The **Balkans Voices** project identifies several ways to help young people to make their voices heard including: ensuring they are aware of the importance of images and what they can convey, helping them to develop critical thinking skills with regard to the media, encouraging and strengthening digital production, supporting audiovisual creation, etc. Resolutely focused on the future, this project thus uses digital media to promote freedom of expression throughout the Balkans region, which is being reinvigorated by the input of young people, in particular young women.

**AIM**
To enable a new generation of young talents to reclaim the language used in media and to express themselves openly on subjects that inspire them in each country.

**FOR WHOM?**
Around 1600 young people (15 to 35 years old) in six Western Balkan countries (Albania, Bosnia and Herzegovina, Kosovo, North Macedonia, Montenegro and Serbia):

- 1000 young people at secondary school;
- 450 young people journalism and communication students;
- 60 Media project leaders in each country;
- 100 young students in film schools and young talented individuals working in audiovisual creation.

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**BALKANS REGION**

**BALKANS VOICES**

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WHEN?
From February 2020 to February 2022.

HOW?

- Developing critical thinking skills among young people with regard to the media: designing pedagogical tools for decrypting information; Educational workshops on the media in secondary schools; A masterclass on how news is produced and fact-checking for students, in particular those studying journalism and communication.

- Strengthening the skills of the new Media contributors: a regional conference, practical Workshops and Training; Introductory one-week workshop in Paris and six months of individual coaching.

- Developing audiovisual and digital productions that enable young people to present their reality: workshops in film and audiovisual schools in the region; Regional seminar on the challenges of multimedia production and new forms of writing; Financial support for audiovisual, digital and interactive production and for a project for young professionals (collective writing of a web series and shooting a pilot).

EXPECTED RESULTS

- Educating 1000 young people in the Western Balkans about the media and information and ensuring awareness of the importance of images;

- Identifying promising new Media influencers and contributors in this region, and strengthening the skills of around sixty of these people;

- Supporting around one hundred young talents in writing and producing digital and audiovisual content.

CFI, the French media development agency
CFI provides support to media organisations as development actors across several continents. A subsidiary of France Médias Monde and an operator of the French Ministry of Europe and Foreign Affairs, the agency is currently working on around 30 projects that fall under three major programmes: Media and Governance, Media and Enterprise, Media and Development.

The “Media and Development” programme helps media organisations to take ownership of development issues (education, health, gender) by strengthening the relationship of trust between journalists and civil society.

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