



Gender through the screen

Venue: Durrës, Albania

When: 23-30 March, 2018

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.

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

TRAINING COURSE, HOSTED IN DURRES, ALBANIA

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.

24 participants, 2 trainers and facilitators, 2 Staff.

Activity 2 - Training Course

Day/Time	Session name	Methods
	Individual preparation each morning from 9:30 till 10:00	
Day 1 AM	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.



10:00 13.30		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)	
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 programme 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 16.30	Guest speaker – Journalist	Guest speaker to talk about journalism issues and how they conduct their work. Open space for questions and discussion 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		

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 TC;
- * 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 TC 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.



- * 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 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!

Please apply on the following link:

[https://docs.google.com/forms/d/e/1FAIpQLSfTLS6tn-Wy7w9dZm1UhhgiH_aB-Y2U2ffSepml3rmW0l20LA/viewform?usp=sf link](https://docs.google.com/forms/d/e/1FAIpQLSfTLS6tn-Wy7w9dZm1UhhgiH_aB-Y2U2ffSepml3rmW0l20LA/viewform?usp=sf_link)

PLEASE JOIN IN OUR FACEBOOK GROUP:

<https://www.facebook.com/groups/297858580740035/>

ACCOMMODATION AND FOOD

Participants will be accommodated at Hotel AS, 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.



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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 9 km 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.



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 As is only for the days of the activity: **23-30 March, 2018.**
Missing tickets will not be reimbursed.

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 Durres:

By bus: The best way to get to Durres is by bus from Tirana (€2-3 one way). The busses are running every half hour.

By plane: Durres is only 35 min away from Tirana international airport, so this is the best airport to land, if you are coming by plane. Here is the official web site of Tirana international airport.
<http://www.tirana-airport.com/>

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 web-site: <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 Albania 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)

5	SHOQATA YOUTH 4 SOCIETY, Albania	Tirana, Albania	20
3	YOUTH WORKERS ALLIANCE, Serbia	Vranje, Serbia	180
3	Juventas, Montenegro	Podgorica, Montenegro	180
4	Continuuous Action, Estonia	Tallin, Estonia	360
4	Youth Council Next Generation, R.Macedonia	Skopje, R.Macedonia	180
3	Európai Hallgatók Hálózatának Egyesülete, Hungary	Budapest, Hungary	275
3	A.D.E.L. - ASSOCIATION FOR DEVELOPMENT, EDUCATION AND LABOUR, Slovakia	Stropkov, Slovakia	275
NOTE: Budget is per participant in EUR			



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.

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 Albania official currency is Albanian lek. In Durres there are plenty of exchange offices where you can exchange money.

1 Eur= 133 Albanian lek

ABOUT DURRES, THE HOST CITY

Durres is a versatile port city with both a modern and ancient appeal. If fun in the sun is in order look no further than the waterfront, where Albania's largest and liveliest beach buzzes with activity in summer. Durres is also replete with Roman and Byzantine heritage – you can discover the remnants of Albania's biggest amphitheatre here, while both the city defences and forum date back 1500 years.

Is is one of the most ancient and economically significant cities of Albania. Durrës is home to Albania's main port, the Port of Durrës. The city is at one of the narrower points of the Adriatic Sea, opposite the Italian ports of Bari and Brindisi. The port is also the 10th largest cargo port on the Adriatic Sea that handle more than 3.4 million tonnes of cargo per year.

The city of Durrës is home of one of the largest amphitheatres in the Balkan peninsula, the Durrës Amphitheatre once having a capacity of 20,000 people.



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Trainer 1:	
Gjoko Grdanovski fb: https://www.facebook.com/goko.grdanovski	Irena Topalli fb: https://www.facebook.com/ira.topalli.3

Please apply on the following link:

https://docs.google.com/forms/d/e/1FAIpQLSfTLS6tn-Wy7w9dZm1UhhgiH_aB-Y2U2ffSepml3rmW0l20LA/viewform?usp=sf_link

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