



NEET IDEA – Supporting Digital Native NEET’s Back to Mainstream Education, Training and Employment

Welcome to the NEET IDEA project. What will NEET IDEA achieve? NEET IDEA will support digital native NEET’s to reintegrate into mainstream education, training, and employment. This project aims to focus on young adults between the ages of 20-34 who are on the margins of mainstream society – these young people are often classed as NEETs i.e. Not in Employment, Education or Employment.

The NEET IDEA project will provide learners with the opportunity to up-skill on the topic of digital and social media production. By working with educators, the project will also promote bespoke non-formal learning resources around digital and social media production. By offering learning materials that appeal to young digital natives, NEET IDEA encourages participants to develop useful skills, develop behaviours, and change attitudes towards re-entering education, employment, or training in the future.

Over the course of the NEET IDEA project, participants will be exposed to researching, storyboarding, scripting, planning, designing, presenting, shooting, editing and producing short films. NEET IDEA opens many doors to learning for young people, due to the vast range of roles involved in media production. This project can help young people overcome their personal fears and barriers to educative resources. This encouragement is furthered by the ability for participants to accredit their learning and increase their motivation to continue through an Open Badges Framework.

NEET IDEA focuses on empowering young adult NEET’s with skills and attitudes that promote personal growth and fulfilment. This project is centred on building self-confidence and self-esteem by working in team environments, being respected and respecting others. The NEET IDEA project gives young adults the opportunity to become part of a film crew by encouraging learners to make different types of short films, entitled “My Dream Job”. The productions can vary between; a comedy sketch, a documentary, a mockumentary, a short film with a serious theme, etc. all produced from the comfort of their smartphones!

NEET IDEA also works to build an understanding of digital environments for adult educators, in order to enable and facilitate them in working with today’s young digital natives, who have technology embedded in their everyday routine. NEET IDEA acknowledges how important it is for different generations to unite and work together, in order to promote learning and employment among young people.

More information at:

<https://www.facebook.com/NEETIDEAproject>