

SCENARIO for The Neighbourhood Game

<http://socialreporter.com/?p=582>

A multicultural neighbourhood.

Demographics:

- 15.0000 people
- Renovation area: more than 50 % is coming from ethnic minorities; 25% are the 'left over' indigenous people mostly elderly and 25% is the "nouveau riche" who bought their own apartment in the new arranged part of the neighbourhood.
- 75 % of the neighbourhood is rental estates, own by social housing corporations.

Because of the high concentration of 'poverty' and ethnic minorities, the town council want to upgrade the area, by breaking down estates and offering more luxurious apartments and by renovating social housing (making the rent more expensive).

Institutes in the area are:

- Elementary and high schools
- Vocational training centre (16 - 20 years old)
- Old peoples homes (white Dutch people)
- Public library
- Youth centres
- Social welfare
- Health care
- Police
- etc.

Social environment.

- Large young multicultural population, mostly Moroccans.
- Little intercultural communication and dialogues
- Lost of problems with youngsters in the streets
- Because of tensions in the area lot of negative press coverage.
- Hostile attitude towards the mainstream journalists and camera crews.
- High unemployment rate, low positive identification with the neighbourhood.

Apart from that we have individuals in the neighbourhood who have the same worries like everybody else:

- Parents are worried about what is happening with there children on the internet. Especially ethnic minority parents have no clue what there daughters are doing on the internet and via their mobile telephones.
- There is a lot of digital illiteracy, because of which modern ways of communication of the local authorities and other institutes do not reach the target groups.
- Ethnic minorities are using satellite dishes to get their television programmes, but satellite dishes are not allowed any more.
etc.

How can social media help to improve communication, intercultural dialogue, social cohesion and how can we improve digital literacy in the neighbourhood. Examples of media related media tools are:

- Neighbourhood media support centre
- Media awareness courses for parents about internet development concerning their children
- Computer skills courses
- Neighbourhood website
- Narrow casting - wide screens in the neighbourhood
- Youth press agencies
- Children press agencies
- Digital story telling with the elderly, supported by the young
- E-mail alert
- Digi-bus
- Presslink
- Mediacoaches
- Digital memory/neighbourhoods museum
- Elderly Skype circles
- Online voting

Challenge:

How can we introduce media tools as a method to improve social cohesion, intercultural dialogue and media awareness in the neighbourhood in such a way that is also helps to strengthen the cooperation between institutes and organisations in the area?

Start by asking yourselves:

- What is happening in the neighbourhood already.
- Who is doing what
- Where can we cooperate
- What is missing
- How can we make it work.
- How can the institutes communicate with each other in order to improve the cooperation?

After that start by playing THE GAME!

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