



Giving youth a voice through the media

Call for projects

A joint project of



Akademie



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You are an NGO or a TV/radio Channel based in Morocco, Algeria, Tunisia, Jordan, Lebanon or Palestinian Territories? And you have a project that aims to give young people a voice through media?

Apply for Shabab Live and benefit from support to give youth access to media spaces in the MENA region!

Even though young people make up an important part of the population in the MENA region, their voices and topics that concern them are often left out from TV and radio programs. Young people's expression often remains limited to social media and internet-based platform, thus not reaching out to wider social and age groups in their countries. [A recent survey conducted for Shabab Live](#) shed a light on how to bridge the gap between youth and broadcasters, and on the type of contents young people would like to see more in broadcasters' programs.

Thus, with funding from the European Union and Germany's Federal Foreign Office, SHABAB LIVE is launching a call for projects in six countries – Morocco, Algeria, Tunisia, Lebanon, Jordan and Palestinian Territories – targeting initiatives of local NGOs and broadcasters to boost youth participation in broadcasting media.

The projects supported by SHABAB LIVE will be designed to:

- Support the production and dissemination of media content developed by or tailored for youth (including new radio or TV formats).
- Open spaces for young women and men from the MENA region to communicate about their challenges and interests.
- Foster young people's access to information and media skills and contribute to their higher involvement in society.

Who can apply? (Eligibility Criteria)

This call is open to **Non-Governmental Organizations and Broadcasters operating in one of the six countries covered under this project: Morocco, Algeria, Tunisia, Lebanon, Palestine and Jordan.**

All applicants:

- Must be registered and legally authorized to operate in one of the targeted countries of intervention.
 - Must have a separate bank account dedicated to the grant and be legally authorized to receive funds from abroad.
 - shall not have any affiliation to or dependence on any political party.
- Natural persons are not eligible for financial support.

Additionally, NGO applying should :

- Have at least two years of experience in designing and implementing youth projects.
- Have already managed a project grant with a minimum amount of EUR 50,000.
- Previous experience with interacting with broadcasters or implementing media related activities is a plus.

Additionally, broadcaster applying should:

- Adhere to professional and ethical journalism standards.
- Previous experience in working with civil society groups.
- Access to local NGOs and/or youth groups is a plus.

What we offer



For NGO Applicants

- 12 grants of 100.000 EUR for projects of 12 to 15 months
- Training and coaching to run media production workshops for youth
- Training and coaching for administrative and financial management of the grant
- Tools and coaching to assess young people's media skills and knowledge
- Networking/Cooperation opportunities with broadcasters
- Participation in a national public event and online campaign on youth participation in the MENA region



For Broadcasters Applicants

- 6 grants of 125.000 € for projects of 12 to 15 months
- Consultancy and coaching on new formats, how to include youth voices in their programs and attract more young audiences
- Training and coaching for administrative and financial management of the grant
- Content analysis of their program with regard to youth presence and topics
- Networking / cooperation opportunities with NGOs working with youth
- Participation in a national public event and online campaign on youth participation in the MENA region

What type of activities can be funded?

Equitable participation of women and men should be sought for all activities



For NGO Applicants

- Trainings for youth to develop their media skills and knowledge and produce content – video/audio/multimedia (required)
- Equipment, especially equipping a mobile reporting unit that can be lent to youth to conduct community reporting (required)
- Assessments of media skills and knowledge of trainings' participants (required)
- Providing youth with sub-grants not exceeding the amount of 3,000 € per sub-grant. A maximum of 10 sub-grants can be provided by each NGO. The sub-grants should be specifically used to enable the production of multimedia content through young people (required)
- Assessment (audience, listeners' clubs);
- Capacity building activities for NGO staff and trainers in the field of Media and Information
- Literacy
- Designing and launching web-based platforms (eg. to disseminate content produced by youth; run assessments online etc.)
- Participating in capacity building and networking activities that fall in line with the project's objectives (please note: the participation in a public event/online campaign on youth participation with the other selected projects in the respective country will be mandatory)



For Broadcasters Applicants

- **Developing and producing new formats to open space for youth topics and voices in their program (required):**
Examples of possible formats:
 - 1/ A talk show focusing on youth topics and concerns, with young people as regular guests
 - 2/ A concept to include more youth voices and topics in existing programs such as news/ health or economic magazine, talk shows etc.
 - 3/ A format featuring success stories of young people in fields such as science, arts, politics, environment, diplomacy etc.
 - 4/ A format giving practical tips and advices (from youth to youth) on topics such as education, job research, health etc.
- **Create platforms/mechanisms to engage with young audiences and enable them to provide feedback on the programs (required):**
Examples of possible platforms:
 - 1/ Youth council or “youth editorial board” composed of audience members and/or young journalists
 - 2/ Listeners’ or viewers’ clubs targeting young audiences
 - 3/ Youth focus groups
 - 4/ Strengthened social media presence to engage with young audiences online (for ex. online polls, contests, interaction with audience during a programme, expert blogs to discuss a topic etc.)
- **Using web-based platforms to reach out to youth / to disseminate content produced by youth**
- **Participating in capacity building and networking activities that fall in line with the project’s objectives** (please note: the participation in a public event/online campaign on youth participation with the other selected projects in the respective country will be mandatory)

Additionally, all supported projects shall budget for the following:

- Providing visibility activities totaling up to 1% of the grant;
- Providing 2% of grant money for the organization of two coordinated public events (1 online, 1 offline)
- Travel/Per diem costs for the participation in a 2-days kick-off workshop in Tunisia (End of June/Beginning of July 2019)

In addition, broadcaster’s projects shall budget for the following:

- Providing 3 % of grant money to support the implementation of a content analysis of their program (baseline and final study).

Where and when do the activities need to take place?

All activities need to take place in one of Shabab Live target countries: Morocco, Algeria, Tunisia, Lebanon, Jordan or Palestinian Territories

Projects can start from May 2019 onwards until October 2020

Maximum duration of projects is 15 months

Minimum duration of projects is 12 months

Payment arrangements

The grant funds will be transferred in 3 tranches:

First tranche: 40 % of the total amount after signature of the grant contract

Second tranche: 30% of the total amount after submission of a narrative and a financial report on the activities

Last tranche: 30% of the total amount after submission of a final narrative and financial report

What are the selection criteria?

Criteria for Technical Proposal	Maximum score
Relevance of the proposal to the needs and interests of young men and women in the country of action as documented in the youth survey	10
Active involvement of youth participants on all levels of action	10
Project's projected reach (in terms of audience numbers, geographic dispersion, and categories; refugees, IDP...)	10
Coherence of the project design	10
Variety and quality of media tools proposed	5
Added value elements proposed and demonstrated interest in actively engaging youth	5
Sustainability (is the project part of a longer-term strategy of the organization that will be further carried on after end of financial support?)	5
Equal participation of women and men in all activities	5
Feasibility of proposed actions	5
Staff competence/ profile	5
Relevance of previous experience	5
Proven use of administrative standards	5
Total Score Technical Proposal	80

Criteria for Financial Proposal	Maximum score
Relevance of project proposed costs	10
Integration of all mandatory costs	10
Proven financial management record/ capacity	10
Total Score Financial Proposal	30

How to apply?

Applicants shall submit their proposal (technical and financial) via the online platform **ONLY**.

<http://shabablive.com/en/applications/>

Language :

All applicants shall submit general information and a project summary in English

Broadcasters shall submit their proposal in English or French **ONLY**

NGOs based in Morocco, Algeria and Tunisia shall submit their proposal in Arabic or French

NGOs based in Lebanon, Jordan and Palestinian Territories shall submit their proposal in Arabic or English

The proposal must contain the following:

- The online form (all fields to be completed, including the schedule of the activities)
- The budget for the action (in EUR) in accordance with the template provided
- A proof of registration
- A declaration of honour in accordance with the template provided

For all applicants, the budget must provide:

- provision for a funding supervisor
- an amount of at least 1 % for visibility activities
- an amount of 2 % for the organization of two coordinated public events (online/offline)
- Travel and per diem costs to participate in a kick-off workshop and training in Tunis, Tunisia

In addition for broadcasters, the budget must provide:

- 3% of the total costs for a content analysis (young people's presence and topics) of their program (coordination through DW Akademie, implementation through market research institute)

Only complete proposals will be taken into consideration.

Please retain a copy of the proposal submitted

Key dates

- Publication of the call for projects: **Tuesday, 19 March 2019**
- Application deadline on the online platform: **Tuesday, 30 April 2019 at 7 pm GMT**
- Notification of the shortlisted project: **May 2019**
- Final selection of applicants: **June 2019**
- Signature of grant contracts for the 18 projects chosen: **July 2019**. All selected projects must take part in a kick-off workshop and training in Tunis **from 29 July to 1st August 2019**



**Shabab
Live**

www.shabablive.com

Disclaimer

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