

# Instructions for registering on the platform

## Cities of Learning



**Follow the link:**

**<https://global.cityoflearning.eu>**



All (2877)

Environment and ecology (107)

Career and job readiness (486)

Sports and active lifestyle (129)

Civic engagement (478)

Technology and computers (161)

Creativity and design (152)

Global world (94)

Arts and culture (163)

Crafts and making (62)

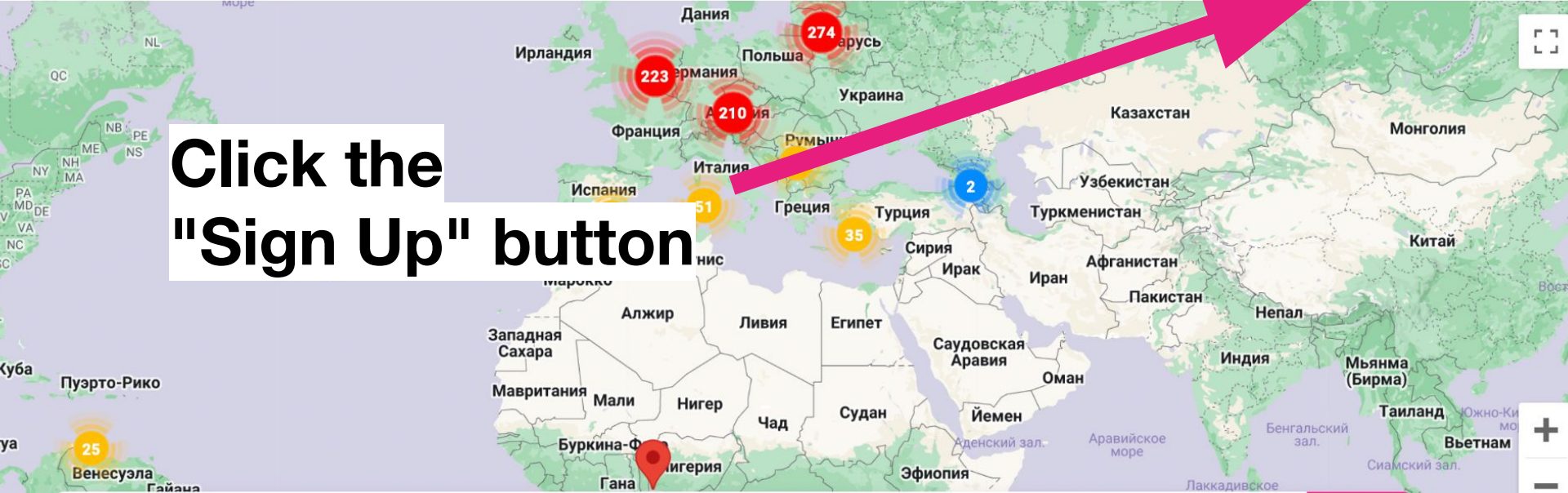
Personal development (871)

International and Intercultural (160)

Science (14)

**Latest Opportunities**

Click the  
"Sign Up" button



Search by typing your interest, topic, keyword, activity name...



Global city of learning




Enter your email

my.name@domain.tld


Continue

powered by Badgecraft



**Enter your email address  
(the one you check  
regularly)**



cvetkovairyna@gmail.com 

I agree with terms of service and privacy rules

By continuing registration I agree to Badgecraft's [Terms of service](#) and [Privacy policy](#).

Please enter your password

Please repeat your password

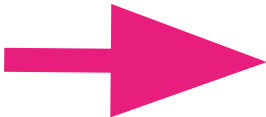
Register

Or use social login

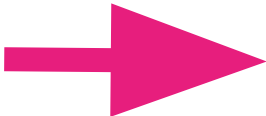
Login with Facebook

Login with Google

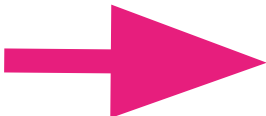
**Agree with terms of service and privacy rules**



**Enter your password (twice)**



**Click "Register"**



*Please do not sign up through Facebook or Google, because the profile information may not be displayed correctly*

Please note the pop-up  
at the bottom of the page:  
you need to confirm your email

Q Search by typing your interest, topic, keyword, activity name...

All (2882)

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Sci

### Latest Opportunities

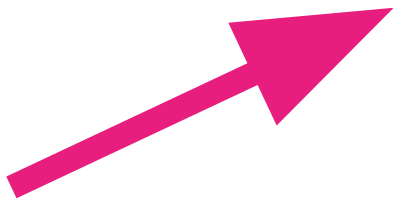
Your primary email cvetkovairyna@gmail.com is not verified, please check your mailbox for evidence verification link.

OK, done

**Open your email (the one you used to sign up)**

**Open the letter entitled  
“Verify your email at  
Badgecraft”**

**Follow the link  
in the email**



Hi Cvetkovairyna,

Welcome to Badgecraft platform. We are delighted you care about learning and professional development using this platform.

You have to verify that [cvetkovairyna@gmail.com](mailto:cvetkovairyna@gmail.com) belongs to you. Follow this link below to complete email verification: <https://global.cityoflearning.eu/email-verify/ff1e5940-09d1-4d1d-aadd-4e2d7568f479>

Global platform for Cities of Learning is a territory-based platform to promote learning opportunities. It enables learning providers to offer and learners to join learning pathways through playlists and certify achievements with digital Open Badges.

Global platform for Cities of Learning platform uses Badgecraft's software as a service. If you need any help, contact our support team [support@badgecraft.eu](mailto:support@badgecraft.eu)

**Email verified, thank you**

You can close this window now.

**If everything worked well, you will see the following message**

+

s this platform and develops it together with leading educational  
the European Union's programme Erasmus+ granted co-funding for  
version of this platform. Contact support@badgebra.eu.

**Platform**

- [About](#)
- [Blog](#)
- [Help Centre](#)
- [Contacts](#)

**Legal**

- [Privacy policy](#)
- [Data security](#)
- [Terms of service](#)

**Discover**

- [Map](#)
- [Digital Open Badges](#)
- [Cities of Learning](#)


Other language:







**Go to your profile to edit your personal settings**








**Alex**  
Personal settings | [My badge wallet](#)


 [Become an organiser](#)

 [My badge wallet](#)

 [My certificates](#)

 [My quests](#)

 [Notifications](#)

 [Logout](#)



Alex

[Become an organiser](#)

[Activities](#)

[Playlists](#)

[My badge wallet](#)

[My certificates](#)

[My organiser accounts](#)



**0 activities**

↓ last visit ▾



**No results found**

Sorry, there are no activities found.

**Here the information about **completed playlists** and received badges will be collected**



## Personal settings

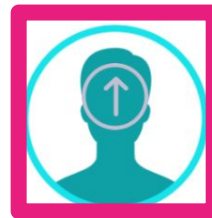
### Personal information

Here you can  
upload your photo

Your name (visible to others)

(Required)

The name will be visible to others. It will be displayed on earned badges and certificates.



Add your name, language,  
time zone, picture

Country

Select...



Language

English



Time zone

Select...



Save

**Follow this link to open the playlist:**

<https://global.cityoflearning.eu/en/activities/15395>



A screenshot of a playlist card. At the top left, there is a play button icon, a box with the number '14', and a circular progress indicator. The main title is 'Storytelling for civil society' in a light blue font, with the subtitle 'February–March 2023' below it. To the right is an illustration of a smartphone with a question mark and several colorful coins. Below the title are logos for 'Funded by the European Union', 'EaP', and 'OEEC'. A large pink arrow points from the text above to this card. At the bottom of the card is a large pink button with the word 'View' in white.

**Or search for it  
on the homepage:**

<https://global.cityoflearning.eu>



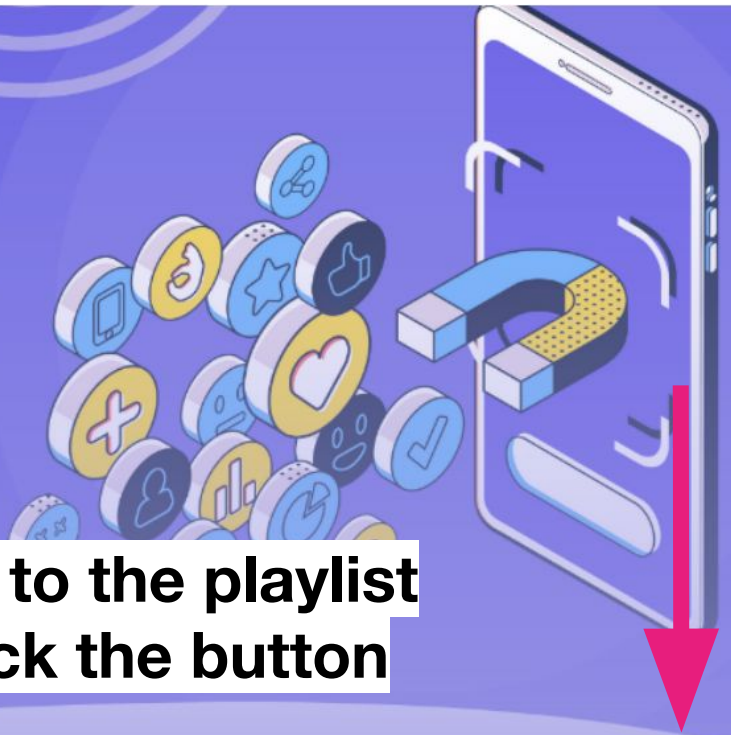
A screenshot of the homepage navigation area. On the left is the logo for 'CITIES OF LEARNING by Badgecraft'. In the center is a search bar containing the text 'Q Storytelling for Civil'. To the right of the search bar are three navigation links: 'About', 'Activities', and 'Playlists'. Below the search bar, a search result is visible, showing a map of Northwestern Passages and the text 'Storytelling for Civil Society Playlists'. A large pink arrow points from the text above to the search bar.

online course

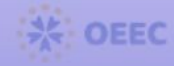
# Storytelling for civil society

February–March 2023

**Go to the playlist**  
**Click the button**



Storytelling for Civil Society



Join



### How to use the platform (instruction)

▶ Mandatory

🕒 10 minutes

[View full activity](#)

[View content](#) ▾

**Scroll down and check out the tracks in the playlist.**



### What is Storytelling? (video)

▶ Optional

🕒 10 minutes

[View full activity](#)

[View content](#) ▾

**Select the tracks you want to complete.**



### What makes a good story? (post)

▶ Optional

🕒 5 minutes

[View full activity](#)

[View content](#) ▾



### Creative Communications (workshop)

▶ Optional

🕒 2 hours



## Creative Communications (workshop)

Optional

2 hours

[View full activity](#)

**Click on “View full activity”**

### **Content**

The daily task of NGOs is to create positive changes in society. However, often public organizations spend so much energy on these changes that they don't have enough energy and expertise to communicate about their activities. The situation is usually even worse with strategic communications – how to define your target audience, what creative approach to choose, and how to set communication goals.

At the same time, we can't ignore the fact that communications have great power – to multiply the influence of organizations many times. This workshop was created precisely to help NGOs with this job.

### **During this workshop we will discuss:**

- What is the power of communications. Why do you need a communication strategy?
- Target audience and its needs: why do posts with kittens have more likes than posts about global warming



# Creative Communications

Julia Salizhenko

Creative Communications (workshop)

Wednesday, February 15, 2023 16:00 - 18:00

[Overview](#) [Badges](#)

**Go to the track you selected, and press**

Join

## Content

The daily task of NGOs is to create positive changes in society. However, often public organizations spend so much energy on these changes that they don't have enough energy and expertise to communicate about their activities. The situation is usually even worse with strategic communications – how to

Badges **1**





# Creative Communications

Julia Salizhenko

Creative Communications (workshop)

Wednesday, February 15, 2023 16:00 - 18:00

[Overview](#) [Badges](#) [Evidence](#)

**When you have selected a track, the button will change its color**

Actions 



## Content

The daily task of NGOs is to create positive changes in society. However, often

Badges 



# Read the description

## Content

The daily task of NGOs is to create positive changes in society. However, often public organizations spend so much energy on these changes that they don't have enough energy and expertise to communicate about their activities. The situation is usually even worse with strategic communications – how to define your target audience, what creative approach to choose, and how to set communication goals.

At the same time, we can't ignore the fact that communications have great power – to multiply the influence of organizations many times. This workshop was created precisely to help NGOs with this job.

## During this workshop we will discuss:

- What is the power of communications. Why do you need a communication strategy?
- Target audience and its needs: why do posts with kittens have more likes than posts about global warming.
- Human-centered communication: why human is not such a rational being and what this means for NGOs.
- Creativity and its primary laws: why (not) everyone can come up with a genius idea.

**After you're done with the track, complete the task and get an activity badge!**

Get activity badge



Goal Setting Wizard

Get this badge

I know how to define the goal of a story and its main idea.

### Tasks

Task no. 1

Evidence verified by: one activity organiser

Think of any story your organisation/you would like to tell. What is this story for? What is the goal of the story? Try writing it down first as it comes to mind, and then in the format "After this story, the reader should...".

Share the main idea and the goal of your story with us.

# Add evidence that the task has been completed and ask for verification from the moderators



### Tasks

Task no.1 Evidence verified by: one activity organiser

Think of any story your organisation/you would like to tell. What is this story for? What is the goal of the story? Try writing it down first as it comes to mind, and then in the format "After this story, the reader should...".

Share the main idea and the goal of your story with us.

[Add file](#)

**B** *I*

Add evidence text here...

[Ask evidence verification](#)

**If you have questions,  
please email us at:**

**[oeec.online@gmail.com](mailto:oeec.online@gmail.com)**