

eu_checkers become ua_checkers

we are exploring Europe

us: 18 ua_checkers on location in Ukraine

(pl)us: 120.000 web users following the action live on the web

Background

In 2007, 18 eu_checkers backpacked for two weeks through the new EU member states Romania and Bulgaria. Equipped with cutting edge Smart Phones our 18 backpackers updated their blogs live on an hourly basis, commenting their experiences and encounters and uploading short videos, photos and texts on the eu_checker website. This way, more than 100.000 spectators accompanied the 18 eu_checkers on their virtual trip. However, this great attention with the internet community wasn't the result of traditional PR, the word spread due to personal links between friends organized in networks on the web.

Online Concept

Through a public application stage on our online platform we managed to create major web wide attention for our project already before its actual start and fostered the creation of a sworn in online community, which had to give its approval to the applicants, wanting to participate in eu_checker. In cooperation with media partners, relevant networks, schools and universities, we triggered the viral impulse for a dynamic start.

The trick: everybody is implicated in the decision making. The applicants are assessed using a public voting portal. In parallel the thematic is tackled early on inside the community: *„Why do you want to go to Romania or rather to Bulgaria? What do you want to do there? Which prejudices do you hold? Do you really want to get involved with the country and the locals?“*

The effect: every participant goes through an online assessment marathon. Friends, family, colleagues, thus, the entire social network is mobilized. Even local newspapers support their candidates in the process, since only the best 36 candidates reach the final round.

Wolfgang, 24, Dortmund (eu_checker 2007): *„At the end, I couldn't do anything else anymore. Every five minutes I checked my score and finally I even called my dad so that also his colleagues from work would vote for me“*

Those people that followed the action online, be it as participant, as voter or both were of course curious about the trip, which they made possible through voting.

Travel 2.0

The codetermination doesn't stop with the selection of the participants, this is merely the beginning. Shortly after the start in Sofia, the teams obtained their destinations and tasks for the day directly via the web. Every day, the audience decided, which town should be reached on the next day and what should be explored on site. Additionally, points are distributed for well resolved tasks - at the end, a winner of the day is chosen.

Destination 2008: UKRAINE

After the "eu_checkers'" big success in 2007, this year we will give six teams the possibility to discover Ukraine. Thus, the eu_checkers become ua_checkers. For this project we are searching partners that want to support us financially and/or ideational.

The "Politikfabrik's" collegiate team organizes this virtual expedition from Berlin. The "Politikfabrik" has made itself a name as creative director for innovative political communication through the introduction of the "Wahl-O-Mat" for the 2002 federal elections in Germany and is very active in the field of political education. One of its most prestigious projects is a campaign for the mobilization of first-time voters called "die WAHL GANG".

Procedure

January - Mai

- Establishment of a network on location
- Organization
- search for partners and sponsors
- online announcements

September and October

- ua_checker preparatory workshop
- travel stage

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