

# CONCEPT OF ROLE MODELS WITHIN SOCIAL MOBILITY MODEL

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[www.socialmobility.eu](http://www.socialmobility.eu)



INNOVATIVE METHODS AND PRACTICES TO FACILITATE SOCIAL INCLUSION

# The Role Model Method

Role Model aims to;

- strengthen self-confidence, promote personal fulfillment and increase capacity for creative expression of socially excluded senior citizens, unemployed and migrants
- provide new educational opportunities by learning from personal experiences

# Activities and Results

- Created a video showcasing Role Models within the different partner countries (6 video case studies produced on DVD)
- International seminar “Good practices on social inclusion” explored the role model concept - February 2010 in Utrecht, The Netherlands
- 13 one-day national seminars on Role Models to promote social inclusion for 45 **senior citizens**, 50 **unemployed** and 41 **migrant persons**.

# Creating the Role Model DVD

- 1 story selected from each partner country about the target group
- Scenario for each video clip created
- Video clips produced in all national languages
- Final multi-language DVD product with subtitles in five partner languages (EN, CZ, DE, ES, LT)

# The 6 Role Model Videos

1. Role Model: Story of Mrs Jana  
(Czech Republic)
2. Vilija - Role Model for long term  
unemployed women (Lithuania)
3. Raluca's Way: Successful Inclusion of  
a Migrant in Germany (Germany)

# The 6 Role Model Videos

4. Brenda: The Refugee Woman's Story  
(UK)

5. Angele – Role Model for Senior Citizens  
(Lithuania)

6. Jesus's story – Role Model for Senior  
Citizens (Spain)

# Guidelines for tutors on social mobility model

Results from the Role Model activities added to the Guidelines.

- Session plan for National Seminars on Role Models
- Background stories to each Role Model video case study

**All the developed materials are  
available for download from the  
project's LIGHT website  
[www.socialmobility.eu](http://www.socialmobility.eu)**



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