



Gender through the screen

Train youth workers, staff and activists of partner organisations on how to ethically report gender issues in media through promotion of gender equality as a fundamental human right



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Needs/Problems /Motivation

Of the many influences on how we view men and women, media are the most pervasive and one of the most powerful. Throughout our daily lives, media insinuate their messages into our consciousness at every moment. All forms of media communicate images of the sexes, many of which perpetuate unrealistic, stereotypical, and limiting perceptions. As youth workers and peer educators we should worry about this phenomena and take a step forward in addressing it, especially because we work with young people and we should give them the correct information, allow them to foster their critical thinking while taking a stand or creating an opinion, hopefully without being manipulated by the media.

We believe that media can be an important factor in the promotion of gender equality, both within the working environment and in the representation of women and men (in terms of fair gender portrayal and the use of neutral and non-gender specific language on images). Fair gender portrayal is a professional and ethical aspiration, similar to respect for accuracy, fairness and honesty. In a world where hard news is still mainly reported and presented by men journalists, we need to stand up for gender equality. This equality is not just a women's' issue; it is everyone's issue as exactly everyone benefits from eliminating discrimination. Hearing the Polish MEP Korwin Mikke say that *"Women must earn less than man, because they are weaker, they are smaller, they are less intelligent. They must earn less, that's all"*, is actually what we would call a failure of the policies and a failure to any type of positive example we are trying to give to youngster today. This video is all over media and social media, and absolutely we do not mean everyone or a mass supports this misogyny statement but of course this MEP who was the less voted in Polish elections is in the European parliament and has been giving such statements all his life. We strongly believe that we as youth workers and community leaders should educate our youngsters how to proactively react to these happening, how to report the hate speech therein and how to not use a sexist language.

From idea into practice

What this project seeks to foster and encourage is to advocate for gender equality by the use of media and by training youth workers on how they can better report, show case and promote gender equality through the biggest mediums and communication channels they use for their



everyday job. Our project addresses gender as an equality issue, with positive approach to diminish the negative stereotypes and discrimination related to sex and/or gender.

Bringing together in a consortium various NGO's across EU and WB, the project is the best spot for the youth workers to not only discuss the problematic and come up with suggestions for a better portray of gender issues, but also as a practical example that shall encourage each participants, partner association, collaborator and other beneficiaries to take the gender issues in consideration when drafting their communication strategies and while reporting their youth activities and/or any other project to the media.

PROJECT DESCRIPTION

Of the many influences on how we view men and women, media are the most pervasive and one of the most powerful. All forms of media communicate images of the sexes, many of which perpetuate unrealistic, stereotypical, and limiting perceptions. Three themes describe how media represent gender. First, women are underrepresented, which falsely implies that men are the cultural standard and women are unimportant or invisible. Second, men and women are portrayed in stereotypical ways that reflect and sustain socially endorsed views of gender. Third, depictions of relationships between men and women emphasize traditional roles and normalize violence against women. Through our project we would like to tackle all three aspects with the aim of creating a baseline how youth work can advocate and support the better portrayal of gender in the media. As well as the project will seek to engage more young people and youth workers to bring up gender issues through social media channels and commit to fairly and ethically address the issues through their PR strategies in their associations.

The main **aim** of the project is to deeper explore the gender portrayal in order to address the most problematic issues while training youth workers, youth leaders and young people to act as advocates and reporters. The project shall seek to raise awareness of the public on the importance of gender roles as seen and portrayed in the mass media and the influence it has in daily lives f each of us.



PROJECT PARTNERS

List of partner organisations

| Partner no | PIC | Role | Organisation Name | City | Country |
|------------|-----------|----------------------|--|-----------|---|
| P1 | 942076126 | Applicant | ORGANIZATA PER AVANCIMIN E PROGRAMEVE ALTERNATIVE | PRIZNEN | Kosovo * UN resolution |
| P2 | 946427934 | Partner organisation | SHOQATA YOUTH 4 SOCIETY | TIRANA | Albania |
| P3 | 919094013 | Partner organisation | YOUTH WORKERS ALLIANCE | VRANJE | Serbia |
| P4 | 916182073 | Partner organisation | juventas | Podgorica | Montenegro |
| P5 | 948653308 | Partner organisation | Continuous Action | Tallinn | Estonia |
| P6 | 948787653 | Partner organisation | YOUTH COUNCIL NEXT GENERATION SKOPJE | SKOPJE | Former Yugoslav Republic of Macedonia |
| P7 | 940683885 | Partner organisation | Európai Hallgatók Hálózatának Egyesülete | Budapest | Hungary |
| P8 | 948243483 | Partner organisation | A.D.E.L. - ASSOCIATION FOR DEVELOPMENT, EDUCATION AND LABOUR | STROPKOV | Slovakia |

ORGANIZATION FOR THE ADVANCEMENT OF ALTERNATIVE PROGRAMS

OAPA is an NGO based in Prizren, Kosovo and operates mainly in the Prizren and Prishtina region where numerous ethnicities lives: Albanians, Serbians, Turkish, Roma and Bosnians. OAPA it is mainly focused on youth issues covering almost all fields, but it is particularly involved in work with marginalized groups, minority communities. Main aim of OAPA is empower young people, marginalized groups and enable them to actively participate in community life.

OAPA is running local projects focus on women empowerment, working with youth people on activism, developing their entrepreneur potential, empowering them as well as increasing their knowledge on their rights and possibilities through non-formal education and Erasmus + Programme based activities.



Besides these activities OAPA advocates on youth issues to local and international organizations/institutions, supports youth organizations in terms of capacity building, with focus on youth marginalized groups (special needs people, women and minorities), organizes workshops and seminars on youth related issues and promotes rights of marginalized groups. OAPA has a significant experience in activities relevant to this application focusing on human rights and advocacy for human rights, significantly working in women empowerment and gender issues in its wide perspective.

OAPA already implemented two projects promoting rights of marginalized groups, more concretely young women. As partner organization OAPA has been involved in several projects tackling human rights and public awareness campaigns aiming to raise awareness on issues connected with discrimination and social exclusion that various groups (Roma, LGBTQ and youth coming from rural areas) are facing in Kosovo. Women and young girls in our community and country do still face lots of discrimination, lack of participation, stereotyping and lots of these only get reinforced by the bias of media influence. This is why we initiated this project idea in international level to address gender issues as they are portrayed in the media word today and discuss ways and possibilities that we as youth workers can use to address this issues.

YOUTH4SOCIETY

Our association was created in 2008 by a group of young people from Tirana, Albania who wanted to contribute to the development of Albanian society and in the absence of developed channels of civil society co-operatoin be active in community life at local level. Since our establishment in 2008, our main focus was youth empowerment and promoting active citizenship through volunteering and youth work. Our members have participated in many European and international activities in the youth field, including youth exchanges, seminars and trainings within the EU Youth/Youth in Action programmes. The main aim of our association is to foster youth participation of young people in civil society, to bring social change, development and improvement of Albanian society.. We have been engaged in different youth activities as volunteers and during this period we have gained a lot of experience increasing our knowledge with a direct impact in our personal and social development. We work in local, national and European level engaging youngsters in different activities for many years now. The main areas of our work are: human rights education, inclusion, participation, citizenship, education and



volunteering. . Our main target group that we work with is youngsters with fewer opportunities such as: youngsters from deprived urban and rural areas, youngsters from minority backgrounds (young Roma), youngsters who face social problems in their life (young people from „broken families“). Main activity areas of Y4S are: youth campaigns, seminars, youth exchanges, training courses, flash mobs, and street actions, meetings with policy-makers and inspirational figures for young people. The experience accumulated in the past in implementation of youth exchanges, seminars, training courses and other activities has enriched our staff experience.

All board members and staff of Y4S organisation are university graduates and have several years of experience in youth and civil society work. We have full-time staff, working with day-to-day operations of Y4S and many young local volunteers who offer their help to organize different activities. The team who implement the project in our association are competent and experienced in project management, conflict resolution, creativity and leadership. Y4S in Albania has been working for almost eight years in the field of youth inclusion and has gathered great experience and developed concrete tools on how to work on grassroots level. Y4S is proficient in campaigns on raising the public awareness on ethnic minority problems and needs and in sharing information concerning positive actions for this target group.

YOUTH WORKERS ALLIANCE VRANJE

Youth workers alliance is a non-profit and non-government organisation founded in 2015 in Vranje, Serbia by group of young people.

Our motto is that “We can’t build future for the youth, but we can always build youth for the future.”

Youth workers alliance Vranje is directed towards implementing youth development projects and activities, mostly focused for people in rural areas and promoting non-formal education for all youth on local, as well as on international level. All the great things are done by the youth and our organization is focused to create better opportunities for youngsters in rural areas to participate in informal meetings, youth projects as well as in other cultural and educational events and activities, in order to contribute better living conditions of young people. In this way they will respect and honor the values and norms of the civil society. Good habits formed at youth, are the ones that will make difference in the society.



Objectives:

- To initiate participation of young people rural areas, to be part of social activities on the international and national level.
- Building social platform which educates, informs and inspires people on internet.
- To networking with other organizations or youth group share our vision and mission to work together in youth area
- To promote integration between different ethnic groups through informal and non-formal learning on international level
- Promotion on our objectives and activities by organizing public campaigns.

Next, we are aiming to improve the quality of life for the people with fewer opportunities, to promote human rights and fundamental freedoms through enabling social inclusion and educational support, but also to provide mobility opportunities and to promote young people's social, spiritual, cultural and educational development. What we are trying to achieve as our goal is to raise awareness about the role of youth in the society and by that to make the civil society a place where all citizens will have equal opportunities and can freely express their initiatives, individual creativity and personal responsibility.

JUVENTAS

NGO Juventas is a non-governmental and non-profit organization founded on January 29, 1996 in Podgorica - Montenegro, where its main bureau is located. Juventas gathers high school and university students willing to employ their abilities for creating an open and prosperous society. Juventas works on three main groups of programs, which are as follows: youth program, harm reduction program and human rights program. Currently, Juventas has more than 100 members.

Activities of Juventas cover at least 10000 young people yearly and are highly valued among them. Some of activities which are covered through our programmes are: promotion and



protection the rights of youth ; improving health and health services for youth ; women and vulnerable groups ; promotion and protection of the rights and freedoms of LGBT population ; promotion of cultural values and the principles of sustainable development ; support of peace, tolerance, and peaceful conflict resolution; facilitating access to information and improving the quality of educational programs for youth ; development of critical thinking and a culture.

In our NGO there are professionals with different professional backgrounds, such as: social workers, psychologists, economists and politicologists. All of them have gained considerable experience in development of youth programs, or programs for vulnerable groups (women, drug addicts, LGBT, etc.). Also, recently our organization has hired 3 new interns who work as program assistants.

CONTINUOUS ACTION

Continuous Action is organization that unites people interested in lifelong learning, cultural exchanges, learning motilities and voluntary service. The aim of our activity in and through Continuous Action is to enable the possibility of lifelong learning and to act within the boundaries of equal opportunities irrespective of gender, social status, economic situation, knowledge, education or age. In order to achieve the aims and tackle the obstacles, we develop and implement initiatives, projects and diverse actions at local and international level. We cooperate with other governmental and non-governmental organisations in order to promote mobility and lifelong learning opportunities, both in Estonia and abroad.

Continuous Action has been collaborating with organizations from different European countries but also with other partner countries from continents such as Africa, South and Central America and Asia. From 2006 we have successfully implemented different projects in the field of lifelong learning and initiated different projects in order to provide non-formal learning opportunities for different target groups. Since 2013 we have been working with method 'social design' and have carried out DesignLAB workshops.

People involved in the organization have already previous experience when coordinating and managing different international projects. Our team has professional background to work in the field of formal and non-formal education, NGO-s and CSO-s; pedagogy, social and youth work, adult education but also in administration and finance. Our competence, skills and previous experience includes working with people from different cultural backgrounds and with special needs as well as young people with less opportunities.



Based on this qualification, Continuous Action is capable of working with KA2 projects under Erasmus+ programme.

EURÓPAI HALLGATÓK HÁLÓZATÁNAK EGYESÜLETE

AEGEE-Budapest is a member of AEGEE-Europe, an independent international youth organization. Our members regularly participate in various youth conferences, exchange programs around Europe. Our organization also organizes international events of that kind, 2-3 times a year. We count around 200 student members, most of them travel abroad to participate different events every year or more often. The structure of our organization is democratic, with elections in every semester. We are not related to any specific field of study, students from all disciplines are welcome among our members.

Regarding the organization: AEGEE-Budapest has organized more than 30+ international events, including training courses, conferences, AEGEE-events: Agoras, Summer Universities, etc. Our members are active in local and European level as well.

Regarding the projects: Our organization has always emphasized the importance of professional trainings, so previously we have been partners in more than 20 quality Youth in Action events. We also organized an international Training Course for Trainers and trainings and exchanges have always been key priority for us. We think that the topic of the training is relevant and would help our members learn practical and professional materials. AEGEE-Europe strives for a democratic, diverse and borderless Europe, and we also have interest groups in the topic of environment. We also implement this topic on a local level, through our project named Get involved. Also, as a youth organization, we find it important to educate our members, so it would be essential to be able to be partners.

ADEL – ASSOCIATION FOR DEVELOPMENT, EDUCATION AND LABOUR

We are organization, which creates opportunities for young people who would like to be an active, try and learn something new and gain new experience and knowledge for personal and professional development. We believe that young people must become a driving force in building the society in which they live and therefore we create various opportunities in order to help shape a generation that is determined to change our country and the world for the better.



We are active in the field of youth and adult education as holders but also as partners of different projects in our country and abroad. We work both, on local and international level and our activities and projects include on international level: youth exchanges, trainings, seminars, conferences, simulations of international organizations.

Our team consists of several youth workers and youth leaders with various profiles. Management of our NGO has over 5 years of experience in NGO sector. We are experienced in preparing/ organizing and training different kind of projects and events. We have also broad experience with coordinating projects, communication with partners, selection of participants, preparation of participants for taking part in the projects, travel arrangements, assisting in logistic support and carrying out visibility and dissemination activities.

YOUTH COUNCIL NEXT GENERATION

Youth Organization Next Generation is non - profit, NGO founded in February 2010 by people with previous experience in other Ngo's familiar with the program YIA. Main goal of the organization is to give non-formal educational possibilities to the young people, to promote the idea of volunteerism and to contribute to development of young people full potential. We are trying to help and give the right resources and basics knowledge to young people for future employment and promote the idea of entrepreneurship for people with fewer opportunities. Also providing training and financial support for young individuals for better development of the democracy and values of civil society. We have office and 4 people staff working on our local projects and recruiting people for international projects. We have around 100 active members and part of them are volunteers on our local activities. Next Generation cooperated with many organisation from South East Europe and EU on projects within Erasmus + and other programmes of EYF, EU or other international foundations with topics: active participation, social inclusion, youth activism, European awareness, youth Leadership trainings. Previous years we worked together with "Academy of Success" on project "Mosaic of Youth Participation", held in Pogradec, Albania, "Creating Social Entrepreneurs", Turkey "Social entrepreneurship - new opportunity" in Bulgaria and many more supported by Erasmus + programme. At local level we are providing trainings to high school and university students on soft skills and especially on Entrepreneurship in their local communities in different cities of R. Macedonia (rural especially). We work constantly with new established youth organizations helping them to build their



capacities through monthly online trainings in Digital marketing, e-learning including Erasmus + Projects.

PROJECT FLOW & TIME LINE (TO BE DECIDED)

Activity 1 – Kickoff Meeting

Project implementation plan, Swot Analysis, Project Management. **Meeting** would follow definition of the base elements for the project and other project planning activities.

Aim: Planning of activities, coordination of partner organisations on how to coordinate, select participants, prepare participants, disseminate project results, implement activities, evaluate project and organize follow up activities.

Each partner shall send 2 coordinators/staff directly involved in implementation of the project.

3 Days activity to be organised in Skopje, R.Macedonia.

14 participants, 1 facilitator, 1 Staff.

Activity 2 – Training for youth workers

Why is gender still an issue and how does media influence the gender roles in society.

Aim: Train youth workers, staff and activists of partner organisations on how to ethically analyse, and report gender issues in media through promotion of gender equality as a fundamental human right.

Each partner shall send 3 participants aged 18-35 years old.

7 Days activity to be organised in Durrës, Albania

24 participants, 2 trainers and facilitators, 2 Staff.

Activity 3 -Youth Exchange “Gender positive”



Engaging young people in gender equality through the use of social media channels and while raising their advocacy skills for positive gender images.

AIM: Raise the awareness of young people about gender issues as screened in the media and encourage them to act as advocates of equality while using the various media channels.

Each partner shall send 4 participants +1 Group Leader, aged 18-25 years old. 8 days activity.

Venue: Prizren, Kosovo

32 participants and 8 leaders and 2 staff form lead partner.

Activity 4 - Seminar

The importance of gender issues as seen on mass media. How can youth workers influence the portrayal by influencing media reporting?

AIM: Foster the active involvement of youth workers of any field to address gender issues and gender equality related to media.

Partners: Each partner shall send 3 participants aged 18-35 years old. 6 days activity

Venue: Vranje, Serbia

24 participants, 2 facilitators and 2 staff.

MOBILITY ACTIVITY 1, KICK OFF MEETING, HOST IN SKOPJE, R.MACEDONIA

Meeting will be based on non-formal based activities, especially presentations of good examples, their analysing, brainstorming activities focus on developing the concept of the board game, discussion on the content and roles and responsibilities of the partners in the process of creating it. Meeting would follow definition of the base elements for the project and other project planning activities.



The main aim of the meeting is planning of activities, coordination of partner organisations on how to coordinate, select participants, prepare participants, disseminate project results, implement activities, evaluate project and organize follow up activities.

| Activity 1 – Kick Off Meeting | | |
|--|--|--|
| Day/Time | Session name | Methods |
| | Individual preparation each morning from 9:30 till 10:00 | |
| Day 1 AM 10:00 13.30 | Arrival and accommodation | Project team will make sure to give right instructions and/or pick up participants from arrival points and accompany them to the venue of the activity. Project Coordinator and staff of Youth Council Next Generation will accommodate people in rooms of 3-4 people per room, gender divided, mixed nationality. |
| PM 15.00 16.30 | Who are we? Ice Breaking, Name games, group intro | Introduction of the whole group of pax and trainers. Ice breaking, name games, share info about yourself exercises. Small group work to start the team formation. |
| PM 17.00 18.30 | Team building Exercise | Team building exercise in small and big group. Presentation of tasks realization and debriefing in plenary. Facilitator feedback and theoretical input about the Tuckman Group Development Stages. |
| 18:30-19:00 | Sum up of the day | |
| Evening 21:00 ... | Welcome evening | Hosting team will prepare a welcome eve with snacks and soft drinks to welcome the participants and introduce bits of culture and tradition. |
| Day 2 AM 10:00 11:30 | Project introduction - review of all activities | Path to project elements and monthly schedule. Aims, Objectives and expected products. |
| AM 12.00 13.30 | SWOT Analysis | Strengths, weaknesses, opportunities, and threats of the KA2 project. Structured planning methods to evaluates those four elements of an project. |
| PM 15.00 16.30 | SWOT Analysis – Intervention methods | Strengths, weaknesses, opportunities, and threats of the KA2 project partners. Structured planning methods to evaluates those four elements of an project partners. Focus on planning, implementation, dissemination, evaluation and follow up activities. |
| PM 17.00 18.30 | Dividing responsibilities among partners | Each partner will define a plan of responsibilities and deadline for it. |
| 18:30-19:00 | Sum up of the day | |
| Evening 21:00 | Intercultural evening | Big open show to be organized by the participants in a creative way to introduce the cultural traditions and customs. A part of it will be dedicated to portray gender roles in traditional aspects. |
| Day 3 AM | Dissemination Strategy planning | Working on a dissemination plan according the project application, possible threads and obstacles. |



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| 10:00 13.30 | | |
| PM 15.00 16.30 | Dissemination Strategy planning | Dissemination activities in local communities, among stockholders. |
| PM 17:00 18:30 | Evaluation of the project | Focus on evaluation plan. Proposed evaluation methods and measurements. |
| 18:30-19:00 | Sum up of the day | |
| Evening 21:00... | Preparation of participants | “Open market” method to introduce the organisations and their experience and methods of participants support. |
| Day 4 All day | Departure | Hosting team arranges return to airports, buss stations for each participant. |
| BREAKFAST: 07:30-09:00 LUNCH: 13:30-15:00 DINNER: 19:00-20:00 | | |

MOBILITY ACTIVITY 2, TRAINING COURSE, HOSTED IN STRUGA, REPUBLIC OF MACEDONIA

On this training will be discussed about the topic “Why is gender still an issue and how does media influence the gender roles in society?”

The main aim on this training course will be to train youth workers, staff and activists of partner organisations on how to ethically analyse, and report gender issues in media through promotion of gender equality as a fundamental human right.

| Day/Time | Session name | Methods |
|--------------------------------------|---|---|
| | Individual preparation each morning from 9:30 till 10:00 | |
| Day 1 AM 10:00 13.30 | Arrival and accommodation | Project team will make sure to give right instructions and/or pick up participants from arrival points and accompany them to the venue of the activity. Project Coordinator and staff of OAPA and Y4S will accommodate people in rooms of 3-4 people per room, gender divided, mixed nationality. |
| PM 15.00 16.30 | Who are we? Ice Breaking, Name games, group intro | Introduction of the whole group of pax and trainers. Ice breaking, name games, share info about yourself exercises. Small group work to start the team formation. |
| PM 17.00 18.30 | Team building Exercise Stages of Group Development | Team building exercise in small and big group. Presentation of tasks realization and debriefing in plenary. Trainer’s feedback and theoretical input about the Tuckman Group Development Stages. |
| 18:30-19:00 | - Reflection upon learning (small groups of 4-5 pax) | |



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| Evening 21:00 ... | Welcome evening | Hosting team will prepare a welcome eve with snacks and soft drinks to welcome the participants and introduce bits of culture and tradition. |
| Day 2 AM 10:00 11:30 | TC Intro Program elements, Aim and Objectives | Formal opening of the training, Path to program elements and weekly schedule. Aim, Objectives and expected products to be laid out to the group using small group work and presentation in plenary. |
| AM 12.00 13.30 | NFE as a strong pillar in learning Learning Objectives path | Exploring Non formal education in deeper, setting common understanding among the participants. Creative interactive presentation, trainers input and discussion in plenary. Learning objectives, small group work, individual reflection and poster preparation in teams. |
| PM 15.00 16.30 | Portrays of Gender. Deeper exploration of history, definitions, terminology etc. | Info corners method. Trainers prepare info about history, terminology, definitions, various role models about gender and put them in different corners of the venue, where pax have to explore them all following the provided signs. Group discussion with more theoretical input and open group discussion. |
| PM 17.00 18.30 | Gender issues in the Media, its importance and the reality. | A set of videos, clips, written articles and other media works will be presented in an Expo Wall. Pax will be given time to explore them all and come back to big group to discuss on what was their first thoughts and impressions about. Trainers will give input on power of media and how gender issues are portrayed relating to the Expo Wall. |
| 18:30-19:00 | Reflection upon learning (small groups of 4-5 pax) | |
| Evening 21:00 | Intercultural evening | Big open show to be organized by the participants in a creative way to introduce the cultural traditions and customs. A part of it will be dedicated to portray gender roles in traditional aspects. |
| Day 3 AM 10:00 13:30 | Country Overview in terms of gender and media | Each country will introduce their work prepared beforehand as an assignment. Time for questions and answers will be given to participants for any issues they express more interest. 2 sessions are dedicated to it as to set a bases of what happens in the participating countries in terms of the addressed topics. |
| PM 15.00 16.30 | What do we report on? How to address gender through media | Practical workshop on identifying what are we as youth workers reporting on, how do we screen and publicize events. Input from trainers on addressing gender issues in media. Small group work and presentation in plenary. |
| PM 17:00 18:30 | The 5 W-s in Media world Expert input in news preparation | Small group work, research work and presentation in plenary. Expert input on 5 W-s model in journalism field. |
| 18:30-19:00 | Reflection upon learning (small groups of 4-5 pax) | |
| Evening 21:00... | NGO Fair | "Open market" method to introduce the organisations and their work. |
| Day 4 AM 10:00 11:30 | Know your audience. For whom do we report? | Theoretical input on how to address various types of audiences when reporting activities based on various mediums. Small group work and practical exercises. Open group presentation and discussion. Input from trainer. |
| AM 12.00 13.30 | What is a news, an article; a press release, a blog post?! | Small group work in identifying elements of different media articles (news, story, press release, blog post, social media post etc), presentation of work, discussion, input from trainers, handouts given to each pax with details to be used later in creating media works. |
| PM 15.00 | Guest speaker – Journalist | Guest speaker to talk about journalism issues and how they conduct their work. Open space for questions and discussion |



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| 16.30 | | with the group. |
| PM 17.00 18.30 | Guests speaker from OAPA -gender based discrimination | Guest Speaker- Testimonial about gender based discrimination and violence. |
| 18:30-19:00 | – Reflection upon learning (small groups of 4-5 pax) | |
| Evening 21:00... | Free evening | Options of city exploration to be provided |
| Day 5 AM 10:00 11:30 | Brainstorming about the Handbook | Small group work about possible structure of the handbook to be produced from the project. |
| AM 12.00 13.30 | Tips and Tricks for reporters | Theoretical input from trainers, brainstorming, online research work in small groups and collection of tips and tricks to be added to the Handbook. |
| PM 15.00 18:30 | Field research Identifying gender issues to report on | All afternoon will be dedicated to field visit in various spots in town. Pax will be given guidelines where and what to research on to identify the gender issues they will later on use to write their media work. |
| 18:30-19:00 | – Reflection upon learning (small groups of 4-5 pax) | |
| Evening | Topic based movie | Proposals available and open to participants to suggest. |
| Day 6 AM 10:00 13:30 | Compose your own media work -Mentored by trainers | Morning part will be dedicated to composing the media works. Participants will be able to work individually and/or in small groups of 3-4 people depending on the media piece they want to produce. Trainers will mentor the whole process and support the work of participants. |
| PM 15:00 18:30 | Presentations of Media works + feedback | Presentation of the works in plenary, feedback and discussion in big group. |
| 18:30-19:00 | – Reflection upon learning (small groups of 4-5 pax) | |
| Evening | Free evening | |
| Day 7 AM 10:00 11:30 | Erasmus +YiA and other EU opportunities presentation | Presentation of the programme E+Yia, Erasmus for Entrepreneurs, Media programme, Erasmus for entrepreneurs etc. A set of links and resources will be given to participants as additional support. |
| AM 12.00 13.30 | Project ideas corner – New ideas for new possibilities | Small working group for new project ideas, mentoring and support from trainers, |
| PM 15.00 16.30 | Presentation of project ideas | Presentation of project ideas and feedback given from pax and trainers. |
| PM 17.00 18.30 | Learning reflection, Final Evaluation, Closure - Youthpass | Individual reflection upon learning based on 8 key competencies, group evaluation, rechecking the learning objectives, qualitative and quantitative evaluation methods. Delivery of Youthpass certificates. |
| Evening 21:00... | Farewell gathering | Farewell evening organized by the whole team and closure of the project |
| Day 8 All day | Departure | Hosting team arranges return to airports, buss stations for each participant. |
| BREAKFAST: 07:30-09:00 LUNCH: 13:30-15:00 DINNER: 19:00-20:00 | | |



MOBILITY ACTIVITY 3, YOUTH EXCHANGE, HOSTED IN PRIZREN, KOSOVO

This training course is focusing on engaging young people in gender equality through the use of social media channels and while raising their advocacy skills for positive gender images.

The main aim is raise the awareness of young people about gender issues as screened in the media and encourage them to act as advocates of equality while using the various media channels.

| Day/Time | Session name | Methods |
|--|---|--|
| | Individual preparation each morning from 9:30 till 10:00 | |
| Day 1 AM 10:00 13.30 | Arrival and accommodation | Project team will make sure to give right instructions and/or pick up participants from arrival points and accompany them to the venue of the activity. Project Coordinator and staff of OAPA will accommodate people in rooms of 3-4 people per room, gender divided, mixed nationality. |
| PM 15.00 16.30 | Who are we? Ice Breaking, Name games, group intro | Introduction of the whole group of pax and facilitators. Ice breaking, name games, share info about yourself exercises. Small group work to start the team formation. |
| PM 17.00 18.30 | Team building Exercise Stages of Group Development | Team building exercise in small and big group. Presentation of tasks realization and debriefing in plenary. Feedback and theoretical input about the Tuckman Group Development Stages. |
| 18:30-19:00 | – Reflection upon learning in national groups | |
| Evening 21:00 ... | Welcome evening | Hosting team will prepare a welcome eve with snacks and soft drinks to welcome the participants and introduce bits of culture and tradition. |
| Day 2 AM 10:00 11:30 | Welcome to the activity- Introduction of the YE What is NFE | Opening of the exchange, Path to program elements and weekly schedule. Aim, Objectives and expected products to be laid out to the group using small group work and presentation in plenary. Exploring Non formal education in deeper, setting common understanding among the participants. Creative interactive presentation, facilitators input and discussion in plenary. |
| AM 12.00 13.30 | Expectations, Contributions and Obstacles Common Agreement | Individual reflection, Small group work, group discussion and feedback. Creating a common agreement with all group for rules of conduct during whole activity. |
| PM 15.00 16.30 | How to understand gender and gender based issues | Presentation, theoretical input, small group work, video presentation, discussion in big group. |
| PM 17.00 18.30 | What is gender equality? Inclusion vs Exclusion | Simulation exercise, role play and discussion in big group. Input about terminology and historical aspect to be given by facilitators. |
| 18:30-19:00 | – Reflection upon learning in national groups | |
| Evening 21:00 | Intercultural evening | Big open show to be organized by the participants in a creative way to introduce the cultural traditions and customs. A part of it will be dedicated to portray gender roles in traditional aspects. |



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| Day 3 AM 10:00 13:30 | Media in our life. Exploring media impact on youth | Long lasting session combined with theory and practice. Small group work, individual reflection and input, group discussion, theatre play and debriefing in big group. |
| PM 15.00 16.30 | Social media impact on young people | Collage method, create your own poster. Silent floor discussion and big group discussion to follow. |
| PM 17:00 18:30 | How is gender portrayed in mass media and socials | Small group work, research work and presentation in big group. Groups will be able to choose their method of work from (theater, simulation, poster, collage etc). |
| 18:30-19:00 | – Reflection upon learning in national groups | |
| Evening 21:00... | NGO Fair | “Open market” method to introduce the organisations and their work. |
| Day 4 AM 10:00 11:30 | Written forms of media and how to address them | Theoretical input on how to address various types of media when reporting activities. Small group work and practical exercises. Open group presentation and discussion. |
| AM 12.00 13.30 | Visual media, tips and tricks | Exploring through visual media and photo reporting, video show, photo collages, input about how to better use visual media and open group discussion. |
| PM 15.00 16.30 | Brainstorming about the possible media works to be produced | Small group work led by team leaders, brainstorming and sketching the media works. |
| PM 17.00 18.30 | Presentation and planning of the media works | Presentation of small group work and planning for realization. Listing materials needed for the production and identifying possible venues, places, topics to be worked on. Forming the working teams based on interest of participants. |
| 18:30-19:00 | – Reflection upon learning in national groups | |
| Evening 21:00... | Free evening | Options of city exploration to be provided |
| Day 5 10:00 11:30 | Consultation with young video maker as a guest speaker - Open Space | Guest speakers, expert on video making will share his experience with the group and give them consultation on how to best produce their visual media works during the day. |
| ALL DAY | Working mode on -Media works ongoing | Small group work to be supervised and supported by team leaders and facilitators. Groups shall work all day in producing the media works, writing, videotaping, photo shooting, editing, montage of works, etc. |
| 18:30-19:00 | – Reflection upon learning (small groups of 4-5 pax) | |
| Evening | Topic based movie | Proposals available and open to participants to suggest. |
| Day 6 AM 10:00 13:30 | Working mode on -Media works ongoing | Small group work to be supervised and supported by team leaders and facilitators. Groups shall work all day in producing the media works, writing, videotaping, photo shooting, editing, montage of works, etc. |
| PM 15:00 18:30 | Presentations of Media works + feedback | Presentation of the works in plenary, feedback and discussion in big group. Celebration of results. |
| 18:30-19:00 | – Reflection upon learning in national groups | |
| Evening | Free evening | |
| Day 7 AM 10:00 11:30 | Erasmus +YiA and other EU opportunities presentation | Presentation of the programme E+Yia, Erasmus for Entrepreneurs, Media programme, Erasmus for entrepreneurs etc. A set of links and resources will be given to participants as additional support. |



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| AM 12.00 13.30 | Project ideas corner – New ideas for new possibilities | Small working group for new project ideas, mentoring and support from trainers, |
| PM 15.00 16.30 | Presentation of project ideas | Presentation of project ideas and feedback given from pax and leaders. |
| PM 17.00 18.30 | Learning reflection, Final Evaluation, Closure – Youthpass | Individual reflection upon learning based on 8 key competencies, group evaluation, rechecking the learning objectives, qualitative and quantitative evaluation methods. Delivery of Youthpass certificates. |
| Evening 21:00... | Farewell gathering | Farewell evening organized by the whole team and closure of the project |
| Day 8 All day | Departure | Hosting team arranges return to airports, buss stations for each group. |
| BREAKFAST: 07:30-09:00 LUNCH: 13:30-15:00 DINNER: 19:00-20:00 | | |

MOBILITY ACTIVITY 4, SEMINAR, HOSTED IN VRANJE, SERBIA

On the seminar will be discussed about the importance of gender issues as seen on mass media. How can youth workers influence the portrayal by influencing media reporting?

The main aim is to foster the active involvement of youth workers of any field to address gender issues and gender equality related to media.

| Day/Time | Session name | Methods |
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| | Individual preparation each morning from 9:30 till 10:00 | |
| Day 1 AM 10:00 13.30 | Arrival and accommodation | Project team will make sure to give right instructions and/or pick up participants from arrival points and accompany them to the venue of the activity. Project Coordinator and staff of Youth workers Alliance-Vranje will accommodate people in rooms of 3-4 people per room, gender divided, mixed nationality. |
| PM 15.00 16.30 | Who are we? Ice Breaking, Name games, group intro | Introduction of the whole group of pax and facilitators. Ice breaking, name games, share info about yourself exercises. Small group work to start the team formation. |
| PM | Introduction to the seminar, | Formal opening of the training, Path to program elements and |



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| 17.00 18.30 | aim, objective and program | weekly schedule. Aim, Objectives of the project to be introduced using small group work and presentation in plenary. |
| Evening 21:00 ... | Welcome evening | Hosting team will prepare a welcome eve with snacks and soft drinks to welcome the participants and introduce bits of culture and tradition. |
| Day 2 AM 10:00 11:30 | Presentation of results of Training Course and Youth Exchange | Products and achieved results of the Training and Youth Exchange will be presented to the seminar participants. Open discussion and feedback. |
| AM 12.00 13.30 | NGO fair Stronger connections | Open space for the NGO presentation, with more details and achieves in terms of the collaboration through the project. To be organized as a team building session with tasks given from facilitators. |
| PM 15.00 18.30 | Open discussion in coffee corners Role of Media in Youth work | Coffee corners, with questions in each table about what is the role and effect of media in youth work. Collecting input of each table discussion, to be used further in the handbook. Big group presentation of summarized table discussions. |
| Evening 21:00 | Intercultural evening | Big open show to be organized by the participants in a creative way to introduce the cultural traditions and customs. A part of it will be dedicated to portray gender roles in traditional aspects. |
| Day 3 AM 10:00 11.30 | Gender in the media Challenges and reality | Small group work, presentation of results and discussion on big group. |
| AM 12:00 13:30 | How to address media channels – exploring positive examples | Practical workshop on identifying what are we as youth workers reporting on, how do we screen and publicize events, based on experience of each partner of the project. Input from facilitators on addressing media. Small group work and presentation in plenary. |
| PM 15.00 16.30 | Social media impact on gender equality | Brainstorming, reflection and individual input, small group work and presentation in creative forms. Open discussion and feedback to each other, as well as input from facilitators. |
| PM 17:00 18:30 | Recommendations – Advocating gender equality in media | Open session for recommendations for the Handbook- Working in small groups, reviewing the recommendations resulted from previous 2 events and giving other needed recommendations on how to advocate gender equality in media. |
| Evening 21:00... | Free evening | |
| Day 4 AM 10:00 13:30 | Open Space -topics of discussion to be proposed by participants | Morning dedicated to open space method. Participants will propose the topics for discussion and the session is facilitated by the facilitators team. It aims to finalize the discussions and create results for the handbook. |
| PM 15.00 18.30 | Visiting a local newspaper and/or TV office | Field visit to local mediums, presentation and open discussions. |
| Evening 21:00... | Free evening | Options of city exploration to be provided |
| Day 5 | Tools and resources | Tool Fair market where participants share their tools and |



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| AM 10:00 11:30 | explored | resources, investigate about other tools possible for use, focus on legal framework and PR strategies of each association. |
| PM 15.00 18:30 | Brainstorming about the Handbook | Small group work about final structure of the handbook to be produced from the project, rechecking all gathered material from previous events. |
| 18:30-19:00 | - Reflection upon learning (small groups of 4-5 pax) | |
| Evening | Topic based movie | Proposals available and open to participants to suggest. |
| Evening | City by night | |
| Day 6 AM 10:00 11:30 | Erasmus +YiA and other EU opportunities presentation | Presentation of the programme E+YiA, Erasmus for Entrepreneurs, Media programme, Erasmus for entrepreneurs etc. A set of links and resources will be given to participants as additional support. |
| AM 12.00 13.30 | Project ideas corner – New ideas for new possibilities | Small working group for new project ideas, mentoring and support from trainers, |
| PM 15.00 16.30 | Presentation of project ideas | Presentation of project ideas and feedback given from pax and trainers. |
| PM 17.00 18.30 | Learning reflection, Final Evaluation, Closure - Youthpass | Individual reflection upon learning based on 8 key competencies, group evaluation, rechecking the learning objectives, qualitative and quantitative evaluation methods. Delivery of Youthpass certificates. |
| Evening 21:00... | Farewell gathering | Farewell evening organized by the whole team and closure of the project |
| Day 7 All day | Departure | Hosting team arranges return to airports, buss stations for each participant. |
| BREAKFAST: 07:30-09:00 LUNCH: 13:30-15:00 DINNER: 19:00-20:00 | | |

SUSTAINABILITY

By the topics that the project addresses we believe that the sustainable results will be achieved in different forms. If the participants of the activity get the skills, knowledge and attitudes to fight against gender discrimination, gender based issues and to promote equality through the media in their future work, we believe that we would have reached one very important direct impact and that proves the sustainability of this initiative.

Having trained and prepared a group of 50 youth workers to act as a strong voice in advocacy for gender equality and ethical media conduct, as well as act as leaders and role models, is a mainstream towards the awareness and education prospective that the partners in the consortium would like to reach.



These youth workers are the best asset that can multiply the effect and assure the long term impact in raising awareness and giving of positive examples. Moreover the use of the HANDBOOK not only by the consortium but my larger audiences will absolutely mark this project and ensure a great follow up and direct and/or indirect impact.

Partners of this consortium will continue to work together with the future aim at creating a network of organisations that work in gender empowerment and fight against gender discrimination. Another asset that will contribute in the project sustainability is the 12 project ideas that will be developed through the 3 activities. These project ideas will be implemented in the coming years by the consortium and will open the participation for other partners as well.

While in their national level each partner will include in their strategic planning the possibility to attract more funding for the future projects and/or initiatives deriving from this project implementation

BUDGET

For travel cost there will be applied cost for each activity different limit, according to the Erasmus+ rules based on distance between sending organization Headquarters and the Venue.

Accommodation and Travel will be 100% covered.



Kick off meeting travel cost, in eur per participant

EACH PARTNER WILL BE REPRESENTED WITH 2 PARTICIPANTS.

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| <i>ORGANIZATA PER AVANCIMIN E PROGRAMEVE ALTERNATIVE, Kosovo</i> | <i>Prizren, Kosovo</i> | <i>20 eur</i> |
| <i>SHOQATA YOUTH 4 SOCIETY, Albania</i> | <i>Tirana, Albania</i> | <i>180 eur</i> |
| <i>YOUTH WORKERS ALLIANCE, Serbia</i> | <i>Vranje, Serbia</i> | <i>20 eur</i> |
| <i>Juventas, Montenegro</i> | <i>Podgorica, Montenegro</i> | <i>180 eur</i> |
| <i>Continiuous Action, Estonia</i> | <i>Tallin, Estonia</i> | <i>275 eur</i> |
| <i>Youth Council Next Generation, R.Macedonia</i> | <i>Skopje, R.Macedonia</i> | <i>0</i> |
| <i>Európai Hallgatók Hálózatának Egyesülete, Hungary</i> | <i>Budapest, Hungary</i> | <i>275 eur</i> |
| <i>A.D.E.L. - ASSOCIATION FOR DEVELOPMENT, EDUCATION AND LABOUR, Slovakia</i> | <i>Stropkov, Slovakia</i> | <i>275 eur</i> |

web page: <http://gtts.ka2project.net/>

FB: <https://www.facebook.com/Gender-Through-the-Screen-911952992288176/>