events related to the project, progress reports, and online discussions.

CLC Russia staff also promoted interesting youth projects through the national e-newsletter for TIG Russia members, through the spotlights on the Russia Country Site and through TIG Dispatch.

Web-page of the Theatre of Tolerance on TakingITGlobal's Project Page (<http://projects.takingitglobal.org/tolerance>)

HOSTING ONLINE EVENTS AND VIDEO CONFERENCES



On April 1, 2005, CLC Russia team held a video conference between American and Russian youth. In partnership with Boys & Girls Clubs of America and IATP Centre/Project Harmony, 20 Russian youths and over 200 young people from the U.S. shared their views on the pressing issues that affect them and the ways they can bring change into their communities. The Russian participants were selected on the basis of their interest in global issues, international affairs and leadership potential as well as fluency in English. Their American peers were youth leaders attending

the Boys & Girls Clubs of America's National TEENSupreme Keystone Conference in Orlando, Florida. Press release about the event: <http://about.takingitglobal.org/d/media/releases?view=67>

On May 7, 2005, CLC Russia project team hosted an online event with participants of the 2005 Technology Ambassadors Program (TAP) from the CIS countries. TAP is a technology and leadership program for select Future Leaders Exchange students from the former Soviet Union, and is funded by the US Department of State, Bureau of Educational and Cultural Affairs. During the online event, members of the CLC Russia team answered questions submitted by the students around issues such as initiating their projects, finding support and funding, networking with youth and others, and potential obstacles and opportunities.



<http://www.projectharmony.org/flextap/chat2005.html>

PREPARING A SERIES OF PUBLICATIONS ON ISSUES RELATED TO YOUTH AND TECHNOLOGY IN RUSSIA

CLC Russia team worked with several media groups in Russia in order to develop publications about the opportunities offered to youth by the CLC Russia project as well as publications related to youth and technology. Through the partnership agreement with the popular youth newspaper *Akzia*,

ДОБРОВОЛЬЦЫ ОН-ЛАЙН



WWW.TAKINGITGLOBAL.RU **TakingITGlobal**
ВДОХНОВЛЯТЬ СООБЩАТЬ УВЛЕКАТЬ

information about the project activities and upcoming events was communicated to youth audience in Moscow and several other cities in Russia. In the Far East of Russia, the *Sakhalin Times* and *Nasha Koluma* featured the project and introduced Russian-language online community ru.takingitglobal.org to the Russian youth with Internet access.

Also, the article on the new technology trend in the non-profit sector – online volunteering – and what it offers to organizations was published in the FREEdom educational magazine.

More publications related to the project are available online:
<http://about.takingitglobal.org/d/media/inthenews>

Illustration from the article on online volunteering written by CLC Russia staff and published in FREEdom educational magazine

SUPPORTING YOUNG RUSSIANS AS YOUTH SPEAKERS



The project offered opportunities for Russian youth to participate in high-profile events and to represent youth perspectives on important issues. In partnership with Microsoft Russia, TakingITGlobal conducted the selection of candidates for the prestigious Microsoft Information Worker Board of the Future meeting which brought together youth from 10 countries to Budapest, Hungary, where they shared their ideas as to how their generation uses technology with Microsoft executives.

Sofya Mezhorina participates in the Microsoft Information Worker Board of the Future event in Hungary

For the first time a young person from Russia was selected to participate in this event. Sofya Mezhorina's article, *As You Like IT: Future of the Workplace*, about her experiences of participating in the high-profile event organized by Microsoft is available online: <http://russia.takingitglobal.org/express/panorama/article.html?ContentID=5801>

CONNECTING RUSSIAN YOUTH TO THE WORLD



Through participation in the CLC Russia project, young people in Russia not only became more involved in local and national efforts, but also were introduced to a global community of creative and bright young people from around the world. They were able to access a diverse range of opportunities in different parts of the world. In addition to utilizing the country site for Russia, Russian youth was also able to visit different country sites, discuss issues with youth from other places in online forums and via TIG messenger, and have their own expressions viewed by a global audience.

LESSONS LEARNED AND RECOMMENDATIONS

1. For the CLC model to work successfully, sufficient time should be allocated for planning and research which will inform project activities. Prior to the start of the program, the project team should develop extensive knowledge in the following areas:

- a. Situation of youth and key challenges facing young people in the country;
- b. The status of the civil society in the country and key challenges;
- c. ICT context, including Internet access and use, geographical distribution of Internet users across country, primary places of Internet access;
- d. Main channels of communication used among civil society and youth groups;
- e. Current and past projects with a focus on youth implemented in the country by CIDA, USAID, various European development agencies and other donors;
- f. Media landscape, especially media sources popular among young people.

While it is not feasible for TakingITGlobal or local partners to conduct its own country-wide assessment on the situation in the above areas, this information can relatively easy be found from assessments studies and publications by various international donors (for example, CIDA's Country Profiles, UN Development Reports, World Bank's Country Reports, etc.)

Recommendation # 1: Ensure that the project preparatory phase allows sufficient time for research and planning as well as identification of potential partners.

2. If the country where CLC program will be launched already has significant number of TIG members or partners, it would be helpful to conduct an e-survey prior to the start of the project in order to get their input into the development of the program.

Recommendation # 2: If there is a significant membership and partnerships in the country where CLC is to be launched, online consultation or e-survey should be conducted in order to gain local input into the program development.

3. Limited Internet connectivity and infrastructure make it difficult for Russian youth to participate in online communities on a regular basis. Therefore it is crucial to identify organizations which work in the area of ICT4D in the target country. Through partnership arrangements with these organizations, joint events can be planned and implemented. In Russia, for example, partnership with the Internet Access and Training Program (IATP), especially with the Moscow office, allowed to co-host events where TIG Russia staff secured speakers and developed the framework for the event while IATP centre offered space and conducted co-promotion of the event through their networks. In other countries, public community and Internet access centres, libraries, computer clubs, and telecenters could be potential partners for joint initiatives.

Recommendation # 3: Given that in many countries access to the Internet is limited, partnerships with organizations working in the area of ICT4D and internet connectivity are crucial and need to be established early.

4. In order to engage young people from a specific country in project activities, especially online activities, it is important to ensure that the content and online tools that we offer reflect local needs and are relevant to interests/concerns of local youth.

Recommendation # 4: Online content development should reflect informational needs of young people in the target countries.

5. Outreach to schools and universities is important. In Russia, partnerships with local schools – especially around the translation of the Featured themes on global issues into Russian – worked extremely well. Organizing student contributions around an educational activity for which they received academic credit (waiver of a mandatory translation practicum in summer) provided students with meaningful learning experience. Another example of successful partnerships with schools in Russia includes collaboration with teachers who encouraged their students to participate in essay and art contest which were held as part of the project. Also, the teachers assisted students who do not have Internet access with the submissions of their entries to the contest. Through a university partnership, we were able to recruit judges for our essay contest.

Recommendation # 5: Building linkages and establishing partnerships with schools and universities around translation projects, essay and art contests and open forums should be integrated into the CLC project model.

6. Given that there is little awareness among Russian NGOs and community organizations as to the use of technology for networking, knowledge transfer and communication of best practices, it is important to develop and conduct a series of technology training workshops which would introduce the youth leaders to the concept of ICT4D and the range of opportunities offered by ICTs to the non-profit and youth sectors. Additionally, if the travel budget for the local team permits, local project staff should travel regularly in order to train youth organizations, staff of NGOs and youth leaders in how to use online tools offered by TakingITGlobal Russian portal site.

Recommendation # 6: Given the low level of ICT incorporation in the work of non-profit and youth organizations, strong emphasis in the CLC model needs to be placed on the capacity-building workshops on ICTs in general and the use of TIG web-based tools in particular.

7. Hiring and training of the local project team is crucial for the success of the project. Sufficient time should be allocated for promoting the positions of local project coordinators, conducting interviews, and training the project staff. During the first three months of the project, it is important for a Regional Coordinator for the region where the project is implemented to be involved in every aspect of planning of local events and partnership development.

Recommendation # 7: Hiring and training of the local project team is an important step of the project. Throughout the project implementation phase, Regional Coordinators should work closely with the local project team to ensure the progress of the project and the information flow among TIG HQ, in-country team and implementing partners.

8. Taking into account that the CLC model includes several comprehensive components, the work load for the CLC Russia project staff was extremely high and required a lot of overtime.

Recommendation # 8: It is important to ensure that the project resources match the scope of project activities in order to prevent demands of staff overtime. Additionally, volunteers should be recruited to assist the project team with various aspects of project implementation.

9. Promoting project activities through the art and essay contests as well as through the web sites of local universities/schools proved to be an effective outreach strategy which yielded significant response. A list of where the project might be promoted should be compiled in advance and updated throughout the project.

Recommendation # 9: To ensure effective outreach and promotion, project team should develop and implement a plan for targeted promotion through universities, schools and NGOs. Documentation that includes the listing of places where the project was promoted should be kept up-to-date.

10. Budget constraints during the CLC Russia implementation did not allow for significant travel of the project staff to other cities across Russia with the purpose of building partnerships and promoting the project locally. In the context of CLC Russia, this challenge was addressed through several strategies: 1) hiring one part-time member of the project team based outside of Moscow (the city where the Project Coordinator and implementing partners were based); 2) supporting the

members of the local project team in their applications to events hosted by other organizations which offered travel scholarships for participants.

Recommendation # 10: Sufficient budget should be allocated for local travel to ensure that project staff is able to present the project at important events across the country, to meet with key groups and to conduct technology workshops and Open Forums across the country.

11. Having 3 members on the CLC Russia project team (1 full time Project Coordinator and 2 part-time coordinators with specific mandates in partnership/outreach and website/online activities) worked well in terms of the project management strategy. It is important however to allocate responsibilities (and reporting duties) between all project members in order to avoid misunderstanding and duplication of effort. If a new project member joins the team when the project is underway, information on the project background, activities, contacts and organizations involved should be communicated to the new member in a timely fashion.

Recommendation # 11: It is important to ensure that the local CLC team brings diverse strengths and skills to the team and that each member of the team is clear about their roles/responsibilities within the project.

APPENDIX A: CLC RUSSIA PROJECT TEAM



Svitlana Taraban, Program Coordinator, CIS & Eastern Europe (based in Canada)
Svitlana was born and raised in Ukraine. In 1998, she was awarded a prestigious Edmund Muskie Fellowship from the Open Society Institute to complete a Master's degree in Educational Administration in the USA. She is presently pursuing her Doctoral degree in Education at York University, Toronto.



Irina Chernenkaya, National Program Coordinator, Russia (based in Russia)
A graduate of Moscow State University, Irina has nine years' experience in the non-profit sector, most recently with the American Councils for International Education, coordinating educational and professional development for Russian students in the US.



Vera Sokolyanskaya, Regional Partnerships Coordinator in Russia (based in Russia)
Originally from Magadan, Russia, Vera is currently a postgraduate student at the Institute of Russian Language, the Russian Academy of Science. She was an exchange student of Eurasia Undergraduate Program and studied in the USA. Vera is an active member of the Model United Nations of Russian Far East club. One of her great passions is journalism.



Sofya Mezhorina, Website & Media Coordinator, CLC Russia (based in Russia)
Sofya holds Master's degree in Germanic Linguistics. She designed and taught a technology-enhanced ESL course to social work students in Tambov, Russia. Sofya trains volunteers in a regional NGO and holds leadership positions in several social action projects.



Jennifer Corriero, Co-founder & Executive Director (based in Canada)
A World Economic Forum Global Leader for Tomorrow, Jennifer has consulted for Marketing, Web and Youth Programs for various corporate clients (including Microsoft and Xerox). She is an adviser to: the Canadian Association for AIDS Research; the Global Youth Action Network; the Youth Employment Summit. She is also a member of the Official Canadian Delegation to the World Summit on the Information Society.



Michael Furdyk, Co-founder & Director of Technology (based in Canada)
Michael founded two successful Internet companies before he was 17, selling the first, Mydesktop.com, to Internet.com in May 1999. He has appeared on the Oprah Winfrey Show, and in 2001 Teen People named him one of 20 Teens that Will Change the World.



Chris Cicchino, Graphic Designer (based in Canada)
Chris is a graduate of both Niagara College's Interactive Multimedia program and its Graphic Design Production program. His credentials include developing the creative design for many of the print and web media projects for the pilot CLC Russia.

APPENDIX B: LIST OF EVENTS WHERE THE CLC RUSSIA PROJECT WAS PRESENTED

- Presentation to the youth debates' club Globalist, Novosibirsk (September 10)
- Presentation to the Russian alumni of USAID-sponsored programs, Moscow (October 7, 2004)
- Teacher seminar *Building Leadership Skills*, Podolsk (October 10, 2004)
- Moscow High School #5 for visually impaired children, Moscow (October 22, 2004)
- Russian State Humanities University (RGGY), Moscow (October 28, 2004)
- World4u Annual Volunteer Forum, Moscow (October 30-31, 2004)
- AIESEC Alumni Congress, Moscow (November 5-7, 2004)
- International Conference Information for All: Culture and the Information Society, Moscow (November 29- December 3, 2004).
- Annual regional leadership conference for alumni of US Department of State academic exchange programs, Moscow (March 11-14, 2005)
- Regional conference for alumni of US Department of State academic exchange programs in Siberia region, Irkutsk (April 22-24, 2005).
- Presentation to the participants of the Light in the Night event at the Smolensk Museum of History;
- Council of Europe Training for Youth Trainers from Russian Federation, Moscow (July 1-10, 2005)

APPENDIX C: QUOTES FROM PROJECT PARTICIPANTS

TakingITGlobal enables me to get in touch with young creative people throughout the world, share my international experience and express my view on critical issues of social, political and cultural life in my country.

~Taiana, 21, TIG member from Lipetsk, Russia

I believe that TIG can help me to overcome existing intercultural barriers and to develop my identity in a more global context.

~Elena, TIG member from Ekaterinburg, Russia

I am interested in meaningful communication with other youth. I hope to be able to find it on the TakingITGlobal web site.

~Pavel, 19, TIG member from Tambov, Russia

I hope that I would be able to contribute to TIG's community my new creative ideas and new perspectives on youth issues in Russia.

~Tatiana, 23, TIG member from Orel, Russia

Through the TIG's community, I hope to enrich our cultural heritage, meet young artists from other countries, and contribute to the development of global youth culture.

~Andrey, 20, TIG member from Saratov, Russia

Through TIG, I hope to learn more about interesting youth projects that use new technology and online tools.

~ Vasilii, 23, TIG member from Smolensk, Russia

APPENDIX D: SHORT PROJECT DESCRIPTION (in Russian)

Пилотный проект

«Создание местных связей: Российская молодежь онлайн» (2004-2005)

Веб-сайт проекта: <http://ru.takingitglobal.org>

О проекте

Пилотный проект «Создание местных связей: Российская молодежь онлайн» стартовал в России летом 2004 года. Проект реализуется международной молодежной организацией TakingITGlobal (TIG), фондом «Созидание», Российским Центром Развития Добровольчества при участии и финансовой поддержке Майкрософт в России. Цель проекта - создание всероссийской молодёжной онлайн-сети TakingITGlobal.ru в рамках международной онлайн-платформы TakingITGlobal.

Основные направления проекта

В рамках проекта проводятся конкурсы художественных работ и сочинений, результаты которых размещаются онлайн в специальных коллекциях; онлайн-консультации по вопросам молодежи и ИКТ; тренинги по созданию веб-сайтов и он-лайн форумы по актуальным вопросам. Ежемесячно выходит русская версия новостной рассылки – Вестник TIG.

Кроме того, организациям, молодежным группам и изданиям предоставляется возможность развития их технологического потенциала путем использования онлайн инструментов и ресурсов, размещенных на русскоязычной версии TakingITGlobal. Среди мероприятий, которые проводятся оффлайн - семинары по лидерству, молодежному предпринимательству и разработке социальных проектов. Также проводятся Открытые форумы по различным вопросам, интересующим молодежь.

Задачи проекта:

- содействие российской молодежи в разработке и реализации молодежных проектов;
- предоставление молодежи инструментов, технологий и информации о ресурсах для реализации проектов и инициатив;
- создание онлайн-общества молодежных организаций России для совместных действий и инициатив, а также для развития международного диалога и сотрудничества.

Проект способствует укреплению роли молодежи в развитии информационного общества в России и популяризирует идею использования Интернет-технологий для поддержки и сотрудничества в молодежном некоммерческом секторе России.

Ссылки на основные программы и мероприятия, проводимые в рамках проекта:

- Коллекция конкурсных работ на тему «Россия глазами молодежи»: <http://russia.takingitglobal.org/eyesofyouth>
- Творческие работы молодых авторов в онлайн-журнале Панорама: <http://ru.takingitglobal.org/panorama>
- Форумы по различным вопросам, интересующим молодежь: <http://discuss.takingitglobal.org/russian>
- Каталог некоммерческих организаций в России: <http://russia.takingitglobal.org/opps/org-home.html>
- Каталог молодежных событий в России и за рубежом: <http://russia.takingitglobal.org/opps/event-home.html>
- Интерактивные темы месяца по глобальным вопросам: <http://ru.takingitglobal.org/themes>
- Каталог молодежных проектов России: <http://ru.projects.takingitglobal.org>
- Онлайн-дневники (блоги) участников ТИГ: <http://updates.takingitglobal.org/index.html?Russia>

Контактная информация в России:

Ирина Черненькая: irina@takingitglobal.org
Софья Межорина: sofya@takingitglobal.org
Вера Соколянская: vera@takingitglobal.org

Контактная информация в Канаде:

Светлана Тарабан: svitlana@takingitglobal.org