



United Nations
Educational, Scientific and
Cultural Organization

Malta
UNESCO
Youth
Association

Member of the Network of UNESCO
Clubs and Associations



Lifelong
Learning
Programme

EPAEMSI: SWOT Analysis

Malta UNESCO Youth Association

Best Practice:

Evaluation of the Photography Workshop

by



1st May 2014

Best Practise Workshop



SWOT Analysis

- ▶ Best Practise: “Sensitization campaign on sustainable mobility through photo reportage”

OBJECTIVES of the Best Practise:

- *Realize a photographic reportage of architectural barriers for bicycles and pedestrians in the town*
- *Denounce through photos the main obstacles that avoid citizens to enjoy in a safe and pleasant way their own city*



S - Strengths

- ▶ Increase in awareness - useful tool for pointing out issues that are viewed as problematic & serves as a wake up call if the photos are presented to the right people
- ▶ Able to facilitate a better understanding of different perspectives about a singular – a form of expressing one's personal opinion
- ▶ Helps different groups within a community to integrate ex. old and young people
- ▶ Can include people with disadvantages ex. people using a wheelchair
- ▶ Photography skills are improved in the long term (not just for the scope of best practice)
- ▶ Best practice can be easily applied in various countries and adjusted to context ex. taking videos



W - Weaknesses

- ▶ Not much information was given to the participants about a correct way to approach the people in Frattamaggiore
- ▶ Participants found it hard to perceive the reaction of the other persons
- ▶ The people were hostile
 - ▶ It is their social reality to act in a certain way ex. putting garbage on the pavement is the norm
 - ▶ Perhaps they don't perceive what they are doing as wrong
- ▶ Certain areas were not accessible to participants with mobility problems



O - Opportunities

- ▶ The photo can be used on social media to get an immediate effect
- ▶ Pressure of decision makers and a very good way of lobbying ex. Bird Hunting
- ▶ Promotes initiative in participant's local communal setting
- ▶ Makes the locals aware that something is wrong in their social setting
- ▶ Serves as an encouragement to people do something about the problems in their society and letting them see things outside the box
- ▶ Improvement of photography skills for all ranges of photography knowledge



T - Threats

- ▶ Weather dependant – if it rains best practise would be rather difficult to implement
- ▶ Hostility – perhaps the locals do not approve of photos being taking and one will be looked at suspiciously in a small community were one is doing awareness
- ▶ Language barrier – communication with the locals can be a problem when they ask for the purpose of the activity
language barrier



The End

THANK YOU!

