



Gender through the screen Vladichin Han, Serbia

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). 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.



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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

MOBILITY ACTIVITY 4, SEMINAR, HOSTED IN VLADICIN HAN, 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
	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 17.00 18.30	Introduction to the seminar, aim, objective and program	Formal opening of the training, Path to program elements and 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 AM 10:00 11:30	Tools and resources explored	Tool Fair market where participants share their tools and 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		

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 activity;
- * 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 activity 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.

WORKING METHODS:

- * Learning by doing method
- * Ice-breakers and teambuilding games to get to know each other.



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- * 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 Sport Center Kunjak, with private toilets, shower. It will be two or 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. In the hotel 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 Sport Center Kunjak only for the days of the activity: **22-28 June, 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

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 Vladicin Han:



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By bus: The best way to get to Vladicin Han is by bus from Belgrade, Skopje, or Nis, if you arrive on some of these airports.

By plane: Close to Vladicin Han, you can land on 3 international airports. One in Skopje, Macedonia, Nis, Serbia, or Belgrade, Serbia

Belgrade, Serbia International Airport <http://www.beg.aero/en/home>

Skopje, Macedonia International Airport

<http://skp.airports.com.mk/default.aspx?ItemID=345>

Nis, International airport <http://nis-airport.com/en/>

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



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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 Serbia 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)

WHAT TO BRING?

Passport or ID

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.



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Positive attitude

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...

MONEY EXCHANGE

In Serbia official currency is **Serbian dinar**. There are plenty of exchange offices where you can exchange your money.

1 Euro= 117 Serbian dinar



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ABOUT VLADICIN HAN, THE HOST CITY

In the northwest part of Vranjska basin, on both sides of The South Morava River, nearby Grdelica Gorge has been established and still thriving Vladicin Han. With its positioning influence sphere this territory represents the part of The Balkans Peninsula central area. The town is located 67km from Macedonian border in the south and 52km from Bulgarian border in the east.

The west surrounding area belongs to The Kukakvica Mountain with its sections of which the tallest is The Vlajna Summit at 1441 meters. The town is set on the important transit roads and railway line that connect Belgrade in the north with Skopje in the south. Traveling distance from Vladicin Han to Belgrade is 333km; Pristina 112km; Novi Sad 409km; Nis 91km and Skopje 112km.

The average altitude of Vladicin Han is 328 meters and the vast majority of it is the mountainous region with the moderate continental climate. The Municipality of Vladicin Han takes up the area of 366 square kilometers and on that territory are located 51 settlements where are dwelling 21 676 inhabitants.



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Please apply on the following link:

https://docs.google.com/forms/u/1/d/1oRdixiW70cp2Vkvlp0rPloKwo_HxZrZessli21Yl--w/edit?usp=forms_home&ths=true