

# **Societies and New Generations: Young Voices as Ambassadors for Dialogue**

**53rd COPEAM Annual Conference, Ajaccio, 7-9 April 2016**



## Youth and social change: NEW RESEARCH

- Gap between young people and traditional media - Youth are portrayed negatively in the media, low levels of trust.
- Critical thinking and soft skills development for young people.
- Need to be empowered with communication skills to build counter-narratives to negative trends - They want to be heard.
- Use of social media by the young generation. Traditional media for older generation - Generational gap.



## Youth and social change: NEW RESEARCH

- Youth want to be part of the solution, not the problem: the demographic dividend, not deficit.
- Youth are looking to connect with their peers – they seek exchange experiences with young people in Europe, in particular to develop and build on their social enterprise.
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# Youth and Media:

## LEADING THE CHANGE



## Young Arab Voices: THE PROGRAMME

- Opportunities, tools, and capacity building for the involvement of youth in running and managing effective debates: SOFT SKILLS. CRITICAL THINKING.
- Four years. Over 1000 debates. More than 100,000 participants.
- International exchange opportunities for youth from the region.
- 8 Participating Countries: Algeria, Egypt, Jordan, Lebanon, Libya, Morocco, Palestine, Tunisia.
- Topics: Citizenship, Governance, Culture/Creativity, Education, Health, Global Affairs, Media Awareness, Environment/Sustainability, Religion, Peace, Security and Human Rights, Political Awareness, Women and Youth Empowerment.



## Young Arab Voices: THE YOUTH

“Young Arab Voices is not a programme; it is a mindset.”

“I listen, I understand and then I judge.”

“It helped me develop my personality and boost my self-confidence.”

“Debate makes you able to communicate effectively with other people and get your message across.”



## Young Arab Voices: NEW PHASE

Opening doors. Bridging gaps. Building platforms.

- Providing media and advocacy skills.
- Partnerships with media: bringing young voices into the mainstream media domain.
- Capacity building and mentoring.
- Public debates.
- Expansion: From Young Arab Voices to Young Euro-Med Voices



## Journalist Award: THE PROGRAMME

- Engaging journalists from the Mediterranean in a permanent dialogue on issues of cross-cultural reporting.
- 10 years. 9 editions. 51 journalists awarded. 150 nominees. Across more than 40 countries.
- Network of media ambassadors engaged with the promotion of intercultural dialogue across the Mediterranean.
- Exchange and mobility programme for media ambassadors. Mobility of ideas. Better cross-cultural understanding in the region.







## Youth and Media: LOOKING FORWARD

- Media mentoring: bridging the gap between young leaders and mainstream media.
- Media advocacy for cross-cultural reporting.
- Ensure youth become ambassadors for dialogue, bringing them to the front line of policy dialogue.
- Ensure they have their voices heard in the public domain and lead “alternative narrative” media campaigns.



# Thank you.

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