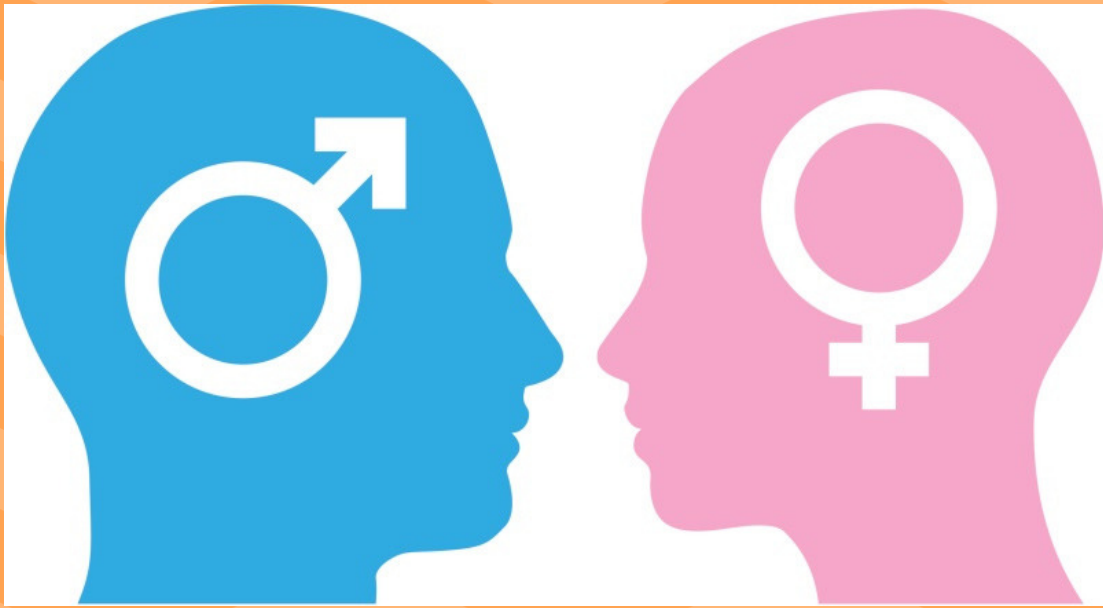


Gender through the screen



Project Info pack
KA2 Youth exchange
Venue: Prizren, Kosovo
When: 22-30 April



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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). 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

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.

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

YOUTH EXCHANGE, HOSTED IN PRIZREN, KOSOVO

This activity 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.
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 leaded 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.
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		



PARTICIPANT'S PROFILE

- * youth workers, trainers, youth leaders, educators who work and communicate directly with young people in order to multiply spreading of new experience and skills in their communities;
- * supported by their sending organisations in the implementing future activities based on the experience gained in the kick off meeting;
- * motivated to take part in this mobility and to be personally interested in the topic of the project;
- * motivated to implement the experience gained on the youth exchange in their communities;
- * motivated to build and support international partnerships that will be created during the mobility for future Erasmus+ projects;
- * not younger than 18 year old, without upper age limits

Our partners are kindly invited to send equal number of participants from both genders.

Please fill this application form:

https://docs.google.com/forms/d/e/1FAIpQLScKA-WYEHlrZDcl62_oeviECz91X_NifH4RAM01natef1dRDw/viewform?usp=sf_link

WORKING METHODS:

- * Learning by doing method
- * Ice-breakers and teambuilding games to get to know each other.
- * Workshops will leave room for guided but controversial discussions.
- * Simulation games will allow to identify current challenges of non-formal education and show possible measures that strengthen them. These sessions will provide the participants with



concrete ideas that can be implemented in their local communities, thus ensuring an important multiplier effect.

* Reflection groups will take place every evening and will serve as a platform where the participants can give feedback on the activities of the day and also share general impressions they had.

OFFICIAL LANGUAGE OF THE PROJECT

Working language of the training course in English. Do not worry your English proficiency should not be perfect, enough is to understand and be understood!

ACCOMMODATION AND FOOD

Participants will be accommodated at Hotel Alvida, with private toilets, shower. It will be three people per room in mixed nationalities (participant's from same country will not be able to share same room) it will be accommodated in different room with participants from another countries. Therefore, everyone will have roommate from another country, in order to straighten intercultural dimension of the project, and good team spirit.

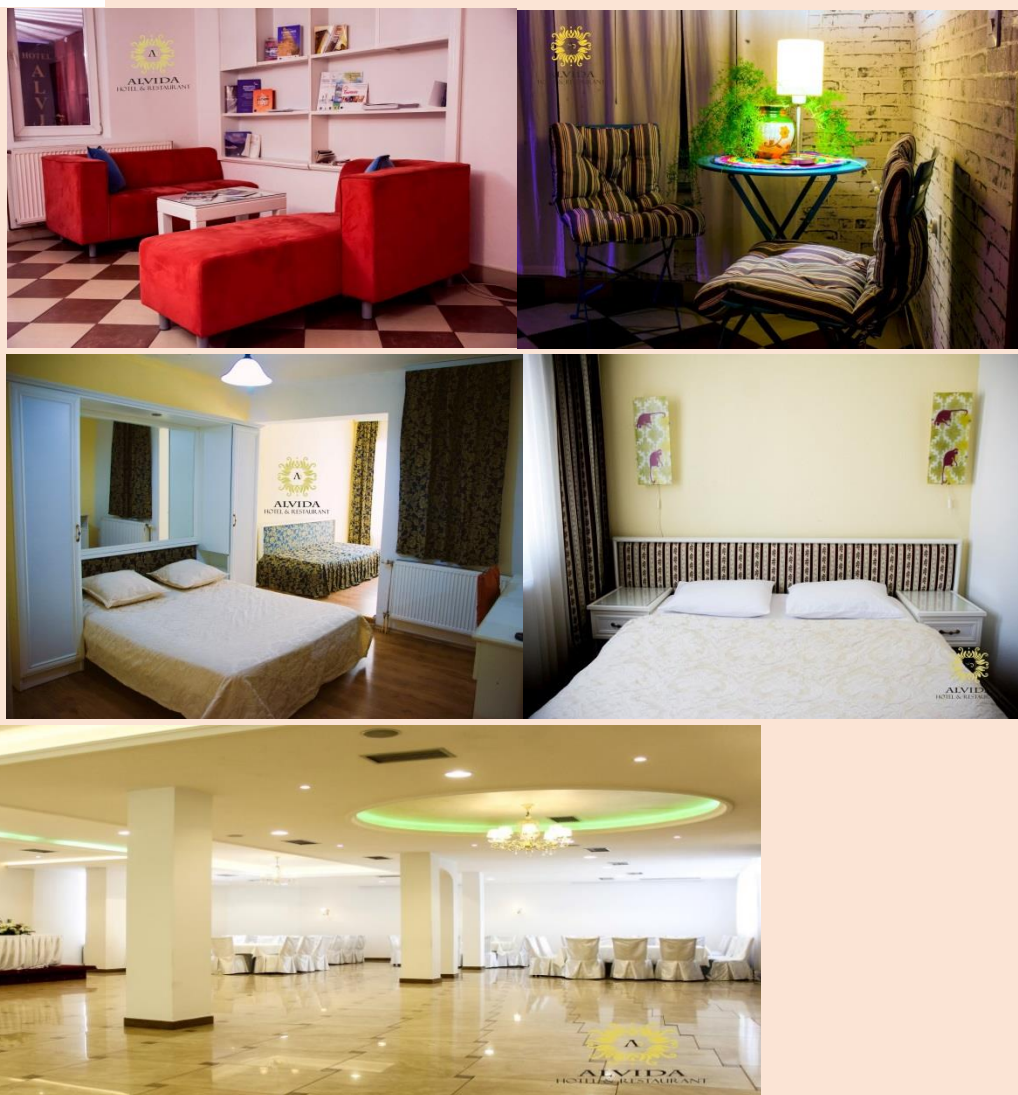
At the end everyone will learn more for the countries where their roommates coming from. It is a good practice. **Note** that will be no mixed gender rooms.

Hotel is approximately 10 min from city center and 3 min from bus station, where will be a meeting room, nice park for outdoor activities, free Wi-Fi, TV. Training activities will be held in a training room at the facility, equipped with lcd, flipcharts, , tables and Wi-Fi internet.

Free parking place available.



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Food: The participants will have 3 meals per day and 2 coffee breaks.

Please, inform us about your food habits and needs (fast, vegetarian, vegan)

The accommodation is covered at Hotel Alvida only for the days of the activity: **22-30 April, 2018**
no chance of reimbursement of travel costs. **Missing tickets will not be reimbursed as well.**

IMPORTANT: Traveling sometimes requires additional day for catching a flight and staying



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for an additional night at the city where airport is situated. We are aware of such situations, but organizers can't cover this cost, it is participants own cost too.

For that reason, we recommend you to use hostels (<http://www.hostelworld.com/>) or friends <https://www.couchsurfing.org/>)

TRAVEL ARRANGEMENTS

How to get in Prizren:

By bus: The best way to get to Prizren is by bus from Pristina (€4). Buses also arrive from Peja (€3), Skopje (€9) and Belgrade (7 hours, 1 day bus & 2 night busses, run by Kosovo Albanian companies, cost about €25 return ticket, stops depending on the route in Nis or Krusevac. Most bus companies that run from Istanbul to Pristina continue onward and terminate in Prizren.

From Albania, there are two good ways:

From Tirana on the newly constructed highway via Kukes. This masterpiece of civil engineering takes you over and through the mountains with dramatic views - about 3 hours.

A more adventurous route is from Shkodra via Lake Komani. Catch a furgon from Shkodra at 6:00 to Koman. Catch the passenger or car ferry to Fierze, then furgon to Bajram Curri. At Bajram Curri get another furgon to Prizren via Gjakovë arriving in Prizren mid-afternoon.

By plane: Close to Prizren, you can land on 2 international airports. One in Skopje, Macedonia, and one in Pristina, Kosovo.

Pristina, Kosovo International Airport (Distance from Pristina to Prizren 84km)
<http://www.airportpristina.com/>

Skopje, Macedonia International Airport (Distance from Skopje to Prizren 99km)
<http://skp.airports.com.mk/default.aspx?ItemID=345>



Please note that only public transport is subject to reimbursement. If you travel by airplane only economy class, taxi is not covered. Please consult us before buying your airplane ticket!!!

We need you to buy round trip tickets, and send us a copy by email before arriving here, so our accountant knows, and adjust the budget.

We advise you to buy your tickets **as soon as possible**, so that it fits in our limited budget for 100% reimbursement.

Thus, we ask you to save all documents (Original tickets, boarding passes, invoices or bills with the ticket price) which are related to your travel, since the documentation background is obligatory for reimbursement. We kindly ask you to buy all the tickets for the travel for both directions – return tickets (plane tickets, train tickets, bus tickets etc.), because we will be able to reimburse only REAL EXPENSES (made expenses). IMPORTANT: We cannot refund any travel costs done by taxi.

Please note if you buy your tickets in a currency other than EUROS, we will convert to EUROS according to the exchange rates from the official European Commission website: <http://ec.europa.eu/budget/inforeuro/index.cfm?Language=en>

Participants must travel from the country of the sending organization, and back. Following the guidelines of the Erasmus + programme the travel back must be realized by the participants on direct way within maximum of 2 days. (You can arrive in Kosovo up to 2 days in advance and leave up to 2 days later. The stay for any additional days is not covered



from the projects' budget, and it can be characterized as tourist travel and we will not be able to reimburse your tickets)

Please fill this application form:

https://docs.google.com/forms/d/e/1FAIpQLScKA-WYEHlrZDcl62_oeviECz91X_NifH4RAM01natef1dRDw/viewform?usp=sf_link

TRAVEL BUDGET

5	ORGANIZATA PER AVANCIMIN E PROGRAMEVE ALTERNATIVE, Kosovo	Prizren, Kosovo	0	
5	SHOQATA YOUTH 4 SOCIETY, Albania	Tirana, Albania	180	
5	YOUTH WORKERS ALLIANCE, Serbia	Vranje, Serbia	180	
5	Juventas, Montenegro	Podgorica, Montenegro	180	
5	Continuous Action, Estonia	Tallin, Estonia	275	
5	Youth Council Next Generation, R.Macedonia	Skopje, R.Macedonia	20	
5	Európai Hallgatók Hálózatainak Egyesülete, Hungary	Budapest, Hungary	275	
5	A.D.E.L. - ASSOCIATION FOR DEVELOPMENT, EDUCATION AND LABOUR, Slovakia	Stropkov, Slovakia	275	
	Prices are in eur - maximum per participant			

WHAT TO BRING?

Passport or ID



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Comfortable clothes for the activities.

Bring some warm clothes and check the weather channels

Towels and personal care products: shampoo, toothpaste etc.

Camera, laptop etc.

Pills and medicines.

Positive attitude

LOCAL FOOD AND BEVERAGE. IF POSSIBLE SOME TRADITIONAL CLOTHES AND INSTRUMENTS.

In addition, we kindly invite you to make health insurance, especially the participants who aren't EU citizens. The health insurance **is not provided** and will not be reimbursed by the hosting organization.

PREPARATIONS

Intercultural evening – Participants are expected to create interesting, interactive and creative intercultural evening. The intercultural evening gives you an unique opportunity in **a crea(C)tive** way to promote your country and culture. Show us what you eat, drink, what are your traditions, music, culture ... so prepare your self to surprise us.

Be aware that there are no kitchen facilities available (do not bring food that requires cooking).

Bring food, drink, promotional materials and whatever else you want to present.

NGO Market - The project will include a session when you will have a possibility to present your organizations, share good practices as work on ideas for future. Thus, we would like to ask you to prepare interactive presentation of your organization. Feel free to bring promotional materials of your organization, videos etc...



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MONEY EXCHANGE

In Kosovo official currency is **EURO**.

ABOUT PRIZREN, THE HOST CITY

If you only have time to visit one city in Kosovo, then you should visit Prizren. This Kosovar town is strongly influenced by the Ottoman Empire and has beautiful traditional buildings. The fun starts after parking your car. Do not park it too close to the historical center of Prizren. Try to park it in the area of the NATO monument and walk from there via the main shopping street to the old part of Prizren. This shopping street contains numerous jewelry and wedding dresses shops. Very interesting to see especially because you learn immediately about the traditional wedding clothing of Kosovo.

When entering the historical part of the center of Prizren, you have to cross a stream via a very old stone bridge. When you look around you, you will see the fortress (Kalaja), houses on the hill, minarets and even an old Orthodox Church. The city has many interesting buildings to see. Like the Turkish Hammam, which they are renovating. In addition, the street with a beautiful Serbian church, an impressive huge mosque and a Roman Catholic cathedral is special. Try to visit all of the religious buildings. You can climb the fortress by following the signs Kalaja. The mountain looks high, but the walk is not more than ten minutes. The first minutes are the steepest. From the top, you will have a stunning view over Prizren and you can count dozens of minarets. When you walk to the other side of the fortress, you have an amazing view over beautiful mountain road that leads to Macedonia. After visiting the city, you can drive by car through the mountains on the road to Macedonia. But do this only with daylight. Otherwise, it is not that interesting.



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Prizren is a city of mosques, few monasteries and an open air museum.

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Please fill this application form:

https://docs.google.com/forms/d/e/1FAIpQLScKA-WYEHlrZDcl62_oeviECz91X_NifH4RAM01natef1dRDw/viewform?usp=sf_link

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