Shabab Live

Giving youth a voice through the media

www.shabablive.com

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A joint project of

DW Akademie

Alkhatt

Funded by the European Union

Supported by

Federal Foreign Office

Who is behind Shabab Live ?

DW Akademie is Germany's leading organization for international media development. We believe that independent media and responsible journalism are essential worldwide. Given Germany's history, we believe that people should be able to freely express their views and have access to independent sources of information.

Al Khatt is a Tunisian media NGO co-founded in 2013 by a team of journalists, developers, and graphic designers. Its mission is to devolve information and reshape journalism. The organization aims to be a professional hub for new journalism and a place for debate and critical reflection on the journalism future.

The Arab Resource Center for Popular Arts (ARCPA), commonly known as AL-JANA, was established in 1990 as a local NGO registered in Lebanon. ARCPA works with marginalized communities through documenting their enriching experiences and creative contributions, while at the same time enhancing the capacity of youth towards conflict transformation, active learning, and creative expression.

Scope of Shabab Live

6 Target countries from Middle East and North Africa

Morocco

Algeria

Tunisia

Lebanon

Jordan

Palestine

12 NGO projects

6 TV/radio projects

To support

Young people from 15 – 30

Why Shabab Live?

- Young women and men count for a huge part of the population in the MENA region
- Issues important to youth are often left out of public discourse and rarely discussed in broadcasters‘ programmes
- Education or informational programmes tailored to their needs remain few

Our common goal & vision

BUILDING ON NGOS AND TV/RADIO STATIONS

→ TO PRODUCE POSITIVE CHANGE FOR YOUTH AND SOCIETY

Young women and men take actively part in public debate. Their voices are heard and valued from the society. They play an active role in shaping their society.

How to get there?

YOUTH PARTICIPATION IS INCREASING

YOUR IMPACT !

- Youth increase their media skills
- Youth produce their content and make their voices heard
- Society & decision makers see/hear youth opinions & ideas
- Youth access info they need to play an active role in society

YOUR PROJECTS

- Trainings & Fellowships for youth
- Online platforms for youth content
- New TV/Radio programs
- Events & campaigns

OUR SUPPORT

FUNDING – TECHNICAL ASSISTANCE – NETWORKING

How to get there?

NGOs

- **Train 800 youth** in media skills & production
- Support **production of 180 media reports by youth**
- **Disseminate** youth content **online**

TV/Radio

- **6 new Youth formats** reaching a total of **12.600 young users**
- **Disseminate content produced by youth** On Air / Online
- Launch **new mechanisms for regular exchange with youth**

Online actions & public events
fostering **dialogue between youth and society/decision makers**

Synergies & Cooperation

NGOs → **TV/Radio**

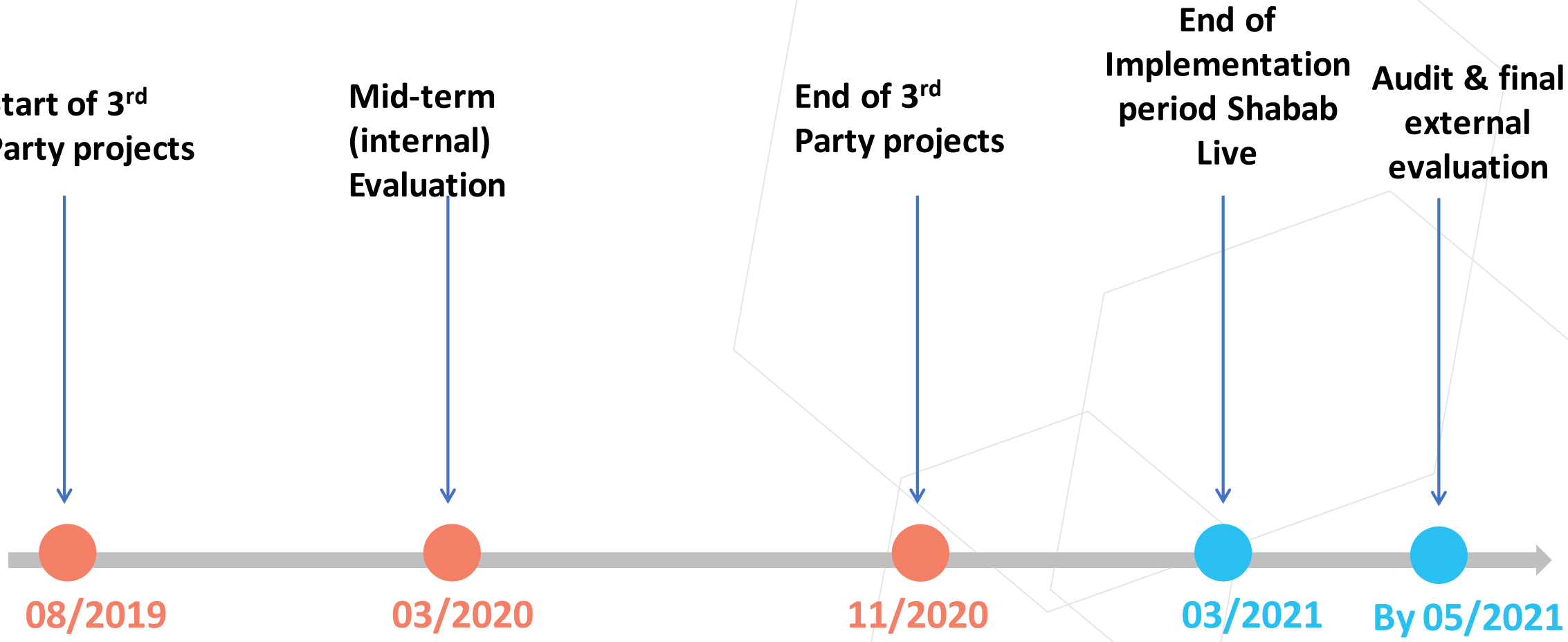
- Give access to youth interested in media, to marginalized youth
- Promote the new formats developed by the TV/Radio
- Share content produced by youth for broadcasting on TV/Radio

TV/Radio → **NGOs**

- Disseminate the media reports produced by youth
- Offer *On Site* visit to young trainees
- Invite young trainees to give feedback on the new formats (Focus Groups)

Online actions & public events fostering **dialogue between youth and society/decision makers**

Our timeframe



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