

Highlights from IDEA Southeast Europe (SEE)



Art & Design for Advocacy Contributing to healthier, more open and embracing communities

What is Art and Design for Advocacy?

A series of workshops designed for youth and NGO activists to learn how visual language is a powerful way to communicate ideas, messages and positions to stand out and be heard.

Visual messaging transcends age, gender and education. It connects communities, projects clarity and gives food for thought. That's why IDEA SEE considers Art & design to be amongst the most important tools for communicating messages, expressing thought and position, and promoting change and societal evolution.

How can we send out a concise message that is functional and comes across?

We are living in the information age with information overload. When the flow of information is raw and unfiltered, it can lead to confusion and your message can get lost. Logical reasoning, argumentation, dialogue and conversation all help to ensure the message is clear, understandable and takes into account people's different positions. Visual messaging is another way.

Why Art and Design for Advocacy?

'When most people think of "street art," they think of graffiti which is provocative and uncompromising,' says Goran Kostovkis, Art Director and Illustrator. It's understandable, as graffiti is closely associated with gangs who vandalise public property and who are essentially marking their territory. But times have changed. 'Today, street art has become a respected new art form, a unique aesthetic with very few restrictions or rules,' Goran explains, we find street art on buildings, sidewalks, street signs and even trashcans. This special kind of art can take the form of paintings, sculptures, cloth or even stickers.'

How does it work?

The programme offers two communication tracks: (1) comic books and (2) data visualisation; both are tools for advocacy.

The ultimate goal is to support and guide young leaders as they develop skills in advocacy through art and design, build their confidence and clarify individual messages.

Ultimately, the goal is to effectively change communities; with eight trainers coming from all over the Balkan region, each demonstrate and teach their different skills and expertise for comics, art, stencils, stickers, graffiti, data visualisation, advocacy, argumentation and storytelling.

In June 2015, the second Art & Design for Advocacy workshop doubled its participants to 50 young people from across the Balkan region. The first workshop was held in June 2014 in Ohrid, Macedonia with 25 participants taking part; the second was held in Jastrebac, Serbia in October 2014.

For further information on the programme, participants, trainers, syllabus and much more visit <http://advocacy.mk/>



Almost two decades after independence and a period of transition in the region, media was and still is the tool that is dividing and bringing people together.

Balkan Youth Newsroom

600 stories, 60 people, 3 countries

What is the Balkan Youth Newsroom?

The Balkan Youth Newsroom (BYN) is a regional project lead by IDEA SEE that runs from January to December 2015. It takes place in three countries across the region: Stip (Macedonia), Nis, (Serbia) and in Sarajevo, (Bosnia and Herzegovina) in partnership with three organizations: student radio station UGD FM from State's University Goce Delcev in Stip, newsroom Juzne vesti from Nis and Karika, Youth Association in Bosnia and Herzegovina's youth magazine.

Who benefits?

Participants in the BYN are diverse; they're aged between 18-28 years old and come from different socio-economic backgrounds, levels of education and ethnic backgrounds. Activists, NGO workers and students who are studying journalism are the core target group for this project.

The BYN includes 60 young people from the three countries: 20 from each of the three countries are divided into minimum four groups, depending on the newsrooms' availability, in Stip, Nis and Sarajevo. They all get the chance to work in local media newsrooms – our partners in the project - for at least two days a week for no less than one whole month.

The aim of the project is to capture 600 stories and/or other media products during the project period, published via the newsroom platform, with at least 100 stories from other media besides the BYN. 15 trained participants are given the chance to engage in media work with local media partners, working in the newsroom, an opportunity for young journalists, media enthusiasts and youth workers to contribute to the future of BYN.

Why Balkan Youth Newsroom?

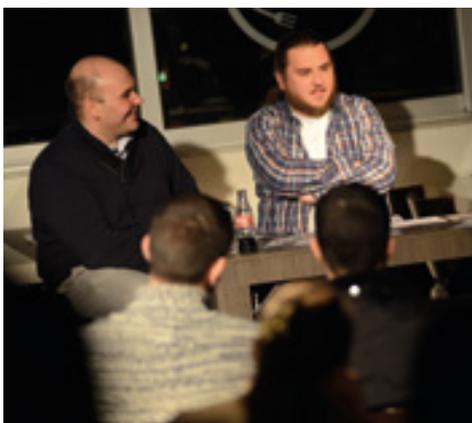
After the fall of the Federation of Yugoslavia in the beginning of the 90s', differences between its former member countries have widened. Conflicts of war and media propaganda have fractured the ties between youth in the region.

This is one of the reasons why media plays an important role in shaping the ideas of youth worldwide. They can validate or ignore social or political issues in a society, cover some issues at the expense of others, and shape perceptions about particular groups or individuals. New technologies, however, allow youth to not only be passive consumers of media but also producers. Blogs, internet based video and radio, open source and wiki software digital photography and text messaging enabling youth to have a presence in public discourse that they could not have in the past.

Conflicts of war and media propaganda have fractured the ties between youth in the region.



Read news that's been published as a result of our work in Macedonia, Serbia and Bosnia and Herzegovina at <http://youthnewsroom.net/>



Radio debate project

Connecting youth in Macedonia

IDEA SEE in partnership with the UGD FM, student radio at University „Goce Delchev“ in Stip, and the Oratory club from the same University launched a series of 10 radio debates on topics connecting youth, minorities, marginalised groups and other issues that are important to the youth in Macedonia.

‘We aim to develop a platform where youth in Stip can discuss issues they're interested in’

– Mite Kuzevski, Media and Online Community Manager, IDEA SEE

The long term goal is to avoid social exclusion of youth in the Roma neighbourhoods and enable and empower young people as active citizens who are able to debate in their neighbourhood about changes and plans of action.

Debate in the Neighbourhood

Engaging young people to participate, listen and change

What is Debate in the Neighbourhood?

Debate in the Neighbourhood (DIN) helps to empower young people to dialogue in a clear, structured and persuasive way. DIN helps young people to share their opinions about the world around them and turn them into engaging and persuasive arguments. It's designed to encourage young people to take part in social and political issues from an informed and rational position.

The project consists of debate trainings for youth workers, young people, and debate tournaments, public debates, opening of debate clubs and establishing a network of Roma NGOs.

The project serves 100 young Roma people from Stip, Kumanovo, Tetovo and Berovo, aged 15 to 25 years who are at risk of being marginalized as a result of damaging and pervasive stereotypes and customs that obstruct youth participation in local politics and community life.

One quarter of the Macedonian society are represented by young people.

However, there is a very little participation of the Macedonian youth in the decision making processes on local or national level.

Why Debate in the Neighbourhood?

The project was a response to the low level participation of youth in the society in general, and particularly low level of participation of ethnic minorities. The lack of national youth policies, the absence of some social platform or mechanisms that support the youth participation and encourage their personal or social development, just contributes to the exclusion of the young population in society.

'A lot of Roma youth will benefit from this programme when I transfer the knowledge that I've gained during this training to them. I think that debate will raise awareness among Roma youth about issues that are in their interest and enable them to start discussions.'

– Sinhana Jasareva from partner organization the Association of Multiethnic Society for Human Rights from Stip.

Taking in consideration the overall situation of the young people in Macedonia, there is room for meeting the needs and interests of the Romani youth. DIN makes a link between the young Roma people and the institutions, through structured discussions and building policies that reflect the real need of the young Roma people. Through dialogue and debate, we can avoid the social exclusion of marginalised Romani neighbourhoods and provide Romani youth the skills they need to become active citizens in society.

20 Minutes Entrepreneurship

Start-up debates with young people

20 minutes entrepreneurship is a series of public debates on youth and entrepreneurship in Macedonia organised by IDEA Southeast Europe and Youth Entrepreneurial Service (YES) Foundation. All aspects of youth and entrepreneurship are discussed following the rules of debate with pro and con sides for all motions.

The four motions were:

- Youth have all the conditions for launching successful start-ups in Macedonia
- Formal education is not a main factor for being successful entrepreneur
- Bank loans are better than crowd-funding for starting startup businesses in Macedonia
- Macedonian companies should focus on developing their own product instead of depending on outsourcing

In an audience of young participants interested in the topics, 20 Minutes Entrepreneurship gives young people the opportunity to ask questions about the economic and financial conditions in Macedonia for business start-ups: mistakes to avoid, facts to know.

'We are starting this discussion platform to leverage the knowledge and interest of youth in Macedonia who want to start their own business from an informed position with knowledge of the conditions needed for a business to thrive in the Macedonian market. At the outset, public debates will be held in Skopje but our plan is to start rolling them out in other cities across Macedonia.'

– Mite Kuzevski, Media and Online Community Manager, IDEA SEE