

Methodology of work

Approach

- Preparation/introduction: setting up theoretical frames of the project through e-communication and definition of concrete problems in specific areas.
- Organising the exchange of the young collaborators - video researchers in the project-participating cities - and organising round tables with young participants in the project, academic experts, etc.
- Video research in participating cities where, besides the general questions and research themes, more specific research will be done on 'problems' that are present in specific surroundings.
- Evaluation and editing of publication on theoretical/empirical issues.
- Presentation of the final outcomes of the project - video documentary and publication.

Communication/PR strategy

- In the project we will use one of the most popular and widely accessible media – film and video. We will endeavour to gain maximum distribution for the film, and given Žilnik's reputation, we are confident that this will be possible.

- At the beginning of the project, we will notify and invite the media in all cooperating countries and introduce the goals and the course of our project. We know from our experience that the countries in which we are working - and whose media we have often worked with before - respond well to projects like this, so we foresee articles and broadcasts about the project in both local and national media.

- We plan to organize public presentations of the project results and offer the finished productions to television channels as material for debates, communication broadcasts etc.

- The first indicator of project success will be the level of cooperation and friendly relations that will develop inside the project group that will conduct the research. Through teamwork and positive energy we will attempt to make contacts and approach different individuals and groups of various nationalities and religious beliefs.

- The level of their preparedness to get involved in the research, their open-mindedness, and motivation for co-operation will be the second indicator of our success.

- A third indicator will be the reaction and feedback from local communities, including political representatives.

- The final indicator that will measure our success will be the world of scientific social practice, local communities, and other individuals that will critically study and observe the final results and products of the project. These final products (the video/film and publication) documenting and summing-up the outputs of the project will be disseminated through public presentations and will provide the basis on which to evaluate the project as a whole.

- Thanks to the fact that the key outcome will be a media product (documentary), the final results of the project will be available for public use (screenings at appropriate festivals, presentations at conferences and workshops, availability in video libraries and archives).

- Various connections between the partner groups and individuals will also result from the project, offering the possibility of reconnecting and upgrading the research agenda, or of developing alternative and different initiatives in the future.

- Positive results arising from the project – of which we have no doubt – will open new possibilities for financing future projects for one simple reason: learning about tolerance and intercultural co-operation will, in the near future, become a critical issue necessary for Europe to build a positive cultural agenda for the future, one that is based on more tolerant and democratic values and on the imperative for intercultural dialogue.