**UN-RYCO PROJECT “SUPPORTING THE WESTERN BALKAN'S COLLECTIVE LEADERSHIP ON RECONCILIATION: BUILDING CAPACITY AND MOMENTUM FOR RYCO”**

**“YOUth INSPIRED BY PEACE“**

* **CAMPAIGN COMMUNICATION PLAN -**

**Table of Contents**

[**BACKGROUND**](#_heading=h.z337ya) **2**

[**1. COMMUNICATION CAMPAIGN PLAN**](#_heading=h.1ci93xb) **4**

[**2. CAMPAIGN OBJECTIVES**](#_heading=h.3whwml4) **4**

[**2.1 Overall communication objective**](#_heading=h.2bn6wsx) **4**

[**2.2 Specific communication objectives**](#_heading=h.qsh70q) **4**

[**2.3. Campaign name**](#_heading=h.3as4poj) **4**

[**2.4. Proposed campaign structure**](#_heading=h.1pxezwc) **5**

[**2.5. Campaign target audiences**](#_heading=h.49x2ik5) **7**

[**2.6. Key communication messages**](#_heading=h.og6pyu3uvqan) **10**

[**3. VISUAL IDENTITY**](#_heading=h.2p2csry) **13**

[**3.1 Sub-campaign colors and names / slogans**](#_heading=h.147n2zr) **13**

[**3.2 Visual identity and deliverables**](#_heading=h.3o7alnk) **14**

[**3.3 Photos and videos quality and usage of photos and videos**](#_heading=h.23ckvvd) **14**

[**3.4 Language**](#_heading=h.ihv636) **15**

[**4. COMMUNICATION TOOLS AND CHANNELS**](#_heading=h.32hioqz) **15**

[**4.1 Umbrella Campaign tools and channels**](#_heading=h.1hmsyys) **15**

[**4.2 Sub – Campaign “Education” tools and channels**](#_heading=h.41mghml) **17**

[**4.3 Sub – Campaign “Acceptance and understanding” tools and channels**](#_heading=h.2grqrue) **18**

[**4.4 Sub – Campaign “Cooperation” tools and channels**](#_heading=h.vx1227) **19**

[**5. CAMPAIGN TIMEFRAME**](#_heading=h.3fwokq0) **21**

[**6. CAMPAIGN LOCATION**](#_heading=h.1v1yuxt) **21**

[**7. MONITORING AND EVALUATION (M&E)**](#_heading=h.4f1mdlm) **21**

[**8. CAMPAIGN BUDGET**](#_heading=h.2u6wntf) **22**

[**9. ANNEXES**](#_heading=h.xkhlvtb0m38o) **23**

[**ANNEX 1 – UN-RYCO Visual Brief**](#_heading=h.ics9k6kon6g5) **23**

[**ANNEX 2 – UN-RYCO Communication and Visibility Guidelines**](#_heading=h.twpgrv56fa3q) **25**

[**ANNEX 3 – UN-RYCO Regional Event: Concept Note**](#_heading=h.twpgrv56fa3q) **25**

# BACKGROUND

RYCO is an intergovernmental organization that stewards and promotes regional, cross-border and intercultural cooperation within and among its six Western Balkan Contracting Parties (CPs): Albania, Bosnia and Herzegovina, Kosovo[[1]](#footnote-1), Montenegro, North Macedonia and Serbia. RYCO’s program focuses on creating opportunities for young people to engage in activities that build mutual understanding and reconciliation in the civic, social, educational, cultural, and sports domains. RYCO initiates and participates in policy making and advocates for reform. It supports the development of a political and social environment that empowers and facilitates youth exchange. A key instrument enabling RYCO to fulfill its mission is grant-making; developing tailored calls for proposals that enable CSOs and schools to engage in initiatives that contribute to mutual understanding of youth from various communities across RYCO’s Contracting Parties, thus contributing to reconciliation and youth participation.

RYCO’s main strategic priorities during the planning period 2019-2021 are: (SP1) Deliver Programs: develop regional cooperation, mobility and exchange; (SP2) Build demand: create and promote an enabling environment; and (SP3) Invest in competence: strengthen RYCO institutionally and organizationally. Through programming instruments, such as grants schemes and capacity building activities for CSOs and schools in the Western Balkans 6 (WB6), RYCO seeks to contribute to improving the availability, accessibility, quality and impact of exchange, mobility and reconciliation efforts conducted with and for young people and those that work directly with them.

**With the support of the United Nations Peacebuilding Fund, in partnership with UNDP – United Nations Development Program, UNFPA – United Nations Population Fund, UNICEF - The United Nations Children's Fund, RYCO is implementing the project “Supporting the Western Balkan's Collective Leadership on Reconciliation: Building Capacity and Momentum for RYCO”.**

The UN supports the improved social cohesion and reconciliation across the Western Balkans. The project aims to achieve this goal through providing support to RYCO, as a mechanism, which is endorsed by governments and citizens alike. The project supports RYCO to work in partnership with civil society, education systems and schools, grassroots, youth institutions and youth in general for the consolidation of RYCO as a regionally owned mechanism with the capacity to promote reconciliation, mobility, diversity, democratic values, participation, active citizenship and intercultural learning. The expected outcome of this project is: Social Cohesion and Reconciliation – as measured by increasing embracing of diversity, attitudes of tolerance and reduced prejudice and discrimination by youth – is enhanced across the Western Balkans.

To achieve its outcome, the project will target youth, youth organizations and schools in the WB as well as RYCO and is achieved through the implementation of diverse activities along three main outputs:

**Output 1: Capacities of schools to access and use RYCO’s resources to undertake intercultural dialogue in the WB6 will be strengthened**. The project will contribute towards enhancing the regional cooperation among youth institutions (mainly schools) and increase the introduction and use of topics on intercultural learning such as peacebuilding and conflict resolution. The project will enable sharing of best practices on inclusive education and peace building transformative pedagogies, facilitate school exchanges and increase the capacities of schools to embrace the above principles.

**Output 2: Capacities of youth groups and grassroots organizations to access and use RYCO’s resources to engage in peacebuilding and social cohesion activities in the WB6 will be strengthened.** RYCO will be supported to increase its reach out to grassroots organizations and youth in the region, and to ensure that young people with fewest opportunities have access and participate in reconciliation processes and benefit from opportunities provided by RYCO. Empowerment of young girls will have a special focus in the activities under this component. The long effects of sexual and gender-based violence, during and after the conflict can have lasting and harmful effects. It can dissuade young girls from attending schools and not participate fully in the life of the communities. The project will enhance the important role that young women should adopt in the peacebuilding process including empowering young girls to equally participate in peace building and become decision makers and actors in all areas. The project activities will also sensitize young male actors in accepting girls as equal partners in peacekeeping and peacebuilding processes. Mainstreaming gender in trainings conducted by the project will include among other topics, codes of conduct and response to Gender Based Violence. Promoting tolerance and understanding within and out of marginalized groups through communication channels will help address the conflict-related issues that these groups face as a result of the tensions in society, which add up to their unfavorable discriminatory situation. It will also contribute to increasing tolerance towards groups/ethnicities seen as different further away, and thereby, contribute to peace and reconciliation. This output includes a full communication and awareness raising component, which aims at one hand increasing visibility of the project through promotion of the results and best practices, and on the other hand reaching out to at least 3,000 hard-to-reach young people in the Western Balkans.

**Output 3: RYCOs capacities to enhance sustainable regional cooperation, peacebuilding and reconciliation amongst youth, through its small grants’ facility will be strengthened.** Being a new institution and operating in a volatile environment, RYCO will be supported to strengthen its internal capacities and systems and will be enabled to achieve its mission. Considering that one of RYCO’s main tools to achieve its mission is through financial support to regional projects and initiatives, its grant facility system will be upgraded and strengthened through a tailor-made approach. RYCO will be equipped with effective tools to Monitoring and Evaluation, making it possible for it to measure the impact of its interventions. Finally, RYCO will be supported with an increase of human resources, especially in view of its Monitoring and Evaluation.

**Output 4: Opportunities for youth from diverse backgrounds to identify common peace and security priorities and enter in constructive dialogue with their peers across divides will be created, confidence in and dialogue with decision-makers will be enhanced, and youth capacities to become actors for change will be strengthened.** Under this heading, the project will conduct youth-led action research and make available regionally comparable, youth-focused conflict analysis and evidence based on youth perceptions on sustaining peace, as well as trainings on peacebuilding, leadership and advocacy and national and regional policy consultations. Moreover, RYCO, PBF projects and other peacebuilding actors’ evidence-base to engage young women and young men from diverse backgrounds to advocate for peace and social cohesion and participate in policy dialogues will be enhanced.

# 1. COMMUNICATION CAMPAIGN PLAN

RYCO in close partnership and as an Implementing Partner of the UNFPA – United Nations Population Fund, with the support of the UNDP – United Nations Development Program, UNICEF - The United Nations Children's Fund and financial support of the United Nations Peacebuilding Fund (UNPBF), plans to implement a regional communication and visibility campaign in the Western Balkans (WB6), in the period from 15 March to 5 May 2021

# 2. CAMPAIGN OBJECTIVES

## 2.1 Overall communication objective

The overall communication objective of this assignment is to develop and implement an integrated communication and awareness-raising campaign for promoting the UN-RYCO project “Supporting the Western Balkan's Collective Leadership on Reconciliation: Building Capacity and Momentum for RYCO” and strengthened RYCO’s capacities through its results and best practices.

## 2.2 Specific communication objectives

The development and implementation of the communication campaign should aim for the following specific communication objectives:

* Position RYCO as a leading regional intergovernmental organisation that promotes and strengthens reconciliation, trust, cooperation, peace and dialogue in WB 6 through youth exchange programs with a focus on educational, cultural, civic and social activities;
* Promote RYCO’s activities, results, programs and especially RYCO’s impact in WB6 through the campaign “YOUth Inspired by Peace”;
* Promote the UN support to RYCO (UNPBF, UNDP, UNFPA and UNICEF);
* Ensure an effective media mix to reach all project target groups in WB6.

## 2.3. Campaign name

The UN-RYCO campaign should be developed and implemented under the name **“YOUth Inspired by Peace”.**

The English version of the name will always use “YOUth” wording, while the local versions will apply the local translation of “youth” word:

* English version: “YOUth inspired by peace”;
* Albanian/Kosovo version: “Të rinjtë frymëzohen nga paqja”;
* Bosnian version: “Mladi inspirisani mirom”;
* Macedonian version: “Mлади инспирирани од мирот”;
* Montenegrin version: “Mladi inspirisani mirom”;
* Serbian version: “Mladi inspirisani mirom” / “Млади инспирисани миром”.

The idea behind the campaign name is to reflect on project results and embrace in one umbrella all project outputs and activities and RYCO’s program areas. Young people in the region have similar interests; they are inspired by common peace to cooperate with each other, exchange ideas, change today’s education. The UN-RYCO project has helped in the process of reconciliation among societies through empowering young people and this has to be communicated throughout the communication campaign.

## 2.4. Proposed campaign structure

Keeping in mind the complexity of the project and its outputs, the campaign will be developed and implemented through an **umbrella campaign and three sub-campaigns** related to UN-RYCO project‘s program areas.

The umbrella campaign will run under the general campaign name “YOUth Inspired by Peace” while other three sub-campaigns will have their own names / slogans.

The three sub-campaigns will tangle these three fields of interest / RYCO’s program areas: **1. Education, 2. Acceptance and understanding and 3. Cooperation.** The defined name / slogan for each of them is presented below.

|  |  |
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| **Sub-campaign** | **Name / slogan** |
| Sub-campaign “**Education**” | We invest in youth. |
| Sub-campaign “**Acceptance and understanding**” | Your story matters. |
| Sub-campaign “**Cooperation”** | We change the region. |

The human stories approach shall be used in all campaigns to bring alive all experiences and messages from the UN-RYCO project.

The main focus points of the umbrella campaign will be the following activities, which are identified as most relevant outcomes of the project and which respond best to UN reporting priorities (**unique/ innovative / interesting** about what this project is trying / has tried to achieve and its approach; **major project peacebuilding progress/results**; **real human impact**; addressing issues of gender equality or women’s empowerment).

* Activity 1.2 & 1.5, UNICEF led - Methodology on peace building, conflict resolution, and intercultural dialogue developed, tested and shared & Activity 1.5 - Innovative tools in promoting regional dialogue: **Toolkit, digital platform and ICL course.**
* Activity 1.3, UNICEF led - School networking: **mentoring, equipment, training of teachers, which led to achieving the indicator:** % of targeted schools which initiated at least 1 new initiative to foster intercultural dialogue by end of the project.
* Activity 2.1 & 2.2, UNFPA led - Strengthen capacities of grassroot vulnerable young people from WB6 on inclusiveness, peacebuilding, tolerance, and anti-discrimination & Support (through small grants and mentoring) best innovative ideas from grassroot young people / organizations involving peers from WB6: **ypeer manual, TOT, local workshops, best ideas, which lead to indicator achievement:**

% of targeted grassroots youth groups that are awarded through RYCO and other peacebuilding regional initiatives; % of new self- initiatives initiated by the targeted grassroot youth groups in WB6 by end of project (indicator for Output 2, led by UNFPA).

* Activity 3.2, UNDP led - Consolidate RYCOs Small Grants Facility with additional financial resources: **RYCO projects, which demonstrate indicator achievement:** % of youth, youth organizations and schools in WB stating that RYCO is successful in achieving its mission.
* Activity 3.3, UNDP led & Activity 2.3 UNFPA-RYCO led: RYCOs Monitoring and Evaluation (M&E) system will be designed and operationalized as an essential management tool in RYCO's activities: **M&E + RYCO institutional development (HR, risk, communication strategy, grant monitoring).**
* Activity 4.1 & 4.3, IRH & UNFPA led: Design methodology for and implement regional youth perceptions action research and analyze results, National and regional youth consultations to formulate common messages for sustaining peace, enter into dialogue with political parties and decision-makers and create tools, events and products for advocacy and policy and programming impact: **research data that shows indicator achievement**: Percentage of youth (male and female) that indicate positive attitudes towards other ethnic groups in the region.

The main focus for the **“Education”** sub-campaign is enhancing the intercultural dialogue and learning in WB6 through strengthened capacities of schools, developed tools (Teacher Toolkit, Digital Platform and ICL course), and grant projects. Teachers and students are at the forefront of this sub-campaign, and the following activities will be covered with this campaign (Output 1, UNICEF led):

* Activity 1.1 - Best practices of working in peace building transformative pedagogies are documented and shared across WB6.
* Activity 1.2 - Methodology on peace building, conflict resolution, and intercultural dialogue developed, tested and shared: **Teacher Toolkit > RYCO methodology on ICL, peacebuilding, reconstructive remembrance.**
* Activity 1.3. - School networking: **support for the schools - mentoring and equipment.**
* Activity 1.5 - Innovative tools in promoting regional dialogue: **digital platform and ICL course.**
* Indicator 1.1.1: % of targeted schools which initiated at least 1 new initiative to foster intercultural dialogue by end of the project.

The second sub-campaign, **“Acceptance and understanding”**, should cover grassroots and 2OC grantees projects, again bringing human stories of best cases from each CP and youth related activities. Special focus on vulnerable and hard-to-reach youth, and the following activities will be covered with this campaign (Output 2 and 3, UNFPA, UNDP):

* Activity 2.1 - Strengthen capacities of grassroot vulnerable young people from WB6 on inclusiveness, peacebuilding, tolerance, and anti-discrimination: **ypeer manual, TOT, local workshops.**
* Activity 2.2 - Support (through small grants and mentoring) best innovative ideas from grassroot young people / organizations involving peers from WB6.
* Activity 2.3 - Develop a social media and TV advocacy and communications campaign featuring best practices, the knowledge, experiences, insights, human stories and emerging discourses on the role of vulnerable young people in peacebuilding and reconciliation, linked to relevant SDG targets.
* Activity 3.2 - Consolidate RYCOs Small Grants Facility with additional financial resources: **RYCO projects supported under 2OC which engage hard to reach youth.**

The third sub-campaign, **“Cooperation”**, shall focus on raising awareness about RYCO and UN through providing results and achievements, promoting grantees and the impact of the project in the overall regional cooperation achieved so far, especially having in mind the challenges of coronavirus pandemic.

Additionally, this sub-campaign should promote the results of the youth-led action research conducted under Output 4.

Focus of this campaign are activities under Output 3 and 4 (UNDP, UNFPA and UNDP IRH):

* Activity 3.2 - Consolidate RYCOs Small Grants Facility with additional financial resources: **RYCO projects supported under CfP, cooperation with UN.**
* Activity 3.3, UNDP led & Activity 2.3 UNFPA-RYCO led: RYCOs Monitoring and Evaluation (M&E) system will be designed and operationalized as an essential management tool in RYCO's activities: **M&E + RYCO institutional development (HR, risk, communication strategy, grant monitoring), cooperation with UN.**
* Activity 4.1 Design methodology for and implement regional youth perceptions action research and analyze results: **youth co-design team supporting design of research.**
* Activity 4.2 Local and regional trainings on leadership, peacebuilding, advocacy and conflict sensitive research for young activists, to empower youth to be actors of change in the region, and to provide structured opportunities for networking across conflict divides.
* Activity 4.3 National and regional youth consultations to formulate common messages for sustaining peace, enter into dialogue with political parties and decision-makers and create tools, events and products for advocacy and policy and programming impact.

## 2.5. Campaign target audiences

The “YOUth inspired by peace” campaign is aimed at different audiences of six CPs[[2]](#footnote-2).

The target groups of the “YOUth Inspired by Peace” campaign are divided into four categories, in accordance with the communication structure, and primary and secondary target groups are defined for each category.

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| **TARGET**  **GROUPS** | **Umbrella campaign “YOUth inspired by peace”** | **“Education” sub-campaign** | **“Acceptance and understanding” sub-campaign** | **“Cooperation” sub-campaign** |
| **Primary target groups** | - Youth (18-29 y/a) form all CPs;  - Government representatives from all CPs (Ministry of Civil Affairs of BiH, regional relevant ministries of education, education agencies, innovation funds and other regional relevant governmental bodies);  - RYCO’s international development partners;  - Local, regional, national and international leading media;  - RYCO founders and operational partners;  - CSOs from all CPs dealing with youth issues;  - Youth workers from the Western Balkans. | - Public and private high-school administration;  - Students and teachers from schools in all CPs;  - Government representatives from all CPs (relevant ministries of education, education agencies, innovation funds and other relevant governmental bodies);  - CSOs from all CPs dealing with education issues;  - Local, regional, national and international leading media. | - Youth (18-29 y/a) from all CPs, special focus on hard-to-reach and vulnerable youth;  - Government representatives from all CPs (Ministry of Civil Affairs of BiH, regional relevant ministries of education, education agencies, innovation funds and other regional relevant governmental bodies dealing with youth issues);  - RYCO’s international development partners;  - CSOs from all CPs dealing with marginalized/hard to reach/vulnerable groups;  - Local, regional, national and international leading media. | - Youth (18-29 y/a) from all CPs;  - CSOs from all CPs dealing with youth issues,  special focus to RYCO’s grant beneficiaries;  - Government representatives from all CPs (Ministry of Civil Affairs of BiH, regional relevant ministries of education, education agencies, innovation funds and other regional relevant governmental bodies dealing with youth issues);  - RYCO’s international development partners;  - RYCO founders and operational partners;  - International and diplomatic community;  - Local, regional, national and international leading media. |
| **Secondary target groups** | - Youth (14-18 y/a);  - UN agencies from the Western Balkans (e.g. UNICEF, UNDP, UNFPA, UN RCs);  - International and diplomatic community;  - Local communities from all CPs (e.g., youth councils);  - Internal public (RYCO and UN staff);  - General public from all CPs. | - Youth (14-30 y/a);  - Teachers’ associations;  - RYCO founders and operational partners;  - RYCO’s international development partners;  - Local communities from all CPs (e.g., youth councils);  - UN agencies from the Western Balkans (e.g. UNICEF, UNDP, UNFPA);  - Internal public (RYCO and UN staff);  - Local, regional, national and international leading media;  - General public from all CPs. | - Youth (14-18 y/a);  - Youth workers from the Western Balkans;  - RYCO founders and operational partners;  - International and diplomatic community;  - Local communities from all CPs (e.g., youth councils, interreligious councils, municipalities);  - UN agencies from the Western Balkans (e.g. UNICEF, UNDP, UNFPA);  - Internal public (RYCO and UN staff);  - Local, regional, national and international leading media;  - General public from all CPs. | - Youth (14-18 y/a);  - Youth workers from the Western Balkans;  - Local communities form all CPs (e.g., youth councils, municipalities);  - UN agencies from the Western Balkans (e.g. UNICEF, UNDP, UNFPA);  - Internal public (RYCO and UN staff);  - Local, regional, national and international leading media;  - General public from all CPs. |

## 2.6. Key communication messages

Key communication messages are defined per each campaign (umbrella and sub-campaigns) and per each target group.

* **Umbrella campaign**

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| **Target group** | **Key communication messages** |
| Youth | * Reconciliation brings new and better opportunities to young people in the Western Balkans. * A peaceful and reconciled region of the Western Balkans means better days for young people. |
| Government representatives, RYCO’s international development partners, founders, international and diplomatic community, local communities, internal public | * RYCO is a leading intergovernmental organisation that promotes and strengthens reconciliation, trust, cooperation, peace and dialogue in the Western Balkans through youth exchange programs with a focus on educational, cultural, civic and social activities. |
| CSOs | * RYCO is a relevant and reliable partner and supporter of CSOs advocating for the reconciliation of the WB6 youth. |
| Media and general public | * RYCO creates opportunities for young people to engage in activities that build mutual understanding and reconciliation. |

* **Sub-campaign “Education”**

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| --- | --- |
| **Target group** | **Key communication messages** |
| Youth | * RYCO and teachers educate a new in WB6 generation, who are promoters and activists of peacebuilding, reconciliation and social cohesion |
| Government representatives, RYCO’s international development partners, founders, international and diplomatic community, local communities, internal public | * RYCO provides knowledge, resources and innovative tools to Western Balkan's high school teachers to strengthen the peacebuilding process. * RYCO support to formal education should be recognized by relevant ministries and methodologies accredited. |
| Teachers | * RYCO provides knowledge, resources and innovative tools to Western Balkan's high school teachers to strengthen the peacebuilding process. * RYCO strengthens the skills of Western Balkan's high school teachers to teach about the importance of reconciliation. |
| CSOs | * RYCO supports the work of CSOs by strengthening their capacity to educate young people about the importance of reconciliation and peacebuilding. |
| Media and general public | * RYCO provides support to CSOs, schools and youth from the region through opportunities for education and collaboration. |

**Sub-campaign “Acceptance and tolerance”**

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| **Target group** | **Key communication messages** |
| Youth | * The voice of hard-to-reach and vulnerable youth is important in the reconciliation process. * RYCO encourages young girls to be involved in the peacebuilding process in the Western Balkans and to become decision-makers in this area. |
| Government representatives, RYCO’s international development partners, founders, international and diplomatic community, local communities, internal public | * RYCO is a proven and strong partner in the reconciliation and peacebuilding process in the Western Balkans. * RYCO initiates collaboration between sectors and institutions working with young people to integrate a peacebuilding approach into national policies. |
| CSO | * RYCO encourages young people and grassroots from different backgrounds to identify common priorities for peace and security and enter into constructive dialogue with their peers and decision- makers. |
| Media and general public | * RYCO facilitates reconciliation of the WB6 by bringing youth together. |

**Sub-campaign “Cooperation”**

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| **Target group** | **Key communication messages** |
| Youth | * Our region is better when young people cooperate. |
| Government representatives, RYCO’s international development partners, founders and international and diplomatic community, local communities, internal public | * Through active cooperation with RYCO, UN agencies strengthen its institutional capacities to respond to the needs of young people in the reconciliation and peacebuilding process. |
| CSOs | * RYCO, through grants, enhances sustainable regional cooperation, peacebuilding and reconciliation among youth and grassroots organizations. |
| Media and general public | * RYCO stimulates youth-led and evidence-based peacebuilding. |

# 3. VISUAL IDENTITY

The umbrella campaign and three sub-campaigns should have the same visual identity to ensure recognizability and consistency. Each sub-campaign should be characterized by a certain color, name / slogan and logo position of RYCO, UN agencies, and SDGs. Begin with a unique campaign logo.

The visual identity should reflect the following:

Strong project visibility

Project visibility material should reflect all components of the project and present a unique character of the project.

Unique visibility and special focus

It should also make a concrete distinction from other projects/programs that RYCO and its partners are implementing. The design should not be the same or similar to other project designs.

Originality

Graphic design should be original. It should not be a generic solution, easily downloadable from online platforms.

Positivity

Promote a positive image of RYCO and UN partners’ work.

*Please see Annex 1: UN-RYCO Visual Brief.*

## 3.1 Sub-campaign colors and names / slogans

Each sub-campaign should be defined by the appropriate color and name / slogan:

The “Education” sub-campaign should be light blue (from the RYCO logo), as this color symbolizes education, using the umbrella campaign name “YOUth Inspired by Peace” and sub-campaign slogan “We invest in youth”;

The “Acceptance and understanding” sub-campaign should be orange (from the UNFPA logo), as this color symbolize communication and optimism stimulating two-way conversations, using the umbrella campaign name “YOUth Inspired by Peace” and sub-campaign slogan “Your story matters”;

The „Cooperation“ sub-campaign should be light green (from the RYCO logo) as this color symbolizes tranquility, good luck and growth using the umbrella campaign name “YOUth Inspired by Peace” and the sub-campaign slogan “We change the region”.

## 3.2 Visual identity and deliverables

The following visual identity and communication materials should be developed under the campaign “YOUth inspired by peace”:

Visual identity material:

* Campaign logo and brand book (color palette, typography, tone of voice, application of logo to different materials) x 1;
* Campaign and sub-campaigns visuals in English and 5 local languages for media, social media and websites x 4 (one visual for the umbrella campaign and 3 for sub-campaigns);
* Backdrop for events x 1;
* HD resolution videos (Facebook and Instagram formats) x 13;
* Professional photos x up to 100;
* Video animation x 1;
* Social media package (including copies in 5 local language and English and visuals) with formats for the following social media: Facebook, Instagram, LinkedIn, Twitter and YouTube x up to 40 ;
* Newsletter template x 1; newsletter x 3
* Web banner x up to 3 with adaptation to 5 local languages.

Communication material:

* PR text x 3;
* Interview (in 5 local languages and English) x 20;
* Influencers management x 18.

Event management:

* Press conference x 1;
* Regional event x 1;
* Lighting of six regional bridges x 1.

More details are available under the subtitle Communication Tools and Channels below.

## 3.3 Photos and videos quality and usage of photos and videos

All photos and videos should be prepared in high quality and provide good visibility for RYCO and UN agencies. The agency should provide preview, prepress and open files to RYCO for all materials.

The creative agency should provide photo shooting and filming in WB6 with relevant young people, teachers and RYCO and UN representative(s). The produced material should consider the following:

* Consent and Safety;
* All genders represented;
* Social inclusion;
* Respectful representation;
* Do no harm principle.

The usage of stock images is not allowed.

## 3.4 Language

All visual materials should be developed in English and WB6 languages (Albanian, Bosnian, Macedonian, Montenegrin and Serbian), while video material should be produced in local languages ​​with English subtitles.

*Please see Annex 2: UN-RYCO Communication and Visibility Guidelines for more information about visual identity and graphical elements.*

# 4. COMMUNICATION TOOLS AND CHANNELS

In order to raise awareness about the campaign and convey the defined communication messages of the “YOUth Inspired by Peace” campaign to all identified target groups, a human story approach will be used through the following communication tools and channels for each of the campaign components (umbrella campaign and three sub-campaigns).

## 4.1 Umbrella Campaign tools and channels

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| **UMBRELLA CAMPAIGN – “YOUth inspired by peace”** |
| **Communication and visuals tools** |
| **1. Teaser phase** – blue (RYCO’s blue color) lighting with floodlights of one bridge in one city of each CP the night before the start of the campaign, and the production of short high-quality video (duration max. 1 minute) and photos (up to 30 photos) with illuminated bridges from each city for needs of TV, websites and social media networks. The bridges are illuminated in blue, which symbolizes peace and this will symbolize building bridges of cooperation among youth in WB6.  The idea is to make a combination of smaller and larger cities proposed by RYCO, that will be illuminated, ideally cities with mixed nationalities. RYCO representative, UN representative, government representatives together with youth (grant beneficiaries but not limited) will be present to mark the campaign opening. All COVID-19 measures to be respected and no statements will be given here.  Photos are posted on RYCO social networks the night before the start of the campaign in order to announce the start of the campaign.  **2. Campaign visual / Social media copy** – creating a copy and visual in accordance with the visual identity of the umbrella campaign in English in order to announce the start of the campaign on social media networks of RYCO and potentially UN partner agencies, with the obligatory use of the hashtag campaign #YOUthinspiredbypeace and a sentence stating that the campaign is supported by UN agencies (tag all relevant UN project partner agencies).  **3. Press conference** – organizing a hybrid regional press conference to announce the start of the campaign organized in one of the parks or squares of Tirana in the presence of Albanian media and the inclusion of media from other CPs through Zoom. The press conference uses the branding of the umbrella campaign visual (backdrop) and is streamed live on the RYCO Facebook page with the possibility of being shared (co-host) on the social media networks of the UN partner agencies.  Proposed speakers: RYCO representative(s), UN representative(s), government representative(s) and youth grant beneficiaries.  Required number of produced photos: 10 photos.  **4. PR text** – creating and distributing an unpaid PR text on the occasion of the announcement of the start of the campaign to all local media in six CPs and also international media covering WB6 with statements of RYCO representative(s) and relevant representative(s) of UN Albania RC and accompanying visuals of the umbrella campaign, photos and videos of illuminated bridges from all the cities, and photos form press conference (up to 3). The PR text is created in local languages (for local and national media), and in English (for regional and international media, websites of RYCO and potentially UN partner agencies).  **5. RYCO interview** – creating and publishing an interview with 1 RYCO representative, which will be translated and shared for leading media from all CPs on the same day with two professional photos of the person being interviewed and using campaign visuals (six interviews in total with one RYCO representative; one interview for each CP). Through the interview, summarized project results are presented. Interviews are created in local languages (for local and national media) and English (for the RYCO website and social media networks).  **6. UN Interview** – creating and publishing an interview with a UN representative for one regional media outlet in order to raise awareness about RYCO, its programs, activities and strengthened capacities through the UN-RYCO project. Photos of the UN representative will be submitted by RYCO. The interview is created in English and shared on the RYCO website and social media networks, and potentially the social media networks and websites of UN partner agencies.  **7. Three-weeks digital (web banner) campaign** – creating up to 3 web banners in local languages in accordance with the visual identity of the umbrella campaign and conducting the digital campaign in leading local and national digital media of the Western Balkans (minimum seven web portals per CP). The goal of the web banner campaign is to promote RYCO and increase traffic to the RYCO website and social media networks in order to raise awareness about the campaign. The agency has to provide free published PR texts during all campaign in the selected web portals where the campaign will be implemented.  **8. Influencer campaign** – Establishing free cooperation with up to three influencers per CP, popular among young people, unique profiles that are known in more than one CP or that promote cooperation among WB6 through. They will talk about peace and youth cooperation in a subtle way through promoting their own experiences and invite young people to cooperate for no boundaries opportunities offered to them. An example topic could be sharing personal experiences from trips in other CP and de-myth stereotypes. The influential will post at the same time and will also “talk” to each other (video/tag/share/challenge etc.). They will publish short video posts / stories on their Instagram profiles with mandatory tagging of RYCO and UNFPA, and the use of the hashtag #YOUthinspiredbypeace.  It is recommended to share stories on the RYCO and UN agencies Instagram profile. |
| **Communication channels** |
| * Local, national, regional and international media (TV/radio, print and online media); * RYCO social media (Facebook, Twitter, Instagram, LinkedIn and YouTube) with the continuous promotion of all post(s); * RYCO website; * Social media platforms of UN partner agencies; * Websites of UN partner agencies; * Influencers. |

## 4.2 Sub – Campaign “Education” tools and channels

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| **SUB-CAMPAIGN “EDUCATION” – We invest in youth** |
| **Communication and visuals tools** |
| **1. Sub-campaign visuals / social media copy** – creating a copy and visual in accordance with the visual identity and slogan of the “Education” sub-campaign in English in order to announce the start of the sub-campaign on social media networks of RYCO and potentially UN partner agencies, with the obligatory use of the hashtag campaign #YOUthinspiredbypeace and a sentence stating that the campaign is supported by UN agencies (tag all relevant UN project partner agencies).  **2. Video** – producing six high-quality videos for up to 1 minute with statements from teachers and students who participated in the UN-RYCO project, Output 1, using a human story approach. The teachers / students who will participate in this part of the campaign will be identified by UN-RYCO. The videos need to be produced in accordance with the visual identity and color of the “Education” sub-campaign. The developed Teachers Toolkit is promoted through videos, and the digital platform and ICL course are announced. One video is made for each CP in the local language with English subtitles and accompanying social media copy in local language and English. It is created for the social networks and websites of RYCO and potentially UN partner agencies and TV.  **3. Media interview with teachers** – creating and publishing six interviews with teachers of each CP, and publishing them in the leading news media of each CP with the production of professional photos of teachers in accordance with the visual identity and color of the sub-campaign for online and print media (three photos per teacher). Teachers will be identified by UN-RYCO. The developed Teachers Toolkit is promoted through videos, and the digital platform and ICL course are announced. The teachers who will participate in this part of the campaign will be identified by RYCO. Interviews are created in local languages (for local and regional media) and in English (for the websites of RYCO and potentially UN partner agencies).  *Recommendation: If the interview is published on media portals, use the relevant produced video for each CP with the interview.*  **4. Media interview with students** - creating interviews with one of the students of each CP, and publishing them in the leading lifestyle media or youth media of each CP, with the production of professional photos of young people in accordance with the visual identity and color of the sub-campaign (one interview per CP; three photos per student). Students will be identified by UN-RYCO. Interviews are created in local languages (for local and regional media), and in English (for the websites of RYCO and potentially UN partner agencies).  *Recommendation: If the interview is published on media portals, use the relevant produced video for each CP with the interview.* |
| **Communication channels** |
| * RYCO social media (Facebook, Twitter, Instagram, LinkedIn and YouTube) with the continuous promotion of all post(s); * Local, national and regional media (TV/radio, print and online media); * RYCO website; * Social media platforms of UN partner agencies; * Websites of UN partner agencies. |

## 4.3 Sub – Campaign “Acceptance and understanding” tools and channels

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| **SUB-CAMPAIGN “ACCEPTANCE AND UNDERSTANDING” – Your story matters** |
| **Communication and visuals tools** |
| 1. **Sub-campaign visuals** – creating a copy and visual in accordance with the visual identity and slogan of the “Acceptance and understanding” sub-campaign in English in order to announce the start of the sub-campaign on social media networks of RYCO and potentially UN partner agencies, with the obligatory use of the hashtag campaign #YOUthinspiredbypeace and a sentence stating that the campaign is supported by UN agencies (tag all relevant UN project partner agencies).  **2. Social media photo statements** – creating a total of six photo statements and social media copies (one photo statement per CP) with professional photos and statements of six young people from hard-to-reach and vulnerable groups in accordance with the visual identity and color of the sub-campaign "Acceptance and understanding" (one photo per person).  Through photo statements, young people communicate the problems they face in their communities, the challenges that hinder reconciliation, but also the benefits they have achieved through the RYCO program. The young people who will participate in this part of the campaign will be identified by UN-RYCO. Photo statements are created in local languages for each CP (for RYCO social networks) and in English (for the RYCO website and Twitter; and potentially UN partner agencies).  **3. Regional event** –organizing a regional event where best practices from each CP will be presented. *Please see Annex 3 - UN-RYCO Regional Event: Concept Note for more information.*  **4. PR text** – creating and distributing an unpaid PR text on the occasion of the regional event with statements of the RYCO representative and the relevant UNFPA representative, and photos from the event (up to 10 photos). The PR text is created in local languages (for local and national media), and in English (for regional and international media, websites of RYCO and UN partner agencies).  **5. Best practices** – presenting six best practices case studies for each CP in the visual identity of the sub-campaign “Acceptance and understanding” in English on the social media networks and websites of RYCO and UN partner organizations. Additionally, social media copies need to be developed for each best practice in English. |
| **Communication channels** |
| * RYCO social media (Facebook, Twitter, Instagram, LinkedIn and YouTube) with the continuous promotion of all post(s); * Event; * Local, national, regional and international media (TV/radio, print and online media, special focus on local media where hard-to-reach youth can be found); * RYCO website; * Social media platforms of UN partner agencies; * Websites of UN partner agencies; * Social media of WB6 influencers. |

## 4.4 Sub – Campaign “Cooperation” tools and channels

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| **SUB-CAMPAIGN “COOPERATION” – We change the region** |
| **Communication and visuals tools** |
| 1. **Sub-campaign visual** - creating a copy and visual in accordance with the visual identity and slogan of the “Cooperation” sub-campaign in English in order to announce the start of the sub-campaign on social media networks of RYCO and potentially UN partner agencies, with the obligatory use of the hashtag campaign #YOUthinspiredbypeace and a sentence stating that the campaign is supported by UN agencies (tag all relevant UN project partner agencies).  **2.** **Video** – producing six high-quality videos and social media copies with statements of CSO, schools, youth representatives who will speak about how the grant they received from RYCO helped them towards cooperation and a better region. The human story approach is important and highlights any particular detail from their experience. Bringing alive any photo or video material from these experiences is also important. The videos are produced in accordance with the visual identity and color of the "Cooperation" sub-campaign. One video is made for each CP in the local language with English subtitles, and it is created for social media networks and websites of RYCO and potentially UN partner agencies. Representatives of the CSOss that will be involved in the video will be identified by UN-RYCO.  **3. Media interviews** – creating and publishing a total of 6 interviews with identified CSOs by UN-RYCO for leading national news media outlets (one interview for each CP). Through interviews, CSOs communicate the benefits they have achieved through the RYCO grant program. Interviews are created in local languages (for local media and RYCO social networks) and in English (for the websites of RYCO and potentially UN partner agencies).  **4. Newsletter** – producing and distributing three newsletters to government representatives, the international community, donors and relevant UN agencies in order to promote strengthened RYCO capacities. The newsletter is created in English in accordance with the visual identity and color of the Sub-campaign "Cooperation". The contact list will be made in collaboration with RYCO.  **5. Video animation** - producing a short (1 minute) animated video and social media copy in English through which all the results achieved within the UN-RYCO project are presented, as well as strengthened RYCO capacities.  The animated video will be used on the social media networks and websites of RYCO and potentially UN partner agencies.  **6. PR text** – creating and distributing an unpaid PR text in order to raise awareness about RYCO grant programs with statements of RYCO representatives, government representatives and relevant UNDP representatives and using the "Cooperation" visual sub-campaign. The PR text also communicates the results of Output 4 (results of the conducted research), and announces the start of a new campaign for Output 4. The PR text is created in local languages (for local and national media) and in English (for regional and international media and for the websites of RYCO and potentially UN partner agencies). |
| **Communication channels** |
| * RYCO social media (Facebook, Twitter, Instagram, LinkedIn and YouTube) with the continuous promotion of all post(s); * Local, national, regional and international media (TV/radio, print and online media); * RYCO website; * Social media platforms of UN partner agencies; * Websites of UN partner agencies; * Newsletter. |

The social media package with visuals, videos and photos should be created in accordance with the visual identity defined for the umbrella campaign and sub-campaigns.

When creating a social media plan, we suggest avoiding posting on weekends and set one - max two posts per day relevant to the campaign “YOUth Inspired by Peace.

When posting all posts on social media networks during the campaign, it is mandatory to use the #YOUthinspiredbypeace hashtag of the campaign and a sentence stating that the campaign is carried out with UN agencies’ support (tag all the relevant UN agencies).

Additionally, it is recommended to post all social media visuals on the Trello board so that they are easily accessible to partner UN agencies.

## 5. CAMPAIGN TIMEFRAME

The campaign "YOUth Inspired by peace" will be realized in the period from

* Umbrella campaign: at least 3 weeks and to extend beyond 7May with unpaid promotion (up to 31May 2021)
* “Acceptance and understanding” sub-campaign: at least 10 days
* “Education” sub-campaign: at least 10 days
* “Cooperation” sub-campaign: at least 10 days

Order of launching sub-campaigns is changeable depending on the proposal from the creative agency. The preparation and implementation of individual activities will be done by the creative agency in close cooperation with RYCO.

## 6. CAMPAIGN LOCATION

The “YOUth Inspired by Peace” campaign will be implemented in parallel in all six Western Balkan Contracting Parties (CPs): Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia and Serbia.

# 7. MONITORING AND EVALUATION (M&E)

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| **Objectives** | **Indicators** |
| To create attractive and recognizable campaign visual identity and visuals for media, social networks and websites. | - One visual identity of the campaign with visuals for the umbrella campaign and sub-campaigns created;  - 14 HD videos produced;  - 6 photo-statements produced;  - 1 video animation produced 60’’;  - Up to 100 photos produced. |
| To establish and maintain a proactive approach to the local, national, regional and international media, by planning communications activities and by identifying fellow journalists and editors in placing key communication messages in order to increase media visibility of the project. | - 3 created and distributed PR texts;  - A minimum of 120 media announcements in local, national, regional and international media (generated after the distribution of PR texts) with fair distribution among CP-s (for local & national media);  - A minimum of 25 published interviews in local, regional, national and international media. |
| To raise awareness among the key audience about the project on the RYCO website. | - A minimum of 100.000 pageviews during the campaign. |
| To raise awareness among the key audience about the project to create a positive reputation and two-way communication with the public on the RYCO social media. | - Minimum 50 unique social media posts on all of RYCO’s social media (the same post in all channels will be considered as 1);  - Number of social media posts;  - Number of likes, comments, shares, and received queries on social media;  - Social media metrics (reach, impressions, engagement, views);  -The number of partners, donors and CSOs involved in the social media campaign;  - Number of influencer posts on social media with the campaign hashtag;  - Number of posts by the general public with the campaign hashtag.  Note: *SM KPIs should not be part of the concept; this should be developed by the agency depending on their social media budget allocation. We emphasized that we strive to achieve a reach of 1 million and the agency should make a promotion plan based on that.* |
| To raise awareness among the key audience about the project through a digital campaign. | - A minimum number of impressions 500.000 per one portal;  - A minimum number of clicks 500 per one portal. |
| To raise awareness among the key audience about the project and project results. | - A minimum of 8 events held (lighting bridges in 6 cities, press conference and regional event);  - Up to 600 participants in all events held. |
| To raise the awareness of government representatives, donors and the international community about strengthened RYCO capacities. | - 1 newsletter template created;  - 3 designed newsletters (distribution to be done by RYCO) |
| To raise awareness among young people about RYCO and its activities through an influencer campaign. | - A maximum of 18 influencers (3 influencers per CP) involved in the campaign;  - Social media metrics influencers. |
| Combine multiple communications channels (media, social media, newsletters, events) to reach at least 1M people with campaign messaging. | - Reach achieved through the media;  - Social media metrics (reach, impressions, views, shares, engagement);  - Newsletter statistics;  - Number of participants in the event. |

# 8. CAMPAIGN BUDGET

The total budget for the preparation and implementation of the "Youth inspired by peace" campaign is 45,000 EUR ($54,500) including VAT.

# 9. ANNEXES

## ANNEX 1 – UN-RYCO Visual Brief

The purpose of this note is to frame as closely as possible the brief for joint UN-RYCO project visual identity.

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| **Name of the project** | Supporting the Western Balkan's Collective Leadership on Reconciliation: Building Capacity and Momentum for the Regional Youth Cooperation Office (RYCO) |
| **Presentation of the context** | RYCO operates in the Western Balkans which is characterized by a special socio-political context. To understand how RYCO sees the context, please refer to the chapter “A Region in Flux. A Youth Demographic Entrapped and Encumbered by the Past” of the [RYCO Strategic Plan](https://www.rycowb.org/wp-content/uploads/2018/08/RYCO-Strategic-Plan.pdf), pp. 7-8. General information on the project is available [her](https://www.rycowb.org/wp-content/uploads/2021/01/PROJECT-COMMUNICATION-AND-VISIBILITY-GUIDELINES-RYCO-UN.pdf)e. Detailed communication and visibility requirements for the project are available here. |
| **Target audience for the graphic design**  *Who should be affected by the graphic elements? What is the target's profile? What is its relationship to the product / event?* | * Primary target groups: Youth, special focus on hard to reach youth: High-school students, CSOs, local communities, broader public * Secondary target groups: governments, support organizations, media. |
| **Objectives to be achieved through graphic design**  *What do we want to achieve with this particular graphic work? In concrete terms, what will it be used for?* | * **Strong project visibility:**  Project visibility material should reflect all components of the project and present a unique character of the project, * **Unique visibility and special focus** It should also make a concrete distinction from other projects/programs that RYCO and its partners are implementing. The design should not be the same or similar with other projects designs. * **Originality** Graphic design should be original. It may not be a generic solution, easily downloadable from online platforms. * **Positive** Promote a positive image of RYCO and UN partners’ work to the target audiences. * **Material will be used for concrete visibility activities** Preparation of the single identity of the project that will be used in all communication and visibility activities undertaken within the project. |
| **Deliverables** | 1. Project logo and brand book (color palette, typography, tone of voice, application of logo to different materials) 2. Roll-up/backdrop 3. Poster 4. Certificate for activities 5. Social media posts template   At least 3, preferably five suggestions required for item 1, other items to be developed after item 1 approved. |
| **Identity elements to be respected** | We are: region, youth, cooperation, Western Balkans, intergovernmental, reconciliation, mobility, open-minded.  Visual identity should reflect the campaign objectives. |
| **Constraints and prohibitions** | We are NOT: partisan, nationalistic, aggressive, discriminatory, religious.  Due to the political sensitivity in the region, we are not using terms such as republic, state, and country. We do not use borders on the map if there is a need to use the map of the region. |
| **Examples of "we love"** | * Minimalistic but meaningful design. * Brands promoting our region and youth: Such as RYCO slogan: A Better Region Starts With You(th) and campaign slogan: YOUth Inspired by Peace * RYCO logo: Promoting WB6 participants through creative design and connection between them * Visual identities: Cover page of [the RYCO Strategic Plan](https://www.rycowb.org/wp-content/uploads/2018/08/RYCO-Strategic-Plan.pdf) showing connections in the region * Projects that RYCO and UNPBF supported: Project visibility material by [Scouts United project](https://www.rycowb.org/?p=7222&fbclid=IwAR1Y7ysVGYGMW4X9aeRXtEVhYMA4P_GQYySBeO_uurp0O1P9NnfeDtEaLHI); Photography material by the project [No Borders Orchestra](https://www.facebook.com/RYCOWB/posts/1183109765207945?__xts__%5B0%5D=68.ARCy63YQYOKlxz4VASYjKHvoYqrYi-2JML07c23kYCGalXmagaA_Xgunb-Ov11WmZ4zO9izbAnPnUOz-eXNiRNlOXSRtAspfLHeZcu-hyFfJw4rzE42K4kUWhcOkmV1_eT8cmTe327rBRahS-HeD4Tf9ARsk31xporouVTlAtksLhdvLPu17QRILLTp8eGoZhSwmKcYteP2LugWT--deQ4yIhmwYweb6Rw-bPp1kiqrDNsuwf4v-KD5QcEEA-TqM0u2IowDnS7sBv2_3Rj5-XmouYtJSP6o8hpIvr_YAU3kfu0AUFGgOIDzifvuIVI0599VtGuBCB761iXBZlYmi7zZo6A&__tn__=-R) |
| **Examples of "we don't like"** | * generic solutions that remind people on other projects/initiatives * stereotyping young people through visibility materials * using common ideas for connectivity and reconciliation, e.g. “building bridges”, “together for a better future”… * already existing designs adjusted to the Western Balkan context * downloaded content |
| **Exact text to be displayed on the visual** | Youth Inspire Peace; ‘Supporting the Western Balkan's collective leadership on reconciliation: building capacity and momentum for the Regional Youth Cooperation Office (RYCO)’  Ideally designed minimalistic logo symbolising Western Balkan 6 coming together. [Creative example here.](https://drive.google.com/file/d/1FY0T3LTJMOGvqog9uwNaVnxMCZpYAz0-/view?usp=sharing)  Mandatory logos of RYCO, UNPBF, UNDP, UNFPA, UNICEF, in the following order:    Additional logo of SDGs with additional text  This activity contributes to the achievement of Sustainable Development Goals |

## [ANNEX 2 – UN-RYCO Communication and Visibility Guidelines](https://www.rycowb.org/wp-content/uploads/2021/01/PROJECT-COMMUNICATION-AND-VISIBILITY-GUIDELINES-RYCO-UN.pdf)

## ANNEX 3 – UN-RYCO Regional Event: Concept Note

**Background**

As part of the UN-RYCO project funded by PBF, Output 2 (led by UNFPA Albania and co-implemented by UNFPA offices in BiH, NMK, Kosovo, Serbia ) foresees organization of one regional event which is intended to promote the overall project and its results and impact. The event is considered an integral part of the overall project’s communication campaign, and will be organized by RYCO (under IP Agreement signed with UNFPA) and implemented by an agency contracted for the implementation of the UN-RYCO project campaign.

The regional event might be connected or complemented by the regional dialogue event foreseen under Output 4 as the launch of research on youth perceptions in the WB6, which will be organized and implemented by UNDP IRH in cooperation with UNFPA EECA Regional Office.

**Objectives**

The event aims to achieve 4 key objectives:

* Promote the impact of RYCO and the results the project achieved in the region (for RYCO as an institution and contribution to RYCO’s vision and mission);
* Showcase the tools and methodologies developed and raise awareness with key stakeholders on importance of further joint interventions conducted through partnerships in the same field (governments, international donors, other relevant stakeholders);
* Bring together all relevant stakeholders and RYCO constituency to exchange experiences and map further opportunities for continuing the work;
* Demonstrate successful implementation of the project in front of the donor/UNPBF and celebration and recognition of joint work done.

**Timeframe**

* The regional event is planned to take place in April 2021.

**Target groups**

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| --- | --- | --- | --- |
| Target group | No. of participants | Attending the whole event | Incentives to attend. |
| RYCO GB and Secretariat, UN staff | 70 | no | Demonstrate Government’s support to RYCO, networking with other regional stakeholders: demonstrate UN’s commitment to the topics and cooperation. |
| RYCO grantees  (Main applicants and partners to be extended invitation, up to 2 participants per grantee) | min: 20  max: 70 | yes | Representing their projects’ results, networking with other participants and stakeholders, providing input to RYCO on strategic directions. |
| Youth change agents  (youth co-design team, ypeers, grantees‘ youth, local workshops youth, mini grants youth from different outputs) | 60 | yes | Representing their projects’ results, networking with other participants and stakeholders, providing input to RYCO on strategic directions. |
| High school representatives | 50 (excellence pool, other schools we want to invite) | no | Representing their projects’ results, networking with other participants and stakeholders, providing input to RYCO on strategic directions. |
| National government representatives  (ministries of youth, education, educational institutes, etc) | 20 (up to 3-4 per CP) | no | Getting to know RYCO and its work better, the context and other stakeholders, identifying opportunities for collaboration or information they can use from RYCO and the project. |
| National civil society stakeholders (non-grantees, key organizations and networks working with youth - e.g national youth councils, major CSOs working on youth matters) | 60 (up to 10 per CP) | yes | Getting to know RYCO and its work better, the context and other stakeholders, identifying opportunities for collaboration or information they can use from RYCO and the project. |
| National and international donor/development community | 40 (high level and mid-level representatives) | no | Connections with RYCO and other donors, programming inputs, potential collaborations. |
| Media | 30 (5/CP) | no | News-worthy content or stories. |
| Other partners and supporters (e.g Advisory board, embassies, delegations, experts from the project) | 30 (5/CP) | no | Connections with RYCO and other donors, programming inputs, potential collaborations. |
| Youth workers and specialists | 30 (5/CP) | yes | Getting to know RYCO and its work better, the context and other stakeholders, identifying opportunities for collaboration or information they can use from RYCO and the project. |
| UN agencies and partners | 60 (10/CP) | no | Connections with RYCO and other donors, programming inputs, potential collaborations. |

**Event duration, modality of implementation and approach**

* Hybrid event - a stage with key speakers in one physical space (app 20), other participants online; Final setting to be agreed depending on epidemiological situation.
* 8 hours long event (spread across 1-2 days) connection/overlap with Output 4 event to be discussed;
* Main session with key messages in the beginning (up to 2h), and then other sessions for different target groups;
* Translators to be engaged for the event for sessions with officials and government representatives
* Each panel/section to aim for equal representation of genders;
* Each panel/section to include constituency as a member of the panel (e.g. panel of formal education has a teacher, panel on working with vulnerable youth to have youth, etc.);
* Storytelling videos to demonstrate impact of the project results, showed of the beginning of each thematic section;
* Innovative formats for panels - fireside/lightning chats, pre-designed fishbowl panels, ignite model for presentations.

1. **Content / agenda**
2. Mainstreaming regional youth cooperation by engaging different stakeholders, different themes (SP result 1.1, 1,2).
3. Ensuring new programs and methodologies in ICL, dealing with the past, youth participation (different indicators across SP).
4. Strengthening ICL and peacebuilding teaching in formal education (result 2.6).
5. Strengthening stakeholders who are addressing difficult topics of reconstructive remembrance and reconciliation (SP result 1.3).
6. Youth at the forefront of the change (SP result 2.4).
7. RYCO as the leader of the change and institutional mechanism for supporting EI and cooperation efforts in WB6 (SP area 3, SP result 2.1, 2.5, 2.2, 1.4).
8. Path ahead - strategic direction and new interventions.

The final Agenda will be developed by RYCO and its partners.

1. \* For the UN, all references to Kosovo shall be understood in the context of the UNSCR 1244 (1999). For RYCO, this designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence. [↑](#footnote-ref-1)
2. Western Balkan Contracting Parties (CP): Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia and Serbia. [↑](#footnote-ref-2)