



## Achievements

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The EBU-led consortium has been able to make the following achievements:

1. Despite some difficulties, GWAC is the largest survey on the young Arab generation ever carried out in the region. In terms of results:
  - a. More than 9,000 people responded to the questionnaire across the region;
  - b. Visitors stayed on the different sites for an average of 13 minutes;
  - c. The project featured more than 400 partnerships, including civil society organizations, youth organizations, newspapers, bloggers, radios and influencers;
  - d. The project has been widely promoted in the media. More than 1,120 articles on the project and young people have been produced;
2. Local sociologists developed a highly tailored analysis. For six countries, it has been possible to report the survey results. These results have been compiled into a final comparative report and shared with regional governments and policymakers as well as international bodies;
3. 22 hours of video have been edited and published, including 3 hours of comparative modules (excluding the promotional video for Facebook and video broadcast only on air). In total, the project produced 144 local videos online and 21 comparative modules (165 videos in all). The summary is presented in annexe 6;
4. Four national broadcasters (Algeria, Lebanon, Morocco and Tunisia) gained the necessary skills for implementing a multimedia project which unlocks the potential of the Internet in sharing opinions and the potential of mainstream television in informing a broad cross-section of the population;
5. The project created a replicable model for engagement which draws on the expertise and outreach of civil society in order to bring broadcasters closer to young audiences. This is particularly true for Algeria, Lebanon, Morocco, Tunisia and, to a certain extent, Libya. The impact of the project has been less significant in Jordan and Palestine;
6. Bespoke questions on the EU, devised specifically for Arab audiences, will give EU decision-makers an enhanced appreciation of the way in which the EU is perceived in the partner countries;
7. Complementary programming exploring the national, regional and European results of the "Generation What?" survey will stimulate exchanges and dialogue between young people, civil society and decision-makers on platforms where youth voices are rarely heard;
8. The project allowed the staff of the partner organizations to be trained in key domains such as online marketing, production of cross-media programmes and engaging with partners and civil society.