

**CLEAN WATER SOCIAL MEDIA STUDY TOUR CAMP IN FINLAND 2020      District 1390**

**NAME:** Clean Water Social Media Study Tour Camp      7.1.2020

**WHERE:** Asikkala (150 km north from Helsinki, by Lake Päijänne )

**WHEN:** Jul 24<sup>th</sup> – Aug 7<sup>th</sup>, 2020.  
 Family Period Jul 24<sup>th</sup> - Jul 31<sup>st</sup>  
 Camp Period Aug 1<sup>st</sup> - Aug 7<sup>th</sup>

**ARRIVAL:** Helsinki Airport, Jul 24<sup>th</sup>  
**DEPARTURE:** Helsinki Airport, Aug 7<sup>th</sup>  
 Finnair (<http://www.finnair.fi>) .

**PARTICIPANTS:** **16 participants, interested in clean water, environmental awareness, proven skills in social media (Facebook, Instagram, Snapchat, Twitter). For instance you have your own blog, vlog, or make your own podcasts or vodcasts. Or you are about to start one. Ready to work behind or in front of the camera and to be a social media influencer on clean water and environment. Note the in-depth acceptance process.**

**AGE:** 16 - 20 years.

**PROGRAMME:** The participants will spend the first week together with the host families. They will make social media coverage of the way host families live and think about environmental issues in their everyday life. During the camp week we all stay together. The study tour has a daily programme to give the participants a better understanding on how different players act for clean fresh water and how it is used for different purposes. The programme includes university, school, private entity, third sector and voluntary citizen involvement. The camp site is located near by Lake Päijänne, which is the second largest lake in Finland and a well known clean water reservoir for 1,5 million people. The southern end of this lake system is near the city of Lahti, which is The European Green Capital of year 2021. The camp is organized by experienced video professionals and high-ranking specialists in their own specific areas.

**EQUIPMENT:** Your personal medication and suitable clothing for lake side outdoors activities. We expect that participants bring their own smart phones, laptops, cameras, video gear etc. The daytime temperature is typically between 15 – 25 °C. Water temperature is around 20 °C. Take your swimming suit with you.

**CAMP FEE:** 250 euros

**OTHER COSTS:** Participants pay their own costs to and from Helsinki and shall have their own pocket money. Organizing Rotarians will meet the student at the arrival airport and will take care of all ground transportations in Finland.

**INSURANCE:** Participants must have a valid insurance policy in case of sickness and

injury. We urge the student to purchase the insurance from [CISI Bolduc](#) which is approved by Rotary. Select "Plan B" from the offered options.

**APPLICATIONS:** The applicant must use the official Rotary Youth Exchange – Short-Term Exchange Program (STEP) Application form when applying to the camp. The deadline for the applications is 15th April, 2020.

**MORE INFORMATION:** Jukka Mustonen phone: +358 40 720 2467  
e-mail: [jukkaomustonen@gmail.com](mailto:jukkaomustonen@gmail.com)

**SEND ALL APPLICATIONS TO:** Torsti Poutanen phone: +358 44 290 7489  
email: [torsti.poutanen@kolumbus.fi](mailto:torsti.poutanen@kolumbus.fi)  
web: <http://rye.fi>

### ACCEPTANCE STEPS:

1. Application Form (AF)
  - a. Once we have received and reviewed the AF and if it is fine we (Torsti Poutanen) give a preliminary acceptance and reserve a place in the camp if vacancies exist.
  - b. We inform the student and the local camp coordinator accordingly.
2. Applicant's answers to questions on camp related topics
  - a. Applicant should read the below letter and examine the 7 questions there.
  - b. Applicant should answer the questions within a week from the reception of the preliminary acceptance.
  - c. Without answers the applicant cannot join the camp.
  - d. The answers should be emailed to Jukka Mustonen and Torsti Poutanen in the above addresses.
3. Final acceptance
  - a. We review the answers and give our acceptance the answers permitting.

Subject: Letter to the applicant

Dear applicant,

The mission of the camp is to offer you two weeks study tour to experience and explore clean water and environmental awareness. We provide you an exciting platform to create social media content from Finland. You will produce at least one story per day to Instagram and other social media accounts of our Asikkala Rotary Club. You also form an international team with your camp mates to manage and update our social media platforms.

It is in the interest of you and us to make sure that this is the right summer camp for you. Therefore we ask you to examine the following questions thoroughly and give your answers.

#### Background

1. What social media means to you?
2. What are your own social media accounts?
3. What are you interested in?
4. What are your thoughts to be a social media influencer?

#### Environment

1. What environmental awareness means to you?
2. What is our interest in clean water?
3. Have you already ideas about clean water to make media content?