



United Nations
Educational, Scientific and
Cultural Organization



European Union

NET MED
YOUTH
NETWORKS OF MEDITERRANEAN YOUTH

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WE **EMPOWER**
YOUTH TO BE FULL
PARTICIPANTS IN
BUILDING THEIR
COMMUNITIES AND
TO BE AGENTS
OF POSITIVE
TRANSFORMATIONS.





WHO?

Networks of Mediterranean Youth (NET-MED Youth) is a pioneering youth project implemented by UNESCO and funded by the European Union.

- We work in Algeria, Israel, Jordan, Lebanon, Libya, Morocco, Palestine and Tunisia.
- We work with youth as beneficiaries, actors and **partners**.
- We empower youth with tools and skills to be **full participants** in building their communities and to be agents of positive transformations in their region.
- We combine multiple areas of **expertise** within UNESCO to reduce youth disillusionment and exclusion leading to extremism.
- We connect youth around the Mediterranean region to **act** together on solutions to build tomorrow, today.
- We **connect** youth organizations with national decision-makers, media professionals, citizen journalists and bloggers, so they can create solutions together.
- We strengthen existing initiatives and encourage impactful and **sustainable** civic actions.

HOW?

We work with youth organizations not only as beneficiaries, but as partners and actors of change. These are the main areas of our work:

NETWORKING & COLLABORATION

- Mapping of youth organizations in each country.
- Regional and sub-regional exchange of knowledge and experience.
- Consolidation of existing youth online platforms.

YOUTH AND MEDIA

- Monitoring and surveys focused on youth representation in media.
- Outreach activities and trainings to promote youth-friendly, inclusive and fair media coverage; freedom of expression; media and information literacy.
- Production of media content by youth.
- Capacity building for young journalists, bloggers and citizen journalists.

YOUTH POLICIES

- Capacity building for youth organizations on themes related to strategic planning, advocacy and communication, gender mainstreaming, policy dialogue, and more.
- Development, revision or implementation of national/local policies and strategies on youth, with the participation of youth organizations.

SKILLS FORECASTING & EMPLOYMENT

- National and regional research on labour market anticipation, youth transition and challenges.
- Development of tools for skills anticipation in collaboration with national entities.
- Capacity building for youth organizations to boost involvement in employment, education and training policy design.



NETWORK & COALITIONS



150

active members in Algeria, Israel, Jordan, Lebanon, Libya, Morocco, Palestine, Syria (via Syrian refugees in Lebanon) & Tunisia.

7

national youth networks (Algeria, Israel, Lebanon, Libya, Morocco, Palestine and Tunisia).

3

large national youth coalitions (Jordan, Lebanon & Tunisia).
3 others duplicated (Israel, Morocco & Palestine).

4,000+

youth connected and trained in policy analysis, dialogue, strategic planning, advocacy, media, freedom of expression, communication, labour market, etc.

YOUTH EXPERTS



Young Experts regional roster

positions youth as opinion leaders and experts in current affairs and youth-related issues.

Video CVs

of youth experts centralized in pilot platform (Tunisia).

Online database

showcases young experts and professionals (Lebanon).

MEDIA OUTREACH



50+ outreach actions

connecting youth with **100+ national media**

to act together for better youth representation and for youth-generated content.

YOUTH STRATEGIES



1st national youth strategy

in Palestine

Revision & adaptation

of national youth strategy in Morocco to pilot locality.

Implementation

of local youth strategy in Tunisia.

Development

of national youth policy in Jordan.

Research

Policy briefs and youth-led position papers in Israel & Lebanon.

GOVERNMENT



7 Youth Ministries

engage NET-MED Youth members in policy design, revision, implementation & dialogue.

GENDER EQUALITY



Women **inclusion** in all steps and actions of the project.

Sex-disaggregated data

on youth public participation and media representation.

50%

women project members.

Youth-led advocacy for **gender equality & women empowerment** (via capacity-building, content production & campaign actions).

MEDIA RESEARCH



Media monitoring

by youth in Algeria, Morocco, Palestine & Tunisia.

Surveys

on youth perceptions about media in Algeria, Lebanon, Jordan, Israel and Palestine.

INSTITUTIONAL CAPACITY BUILDING



JOB MARKET



1st sets of skills projections

on youth future skills needs in Algeria, Jordan, Palestine & Tunisia (Similar ongoing work in Israel & Morocco).

Sectoral skills anticipation

implemented in Lebanon.

7 national stakeholder platforms

involving institutions and youth networks.

Local municipalities

Capacity building on youth consultations and local governance.

impact

AWARENESS CAMPAIGNS & KNOWLEDGE TOOLS



Capacity building

of youth on civic engagement, social cohesion/inclusion, public policies, critical thinking, media monitoring, media and information literacy, freedom of expression, IT use, cultural heritage, peace-building, SDGs, PVE, dialogue, urban accessibility for youth with disabilities, etc.

Training

of journalists, trainers, national experts and youth organizations.

Toolkits

on Media and Information Literacy (Tunisia), preventing and countering hate speech (Morocco), and youth empowerment to act on youth unemployment.

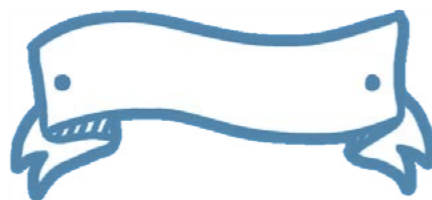


Editorial cartoons

itinerant exhibit, educational toolkit and actions highlighting youth views on civic, socioeconomic, gender, media challenges, etc. (Morocco)

Animated whiteboard videos

explaining the concept of public policies. (Palestine and Tunisia)



Street awareness campaigns

on youth participation/inclusion.



Quantitative & qualitative knowledge

on youth policy design and implementation, youth media representation and advocacy on future skills for the job market.

1 cross-country synthesis report

on the outcomes of Skills Forecasting work in the region.

2 regional studies

1 on youth online platforms and 1 on youth organizations.



1 fact-sheet

on youth policies in 5 Arab countries.



Universities

to pilot

UNESCO's Model Course on the Safety of Journalists

adapted to the Arab region. (Palestine)

2 regional online courses

1 on Media and Information Literacy in Arabic and 1 for digital journalists in Arabic.

Media monitoring methodology


focused on youth: 4 national reports and 1 sub-regional report produced based on it.

ONLINE ENGAGEMENT



2 online platforms

for youth opportunities consolidated.

 15 platforms benchmarked.

REGIONAL & INTERNATIONAL EXCHANGES

25+ North-South

exchanges and participation in global debates and consultations with youth and decision-makers, setting ground for joint actions.

20+ South-South

thematic exchanges and interactive workshops (regional/international) on SDGs*, youth policies, regional networking, employment and skills, arts and culture, peacebuilding, etc.



250+ youth

in 25+ transnational exchanges on media and communications.

Youth speakers

positioned in global debates as key, inspirational leaders of change in their countries.

*SDGs: Sustainable Development Goals

MEDIA PARTNERSHIPS & YOUTH-GENERATED MEDIA CONTENT



Collaboration

with public broadcasters, private and community media outlets.



Partnerships & coordination

reinforced in the field of Media and Information Literacy at international, regional and national level.



Dialogue

between youth and national broadcasters facilitated in cooperation with EU-funded MedMedia Project (Algeria, Jordan, Lebanon, Morocco, Palestine and Tunisia).



Climate Radio

First community radio to obtain a temporary FM frequency in Morocco, led by young journalists from the Middle East and Africa, covers COP22.

Youth newsrooms

cover global, regional and local celebrations of World Press Freedom Day.



Radio/TV shows & debates

on national media initiated and led by youth.



New media content

Young journalists, citizen journalists and bloggers are equipped with new skills through thematic trainings on gender and media, reporting on employment, journalists' safety, conflict-sensitive reporting, climate change, sustainable development, etc.

Youth-generated

traditional and new media content to advocate and act on youth issues.

Creative Media Business Incubator

in Jordan.

Website

Space for expression to amplify youth voices and inspire action.



#BuildTomorrow

promotional storytelling campaign launched Sep. 2017.

130k campaign reach on Facebook alone (Oct. 2017).



10.6k followers

on NET-MED Youth official Facebook page.

77k+ reach

highest monthly reach of niche audience aged 18-35, mostly from southern Mediterranean region.



30M impressions

COMMUNICATION & VISIBILITY



9 film stories

on the life-changing impact of NET-MED Youth.

29k+ views

75.6k+ reach on Facebook.

80+ videos

produced on NET-MED Youth.



180+ media appearances

60%+ of news & stories

published on the project appear in European, and MENA-regional and -national press.



50 young writers pool

contributing to the creation and dissemination of content on NET-MED Youth.



40 personal stories

by and about youth published on NET-MED Youth website.

80+ news stories

published on NET-MED Youth website.

National and regional integrated communication campaigns



Feature event

"Creating the Future of the Mediterranean" event (Sep. 19, 2017, Brussels):

96k press coverage views
21M Twitter impressions



key partners

Strong partnerships

with youth organizations, media actors, national institutions and local authorities via joint grass-root interventions.

Strategic partnerships

Reinforcing common objectives for youth development, avoiding duplication of efforts, and ensuring a strong added value in the thematic areas of NET-MED Youth.

- ACTED/CIL
- Arab States Broadcasting Union (ASBU)
- Anna Lindh Foundation
- British Council
- British Youth Council
- Cartooning for Peace
- CELAT/University Laval
- GIZ
- EUROMED France
- European Broadcasting Union (EBU)
- European Law Students' Association
- European Training Foundation
- European Youth Forum
- Med Culture
- MedMedia Project
- MENA Media Monitoring
- OPEN SOUTH Project
- Permanent Conference of the Mediterranean Audiovisual Operators (COPEAM)
- Région PACA (France)
- SAHWA Project
- SMEX
- SwitchMed Programme
- UN System agencies (UNFPA, UNDP, etc.)
- World Association of Community Radio Broadcasters



they talk about us

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"The EU and its Member States firmly believe that [NET-MED Youth], given its successful ability in addressing the challenges that concern our youths, could serve as a source of inspiration or an example of best practice for other regional organizations or participating states."

EU Statement at the OSCE Mediterranean Conference 2016

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BUILD TOMORROW.

Our young Mediterranean superheroes change their reality every single day. They learn, get stronger and gain the power to shape their future and that of the region. You will see them advocate for youth public participation, sustainable development, cultural heritage preservation, tolerance, media inclusiveness, freedom of expression and much more! Young Mediterranean superheroes are ordinary women and men acting to build tomorrow, today.

#netmedyouth

#BuildTomorrow



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