

Programme title:	Empowering Youth in the Middle East: Young Voices Speak up, and Media Makes them Heard Shabab
Countries covered:	Algeria, Jordan, Lebanon, Morocco, Palestine (occupied territory), Tunisia
Project duration:	42 months 01/04/2018-31/09/2021
Budget:	3.3 mio EU (EU contribution 3 000 000 EUR)
Brief description:	Contribute to empowering young men and women in the Neighbourhood south to participate in public affairs and address social challenges in an informed manner by using public broadcasters as a vector
Main project objective/s:	<p>Specific objectives</p> <ul style="list-style-type: none"> - 1: User surveys provide a deep understanding of the needs and interests of young men and women; -2: Broadcast channels reflect needs and concerns of youth and focus on education, entertainment, and information; -3: Inclusive media approaches ensure an exchange among young women and men and their peers as well as other groups of society; -4: Media tools and programmes enhance media literacy among young women and men. <p>Specific objective 1: User surveys provide a deep understanding of the needs and interests of young men and women.</p> <p>Specific objective 2: Broadcast channels reflect needs and concerns of youth and focus on education, entertainment and information.</p> <p>Specific objective 3: Inclusive media approaches ensure an exchange among young women and men and their peers as well as other groups of society.</p> <p>Specific objective 4: Media tools and programmes enhance media literacy among young men and women.</p>
Actions in brief:	<p>Action 1- Opinion research shows the needs and relevant topics of youth in target countries and makes results publicly accessible</p> <ul style="list-style-type: none"> • A.1.1. Design the guidelines of an opinion research survey among youth on their needs; • A.1.2. Publish a Call for Tender to secure research agencies/ consultants; • A.1.3. Oversee the implementation of the survey in all target countries; • A.1.4. Write abstracts and final report and make them accessible online; • A.1.5. Implement a public kick-off event per target country presenting the results of the survey and announcing the project <p>Action 2.1. – Broadcasters guarantee open and solid spaces in their channels for youth, by designing formats transferring survey's results into their programming</p>

	<ul style="list-style-type: none"> • A. 2.1.1. Issue a Call for Tender to broadcasters • A 2.1.2. Select broadcasters and sign grant contracts • A 2.1.3 Design the guidelines for a content analysis of broadcasters' programmes, conducted as baseline and final study • A 2.1.4 Provide support and consultancy to broadcasters <p>Action 2.2 - Broadcasters regularly disseminate innovative youth formats (infotainment, interactive and edutainment)</p> <ul style="list-style-type: none"> • A 2.2.1. Continue with the provision of support and consultations to broadcasters as they disseminate the new formats, with youth's active involvement • A 2.2.2. Conduct training and coaching on financial support management to broadcasters <p>Action 3.1. – NGOs are strengthened to enable youth to express their needs and develop and implement media-related activities.)</p> <ul style="list-style-type: none"> • A 3.1.1. Issue a Call for Tender to NGOs • A 3.1.2. Select NGOs and sign grant contracts • A 3.1.3. Conduct and supervise support workshops for NGOs • A 3.1.4 Conduct training and coaching on financial support management to NGOs <p>Action 3.2. – Platforms for exchange between youth and other social groups are established</p> <ul style="list-style-type: none"> • A 3.2.1. Conduct at least two public events per target country (one online and one offline) for exchange among youth and between youth and other social groups • A 3.2.2. Design a feedback assessment to evaluate the success of the public events <p>Action 4.1. – Trained young people are media literate and use innovative media formats</p> <ul style="list-style-type: none"> • A 4.1.1. Train NGOs on using the MIL assessment tool • A 4.1.2. Support NGOs to conduct MIL training for youth • A 4.1.3. Consult broadcasters on reviewing the media pieces produced by youth <p>Action 4.2- Young users/listeners consume newly developed formats</p> <ul style="list-style-type: none"> • A 4.2.1. Support NGOs to use the MIL assessment tool to measure MIL among audience/ listeners' clubs
Project website:	https://shabablive.com/en/
Implementing partner:	<p>Deutsche Welle In cooperation with Al Khatt – Tunisia, DW Akademie – Germany, Al Jana - Lebanon</p> <p>Chantal Mairesse <chantal.mairesse@dw.com>; Project coordinator, Deutsche Welle Verena Wendisch <verena.wendisch@dw.com>, Director for Middle-East, DW</p>