

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>BUILDING CAPACITY FOR SCIENCE JOURNALISM IN THE BALKAN REGION – AN ONLINE TRAINING COURSE</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/58 EUR/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>CATEGORY 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human resource development</b>
<b>5.</b>	<b>SCOPE</b>	<b>Regional (Balkan and South-eastern Europe)</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 26,000</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 16,400</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Balkan Association of Science Journalists - BASJ Melenacki drum 35, Zrenjanin, Serbia Contact person: Srđan Papić Đurić – president of BASJ Phone number: +381 692253533 e-mail: basj.network@gmail.com</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO HQ</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Online: Multimedia platform of BASJ – Balkan Association of Science Journalists</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Nora Hicko Board member at BASJ – Balkan Association of Science Journalists</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

This project proposal addresses the lack of professional capacities of science media workers and the lack of science media associations in the Balkan region. As a regional journalist association BASJ is to establish itself as an independent entity. BASJ is striving to improve the standards of science journalism in the Balkan region and South East Europe in printed and electronic media, through focusing on cross-border exchange and implementation of good practice. By organizing formal and informal education for young science journalists, BASJ will promote online education, and will enable active online cooperation with other international and regional organizations and institutions in: Moldova, Romania, Hungary, Bulgaria, Macedonia, Kosovo, Albania, Turkey, Montenegro, Bosnia and Hercegovina, Croatia, Slovenia and Serbia.

This project will upgrade skills of 20 journalism trainers, educate 110 new science journalists and future mentors through a 6 months training methodology course. This will also capacitate the 20 journalism trainers to teach new media competencies. The training is to be held online through our Science Media Network platform, through webinars and online lectures. As a result, 130 young journalists, scientists, and other interested participants will gain informal education in quality science journalism, as well as an online platform on which they can continue working on together. The established and operationalised sustainable online platform will not only create a cross-border network, but will strengthen cooperation, build capacities for the standards, and raise awareness on the necessary standards of media and science literacy. This network will establish databases and web communication network of scientists and science journalists from the region. Furthermore, it will create a network of science associations, organizations, media and institutions on BASJ Science media platform. The online platform will be a useful channel and source for multimedia literacy among the citizens of the region, especially the youth, experts and journalists to be able to participate in exploring online educational environments and tools for the expression of their ideas and information.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The project targets young journalists and media savvy scientists/researchers between 18 and 35 years old, from the Balkan region. The number of participants is estimated to 130(ten participants per country), together with the project team of 20 - including the program team, online educators, future mentors, and IT experts. It is planned that the gender representation will be 50-50%.

### **3. DEVELOPMENT OBJECTIVE:**

Development of a knowledge-based society within the countries of the Balkan region and SEE through this e-learning platform and providing new IT solutions and services for science and science journalists

### **4. IMMEDIATE OBJECTIVE:**

An established strong professional capacity for science journalism in the Balkan region.

### **5. PROJECT OUTPUTS:**

- An established online classroom and e-learning environment on the BASJ multimedia platform [www.balkanasj.com](http://www.balkanasj.com)
- A strong network of science journalists from the whole Balkan region, connected through the multimedia platform [www.balkanasj.com](http://www.balkanasj.com)
- 20 online informally educated science journalism mentors

- 110 online informally educated science journalists from the Balkan region in the following subjects: journalism, communication of science to the public, writing, online tools, online editing tools, science media management, editorship.
- 130 online educated young journalists for the use of multimedia tools (photo, audio, video) for further individual work
- 50 multimedia science news contents created by participants and published on the BASJ news portal [www.balkansciencereport.com](http://www.balkansciencereport.com)

## 6. **ACTIVITIES:**

- Inviting participants will be accomplished by sending out online invitations through friendly civil organisations which have youth for their target group, and are focused on youth programmes, information and youth education in the Balkan region
- Buying and adjust audio-video equipment and techniques needed for journalists work
- Creating the network will be accomplished by establishing cooperation with media, journalists, and institutions of higher education in the Balkan region, and creating an online data-base of target institutions and individuals.
- Promotion of the network and multimedia platform through social networks, friendly websites, and similar organisations in the region.
- Online meetings and webinars for coordinators and participants: editors, mentors, journalists and educators, to make arrangements on future cooperation, and project implementation.
- Creating the online classroom on the Science Media Platform at [www.balkanasj.com](http://www.balkanasj.com) , by an established and practical e-learning model and system maintenance – direct cooperation with DOBA – Faculty of Applied Business and Social Studies, Maribor, Slovenia
- An online two week set of webinars for mentors, educators, editors and coordinators in E-learning
- Creating online courses in science journalism by the coordinators, editors, and mentors through online collaboration, discussions and webinars on the existing platform [www.balkanasj.com](http://www.balkanasj.com)
- Online mentorship – networking of smaller groups (up to 20) of targeted participants/journalists and introducing them with the process of online education, courses, and course schedules.
- Two training courses, lasting for 6 weeks in a 6 month period, one theoretical and one practical in the designated fields for participants
- Creating 50 multimedia science news contents through online collaboration of participants and mentors, educators, and editors.
- Publishing the multimedia contents – as results, on BASJ news portal [www.balkansciencereport.com](http://www.balkansciencereport.com) , social networks, friendly websites and on websites with similar affiliations.
- Preparation and printing of CD/DVD's with the online courses, and instructions on how to use the multimedia platform for networking.
- Preparation and printing of participant certificates
- Evaluation of the project (general and financial)

## 7. **PROJECT INPUTS:**

- The Balkan Association of Science Journalists – BASJ already has the multimedia platform ready for users at [www.balkanasj.com](http://www.balkanasj.com) , as well as [www.balkansciencereport.com](http://www.balkansciencereport.com), where the project activities are to be implemented.
- Purchase of an E-learning software from online Faculty DOBA Maribor, Slovenia for the project activities
- One online platform administration/maintenance expert: Jovana Gaspar, More than 10 years working as a web developer and designer. In addition, dealing with 3-D design and video editing.

- One IT expert for setting up the online classroom: Bogdan Škof - Maribor, Slovenia, DOBA – Faculty of Applied Business and Social Studies, Maribor, Slovenia
- Two lecturers for the E-learning webinars
- 20 Online mentors
- Two course trainers:
- Purchase of 200 CD/DVD
- Purchase of paper materials, design and printing of Certificates of attendance for mentors and journalists
- Purchase of materials, design and printing of programme brochures

## 8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Recruitment of participants and promotional activities	■	■														
Buying and adjust audio-video equipment and techniques needed for journalists work		■	■													
Creating the regional science journalist network and online database on the BASJ multimedia platform			■													
Creating the online clasroom			■	■												
Webinars for mentors and creating online courses for science journalists				■	■											
Mentorship for participants					■	■	■	■	■	■	■	■	■	■		
Mentorship for mentors					■	■	■	■	■	■	■	■	■	■		
Online training courses						■	■	■	■	■	■					
Creating 50 multimedia science news contents											■	■	■	■		
Publishing the multimedia contents													■	■		
Preparation and printing of CD/DVD's with the online courses														■	■	
Preparation and printing of participant certificates															■	
Evaluation of the project (general and financial)															■	■

## 9. INSTITUTIONAL FRAMEWORK:

As a newly established international journalist association, BASJ's mission is to interconnect science journalists regionally, to strengthen mutual cooperation through international and regional projects, advocacy of journalists, partnership with regional and international institutions, experts and organizations involved in science, research and education, and other journalist associations.

BASJ is also striving to improve the standards of science journalism in the Balkan region and South East Europe in printed and electronic media, through focusing on cross-border exchange and implementation of good practice, organising formal and informal education for young science journalists, promoting online education, and to enable active online cooperation with other international and regional organisations and institutions.

The organisation consists of an Executive Board, Program Board, and its members – mostly journalists. BASJ is a partner organisation with Pannonian Activist Organisation – PAOR who is also giving logistical, expert, and financial assistance. BASJ is since recently an official member of the World Federation of Science Journalists – WFSJ, who acts as a provider of educational, logistical and consulting support.

**10. SUSTAINABILITY:**

This capacity building project will be in service of science, and science journalists, as a regional network of science journalists, and as a platform that is to become a permanent e-school for journalists in the region. After the implementation of this project, the platform will continue to serve its purpose as an educational channel for multimedia literacy, especially for young journalists, and experts from the region to be able to upgrade their skills, to participate in the platform, through discussions, workshops and online sessions.

**11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The activities are to be communicated through our existing multimedia platform, both as in our news section, and on the network, and other social networks, as this is a valuable way of promoting the project, and introduce it to a wider public. While our implementation success will be evaluated partially by the participants – through the forum/discussion panel on our platform, but mainly through the multimedia contents produced as a result of the training. These contents will be published on our news platform – [www.balkansciencereport.com](http://www.balkansciencereport.com). The project will be monitored by UNESCO, and by a WFSJ representative as well.

**12. EVALUATIONS CARRIED OUT:**

As a prior evaluation, BASJ have carried out a regional survey, which included media workers and journalists. The objective of this survey was to get statistics on how much media space is given to science topics in media regionally, and to what extent are journalists educated (formally or informally) for science topics. Media and journalists that have participated proved that science writing, reporting and science topics are on a very low scale of representation in the media. Reasons: lack of science literacy, lack of specialized education for science journalists, and a low interest rate by the general public for science topics. BASJ month in May 2013, initiated important, Regional Studies. It is still in progress. BASJ month in May 2013, initiated important, Regional Studies. It is still in progress. Journalists and the media in the region of South-Eastern Europe, BASJ send questionnaires. According to the results so far, the media poorly report on scientific topics and journalists are not specialized or trained to work on scientific topics.

**13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

The Balkan Association of Science Journalists – BASJ, as a submitter and beneficiary will be reporting on the progress of the project to the relevant UNESCO Office, on a four month basis. BASJ will write a comprehensive final report after the projects implementation, on the extent to which the immediate objective of the project was achieved. These tasks are designated by BASJ to Nora Hicko – BASJ Board member and treasurer.

**C. ADDITIONAL INFORMATION**

BASJ has prepared and operationalised the multimedia platform at [www.balkanasj.com](http://www.balkanasj.com) which will serve as a basis for carrying out the project activities.

BASJ as a submitter has not received an IPDC support before.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Two Trainer (\$250 per day x 6 days training x 2 trainer ):	3,000
Training material and rental of training equipment:	800
Local travel (\$30 x 20 mentors + \$200 for two trainer):	800
Preparation and printing of CD/DVD's (200 x \$5 )	1,000
Renting internet and programming platform	2,000
<b>equipment costs</b>	
Equipment transport costs:	1,500
Equipment installation costs:	2,000
DVC Pro Camcorder AJ-D610WBPS1from Panasonic	2.200
Wireless Microphone Systems	600
Camera Light	300
Windows PC Software (Matrox RT.Xtreme Pro, PCI graphics card included)	1,000
Apple Mac	1,200
<b>Total equipment costs</b>	<b>8,800</b>
<b>TOTAL</b>	<b>US\$ 16,400</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Project coordinator ( 16 months)	2,400
Communication costs ( 16 months)	1,800
Studio and station building renovation	1,700
Vehicle maintenance and local transport costs	2,000
Contingencies	1,000
Project reporting	600
<b>TOTAL</b>	<b>US\$ 9,600</b>