



PARTNER IDENTIFICATION FORM (PIF)

- RAKONTO ASSOCIATION -

Presentation of the association

Legal Name of the association	Rakonto
OID Number	E10267860
Address	19 rue des sequoias
Post code	64320
City	Idron
Region	Nouvelle Aquitaine
Country	France
Website	https://www.around-the-world-challenges.com/
Email	rakontoassociation@gmail.com
Phone	+33 636090891

Person authorised to legally commit the promoter (legal representative)

	LEGAL REPRESENTATIVE
First name	Corentin
Family name	Barrial
Gender	Male
Role in the organisation	President
Email	corentin@barrial.fr
Phone	+33 636090891



SHORT DESCRIPTION OF THE ORGANISATION

RAKONTO is an association created in 2021 in Pau (France) with the aim to promote the world's cultural diversity, ecological transition and social activism. Our main activity is the creation of public media content such as photos, video, articles and other innovative digital tools to raise awareness among youth on global and local environmental, social and cultural issues. This association has been created by people with wide experience in the area of media, photography, video making, storytelling, IT and digital marketing.

Our main goal is to tell the stories of those who are fighting for a better future in order to inspire and raise awareness.

Our main activities are:

- Creating media content for social, cultural or environmental purposes.
- Promote alternative, eco-friendly ways of living and travelling.
- Promote and preserve cultural heritage.
- Create innovative pedagogical tools.
- Different activities in the field of non-formal education.
- Promote European values and Erasmus+ program in the region of Pau.

OUR WORK SINCE 2019 (when we were still an informal group):

Educational partnership with two french schools:

Between September 2019 and March 2020 we created media content (social, cultural, environmental) in various places all over the world (Portugal, Morocco, Colombia, Grenade -Caribbean) telling the stories of the local population. This content was shared with two schools in France and used by the teachers to raise awareness among the youngsters about social, cultural and environmental issues around the world.

Correspondence between Colombian and French schools:

In March 2020 we started to organize a musical correspondence between a Colombian school and the schools we were working with in France. The exchange was aiming to raise awareness on environmental issues through music promoting intercultural exchange between kids that could not understand each other's language. Unfortunately, the COVID-19 pandemic put an early stop to this project.



Work with Legambiente Lecco (Italy):

In September 2019 we worked with the international Italian environmental NGO Legambiente. We particularly developed a web-site, created media content and did a digital marketing formation for the Ostello Monte Barro, an Eco-hostel run by Legambiente Lecco.

Work with La Cooperativa Sociale Il Faro (Italy):

From November 2020 to February 2021, we helped a local cooperative from the south of Italy with their communication and media strategy. We did a variety of tasks such as the creation of a promotional video for a crowdfunding campaign, the design of a digital marketing strategy and the development of a website of their project La Fabbrica del Faro: <https://www.lafabbricadelfaro.org/>. In cooperation with La Fabbrica we also filmed our last documentary "Lui è Gio", in post-production phase.

Skepsis Movement (France):

In April 2021, we took part in an Erasmus+ Training Course on critical thinking and media literacy. After the project we joined the Skepsis Movement, launched by Logos NGO (Poland), which aims at empowering youngsters and develop critical thinking.

New online platform:

In May 2021, we launched our new online platform which aims to continuously share stories fitting the values of the association in order to inspire new initiatives.

OUR COMPETENCES:

Photography and Video making:

Our team includes professional photographers and video makers with competences to make all kinds of content: portrait, landscape and artistic photographs, promotional or crowdfunding videos, documentary movies, spots, etc We are specialised in social photo and video making and visual anthropology. We mix different formats and we distribute our videos in several platforms, from Youtube to International Film Festivals, with the aim of telling stories about social, cultural and environmental issues.

Youtube: https://www.youtube.com/channel/UCRDYUwd5BP860_en7u4WkQ

Website : <https://www.corentinbarrial.com/>

Instagram : <https://www.instagram.com/cocobarrial/>

Web Development, Digital Marketing & Graphic Design:



We have extended professional competencies about digital marketing and social media management. We have professional IT and web development skills as one of our members is a computer science engineer.

Instagram: <https://www.instagram.com/tdm80defis/>

Facebook: <https://www.facebook.com/aroundTheWorldChallenges>

Facilitation and training:

We are educators, with experience teaching kids, teenagers and young adults. We are specially experienced in non formal education and Erasmus+ projects. Our main topics are: social videomaking and media, digital marketing, environment (sustainable entrepreneurship, rural development, upcycling, zero waste...), cultural heritage, social inclusion, alternative ways of living and feminism.

OUR TEAM:

Corentin Barrial:

Co-founder, president and coordinator of the association. He graduated as a computer science engineer in 2019. He is fluent in French, English, Spanish and Italian. He has developed great skills in digital marketing and is now a professional photographer and video maker.

Robin Portes Narrieu:

Co-Founder of the association, he is fluent in French, English and Spanish. He is currently studying Community Management and Digital Marketing. He will graduate in September. He also learned good photography and social management skills during the trip from France to Colombia.

Loreto Garcia Saiz:

She graduated from Film and Media studies and she combines filmmaking activities with the writing, coordination and facilitation of Erasmus+ projects. She has worked for different NGOs in Italy and Spain. Her documentary "I wait" has been selected in more than 30 international festivals. She is fluent in English, Spanish and Italian.