

# FACT SHEET

## (WHERE)

Kosovo

## (HOW LONG)

JANUARY 2020 - JUNE 2022

## "INNOVATION FOR RESILIENT MEDIA AND CITIZEN ENGAGEMENT"

The action, strives to cover a range of political and socio-economic issues while constantly maintaining citizens at the center of impact. The foreseen activities under this project strengthen the bridge between the public and journalistic production; stimulate editorial independence; offer a comprehensive set of capacity building programs; and promote a larger mobilization of media organizations in offering analytical, accessible journalism.

## DONOR

[European Union in Kosovo.](#)

## SUMMARY

"Innovation for resilient media and citizen engagement" is an Action that combines research and the human-based journalistic perspective. Through this effort we are initiating a series of actions with the potential of increasing citizen involvement in the public life, policy-making, and request for accountability. At the same time, we are increasing the quality of journalistic content by combining high-quality data and research with more innovative story-telling tools and narratives in pressuring institutional representatives, including local and national governments, to strengthen mechanisms for maintaining better communication, transparency and accountability in relation to the citizens at large.

## MAIN OBJECTIVE

The overall objective of the Action is to increase the understanding of the public at large on issues that directly affect their lives through linking media production and think-tank research and analysis to produce accessible, innovative and professional journalism.

## SPECIFIC OBJECTIVES

The specific objectives of the Action include:

1. Increasing public trust in the media and encouraging engagement in the media through ground breaking, explanatory and investigative journalism;
2. Building professional capacities for future journalists and researchers, which includes a series of activities directly targeting young aspiring journalists, CSOs activists and media organizations;
3. Presenting innovative models, resilient media and journalism for the 21st century.

## MAIN ACTIVITIES

1. "Konteksti show" Podcast: to explore the background and context of various mainstream narratives and events;
2. Production of Video Explainers: to take a complex issue and explain the different aspects of it, in order that the public understands the its context impact in their daily lives;
3. Video teasers: to boost the citizens' involvement with the content and provide information of several socio-political issues;
4. Multimedia Stories: will serve as a model of innovation that makes information engaging and interesting to interact with. They will include a wide range of creative tools and formats such as sound, photography, video, profiles or personal interviews, contextual text or a storyline, timelines;
5. GAP Monitor Analysis: as an original product available in Albanian, Serbian and English, it aims to scrutinize selected government decisions and analyse their overall impact on the life of Kosovo;
6. Features Articles: will be produced by Kosovo 2.0 based on the Monitor Analysis. Their aim is to transform the Monitor Analysis in a journalistic piece and tackle one angle of it that links directly to the well-being of the citizens;
7. Monitor Analysis based discussions: will be organized in order to engage the public, CSO-s and media in certain topics of Monitor Analysis to spark larger discussion on socio-political issues tackled by the analysis;
8. Mentorship Program: the program strives to develop the skills of young researchers and journalists by grasping two core aspects of this Action: conducting thorough research, and then transforming that research into engaging content that reaches to the people;
9. Localized theme-based workshops: will serve as educational tools for improving the capacities of young aspiring journalists across the media environment to conduct specific issue-based reporting and coverage, as well as to reassess professionals and ethical standards and practices;
10. Volume Up Editions: this is an innovative program that focuses on ways in which media and communication play an important role in a range of civil society advocacy actions while focusing in raising public awareness on a variety of socio-political issues;
11. Out-loud Speeches: are a format of inspirational talks from and for journalists, artists, activists, and CSO-s, that trigger a larger discussion on various aspects of media freedom and development;
12. Printed Magazine: Will be published in 2020 as a special edition on the occasion of the celebration of 10 years of Kosovo 2.0 as a media entity.

## TARGET GROUPS

1. The public at large will be more informed on the government's work;
2. Youth will be more engaged through mentorship program, workshops, and open discussions;
3. Young aspiring journalists and researchers will be involved starting from the exposure to quality journalism and research to the access to tailored capacity building programs;
4. Media organizations and think tanks will gain by this Action by enhancing the cooperation between both entities and exploring practices that connect research and stories with the public;
5. Civil society organizations and activists involvement will lead to greater access within the targeted communities, consequently to a larger impact of the Action overall;
6. Women are the other target group of this Action by encouraging their representation and challenging negative portrayals of women in the media. Patriarchal norms will be challenged by pressuring institutions to ensure a larger involvement of women in policymaking;
7. LGTIQ+ persons will be targeted by a multidimensional approach: one that sheds light to the overall policy-making environment and the setbacks with regard to improving the LGBTIQ situation in Kosovo, and the other by addressing issues that in the very core affect the political and

socio-economic integration of these persons;

8. Non-majority ethnic communities will be targeted by shifting the institutional attention toward issues that concern these groups but are rarely addressed;

9. Institutional representatives remain the ultimate target of the Action, since these institutions' decisions and their impact will be in the spotlight of the research and overall media production within this Action.

MAIN IMPLEMENTER

KOSOVO 2.0

PARTNERS

[GAP Institute](#)