

## ALTERNATIVE PATHWAYS GRANT SCHEME LOT 1

### Media engagement and awareness to impact narratives on illegal migration

LOT 1 will contribute to Project Outcome: **Diverse young people engaging with the media and their communities to identify problems and issues, give voice to them and explore potential solutions locally.**

**The specific objective** is to enhance collaboration and build trust between young people and local media through enabling the engagement of local media/journalists with young people, their families and communities to address and advocate jointly on local issues and challenges they care about, and to create locally relevant stories and narratives, including raising awareness of the dangers of illegal migration and the benefits of regular migration.

#### Eligible activities

The following non-exhaustive list of activities will be considered as eligible for this Call. One project proposal could include one or more of the following:

**A. Multimedia Content Creation** with participation of the communities (special focus on teenagers aged 13–18) to counter misinformation and misconceptions about illegal immigration.

*Topics to be covered might include:*

- Illegal migration, public perceptions, disinformation on the topics: facts, data, etc.
- Socio-economic challenges of young people and their families (including education, employment, health, infrastructure, environment, etc.)
- Impact of illegal immigration on families and communities
- Illegal immigration and human trafficking through the gender lens (impact)
- human real-life stories (both good models and failures)
- Perspectives on inclusion in the employment market
- Etc.

**B. Capacity building opportunities** for local media, journalists and other media workers, freelancers, bloggers, influencers and local activists engaged with multimedia content creation (special focus on youngsters, women and other vulnerable groups) on:

- multimedia and multi platforms, engaging content production and distribution skills
- how to foster interaction with communities while producing journalistic content (special focus on teenagers aged 13–18)
- fact-checking and debunking fake news
- encountering disinformation and misconceptions
- use of technology and AI in media production and delivery
- data journalism and evidence-based reporting
- improving audience reach and engagement
- innovative formats and tools.

**C. Internship programme** opportunities for youngsters who aspire to work in the media sector or in communication departments of organisations/companies.

**D. Fostering the interaction of local journalists with communities**, activists and schools:

- Discussion forums with representatives from the media, schools, NGOs, activists, local government and local business on socio-economic and development challenges they face
- Advocacy campaigns on issues of joint public interest
- Joint local actions on issues of public interest (including community actions, petitions, media reporting and advocacy)

**E. Media Literacy Initiatives** for young people, their families and communities

## Who can apply

### The potential applicants could be:

- Local media outlets from the north region (both not-for-profit and commercial)
- Consolidated media organisations not from the region in partnership with at least one local media/organisation or informal local group from the region
- Local not-for-profit organisation with experience of working with media development issues
- Consolidated not-for-profit organisations not from the region with experience of working with the media in partnership with at least one local media/organisation and/or informal group from the region
- Local partnerships are encouraged in all cases

## Budget

Minimum 10,000 GBP; Maximum 30,000 GBP

Depending on the number of municipalities to be covered, typology of the applicant (absorption capacity) and the scale of intervention, the budget may vary within the above preset range.

Sub-granting is allowed (both to smaller local organisations and/or individuals).