

**SECRETARY-GENERAL'S PEACEBUILDING FUND  
PROJECT DOCUMENT TEMPLATE**



**PBF PROJECT DOCUMENT**

<b>Project Title:</b>  <b>Strengthening the role of youth in promoting increased mutual understanding, constructive narrative, respect for diversity, and trust in Albania, Bosnia and Herzegovina, North Macedonia, Serbia, and Kosovo<sup>1</sup></b>	
<b>Project Number from MPTF-O Gateway (if existing project):</b>	
<b>PBF project modality:</b> <input checked="" type="checkbox"/> IRF <input type="checkbox"/> PRF	<b>If funding is disbursed into a national or regional trust fund (instead of into individual recipient agency accounts):</b>  <input type="checkbox"/> Country Trust Fund <input type="checkbox"/> Regional Trust Fund  <b>Name of Recipient Fund:</b>

<sup>1</sup> All references to Kosovo shall be understood to be in the context of Security Council resolution 1244 (1999).

## I. Peacebuilding Context and Rationale for PBF support (4 pages max)

- a) A brief description of how the project aligns with/ supports **existing** Governmental and UN **strategic frameworks**<sup>2</sup>, how it ensures **national ownership**.

This concept note is aligned with the EU enlargement strategy and accession requirements, as well as commitments by relevant officials across the region under the Berlin and Brdo-Brijuni processes. Authorities across the Region have committed to promote enhanced trust, mutual understanding, and diversity, at all levels in their bilateral and multilateral regional relations. As such, this joint project will also contribute to the region's EU accession aspirations.<sup>3</sup>

The project is in line with the Western Balkans Regional Cooperation Council (RCC) Strategy and Work Programme 2020 – 2022, which states, “The needs and expectations of young people in all relevant policy sectors need to be addressed to enable full inclusion of youth in decision-making and their contribution to achieving the goals set forward in the regional strategies.”<sup>4</sup> It aligns with the strategy of RYCO which focuses on creating opportunities for and access to regional youth cooperation, exchange and learning and reform-oriented dialogue for youth leadership in the region.<sup>5</sup> The process will also be guided by the Joint Declaration on a Western Balkans Agenda on Innovation, Research, Education, Culture, Youth and Sport, which was adopted in early December 2020,<sup>6</sup> and the EU Youth Strategy 2019-2027,<sup>7</sup> which supports social and civic engagement. The concept note is also consistent with various national youth policies and action plans in the region. These frameworks typically set out actions in the arenas of youth participation, social inclusion, and civic education.<sup>8</sup> The project is also in line with the Common Agenda proposed by the Secretary-General in September 2021 and one of its twelve key recommendations to accelerate the achievement of the Sustainable Development Goals to “listen to and work with youth.”

### Albania

Albania's National Youth Action Plan 2015-2020 was recently concluded. The plan was a foundational document for the coordination and implementation of cross-sectoral policies for youth focusing on the main strategic objectives of (i) engagement and participation of youth in democratic decision-making processes; (ii) promoting youth employment through effective labour market policies; (iii) health, sports, and environment; (iv) youth education; and (v) a culture of social protection and volunteering. UNFPA supported review of the plan and pointed out some crucial challenges. More efforts are needed to better engage young people in the decision-making processes and connect them to the labour market. Youth social protection remains a challenge. Although measures to prevent violence, trafficking and other negative phenomena have been the focus of many policies and programmes at both local and central level, additional attention is required to support platforms for young people returning from

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<sup>2</sup> Including national gender and youth strategies and commitments, such as a National Action Plan on 1325, a National Youth Policy etc.

<sup>3</sup> The Commission's communication “Enhancing the accession process - A credible EU perspective for the Western Balkans,” endorsed by Member States in March 2020, links EU accession to reconciliation, and calls on regional leaders to strengthen regional cooperation and good neighbourly relations.

<sup>4</sup> <https://www.rcc.int/admin/files/docs/reports/RCC-Strategy-and-Work-Programme-2020-22-rich.pdf>

<sup>5</sup> <https://www.rycowb.org/wp-content/uploads/2018/08/RICO-Strategic-Plan.pdf>

<sup>6</sup> Western Balkans Agenda on Innovation, Research, Education, Culture, Youth and Sport; December 2020; [https://wbc-rti.info/theme/62/attach/WB-Agenda\\_061020.pdf](https://wbc-rti.info/theme/62/attach/WB-Agenda_061020.pdf). See also European Commission, “The Western Balkans and EU pledge for more education, training, research, innovation and culture at Ministerial meeting,” 8 December 2020, [https://ec.europa.eu/info/news/western-balkans-and-eu-pledge-more-education-training-research-innovation-and-culture-ministerial-meeting-2020-dec-08\\_en](https://ec.europa.eu/info/news/western-balkans-and-eu-pledge-more-education-training-research-innovation-and-culture-ministerial-meeting-2020-dec-08_en).

<sup>7</sup> EU Youth Strategy 2019-2027, based on Council Resolution 2018/C 456/01 of 26 November 2018, see [https://europa.eu/youth/strategy\\_en](https://europa.eu/youth/strategy_en).

<sup>8</sup> Sladjana Petkovic, Recent Achievements and Current Challenges in Youth Policies in the Western Balkans. The Berlin Process – A New Impetus for Youth Work? Second Europe-Western Balkans Youth Meeting. Erasmus+.

abroad as well as to improve the use of digital technology in educational institutions. Albania has the highest proportion of youth not in employment, education or training (NEET) in the region; in recent years, COVID-19 impact has also affected the wellbeing of young people.

In this context, the project will build on the experiences of the recently concluded PBF-funded regional RYCO project. Furthermore, UN agencies in Albania are currently supporting the government in preparing the new all-encompassing cross sectorial National Youth Strategy 2022-2029 in line with SDG objectives and the EU Youth Strategy 2019-2027. The process will also be guided by other international documents and commitments of the Government of Albania.

### Bosnia and Herzegovina

The Ministry of Civil Affairs of Bosnia and Herzegovina is tasked and mandated at the state level to oversee all youth-related policies, a task done in close consultation with entity-level ministries that focus on youth (Federation Ministry of Education and Republika Srpska Ministry of Family, Youth and Sports). With that in mind, the Federation has adopted a Law on Youth,<sup>9</sup> while there is currently no entity-level youth strategy. This creates a situation where there is an evident willingness and the need for broader involvement in youth issues, but there are important policy and technical gaps that need to be addressed if young people are truly to be given an opportunity to flourish. In parallel, youth strategy<sup>10</sup> under the Republika Srpska Ministry of Family, Youth and Sports expired in 2019, and the ministry has initiated the development of the new youth strategy. In Brcko District,<sup>11</sup> young people can count on both the Law on Youth and the Action Plan, giving a very solid legislative and technical foundation for broader youth engagement.

At the state level, the Ministry of Civil Affairs of Bosnia and Herzegovina has initiated the localization of Lisbon+21<sup>12</sup> Roadmap that would create baselines, propose solutions and map out partners and stakeholders who would contribute to the overall improvement of the position of youth in the country. These processes are all augmented by very visible roles Youth Councils (from both Entities and Brcko District) play in mobilizing young people to demand a more pronounced role in decision making across the country.

The promotion and development of the media and information literacy concept within the joint work of the academic community in Bosnia and Herzegovina is contributing to the development of a national Strategy for Media and Information Literacy, expected to commence in 2021-22. There is ample opportunity to mainstream a number of recommendations developed by the Faculty of Political Science's Institute for Social Research of the University of Sarajevo, namely adoption of the hybrid model of multi-layered integration of media and information literacy in education systems. This model was welcomed by all institutions that will be involved in strategy development, including the Regulatory Agency for Communications, Ministry of Civil Affairs, Ministry of Communications and Transport, Ministry of Security, and State Commission for Cooperation with UNESCO. Moreover, the "Declaration on the Importance of Media and Information Literacy in Bosnia and Herzegovina"<sup>13</sup> was recognized and signed in 2019 by all key institutions and participants contributing to the development of the Strategy for Media and Information Literacy in BiH. The Declaration offers key principles for a strategic framework that will be mainstreamed in the future strategy. The momentum will be maintained where all education professionals and institutions will be an integral part for mainstreaming recommendations into the BiH Strategy for Media and Information Literacy, as well as for advocating

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<sup>9</sup> [https://www.vijecemladih.ba/wp-content/uploads/2020/04/Analiza-Zakona-o-mladima-FBiH\\_2019.pdf](https://www.vijecemladih.ba/wp-content/uploads/2020/04/Analiza-Zakona-o-mladima-FBiH_2019.pdf)

<sup>10</sup> <https://www.vladars.net/sr-SP-Cyrl/Vlada/Ministarstva>

<sup>11</sup> <https://vsmbd.org/dokumenti/>

<sup>12</sup> [https://www.lisboa21.gov.pt/up/ficheiros-bin2\\_ficheiro\\_en\\_0320254001567615761-429.pdf](https://www.lisboa21.gov.pt/up/ficheiros-bin2_ficheiro_en_0320254001567615761-429.pdf)

<sup>13</sup> <https://fpn.unsa.ba/b/wp-content/uploads/2021/02/DEKLARACIJA-o-MIP-i-DK-22022021.pdf>

for pilot projects in numerous elementary schools. Moreover, the theme was mainstreamed in the Faculty of Philosophy and the Faculty of Political Science through new programs and subjects on Media and Information Literacy.

Additionally, the project will draw upon lessons from the implementation of successive PBF-funded Dialogue for the Future (DFF) projects (I, II and regional). In particular, it will build on the dialogue platforms established within the DFF projects, which have demonstrated the potential of community-based approaches to stabilization and produced sound results in empowering young people to engage in dialogue and building peace.

### North Macedonia

The project is strategically aligned with North Macedonia's Strategy for "One Society for All,"<sup>14</sup> approved by the Government in November 2019, which is the overarching strategic document on social cohesion in the country, outlining a multi-sectoral policy aiming to advance tolerance, dialogue and cohesion between all communities, identities and cultures in the country. Furthermore, the project activities will be in line with the National Youth Strategy 2016-2025, prepared with UNDP support as well as the new Law on Youth Participation and Youth Policies. The Law on Youth Participation and Youth Policies defines for the first time the category of youth, the forms of youth organization and youth participation, both at national and local levels. In accordance with the Law, a Local Youth Council should be established in each municipality. Local Youth Councils are intended to be the voice of young people and through them youth will have the opportunity for a dialogue with the local authorities and openly discuss youth issues, problems and interests. Further support is needed to establish the Local Youth Councils and create the needed conditions for effective youth participation in local policy and decision-making, as well as in promoting inter-ethnic relations and building trust among youth from different identity groups.

The interventions will also capitalize on already ongoing initiatives with the Y-Peer Network, a youth network, with whom UNFPA has long-standing collaboration on various topics, such as youth on sexual and reproductive health and the SDGs.

In North Macedonia, the project will be aligned with implementing activities with the Agency for Youth and Sport and in close coordination with the Prime Minister's Cabinet Youth Advisor. There will also be synergies with the annual Prespa Forum Dialogue (PFD), which is a platform created by the Government to enable countries/territory, leaders, organizations, and citizens to build long-term relationships and strengthen partnerships. Its aim is to "inspire and promote good-neighbourly relations and cooperation, [through] exchanging views and ideas on possible solutions to outstanding bilateral issues, thus assisting governments, institutions and civil society, including youth, in the consistent implementation of the spirit and letter of the signed bilateral and regional agreements". For example, in the 2021 Prespa Forum Dialogue conference, a full day was dedicated to a youth forum titled "Grassroot youth voices for bringing the region closer together", bringing together youth from the region and beyond.

### Serbia

The project activities will contribute to the National Youth Strategy 2015-2025, which relates to providing conditions for enhanced youth mobility and promotion of international youth cooperation. The results of the activities will contribute to supporting regional initiatives aimed at enhancing cooperation in the field of youth policy and to promoting the participation of young women and men

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<sup>14</sup> Strategy for Development of the 'One Society for All' Concept and Interculturalism.

in various programmes and projects of regional and international cooperation in the field of youth policy.

Regional activities envisaged in Serbia are directly contributing to the Strategy for the Development of Public Information System in the Republic of Serbia for the period 2020-2025,<sup>15</sup> through further efforts on enhancing competencies of media for raising and promoting media and information literacy in the society (ref. point 5.1 of the Strategy) and improving digital professional competencies of media professionals (ref. points 5.2 and 5.3 of the Strategy).

### Kosovo<sup>16</sup>

In Kosovo, the project is in line with the Youth Strategy 2019 – 2023,<sup>17</sup> which among other things highlights the importance of activities and projects focusing on building and enhancing ethnically social cohesion and will support dialogue and communication between different ethnic groups. This includes an Action Plan that aims to improve the situation of young people, to encourage cooperation between youth organizations whose activities relate to youth, as well as between central and municipal bodies to help strengthen youth policies and programmes. Over the years, numerous initiatives with youth from different communities in trust-building efforts have been implemented in Kosovo.

The project aims to mobilize youth for participation and equal representation. It also aims to build capacity for youth organizations and youth officials at the municipal level. It promotes change, increased participation in decision making and public life, participation in informal education, employability, education, health promotion, culture, sports and recreation. Furthermore, the project contributes to the Strategy's objectives of increasing social inter-ethnic cohesion among young women and men. The project wishes to learn from, and build on, other relevant projects such as the recent RYCO Kosovo/ OSCE's training "Peace Broadcasters: Empowering Young Journalists as Peace Reporters" on intercultural dialogue and transitional journalism.

The project is also aligned with Kosovo's Programme for Gender Equality 2020-2024, which promotes the realization of equal rights in decision-making (Strategic Objective 3). The United Nations in Kosovo have been closely cooperating with the relevant authorities on development of the upcoming Development Strategy, which will include strong linkages to the Sustainable Development Goals including those supporting peaceful and inclusive societies and gender equality.

In addition, special efforts will be made to harmonize activities and coordinate with relevant policy frameworks and initiatives of the wider UN presence. For example:

- The project will build on the experiences of the recently concluded PBF-funded Youth Empowerment project, including to work towards scaling up individual results with regards to youth capacity and space for effective change, to incorporate lessons on gender mainstreaming, and to maximize the use of digital tools. Specifically, the project will build on the findings of the Youth Perception Study (2021)<sup>18</sup> conducted for the Youth Empowerment project, as well as of an IOM Social Inclusion Survey (2020).<sup>19</sup>

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<sup>15</sup> <https://www.kultura.gov.rs/tekst/sr/4993/strategija-razvoja-sistema-javnog-informisanja-u-republici-srbiji-za-period-od-2020-do-2025.php>

<sup>16</sup> All references to Kosovo shall be understood to be in the context of Security Council resolution 1244 (1999).

<sup>17</sup> Kosovo Strategy for Youth 2019-2023, [https://www.mkrs-ks.org/repository/docs/Strategy\\_for\\_Youth\\_2019-2023.pdf](https://www.mkrs-ks.org/repository/docs/Strategy_for_Youth_2019-2023.pdf)

<sup>18</sup> UNDP, "Youth Challenges and Perspectives in Kosovo," January 2021,

<https://www.ks.undp.org/content/kosovo/en/home/library/poverty/youth-challenges-and-perspectives-in-kosovo.html>

<sup>19</sup> IOM, *Analysis: Social Inclusion Survey in Kosovo*, December 2020, [https://kosovoteam.un.org/sites/default/files/2021-04/Social%20Inclusion%20Assessment%20Report-2020\\_ENG\\_0.pdf](https://kosovoteam.un.org/sites/default/files/2021-04/Social%20Inclusion%20Assessment%20Report-2020_ENG_0.pdf).

- The project will also build on the UN trust-building agenda, through which the United Nations in Kosovo have been prioritizing support to multi-ethnic youth platforms such as the UN Youth Assembly and the “Stories from the Other Side” project. The annual UN Youth Assembly has been organized by UNMIK in close cooperation with UNDP and UNICEF since 2017. Recommendations from the first Assembly shaped the Kosovo Roadmap on Youth, Peace and Security as part of the Kosovo Youth Strategy, calling for inter-ethnic dialogue among youth, youth participation in local decision-making processes and broader involvement of youth as partners in building resilient communities in Kosovo.

### Alignment with UN Strategies and Plans

This project supports current UN Sustainable Development Cooperation Frameworks (UNSDCFs) and aligns with newly developing UNSDCFs in the region:

- In Albania, the project will support the UNSDCF 2022-2026, more specifically the strategic priority on effective, people-centred governance, rule of law, human rights and gender equality with two outcomes under this priority.
- In Bosnia and Herzegovina, the project will support UNSDCF 2021-2025 Outcome 5 on stronger mutual understanding, respect and trust among individuals and communities. It is focused at achieving increased levels of mutual respect, trust and empathy between people and communities across all of BiH – in hopes that it will help to address the reconciliation deficit and contribute to greater social cohesion and stability. Without these, efforts to diversify the economy, strengthen the quality of and delivery of basic services, and enhance governance and rule of law cannot succeed. The Cooperation Framework joins the work of the UN system in a single coherent framework that provides a platform for common policy advice and advocacy and stronger coordination and delivery of results in cooperation with the authorities in BiH, civil society, communities, the private sector, academia and international partners. These results will support the ongoing transformation of the economy and society toward sustainable economic growth and inclusive prosperity with renewed efforts to give young women and men reasons to stay and to create a more prosperous future for BiH.

The project also conforms with the Integrated Strategic Framework (ISF) between UNMIK and UNKT and the United Nations trust-building agenda. The ISF will serve as the basis for coordination of activities under this project for greater synergies with UNMIK’s Youth Focal Point, Human Rights section, Strategic Communications Office and Gender Adviser.

- In North Macedonia, the project will support the UNSDCF 2021-2025, specifically Outcome 4 on greater social cohesion, anticipatory and gender-responsive policies, and transparent, accountable and responsive institutions. Specifically, Outcome 4 focuses on good governance and increased social cohesion, rule of law, evidence-based, anticipatory and gender-sensitive policies, and effective service delivery by transparent, accountable and responsive institutions.
- In Serbia, the project will support the UNSDCF 2021-2025, specifically Priority Area 3 (building trust and mutual accountability through the Rule of Law, Rights and Duties agenda).
- In Kosovo, the project will support UNSDCF 2021-2025, focused on accountable governance, social services and policies, economic development and social cohesion. Priority Area 4 (“Social Cohesion”) in particular seeks to contribute to advancing dialogue between authorities, civil society, and individual groups in order to address sources of mistrust and disenfranchisement, as a means to ensure greater social cohesion. It addresses the sources of divisive historical and political narratives that feed mistrust into future generations through a community-based approach, empowering adolescents, youth and minority community groups, and supporting women as agents of change in advancing intercommunity dialogue and trust-building. Relevant to all priority areas is a cross-cutting theme focused on rights-holders’

participation, empowerment, and civic engagement, highlighting reconciliation and social cohesion with a focus on youth.

The project supports the UN's 2030 Agenda for sustainable development, which recognizes the key role that today's youth play in its achievement. It aligns with SDGs 4, 5, 10, 11, 16 and 17, Security Council Resolution 2250 (2015), 2419 (2018) and 2535 (2020) on Youth, Peace and Security, the UN Youth Strategy Youth 2030, and Security Council resolution 1325 and subsequent resolutions on Women, Peace and Security. The interventions outlined below also support the implementation of the United Nations Strategy and Plan of Action on Hate Speech, aimed at enhancing United Nations efforts to address root causes and drivers of hate speech, as well as enabling effective responses to the impact of hate speech on societies.<sup>20</sup>

The project emphasizes working with existing capacities, mechanisms and organizations in the region.

- b) A brief summary of **conflict analysis findings** as they relate to this project.

### **Overview**

Over the past three decades, Albania, Bosnia and Herzegovina, Montenegro, North Macedonia Serbia, and Kosovo have witnessed significant change and undergone major processes of transformation, beginning with the collective experiences of the breakdown of communism across Eastern Europe, and then the collapse of the former Yugoslavia and the accompanying violent conflicts. Several peace agreements and constitutional arrangements successfully helped transition most parts of the region out of conflict. Authorities have also embarked on ambitious socio-economic, administrative and governance reforms, and have committed themselves to the EU accession path. Initiatives to smooth trade and commerce and examples of successful peace-sustaining efforts showcase the power of compromise and cooperation between relevant authorities and partners.

Yet certain challenges to peace and regional stability remain. There are considerable gaps in social, economic and political inclusion and/or participation in political and civic life. Failed or uncompleted reforms and perceptions of corruption have contributed to declining public trust. In many critical domains there is limited constructive dialogue, there are differing narratives about the past, present and future.

Due to the fact that ethnic groups and various media platforms conveying divisive narratives cross borders/boundaries in the region, the risks to social cohesion and stability in the region are real. Echoing global trends, ethnic- or nationalist-based discourse has the potential to negatively affect good neighbourly relations in many areas. These challenges across the region and within countries and territories have been intensified due to issues relating to refugees and migrants, as well as the COVID-19 pandemic.

### **Public Discourse**

The increase in divisive narratives and rhetoric has highlighted the need for more constructive, fact-based narratives and respectful public discourse within and across communities, countries/territories. Divisive narratives are taking place on the internet, particularly on social media, as well as in public

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<sup>20</sup> In line with the key commitments adopted by United Nations agencies, funds and programmes in the elaboration of the United Nations Strategy and Plan of Action on Hate Speech, targeted interventions in this project could be tailored to address existing concerns and strengthen points of engagement in the fields of (among others): (a) monitoring and analyzing hate speech; (b) Addressing root causes, drivers and actors of hate speech; (c) Engaging and supporting the victims of hate speech; (d) Convening relevant actors; (e) Engaging with new and traditional media; (f) Using education as a tool for addressing and countering hate speech; (g) Fostering peaceful, inclusive and just societies to address the root causes and drivers of hate speech; (h) Engaging in advocacy; (i) Leveraging partnerships and (j) Supporting Member States.

debate, political rallies, sporting events, and in everyday social interaction, and have the potential to aggravate regional dynamics, mistrust and grievances.<sup>21</sup> In the Shared Futures report, 42 percent of all respondents across all the regions reported that it was common to see divisive content on social media.<sup>22</sup> These divisive narratives have the potential to aggravate regional dynamics, mistrust, grievances and hinder prospects for national and regional stability. In many cases, divisive rhetoric has further raised community tensions and posed serious threats to peace and stability.<sup>23</sup> National legislation to regulate and counter hate speech is in place, but there is a need among institutions in the region to address divisive narratives, which typically target minorities—and particularly women. At the same time, it is critical to ensure that the freedom to express opinions is not curtailed but rather protected and promoted, while information should not be distorted, and facts not be twisted—not only within countries and territories but regionally, especially given linguistic commonalities in the region, which make it easy for negative narratives to spread and be amplified beyond borders/boundary. The degree of internet and cell phone penetration in the region, combined with COVID-19 social restrictions, offer massive platforms for narratives to propagate.

## Youth

With the region witnessing high numbers of youth emigration,<sup>24</sup> young people, particularly those who remain in the region, continue to experience legacies of the past.<sup>25</sup> This is particularly the case for those living in segregated ethnic majority areas and learning in segregated schools and education systems, with no direct memory of joint peaceful coexistence. Many young women and men have not travelled outside of their sub-regions, and others have not even visited their own major cities. Some commentators see youth, with the inter-generational transfer of trauma and constructed nationalistic narratives, more hardened in their identity and their views of the “other”.<sup>26</sup>

When looking at the causes that youth in the Western Balkans are either actively engaged or areas of interest, activities oriented towards helping the poor and marginalized populations, promoting democracy and human rights, civic activism, politics and animal rights were featured as top choices. Other important areas that they would be interested in advancing were building peace and reconciliation, environment and climate change issues, and gender equality. The environment was seen by young people as an important issue, unifying the region’s youth in its perceived importance, although fewer reported being engaged in environmental activities.<sup>27</sup>

Youth reported hate speech on- or off-line as the most common form of violence or discrimination.<sup>28</sup> Young people across the region are also concerned about the spread of fake news and conspiracy theories online, in particular youth from Bosnia and Herzegovina (64 per cent) and Kosovo (73 per

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<sup>21</sup> A recent scoping study on agents of change found that there is an increased amount of discriminatory or prejudicial speech, disinformation campaigns and fake news in circulation, aimed at fraying the social fabric around ethnic and religious lines.

<sup>22</sup> UNDP with UNFPA and RYCO, “Shared Futures - Youth Perceptions on Peace in the Western Balkans,” June 2021.

<sup>23</sup> <https://www.un.org/press/en/2021/sc14568.doc.htm>

<sup>24</sup> World Economic Forum, “The Global Competitiveness Report 2019”, 2020. [http://www3.weforum.org/docs/WEF\\_TheGlobalCompetitivenessReport2019.pdf](http://www3.weforum.org/docs/WEF_TheGlobalCompetitivenessReport2019.pdf).

<sup>25</sup> Bieber F, Bino B., Cvijic S., Djolai M., Dzihic V., Flessenkemper T., Kmezcic M., Marovic J., Stratulat., , Vracic A., Wunsch N. March 2017. The Crisis of Democracy in the Western Balkans. An Anatomy of Stabilitocracy and the Limits of EU Democracy Promotion, Policy Study, BiEPAG. <http://www.biepag.eu/wp-content/uploads/2017/05/final.pdf>

<sup>26</sup> Youth Study Southeast Europe 2018/2019, Friedrich Ebert Stiftung.

<sup>27</sup> <https://shared-futures.com/wp-content/uploads/2021/06/Shared-Futures-Youth-Perceptions-on-Peace-in-the-Western-Balkans.pdf>

<sup>28</sup> Shared Futures: Youth Perceptions on Peace in the Western Balkans. UNDP, June 2021.

[https://www.eurasia.undp.org/content/rbec/en/home/library/democratic\\_governance/shared-futures--youth-perceptions-on-peace-in-the-western-balkan.html](https://www.eurasia.undp.org/content/rbec/en/home/library/democratic_governance/shared-futures--youth-perceptions-on-peace-in-the-western-balkan.html).



cent).<sup>29</sup> Many young people would benefit from opportunities for exposure to positive interaction and dialogue with people of different backgrounds, as they are impacted by divisive narratives and stereotypes passed on from one generation to another, and in the media.<sup>30</sup>

A regional organisation that seeks to promote and strengthen reconciliation, trust, cooperation and dialogue in the Western Balkans through youth exchange programmes is the Regional Youth Cooperation Office (RYCO). Their experience in supporting reconciliation in the region by providing young people with opportunities that create spaces for dialogue, mutual learning and increased understanding across communities can provide important lessons.

## Gender Norms

Traditional gender norms to a large extent prevail in the region. The “negative legacies of the past” are notably the result of toxic and militarized masculinities in the region;<sup>31</sup> as well as the absence of women from public life, and peace negotiations in particular.<sup>32</sup> Those legacies impact the level of violence, with violence against women (particularly against women human rights defenders or women in politics) considered to be the most widespread forms of violence throughout the region.<sup>33</sup> The polarizing identity speeches and views of the “other” have a major gender dimension as well. Hate speech in the region builds on misogyny and homophobic discourses, notably in the social media.<sup>34</sup> Divisive and polarizing voices have notably leveraged the so-called “gender ideology” and given rise to more rigid gender stereotypes that young men and women are expected to fulfil.<sup>35</sup> Across the region, young women report significantly more sexual harassment than men, while in Albania and Kosovo, young women also reported more bullying and intimidation both at work and online.<sup>36</sup> Toxic masculinities, misogyny and homophobic discourses, as well as violence against young women, undermines the prospect of both young women and men to contributing meaningfully to the public life and social cohesion in the region for two main reasons: they encourage values at odds with competencies required for achieving social cohesion (active listening, negotiation and mediation); and legitimate the use of violence against women, notably young women. Yet in the UN’s September 2021 youth consultation that polled 450 young people an overwhelming 96 per cent of respondents indicated that gender equality and rights and opportunities for both women and men is important for good relations between and within communities, institutions and youth.<sup>37</sup>

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<sup>29</sup> UNDP with UNFPA and RYCO, “Shared Futures - Youth Perceptions on Peace in the Western Balkans,” June 2021, Figure 33, page 111.

<sup>30</sup> EU-UNDP Research on Socio-Economic Perceptions of Youth in BiH (2016); Learning from Reconciliation Initiatives in the Western Balkans; UNDP/DPA/CEDEM; July 2015.

<sup>31</sup> See notably Berna, I.B. (2014). *Post-conflict gender politics in the Western Balkans – Between the same circle of palms with human security and a small stream outside the box*. Revista Hiperborea, 1(2), 282-300.

<sup>32</sup> Friedrich Ebert Stiftung, “Political Trends and Dynamics: Gender Politics in Southeast Europe,” January 2018. Women make up only 23% of members of parliaments, 18% of ministries, 24% of municipal council members and 6% of mayors (source: UNDP).

<sup>33</sup> One out of four women in the Western Balkans experienced physical or sexual violence from a current or former partner and two in three women killed are murdered by an intimate partner or family member. Source: UNDP:

<http://www.eurasia.undp.org/content/dam/rbec/img/Gender%20Equality/undp-rbec-infographic-violence-against-women.jpg>

<sup>34</sup> Violent and homophobic norms often overlap with ethno-centric attitudes, among young men in the region. See: Gary Barker and Piotr Pawlak, *Understanding Young Men and Masculinities in the Balkans: Implication for Health, Development and Peace*, Care/Promundo (2014)

<sup>35</sup> The countries/territory of the region have seen an intensifying campaigning against gender equality and women’s human rights, assimilated to a so-called “gender ideology” that reportedly undermines families and cultures. See notably *Backlash in Gender Equality and Women’s and Girls’ Rights*, Policy Department for Citizens’ Rights and Constitutional Affairs Directorate General for Internal Policies of the Union (2018).

<sup>36</sup> UNDP with UNFPA and RYCO, “Shared Futures - Youth Perceptions on Peace in the Western Balkans,” June 2021, pp. 115-116.

<sup>37</sup> Jelena Gakovic, UN Regional Youth Project Consultation process: Theory of Change Verification Survey Analysis, September 2021, p. 9.

## COVID-19

The COVID-19 pandemic and misinformation have only aggravated these dynamics. There has been an increase in divisive rhetoric that targets women and girls disproportionately, new forms of violence and cyber-bullying, inter-ethnic tensions, and intolerance and discrimination of minorities and marginalized groups. The pandemic has reinforced traditional gender norms, deepened gender inequalities and exposed violence against women as one of the most far-reaching and persistent rights abuses in the region.<sup>38</sup> The pandemic has also plunged most of the region into economic downfall,<sup>39</sup> affecting the livelihoods and economic prospects of young men and women across the region, and undermines the possibilities of many young men to live up to societal expectations to be economic providers, protectors or decision makers<sup>40</sup>

## Young Men and Young Women Peacebuilders

The plethora of young activists and peacebuilders active in the region face their own unique challenges and opportunities. These young people are reaching out to their peers and building live or virtual relationships across ethnic lines. For example, across the region, between 61 and 91 per cent of young people believe that youth exchanges could have a positive impact on regional relations.<sup>41</sup> However, they are not immune to divisive narratives, which tend to be pervasive in offline and online platforms. Bullying of peace activists on social media is commonplace, with women and girls particularly suffering from cyber-bullying.<sup>42</sup>

There are important opportunities to work directly with a diversity of young women and young men, understand their priorities and interests, support young people's agency and create space for sustainable reconciliation and overall stabilization, and support the capacities and skills of existing youth-led organizations and emerging new civic actors to engage in reconciliation efforts. A recent extensive study found that young people in the region recognize that they have an important role in effectuating change. While less than 20 percent participate in civic activities, over 65 per cent report an interest in being more actively involved – showing a huge potential for civic engagement. Young people's sense of self-efficacy and agency are associated with open-mindedness towards other groups and more optimism about peace in the region. Paving the way for young people's increased engagement and sense of agency is therefore critical.<sup>43</sup> According to the joint UNFPA, UNDP, UN Women and UNESCO's September 2021 youth consultation, 62 per cent of respondents believe they are knowledgeable about the ways to engage in shaping responses of relevant authorities to the needs of young people, but 38 per cent believe there is room for improvement of their individual competencies and skills.<sup>44</sup>

Women have taken on greater roles in peace and security sectors in the region; however, a conservative backlash against gender equality increasingly risks undermining these gains. The role of women in

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<sup>38</sup> Impact of the COVID-19 pandemic on specialist services for victims and survivors of violence in the Western Balkans and Turkey. UN Women. 2020. See also *Dealing with Violence Against Women and Domestic Violence in the Western Balkans During and Following the COVID-19 Health Crisis* (2020).

<sup>39</sup> Western Balkans Regular Economic Report: Spring 2021. Issue 19. World Bank. 2021.

<https://www.worldbank.org/en/region/eca/publication/western-balkans-regular-economic-report>

<sup>40</sup> Organisation for Economic Co-operation and Development (OECD), *The COVID-19 Crisis in the Western Balkans: Economic impact, policy responses, and short-term sustainable solutions*, 2020.

<sup>41</sup> UNDP with UNFPA and RYCO, "Shared Futures - Youth Perceptions on Peace in the Western Balkans," June 2021, pp. 16, 113.

<sup>42</sup> *Cyber Violence against Women and Girls in the Western Balkans: Selected Case Studies and a Cybersecurity Governance Approach*. The Geneva Centre for Security Sector Governance (DCAF) 2021.

[https://www.dcaf.ch/sites/default/files/publications/documents/CyberVAWG\\_in\\_WB.pdf](https://www.dcaf.ch/sites/default/files/publications/documents/CyberVAWG_in_WB.pdf).

<sup>43</sup> UNDP with UNFPA and RYCO, "Shared Futures - Youth Perceptions on Peace in the Western Balkans," June 2021, pp. 13, 49, 50.

<sup>44</sup> Jelena Gakovic, UN Regional Youth Project Consultation process: Theory of Change Verification Survey Analysis, September 2021, p. 11.

political life has made mixed progress across the region,<sup>45</sup> austerity is reducing availability of services to women, international funding for gender equality programming is decreasing, women's issues are being undermined by economic and social deprivations, and the implementation of Security Council Resolution 1325 National Action Plans (NAP) is not often given sufficient priority.<sup>46</sup> The Regional Women's Lobby in South East Europe (RWLSEE) is one example of a regional network dedicated to empowering women in politics, decision-making and peacebuilding across ethnic and national divides. Established in 2006 by women leaders from across the Western Balkans with support from UN Women, there is today clear room to transform narratives around traditional gender norms. The prevailing traditional gender norms in the region can be transformed into a strategy for building more inclusive social relations.

- c. A brief explanation of how the project fills any strategic gaps and complements any other relevant interventions, PBF funded or otherwise. Also provide a **brief summary of existing interventions** in the proposal's sector by filling out the table below.

The recent surge in divisive rhetoric and narratives across the region has been met with important but nonetheless limited regional programmatic action. The focus of this project is divisive narratives and their impact on social cohesion regionally. This project is complementary to several regional projects supporting social cohesion, gender equality, reconciliation and dialogue, media skills, and youth peacebuilding efforts, perhaps most notably among them the PBF-supported Regional DFF project and RYCO activities.

However, the proposed project targets a need for action in support of a regional approach to promoting constructive narratives as a countermeasure to the prevailing discourse of division. In this arena, there has been more limited project activity. Key country/territory-specific activities have included the Social Media for Peace project currently implemented by UNESCO in Bosnia and Herzegovina, and the Core PRO-Future II project (2017-2022) funded by USAID and implemented by Catholic Relief Services also in Bosnia and Herzegovina. Significant regional projects include the No Hate Speech Movement in the Western Balkans - Hate Fighters Network project (2013-2019) implemented by the Council of Europe, which included multisectoral activities on countering hate speech, intolerance and discrimination through human rights education and fostering social cohesion with youth, and the Peaceful Change Initiative (PCI) project, run by the British Embassy in Serbia and Kosovo, which supports journalists to generate media content that explores the positive sides of multi-ethnic coexistence. Together, these examples demonstrate that regional and even cross-border/boundary action on such a massive issue as divisive narratives—which are pervasive—is very much needed.

This proposed initiative will expand on previous efforts by building on country/territory-specific activities and lessons learned and fostering increased regional cohesion and cross-fertilization to implement the first UN regional project tackling hate speech and divisive narratives. In addition, this project introduces and embeds a strong gender dimension across outputs to directly address an important root cause behind the spread and persistence of divisive narratives in the region.

**Please consult Annex E for a detailed table summarizing existing interventions.**

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<sup>45</sup> Dianna Horvat, Women's political participation in the Western Balkans. AJKC. April 2019.

<https://digitalistudastar.ajtk.hu/en/research-blog/women-s-political-participation-in-the-western-balkans>

<sup>46</sup> Sabine Freizer, Women Activists from the Western Balkans Fighting for Peace and Gender Equality. The Atlanticist. March 30, 2018. <https://www.atlanticcouncil.org/blogs/new-atlanticist/women-activists-from-the-western-balkans-fighting-for-peace-and-gender-equality/>.

**II. Project content, strategic justification and implementation strategy (4 pages max Plus Results Framework Annex)**

**Project management and coordination (4 pages max)**

**a) Recipient organizations and implementing partners**

Agency	Total budget in previous calendar year	Key sources of budget (which donors etc.)	Location of local offices	No. of existing staff, of which in project zones	Highlight any existing expert staff of relevance to project
<p><b>Convening Organization:</b></p> <p><b>UNDP</b></p> <hr/> <p>Implementing partners:</p> <p>Relevant ministries; Municipal councils; Youth councils; Youth political parties; Media partners (media channels, online portals); Academic institutions; Cultural institutions; RYCO; Civil society organizations (religious, youth, women); NGOs</p> <p><u>Albania</u> Ministry of State for Youth and Children; National Agency for Youth Services; Youth Forums of Political Parties; National Youth Football Federation; Media channels (RTSH, Klan TOP Channel, etc.); Online portals (Faktoje, JoTabu, etc.)</p> <p><u>North Macedonia</u> Agency for Youth and Sport; 5 selected municipalities and councils, and local youth councils; Association of Local Self Government Units (ZELS); Youth CSOs and youth media</p>	<p>\$44,244,507</p>	<p>EU Luxembourg Norway Sweden UK Local cost-sharing</p> <p>ADA MPTF PBF SIDA SDC UNDO UNDP</p>	<p>Pristina Skopje Belgrade Tirana Sarajevo</p>	<p>236 staff members</p>	<p>2 Programme Specialists, 2 Communications Specialists, 1 Programme Officer, 1 Programme Analyst</p>

<p><u>Serbia</u> Ministry for Human Rights and; Minority Rights and Social Dialogue; Youth and civil society organizations; Students; Young professionals; Young women politicians; Foundation BFPE for a Responsible Society; Academic community</p> <p><u>Kosovo</u><sup>47</sup> Relevant authorities; Local CSOs (Youth Initiative for Human Rights, Local Youth Councils, Center for Peace and Tolerance, SOCRAT, Jahjaga Foundation, Football Federation of Kosovo, media outlets (KLAN Kosova, T7, ATV), Hate fighters (No-hate speech movement), CBM - Community Building Mitrovica, ANP - Action for Non Violence and Peace Building, Young Active Gracanica, REC - Reconciliation Empowering Communities, Centar Manjinske Zajednice, Nansen Dialogue Mitrovica</p>					
<p><b>Recipient Organization:</b></p> <p><b>UNFPA</b></p>	<p>\$6,739,896</p>	<p>EU Germany Switzerland Sweden UK</p>	<p>Tirana Sarajevo Banja Luka Bihac Pristina Skopje Belgrade</p>	<p>24 staff members</p>	<p>1 Advocacy &amp; Communications Analyst, 1 SRH &amp; Youth Programme Analyst, 1 CRSV Project Manager, 1 Youth Officer, 1 Youth Engagement and Outreach Assistant, 1 Youth Programme Analyst, 1 Communications Assistant, 1 Population</p>
<p>Implementing partners:</p> <p>Relevant ministries/authorities; Municipal councils; Youth councils; Youth political parties; Media partners (media channels, online portals); Academic institutions; Cultural institutions; RYCO; Civil society organizations (religious, youth, women); NGOs</p> <p><u>Albania</u></p>					

<sup>47</sup> All references to Kosovo shall be understood to be in the context of Security Council resolution 1244 (1999).

<p>Ministry of State for Youth and Children; National Agency for Youth Services; Youth Voice network of organizations; Y-Peer network Albania; Youth Forums of Political Parties; National Youth Football Federation; Media channels (RTSH, Klan TOP Channel, etc.); Online portals (Faktoje, JoTabu, etc.)</p> <p><u>Bosnia and Herzegovina</u> Ministry of Foreign Affairs; Ministry of Civil Affairs; Mozaik Foundation; Kult Foundation; Inter-religious Council; CSO Youth for Peace Westminster; Foundation for Democracy; NDI and IRI</p> <p><u>North Macedonia</u> Agency for Youth and Sport; 5 selected municipalities and councils, and local youth councils; Youth CSOs and youth media</p> <p><u>Serbia</u> Ministry for Human Rights and; Minority Rights and Social Dialogue; Ministry of Youth and Sport; Ministry of Trade, Tourism and Telecommunications; ZELS Committee (Associations of Local Self Government Units) of municipal councils; Youth and civil society organizations; Students; Young professionals; Young women politicians; Academic community; Touristic organizations; Local youth councils/local youth officers; The Ana and Vlade Divac Foundation; Belgrade Center for Human Rights</p> <p><u>Kosovo</u> Relevant authorities; Local CSOs (Youth Initiative for Human Rights, Artpolis, KOPF, Regional Women's Lobby in SEE, Local Youth Councils, Center for Peace and Tolerance, Sinergia, Jahjaga Foundation, Football Federation of Kosovo, media outlets (KLAN</p>					<p>Development Associate, 1 Programme Analyst, 1 Communications Officer, 1 Youth Consultant</p>
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Kosova, T7, ATV), Hate fighters (No-hate speech movement)					
<b>Recipient Organization:</b> <b>UNESCO</b>	\$2,500,000	EU Italy Switzerland	Venice and Sarajevo	7 in Sarajevo and 25 in Venice	Head of Office, Programme Officer, Programme Monitoring Officer, Programme Office ED
Implementing partners:  Relevant Ministries; Faculties of Political Science University of Sarajevo, Belgrade and Podgorica; Media outlets; Selected local communities; Selected cultural, educational and other relevant institutions; CSOs		RP UNPBF			
<b>Recipient Organization:</b> <b>UN Women</b>	\$10,000,000 (round-figure)	EU Japan Norway Sweden UK	Tirana Sarajevo Skopje Belgrade Pristina		National Program Officer, Program Specialist, Governance and Leadership Coordinators, Operation Officer
Implementing partners:  Ministries of Education and educational institutions (public and private universities); Ministries of Social Affairs; Ministries of Interior and Defense; Ministries of Culture; Local authorities; Regional Women’s Lobby in South-East Europe; Civil society; Women human rights defenders; Private sector; Cultural institutions and actors					

UN agencies will work through direct implementation, contractual services and the use of Harmonized Approach to Cash Transfers (HACT) to youth organizations and partners where relevant, as per description of activities in the Annex and per budget and workplan, as applicable.

UNESCO and UN Women regional activities will be grouped and implemented thematically whenever possible across the entire region, and ensure participation from project beneficiaries, while being fully in line with UNSCR 1244, dated 1999.

## **b) Project management and coordination**

### **Governance Arrangements**

**1. Project Advisory Boards (PABs)** will be established in Albania, Bosnia and Herzegovina, North Macedonia, Serbia, and Kosovo. PABs will be co-chaired by the respective representatives of relevant authorities and the respective UN Resident/Development Coordinator (RC/DC), and include representatives from participating UN agencies, as well as representatives from beneficiaries and CSOs, potential partners such as the local RYCO office, and UNMIK in the case of the Kosovo PAB.

The PABs will provide oversight over all activities implemented locally under the Project and have decision-making authority with regards to the implementation of the Project at the local level. Substantive changes to project activities and/or budget should be communicated to the Regional Project Coordinator for review and, if necessary, approved by the Regional Steering Committee. The PABs will be structured in line with PBF project governance requirements and should meet at least on a biannual basis. The PABs will reflect local specifics and will be designed and managed according to agreements reached between the respective RC/DC, the participating UN agencies and the relevant authorities.

**2. Local Project Coordinators:** The lead agency will be responsible for the technical coordination of project activities with relevant UN agencies and implementing partners, as well as planning and monitoring. UNDP will play this function in Albania, North Macedonia, Serbia, and Kosovo while UNFPA will coordinate the implementation in Bosnia and Herzegovina. Five Local Project Coordinators will be primarily responsible for M&E, reporting and communication of project activities, and providing support to the PABs, in addition to the implementation of their respective activities. The Local Project Coordinators will have matrix reporting to the respective RC/DC, UNDP RR (or, in the case of Bosnia and Herzegovina, the UNFPA Country Representative) as well as to the Regional Project Coordinator and will support effective regional project coordination as may be required. Each Local Project Coordinator will also ensure coordination with the respective RC/DC and their offices.

**3. A Regional Project Coordinator** will be recruited<sup>48</sup> and hosted by UNDP as lead agency for the project. The Regional Project Coordinator will be responsible for the efficient and effective day-to-day technical and overall planning, implementation, and monitoring, ensuring timely achievement of project activities and associated results, and supporting project visibility and knowledge management at the regional level. The Regional Project Coordinator will facilitate cross-fertilization and coordination among UN agencies and different local components of the Project. S/he will monitor the implementation of project activities, overall delivery, and shall coordinate production of timely, quality progress reports and the design and implementation of an outreach/visibility strategy, as required by the Project according to PBF guidelines, and in coordination with the Local Project Coordinators and relevant UN agencies. S/he will chair the Regional Technical Coordination Group (RTCG) and provide substantive and secretarial support to the Regional Steering Committee. S/he will be the primary contact person and liaison with the Peacebuilding Fund.

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<sup>48</sup> UNDP will consult and inform the participating agencies as required.



The Regional Project Coordinator will be based in one of the relevant UNDP offices coordinating the implementation of the project, and will be supported by a Finance, Administration, Communications and M&E capacity. The Regional Project Coordinator will take regular travels to the different project zones in support of his/her functions.

**4. A Regional Technical Coordination Group** (RTCG) will be established and meet on at least a monthly basis. The RTCG will be organized and chaired by the Regional Project Coordinator and will include one technical representative from each UN agency (i.e., UNDP, UNFPA, UNESCO and UN Women), and the Local Project Coordinators for Albania, Bosnia and Herzegovina, North Macedonia, Serbia, and Kosovo. The Regional Programme Specialist from the Joint Programme (UNDP-DPPA) will also be invited to participate as needed. The RTCG will ensure effective technical coordination and integration at the local level and regional activities and their implementation, facilitate coordination and cross-fertilization of activities among all implementing partners, as well as support communication, reporting, monitoring, and evaluation activities. The RTCG may also support capacity building activities as may be required to enhance project efficiencies and effectiveness.

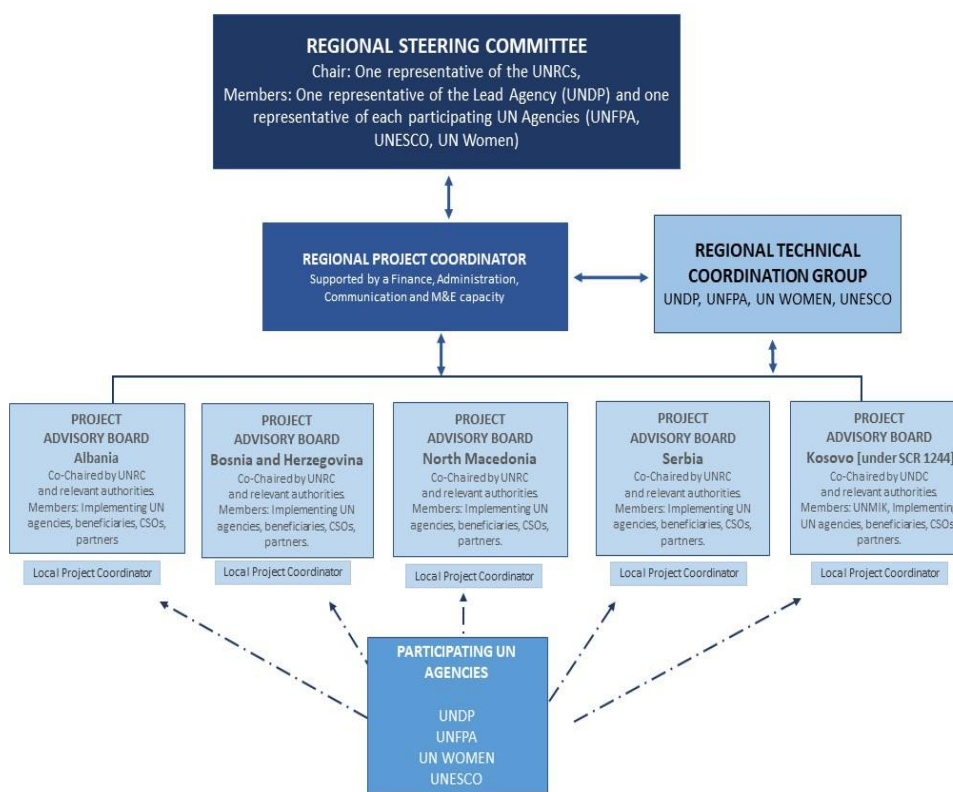
**5. A Regional Steering Committee** will be established to provide strategic direction and oversight and be responsible for providing advice and guidance to the Project, including making, endorsing, and/or approving recommendations as the case may be – for project work plans, revisions and/or decisions that are beyond the authority of the Project Advisory Boards and Regional Technical Coordination Group. The Regional Steering Committee will meet for the first time after one month of the Programme’s inception to adopt its Terms of Reference and agree on the regularity of the Steering Committee meetings, which should be at least on an annual basis.

The Regional Steering Committee will have the highest level of decision-making authority within the Project. It will be chaired by one UNRC on behalf of all participating RCs/DCs and representing the Project Advisory Boards. Members will be: one representative of the Lead Agency (UNDP) and one representative from each participating UN agency, i.e., UNFPA, UNESCO, UN Women. The Steering Committee may decide to invite other participants as observers, including representatives of DPPA (Peacebuilding Support Office and ECAD), other RC/DCs, and partners such as RYCO or UNMIK.

A standing item of the Regional Steering Committee’s agenda, with support of the RTCG, is to (i) help review coherence of the project strategy and implementation approach across the region and (ii) look for institutional linkages for the project whenever and wherever possible.

**6. Role of Participating UN Organizations:** Each participating UN Organization will be substantively and financially accountable for the activities designated to it in the joint Project. The participating agencies will be individually responsible for: ensuring the timely implementation of the activities and delivery of the reports and other outputs identified in the project document; contracting and supervising qualified local and international experts; financial administration; monitoring, reporting and procurement for the activities they are responsible for; and carrying out all the necessary tasks and responsibilities in a coordinated and timely manner to support the Regional Project Coordinator, respective Local Project Coordinators, Regional Technical Coordination Group, and Regional Steering Committee. Any changes in the project scope, activities and/or budget will be

done in accordance with PBF Guidelines and in coordination with the relevant Local Project Coordinator and the Regional Project Coordinator.



The project will be led from UNDP Serbia Country Office, while at the regional level UN Women will operate from its office in Albania, and UNESCO from its offices in Bosnia and Herzegovina. UNFPA will manage the regional dimension of this project from their office in Bosnia and Herzegovina.

For the regional coordination, UNDP Serbia will recruit a full time Regional Project Coordination Officer (IPSA 11 or equivalent), as well as staff and personnel as described in the attached budget (finance & administration, communication and M&E).

c) A brief **description of the project** focus and approach

The project focuses on partnering with young men and women to address divisive narratives and hate speech – increasingly pernicious threats to sustained peace in the region – to enhance social cohesion within but especially across the zones involved. The project’s core thrust is to strengthen the engagement of young men and women – recognizing the crucial impact of traditional gender norms – across identity group lines and communities to promote constructive narratives and counter hate speech and patriarchal gender norms in order to increase inter-group dialogue, mutual understanding and gender equality. The project makes deliberate efforts to build upon and leverage existing capacities, organizations and mechanisms as much as possible, and to reach marginalized youth.

The project will be implemented at regional level within an overarching regional logic and towards regional objectives, although individual activities may be local or regional in scope. Local activities will involve linkages to other parts of the region. These synergies and linkages can involve drawing beneficiaries and/or participants from multiple parts of the region, sharing outcomes and learning from a locally implemented activity to other parts of the region and linking regional activities with local activities.

Through the project’s governance mechanism, activity owners will collaboratively identify the specific ways in which local and regional projects will interface and inform each other, as each local context and activity will be unique. This will be part of detailed activity planning.

Activity approaches will include enhancing organizational and network capacities, working with media, fostering dialogue and exchanges, supporting collaborative development of constructive narratives, leveraging themes and issues of common interest to youth across the region—such as sports, environment, climate change, youth exchanges, helping the most vulnerable, gender equality, and influencing politics and policy. In addition to working with active change makers and activists, the project will seek to reach and engage the most isolated youth who tend to be particularly vulnerable to segregation and divisive legacies due to language, geography and digital divides.

d) Provide a **project-level ‘theory of change’**

**Theory of Change**

Hate speech and divisive narratives are negatively impacting neighbourly relations, regional dynamics, and social cohesion among communities throughout the region. Youth, among others, are surrounded by divisive narratives and hate speech both online and offline. Complemented with lack of opportunities for exposure to positive interaction and dialogue with people of different backgrounds, prospects for social cohesion are more difficult to attain.

Placing young people of the region at the core of action and initiative, this project aims to strengthen avenues for youth engagement in social cohesion within their societies and the region and provide space for young people to play an active role as agents of positive and constructive change.

Helping young men and women who have grown up after the conflicts, without a shared memory of coexistence and in a world dominated by social media – to strengthen their engagement across identity group lines and communities to promote constructive narratives and counter hate speech and patriarchal gender norms will increase inter-group dialogue, mutual understanding, social cohesion and gender equality.

One would nominally and somewhat expect that new generations are more inclined towards inclusion, embracing the proverbial ‘other’ and subscribing to the notions of equity, tolerance and acceptance. However, young people in the Balkans are burdened by the legacies of unresolved war-related pain and trauma, and are perpetuating the notions of hate, divisions and distrust – further stalling and complicating the overall healing process in the Western Balkans.

When these young men and women are supported in working together through on-line media and social networks, they have the potential to deconstruct the legacy of the past that has predetermined their views and opinions and shift the attitudes of thousands of other young people to better understand each other, reduce prejudicial stereotypes and misinformation, and reduce the likelihood of resorting to violence.

### **Assumptions**

Recognizing that there has been an array of peacebuilding initiatives carried out in the region, also involving youth, the project has been designed to target gaps and learn from the lessons gained from previous projects. Therefore, a key assumption to this project is that it is not duplicating any existing regional or area-specific peacebuilding activity, and applying lessons learned as described below.

There is solid evidence from other PBF-funded projects in the region that support this project’s theory of change. For example, various phases of the PBF-funded Dialogue for the Future (DFF) projects ensured greater interaction of youth and citizens in Bosnia and Herzegovina and across the region, especially within beneficiary contexts. DFF enabled collaboration among civil society organizations active around peacebuilding and reconciliation efforts, as well their direct interactions with relevant institutions and authorities. The dialogue platforms established within DFF projects continue to be useful and relevant, and it would be essential to utilize and build upon these beneficial tools. Through DFF, the engagement of the most marginalized and disenfranchised youth, vulnerable to radical narratives promoting the use of violence, through dialogue with their communities, critical thinking education and grass-roots community initiatives have demonstrated the potential of community-based approaches to stabilization.

The strength of youth-led peacebuilding has also been demonstrated in the joint UN project to support the Regional Youth Cooperation Office (RYCO). This project produced replicable tools and methods on creating peacebuilding curricula for the education system and peer-to-peer engagement of young women and men across a variety of social groups, building on evidence on young people’s priorities and collaborating on a regional level for increased exchanges among young civic actors. A regional study conducted by the PBF-funded RYCO project found that travel experiences of young people were associated with their sense of agency, interest in civic engagement and lower social distance to other groups, all of which were also found to be associated with pro-social behaviour and more optimistic views about peace.<sup>49</sup> In fact, RYCO experiences also provide the important insight that intergroup contact reduces prejudice only if certain criteria are ensured, including the provision of institutional support for a guided framework that can help overcome initial distrust and hostility towards “the other.”<sup>50</sup>

Both DFF and RYCO projects have produced sound results in terms of empowering young people to engage in dialogue and building peace across the region. The project aims to focus on addressing hate speech and divisive narratives across the wider region and catalyze longer term efforts. It will build on the value-adding elements of the DFF and RYCO projects, and benefit from and build upon the

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<sup>49</sup> UNDP with UNFPA and RYCO, “Shared Futures - Youth Perceptions on Peace in the Western Balkans,” June 2021, p. 97.

<sup>50</sup> RYCO, “A Better Region Starts with YOUth,” 26 November 2020, p. 41, <https://www.rycowb.org/?p=8900>.

comprehensive and regional data set on youth perceptions on peace and security being collected within the PBF-supported RYCO project and find ways to include young people from Croatia and Slovenia as potential additional beneficiaries.

Culture uniquely offers “connective tissue” for the rich and diverse regional societies, which would enable collaboration and interaction between different groups, particularly among young people. Acknowledging and promoting cultural diversity with a human rights-based approach can facilitate intercultural dialogue, prevent conflicts and protect the rights of overlooked groups. Cultural diversity gives an opportunity of exploring other cultures, traditions, arts, and beliefs especially for those young people who lack opportunities to travel and interact with their peers across the region. Therefore, to enhance social cohesion and reconciliation in the region, it is necessary to enable media education, information literacy, critical thinking and cultural diversity.

Increased participation and level of involvement in cultural activities may contribute to reducing gaps related to trust between different peoples and directly impact increased social cohesion. According to data for Albania, people spent about 5.2 hours per day in activities related or tangible to cultural activities. Additionally, the result of 74.2% shows that trust between people is high<sup>51</sup>.

One of the distinctive features of Bosnia and Herzegovina is its cultural diversity. In addition to the three constituent peoples – Croats, Serbs, and Bosnians, 17 national minorities are recognized. Issues of ethnic, religious and cultural heritage often are of critical importance to the political, social and economic development of the country. 77.03% of the people of Bosnia and Herzegovina agreed that they do not find people of a different culture as undesirable neighbours<sup>52</sup>. This result indicates a fairly high level of tolerance towards diversity and that the values, attitudes and convictions of the majority of the population favour the acceptance of other cultures. Additionally, Bosnia and Herzegovina has demonstrated an appreciation for cultural diversity in policymaking through the participation of minorities in the development of the Action Plan for the Strategy for Cultural Policy of Bosnia and Herzegovina.

Through increased access and rates of engagement in cultural activities, the potential of culture to reinforce feelings of mutual understanding, solidarity and trust may be enhanced. Data for the Republic of Serbia show that 80.08% of respondents (54.0% women and 46.0% men) visited at least one cultural event in the last 12 months, and that 66.52% (53.7% women and 46.3% men) of the respondents visited and/or participated in at least one event in the last 12 months<sup>53</sup>, which influences the creation of the national and cultural identity. Previous projects comparing several indicators on cultural participation, identity building, and interpersonal trust show their interconnectivity and conclude that increased participation and level of involvement in cultural activities of people from different cultures and backgrounds contribute to increasing the degree of tolerance amongst them and thus directly contribute to increased social cohesion. The Strategy of Sustainable Development of the Republic of Serbia recognizes the concept of cultural diversity, which puts forward the dimension of its inclusiveness, i.e. its openness to the identity of others. The guidelines of the Strategy stipulate that such a concept should be further fostering and integrated in specific programs, namely in culture development schemes and that cultural identity should be understood as a set of relatively durable identifiers and not as a coherent and stable unit. When exposed to cultural context identities become more diverse, durable, and more permanent – without cultural influence they would be static and non-changeable.

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<sup>51</sup> UNESCO Culture for Development indicators in Albania (not published, pending in 2022).

<sup>52</sup> UNESCO Culture for Development Indicators in Bosnia and Herzegovina, 2015.

<sup>53</sup> UNESCO Culture for Development Indicators in Republic of Serbia, 2019.

There are also factors whose prevalence *decreases* understanding and promotes discrimination particularly against already marginalised groups. A recent study showed that high levels of dehumanization of a certain group within a society tend to predict stronger levels of discrimination, even where the person doing the discrimination does not express prejudice per se.<sup>54</sup> Manifestations of this can be general acceptance levels of hostile policies against marginalised groups that have been experiencing strong dehumanization (such as Roma, immigrants). *Ergo*, countering the dehumanization of marginalised groups can contribute to lessening discrimination, particularly through targeted “wise interventions.”<sup>55</sup>

Shared concerns over environment and climate risks offer opportunities for engaging youth to build social capital under project activities.<sup>56</sup> With public recognition of the growing environmental and climate risks in the region, investing in reducing those risks represents a shared interest among youth across ethnic lines and communities.<sup>57</sup> Recent disasters have shown that gestures of inter-communal and inter-governmental solidarity are possible.<sup>58</sup> Capabilities and opportunities in the region also exist for civil society-government collaboration.

The regional project Building Trust in Media in Southeast Europe and Turkey aims at strengthening freedom of expression, in particular free, independent and pluralistic media, while empowering citizens, in particular, the youth of the region, to think critically about the information they receive through media, especially social media. There is a particular focus on improving capacities of media outlets to counter misinformation and disinformation as well as strengthening media accountability towards users. The project also envisaged youth media and information literacy<sup>59</sup> skills (MIL) development through integration of the MIL concept into formal and non-formal education systems in the region. Experience drawn from the project, during both its first and second phase of implementation, confirms the necessity for further advancing media and information literacy skills development among youth, the most vulnerable category of the society that is easily influenced by the hate speech and “fake news” phenomenon. Young women and men are key contributors and more crucially, consumers of social media, hence, it is of extreme importance to empower them with knowledge and skills on how to critically interpret but also factually create information.

In Kosovo, the PBF-funded “Youth for a Peaceful, Prosperous and Sustainable Future” project (2018-2021) successfully demonstrated that approaches combining youth empowerment and social cohesion can produce results even in difficult and complex contexts. Lessons learned from the project highlighted that inter-ethnicity in the Kosovo context is a cross-cutting theme when working with youth, due to segregated education systems, one-sided media reporting, political leaders’ views and prejudices inherited from parents and older community members, which directly contribute to divisive narratives among younger generations. The project also showed that interventions with a focus on youth empowerment and inter-community dialogue help young people gain confidence, take initiative

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<sup>54</sup> Emile Bruneau, Hanna Szekeres, Nour Kteily, et al, “Beyond dislike: Blatant dehumanization predicts teacher discrimination,” Volume: 23(4) *Group Processes and Intergroup Relations*, June 2020, <https://doi.org/10.1177/1368430219845462>

<sup>55</sup> Emile Bruneau, “Why we Fight,” *Psychological Science Agenda*, December 2017. <https://www.apa.org/science/about/psa/2017/12/why-fight>

<sup>56</sup> Water Governance, wildfire management, waste management, air and water pollution, and disaster risk reduction are only a few examples of entry points in the region.

<sup>57</sup> Notably, 74 percent of citizens in the region highlighted pollution as a serious concern in their economies. Balkan Barometer 2020. [www.rcc.int/balkanbarometer/publications](http://www.rcc.int/balkanbarometer/publications). The UN 75 survey revealed that pollution was the top concern of citizens across the region. Youth across the Western Balkans also share a strong desire for a cleaner environment and greater engagement in climate action. See Shared Futures survey.

<sup>58</sup> The 2014 floods in Bosnia and Herzegovina and Serbia and the 2019 earthquake in Albania.

<sup>59</sup> UNESCO Media and Information Literacy (MIL) concept includes a set of competencies to search, critically evaluate, use and contribute information and media content wisely; knowledge of one’s rights online; understanding how to combat online hate speech and cyberbullying; understanding of the ethical issues surrounding the access and use of information; and engage with media and ICTs to promote equality, free expression, intercultural and interreligious dialogue, peace, and participate in democratic processes, etc.

and feel more independent. The project also had a strong catalytic effect, informing a SIDA-sponsored initiative for “Kosovo Generation Unlimited” that funded 500 paid internships in 53 authorities with a 38 percent retention rate, and led to the development of a youth, peace and security project to be funded via UNDP’s funding window for Governance, Peacebuilding, Crisis and Resilience.

In the September 2021 youth consultations conducted across the region to test the assumptions of the proposed Theory of Change, respondents indicated their preference for “decentralized organizations that move away from traditional institutional mechanisms”. Some of the key messages heard repeatedly indicate that young people are persistently excluded from institutionalized decision-making processes, and a lack of alternative safe spaces that allow young people to strengthen their participation, communication or educational skills exacerbates that risk. Youth centres and platforms were seen as a useful tool for addressing this. In terms of tools to increase trust and cooperation among youth in the region, respondents thought that youth exchanges would be very adequate for this purpose (65 per cent); followed by educational programmes on countering hate speech and divisive narratives (63 per cent). Sixty-one percent thought that multimedia products created by youth for youth would be effective, and 51 percent thought the same about traditional media products such as TV/Radio shows or press articles.<sup>60</sup> A recent IOM study conducted in Kosovo confirmed that the more interactions with other ethnic communities that people in Kosovo have, the more likely they are to describe their interaction positively – highlighting the importance of creating opportunities and space for regular interactions.<sup>61</sup>

Promoting gender equality and women’s human rights reduces the risk of conflict and instability, and leads to sustainable peace.<sup>62</sup> Research has shown that gender equality is an essential factor in a society’s security and stability, being the number one predictor of peace – more so than a state’s wealth, level of democracy, or religious identity.<sup>63</sup> Several studies have found strong statistical correlations between levels of peacefulness and levels of gender equality in areas of the region.<sup>64</sup> Studies in the region demonstrate that expectations of new generations of young, educated women significantly surpass traditional societal norms.<sup>65</sup> Young women and men are active in community- and faith-based organizations across the region, building constituencies that can connect and empower marginalized and disenfranchised youth, as well as address gender norms.

The positive role of sport in building peace in ethnically divided, conflict-affected societies has been well documented.<sup>66</sup> Through the intense embodied encounters and emotions experienced particularly in team events, sports have also been shown to help break down barriers of cultural and religious difference between young people and facilitate experiences of resilience, mutual respect, trust, social inclusion and belonging.<sup>67</sup> A study of the Bethlehem to Jerusalem Peace Run shows the potential for a cross border/boundary sport tourism event to contribute to the promotion of a message of peace in areas of the world suffering from closed and hostile borders. The study illustrates that, against a background of conflict and confrontation, combining sport and tourism with a peace-related objective

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<sup>60</sup> Jelena Gakovic, UN Regional Youth Project Consultation process: Theory of Change Verification Survey Analysis, September 2021, pp. 4, 5.

<sup>61</sup> IOM, Analysis: Social Inclusion Survey in Kosovo, December 2020, p. 13, [https://kosovoteam.un.org/sites/default/files/2021-04/Social%20Inclusion%20Assessment%20Report-2020\\_ENG\\_0.pdf](https://kosovoteam.un.org/sites/default/files/2021-04/Social%20Inclusion%20Assessment%20Report-2020_ENG_0.pdf)

<sup>62</sup> For instance, the 2015 UN Women Global Study on resolution 1325 highlighted that women’s participation increases the probability of a peace agreement lasting at least two years by 20 percent, and by 35 percent the probability of a peace agreement lasting 15 years, and peace agreements are 64 percent less likely to fail when civil society representatives participate.

<sup>63</sup> V. Hudson, Valerie et al., *Sex & World Peace*, Columbia University Press, 2014.

<sup>64</sup> *Gender equality and women’s empowerment in fragile and conflict-affected situations: A review of donor support*, OECD (2017)

<sup>65</sup> Gabriella Schubert and Johanna Deimel (eds), *Women in the Balkans/Southeastern Europe* (2017)

<sup>66</sup> E.g. Bojana Blagojevic, ‘Sport and Peacebuilding: Healing the Wounds of War,’ in Keith Gilbert and Will Bennett, *Sport, Peace and Development*, Common Ground (2012).

<sup>67</sup> Amelia Johns, Michele Grossman and Kevin McDonald, ‘“More than a Game’: The Impact of Sport-Based Youth Mentoring Schemes on Developing Resilience toward Violent Extremism,” August 2014 *Social Inclusion* 2(2).

can have effects along three dimensions: at the decision-making and governmental level in the organizational dimension; at the level of people's feelings in the field in the social dimension; and in the public image that emerges from positive media coverage.<sup>68</sup> The importance of involving local populations in cross-border/boundary sporting events also cannot be understated, both in terms of having them actively exposed to engaging with people from other communities and acknowledging the economic benefits of welcoming people from other communities. Recent empirical data from the border municipalities in Bosnia and Herzegovina, Croatia, Hungary and Serbia has shown the potential of cross-border/boundary sport-events not only for personal but for community benefit by involving local populations more closely.<sup>69</sup> The geographic proximity of different ethnic communities in the Western Balkans, coupled with the prevalence of areas of outstanding natural beauty across the region, presents an opportunity to combine the three elements of sport and tourism and peace in an effort to test the hypothesis that multi-ethnic and/or cross-border/boundary sporting events will promote trust building and dialogue among communities. Sporting activities open to large scale groups of non-professional sports enthusiasts such as hiking, trail running or road running can potentially attract a large number of participants, involve local communities and promote a positive image of the region within the region and abroad. Other types of sports can be explored.<sup>70</sup>

The activities aimed at supporting social movements and actors, as well as media campaigns, to discuss publicly the gender dimension of the divisive narratives and the impact of toxic masculinities on social cohesion build on recent research published by UN Women,<sup>71</sup> as well as existing UN Women programmes and projects in the region. The UN Women Media Compact, launched globally as part of the 2030 agenda, demonstrated that media can be a major tool in reporting and disrupting gender stereotypes and biases. Programmes with media forums and regional platforms were implemented under the Media Compact in Albania and Bosnia and Herzegovina, notably with the Institute of Media, Anabelle Magazine, and BIRN, as well as through country/territory-led programmes in Serbia. Those programmes sensitized the media to gender issues.<sup>72</sup> However, those programmes and recent UN Women publications on toxic masculinities and gender-based violence also highlighted the need for solid data across the region, in order to better articulate how those issues contribute to divisive narratives and broader social cohesion challenges.<sup>73</sup> This project will respond to that gap accordingly.

The proposed activities build on existing programmes implemented at local and regional levels aimed at addressing gender stereotypes and masculinities, gender-based discrimination and violence against women, notably with educational institutions.<sup>74</sup> Those programmes demonstrated the importance of building on the rising #metoo social movement in the region, and the reach that youth organizations, young gender champions, social media and young influencers can have in the region.

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<sup>68</sup> Alon Gelbman, "Sport Tourism and Peace: Crossing the Contested Wall," *Tourism Geographies* (Volume 21, 2019).

<sup>69</sup> Slobodanka Markovic, Marija Peric, Maja Mijatov et al, Attitudes of the Local Population in Border Municipalities on Development of Sport-Event Tourism, *Journal of Hospitality and Tourism Research* (24 July 2020).

<sup>70</sup> Areas of particular interest for such activities abound in the region, including for example (1) the boundary between Serbia and Kosovo, connecting a number of towns and cities by roads and mountain trails; (2) the area between North Macedonia, Serbia, and Kosovo, which connects a number of cities, towns and villages through a well-developed infrastructure of roads and mountain trails; (3) the Sharr mountain range between North Macedonia and Kosovo, famous for attracting thousands of sports enthusiasts from both sides of the border every year and developed infrastructure in mountain villages combining members of several non-majority groups; (4) the Tara River Canyon between Montenegro and Bosnia and Herzegovina famous for water sports and outdoor activities;

<sup>71</sup> Alan Greig and Michael Flood, "Work with men and boys for gender equality", Discussion Paper n. 37, UN Women (2020). The publication highlighted the need to engage individuals in collective action through campaigns and the media

<sup>72</sup> In Serbia alone, 80 journalists from 58 local and national media outlets were trained on gender discrimination and violence against women and close to 3 million people were reached on social media through the "Youth against violence" campaign.

<sup>73</sup> Existing surveys on masculinities in region do not specifically address youth issues nor the impact of masculinities on social cohesion (cf. notably research conducted by Images in Bosnia and Herzegovina, Serbia, and Kosovo).

<sup>74</sup> UN Women works on those issues through a regional programme as well as through local programmes in Albania, Bosnia and Herzegovina, North Macedonia, Serbia, and Kosovo. UN Women notably works with high schools in Bosnia and Herzegovina and Serbia, as well as with universities in Albania, Bosnia and Herzegovina, Serbia, and Kosovo.



e) **Provide a narrative description of key project components** (outcomes and outputs).

**Project outcome: Young people enhance dialogue and trust across the region by promoting fact-based, positive narratives and gender equality in the public sphere and media**

**Output 1: Collaborative youth platforms advance dialogue, mutual understanding and gender equality across the region**

#### *Activity 1.1*

*Support development of non-formal education programmes and social actors to promote constructive inter-group narratives and discuss the impact of gender equality on social cohesion in the public domain, in collaboration with youth, women, teachers, cultural actors, regional public actors, and minorities NGOs, and in partnership with academic institutions and in consultation with public institutions.*

Activities will engage youth from different communities (where possible, from the wider region, in both rural and urban areas) to confront their differences and find meaningful ways to approach them constructively, first nationally and then through regional engagement. They will be encouraged to create constructive narratives and lasting inter-community and regional networks as countermeasures to pre-existing legacies of the past and hate speech and as drivers of change for social cohesion. The project will bring youth from different communities and from the wider region together through sports events, cultural events, civic education and community projects, climate and environmental action, or virtual/personal discussion platforms that can address shared concerns. These platforms will not shy away from difficult conversations but seek to identify common concerns across borders/boundary and ethnic lines to lay seeds to transform communities and activate meaningful change through dialogue.

UN Women will engage and partner with students, young researchers and young creatives across the region to articulate issues of masculinities with social cohesion challenges in the region, building on the social movements that have recently and publicly raised sexism and gender-based violence among youth in the region (#metoo campaigns in Serbia and Bosnia and Herzegovina).<sup>75</sup> This will be done by supporting students, young researchers and young creatives to publish papers and produce short videos articulating the linkages between masculinities, gender-based violence and social cohesion challenges in the region. The papers and short videos will be produced through a regional call-for-proposal and will be discussed with cultural actors, such as film festivals, and regional public actors, such as the Regional Women's Lobby in South-East Europe.

The regional activity will also partner with academia, to enhance competencies of educational professionals (teachers, school librarians) to teach and promote media literacy, critical thinking, intercultural dialogue and tolerance among students, transforming new generations into media literate citizens.

#### *Activity 1.2*

*Support thematic dialogues to tackle divisive narratives and raise awareness of “Bystander Intervention” in the region, building on existing conceptual structure of intercultural dialogue platforms, introduced within the DFF project, and engaging youth and women's organizations.*

The activities are based on the so-called contact hypothesis, also known as Intergroup Contact Theory, which asserts that contact with “outgroup” (i.e. a social category of people with whom you do not

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<sup>75</sup> In Serbia, one of the actors is the Coalition of Youth Against Violence that was established with the support of UN Women Serbia.

identify, as opposed to “ingroup”) members reduces prejudice.<sup>76</sup> In circumstances where direct contact is not feasible (such as marginalised groups who may fear such contact, or where circumstances such as COVID restrictions prevent such contact), indirect contact can play a crucial role.<sup>77</sup> In fact, research has increasingly focused on the positive role of information and communications technology in strengthening community cohesion through linking young people via regular online interaction. Value can be found practically in providing a means for much more frequent contact than would be possible through face-to-face interactions,<sup>78</sup> as well as in overcoming challenges of face-to-face contact, namely practicality, anxiety or even perceived threat, and sustainability.<sup>79</sup>

The regional dimension of this activity aims to strengthen links and networks between peacebuilding actors such as young women and men in urban and marginalized areas, decision-makers, educators, media and other beneficiaries. This will be accomplished by mutually identified, promoted, and implemented dialogue and trust building activities involving thematic areas such as online hate speech, regional cultural diversity, toxic masculinities, gender norms, shared cultural heritage, education challenges, minorities and inclusion, among others.

Local implementation of the activity aims to empower youth to assist victims of bullying, harassment or hate crimes through what is known as Bystander Interventions. Instructors will simulate harassment scenarios and coach trainees on how to respond, which sometimes includes strategies on self-defence and on how to intervene against bullying and hate crimes in public settings. Trainers will also focus on how bystanders can assist victims of different backgrounds and spread this training to their educational, professional and social circles as Bystander Intervention Ambassadors through appropriate tools that can de-escalate situations of discrimination, harassment or aggression (distract, delegate, document, delay, and direct). The activity will try to draw participants from the wider region and share lessons and outputs regionally.

### *Activity 1.3*

*Through Municipal Youth Councils and youth groups of political parties, build a network of young ambassadors of peace from different ethnicities, and introduce youth dialogue platforms enabling dialogue with policymakers to reduce hate speech and advocate for the establishment of no hate speech pledges and their inclusion in youth policies.*

The Council of Europe recognizes the role of the national youth councils as active contributors to the development of public youth policy, and the effectiveness of youth councils as effective ways of youth participation have been recognized. The activity will include support to the development of municipal youth councils and the preparation of a comparative analysis and identification of best practices from the region and the EU on anti-hate speech approaches. The analysis will identify starting points for combating hate speech at the local level through a joint approach between policy makers and local youth councils. Round tables and discussions among mayors, councillors and youth from the region will be organized. The activity would result in strengthened cooperation and increased trust between the youth representatives/organizations and local institutions as well as in prioritization and implementation of initiatives relevant to the youth. The activity will connect mayors, councilors and

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<sup>76</sup> Edward Schiappa et al, “The Parasocial Contact Hypothesis,” *Communication Monographs* Vol. 72, No. 1, March 2005, pp. 92–115.

<sup>77</sup> Minjie Li, “Mediated Vicarious Contact with Transgender People: How Narrative Perspective and Interaction Depiction Influence Intergroup Attitudes, Transportation, and Elevation,” *The Journal of Public Interest Communications* Vol 3 (2019).

<sup>78</sup> Rhiannon Turner and Lindsey Cameron, “Confidence in Contact: A New Perspective on Promoting Cross-Group Friendship Among Children and Adolescents,” *2016 Social Issues and Policy Review* 10(1):212-246,

<sup>79</sup> T.F. Pettigrew and L.R. Tropp, *When groups meet: The dynamics of intergroup contact*, Psychology Press (2011); Jake Harwood et al, “Intergroup Contact: An Integration of Social Psychological and Communication Perspectives,” *Annals of the International Communication Association* (2013); Roger Austin et al, “Supporting community cohesion through ICT,” *2015 Computers in Human Behavior* 52; Angela Rickard and Roger Austin, “Assessing Impact of ICT Intercultural Work,” (2017).

youth across the region to form a regional network to share practice, knowledge and advocacy strategies with policymakers at the local and national level, so that there is an interactive dialogue and policy follow-up. UN Women will provide technical inputs to the strategy of the regional network as relevant, to ensure the anti-hate speech approach includes a gender equality dimension.

This activity will use the municipal platform to also create an online (digital form) “Say No to Hate” pledge so municipalities, individuals and organisations can reinforce the commitment to reduce and tackle hate incidents and hostility by taking a zero-tolerance approach to hate. This will enable different individuals and communities (young people, formal and informal groups, businesses, institutions, and all project beneficiaries) to come together to show that youth have no space for hate and are committed to building community solidarity to stop hate. The pledge will commit young people and organisations to stand up against hate or hostility, to support victims (inclusion and ensuring their voices are heard) and enable victims of hate to report it and access support if they choose to do so. In some context, this activity will also include a component to support the establishment of a young women politicians Champions for Peace Network. This activity may be replicated in other regional zones participating in the project, hence achieving more impact.

Moreover, Municipal Youth Councils and/or political parties could further be supported in co-creating and adopting local action plans on prevention of hate speech. The project would develop a general framework, to be further localized, adapted and adjusted to each local context. Additional partnerships with CSOs, businesses and development partners would seek to create a small-scale financing mechanism to ensure that the action plan gets implemented.

Furthermore, the activity will also build networks against hate speech between youth municipal councils and between groups of political parties through regional activities coordinated between all agencies.

#### *Activity 1.4*

*Create innovative, design<sup>80</sup>-informed in-person or virtual spaces for young men and women from different communities (across the wider region) to discuss common areas of interest and valuing diversity to build trust and respect.*

This activity will create in-person or virtual spaces for young men and women from different communities (across the wider region) that are structured using design thinking to discuss common areas of interest and valuing diversity to build trust and respect, establish habits of constructive discourse, and prepare them to reinforce those norms during times of tension. The platforms and their outcomes will be linked to radio or TV programmes under Output 2 in the form of a “Kosovo talks” or “The Western Balkans Talk” format. In Bosnia and Herzegovina, this will take the form of Youth Peace Lab, a mentored process of youth interested in public policy change, focused on the legacy of war, education and mobility.

The project will work towards the promotion of positive representations of regional youth in media to break down prejudices against youth based on age, gender, nationality, ability, etc. It will also enrich the capacities of young people to participate in mainstream media and social media in order to promote objectivity and combat hate speech, contributing to a shift in media culture and consumption. In addition, youth will be empowered through innovative approaches to peacebuilding such as design

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<sup>80</sup> Design thinking is a collaborative, iterative approach that involves all of the stakeholders who are part of an initiative – donors, NGOs, partner organizations and the end beneficiary. It judiciously puts people at the heart of the initiative – bringing their voices into the process from the very beginning.

thinking and/or foresight for inclusive peace, as well as issues of common interest and concern, such as climate and environmental action, sports, and support to the most vulnerable.

## **Output 2: Youth journalists and activists across the region create and promote constructive and gender sensitive narratives in the media and through education, culture and sport**

### *Activity 2.1*

*Enhance cooperation between regional, public media and local youth media networks and engage with young social media influencers on developing and promoting youth content to address divisive narratives, hate speech, masculinities and gender norms and equality, including through internship opportunities for young journalists placed in media outlets and partnerships with social media influencers and public actors.*

This activity supports collaboration with media professionals (journalists, editors in various media outlets) across the region, as well as students of communications/journalism, to promote media and information literacy, alternative narratives and freedom of expression in order to combat hate speech and rising inequalities, as well as to fight biased and prejudicial reporting. Empowered media professionals and students will contribute to countering and reducing the spread of hate speech and disinformation by creating reportages and/or essays that promote trust and advocate for safeguarding diversity, equality and inclusivity across the region. A key component of the activity will be to support young people to document and report on successful examples of reconciliation, collaboration and trust building, as well as gender equality to amplify awareness.

This activity will also support social media influencers, young journalists and film festivals to cover regional debates on the toxic masculinities, hate speech and successful examples of reconciliation, collaboration and trust building on various media with a regional reach. There will be a particular focus on young social media influencers (such as YouTubers and TikTokers), young journalists and regional media/media platforms (BIRN, Balkanista, N1, Al-Jazeera Balkans, Radio Free Europe and Euronews).

### *Activity 2.2*

*Enhance the skills and capacities of young people on media literacy and critical thinking, reporting on toxic masculinities and online hate speech, mediation, dialogue and violence prevention, in collaboration with educational stakeholders (formal and non-formal), youth organizations, youth community leaders, journalists and influencers and social media platforms to elaborate community guidelines on negative narratives and advocate for positive social change.*

This activity is complementary to Activity 2.1. At the regional level, this activity aims to build capacities of youth organizations and individual youth leaders – drawing as much as possible upon the networks used in Activity 2.1 – to develop knowledge, skills and attitudes on media and information literacy (MIL) and civic engagement. Acquired knowledge of MIL will help young people to actively address online hate speech, misinformation and disinformation, and promote freedom of expression and develop themselves into informed participants in democratic processes.

In addition, the activity will focus on strengthening online youth media networks to collaborate and advocate for positive social change. Alternative positive narratives and freedom of expression will be promoted through empowering online media stakeholders by capitalizing on the media and information literacy concept as a tool for critical civic engagement and sustainable development.

### *Activity 2.3*

*Conduct educational and cultural exchanges across communities and/or in the region with youth from different identity groups.*

Opportunities for youth exchanges across the region, based on the promotion of cultural diversity and knowledge sharing, will be facilitated through offline/online/hybrid educational and cultural programs designed to encourage young women and men to understand, accept and appreciate diversity through arts, intercultural dialogue, performances, public forums and friendships. Such collaboration is a solid basis for further trust and peacebuilding activities and processes in the region.

Cross-cultural exchanges can also connect youth of different backgrounds and various creative communities (art, heritage, music), enabling active engagement and learning activities at both local and regional level.

This regional activity will build upon the existing framework of regional cooperation between the Faculties of Political Sciences in Sarajevo, Belgrade and Podgorica, and facilitate educational exchanges with the aim to further empower students, teachers and journalists on media and information literacy, trust building and respecting cultural diversity. The project's regional intervention aims to expose young people to Media and Information Literacy (MIL) tools, which help recognize and tackle divisive narratives, bias, and intolerance, whether online or in person. Encouraging participation of youth from the entire region will not only help identify common sources of injustice, prejudice and inequalities in the area, but also raise awareness of the negative impact of media, in addition to encouraging them to use dialogue, repair relationships and reform their society in pursuit of peacebuilding. Furthermore, this project will empower and engage youth, especially those previously overlooked due to geographic distance, social circumstances, lack of finances or disability to not only identify negative narratives, but to challenge them.

#### *Activity 2.4*

*Support the organization of divided community, cross-border/boundary or multi-ethnic participant sporting events and positive narrative messaging for girls/women and men/boys.*

The positive role of sport in building peace in ethnically divided, conflict-affected societies has been well documented as described above. The importance of involving local populations in cross-border/boundary sporting events also cannot be understated, both in terms of having them actively exposed to engaging with people from other communities and facilitating experiences of resilience, mutual respect, trust, social inclusion and belonging.

Examples for sporting events may include long-distance multi-day relay runs with mandatory multi-ethnic team composition and/or across boundaries or borders. The activity would also work with sports clubs to encourage clubs to commit to combating hate speech and promoting constructive narratives through media engagements or campaigns, connecting to youth journalists reporting events and constructive narratives on key media platforms (social media, TV, radio). By cultivating large-scale community involvement (e.g., through participating in the event or volunteering to support along the route), additional multiplier effects could be achieved.

#### *Activity 2.5*

*Enhance peacebuilding capacities of youth in public advocacy campaigning (via social media) to promote inclusion, cultural diversity and value of shared cultural heritage.*

This regional activity focuses on empowering young women and men to constructively influence and participate in dialogue and decision-making processes, advocate for their priorities and be active

contributors to positive transformation in their communities. In the process, youth will explore shared cultural heritage and opportunities of cultural diversity within the region. Particular emphasis will be placed on reaching out to youth university students and youth influencers, as well as unorganized and marginalized youth through various channels, including youth networks and student associations. Furthermore, in partnership with local community authorities, educational and cultural institutions, specific cultural heritage assets might be used to advance use of its positive aspects and contribution to dialogue.

**Please consult Annex C for a list of all outcomes, outputs, and indicators.**

**f) Project targeting**

The project will implement activities in Albania, Bosnia and Herzegovina, North Macedonia Serbia, and Kosovo, some of them focused on individual territories and others regional in scope. It may also potentially include young people from Croatia, Montenegro and Slovenia as beneficiaries of some of the regional activities.

A set of targeted interventions will be focused on partnering with the following groups: young people (50% women and girls), especially youth from marginalized groups (minorities, migrants, youth from rural areas and with disabilities, youth who do not readily speak English), youth organizations and youth workers (NGOs and CSOs), media professionals and media outlets, relevant officials, including from local councils, as well as academia and primary and secondary teachers/trainers.

For the purpose of this project, young people are, in principle, defined as individuals aged 15-29, unless defined differently in the respective official legislation and/or youth action plan, where activities are implemented. The project will nonetheless allow for some flexibility in partnering with particular groups outside this age range on a case by case and in consultation with the Regional Project Coordinator (e.g., young politicians, early career media professionals).

**Estimate number of direct and indirect beneficiaries per outputs:**

The strategy for the identification of the direct project beneficiaries will be based on close consultation and coordination with institutional partners and local stakeholders. The relevant UN Sustainable Development Cooperation Frameworks (UNSDCFs/UNDAFs) will guide the selection of beneficiaries across the region, with a particular focus on vulnerable groups among young people. Across the region, some commonly identified vulnerable populations within the parameters of the UNSDCF/UNDAFs include the non-majority communities (including the Roma and Egyptians, among others), youth living with disabilities, women and girls, LGBTI persons, youth from low-income households or living below the poverty line, youth not in employment, education or training, youth living in rural communities, migrants, refugees, returnees and internally displaced persons – where relevant.

Further, the project will identify and involve (where relevant) the direct beneficiaries of the previous PBF projects thereby maximizing the project impact and considering lessons learned. Direct beneficiaries will be selected in close cooperation with three layers of stakeholders: first, partner agencies will develop general selection criteria for participants (i.e., characteristics, distribution, background); next, those criteria will be shared with line ministries, including CSOs, FBOs and the media to start compiling lists of potential direct beneficiaries; finally, inputs will be compared against UNSDCF/UNDAFs, ensuring full complementarity.

**Output 1: Collaborative youth platforms advance dialogue, mutual understanding and gender equality across the region**

Estimated direct beneficiaries: 4,690

Estimated indirect beneficiaries: 45,260<sup>81</sup>

**Output 2: Youth journalists and activists across the region create and promote constructive and gender sensitive narratives in the media and through education, culture and sport**

Estimated direct beneficiaries: 931

Estimated indirect beneficiaries: 157,773<sup>82</sup>

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<sup>81</sup> Breakdown of direct and indirect beneficiaries for Output 1: Albania (100 direct/20,000 indirect beneficiaries), Bosnia and Herzegovina (1360 direct/6,500 indirect beneficiaries), North Macedonia (150 direct/3,000 indirect beneficiaries), Serbia (70 direct/700 indirect beneficiaries), Kosovo (2,420 direct/7,260 indirect beneficiaries), UNESCO (540 direct/7,800 indirect beneficiaries), UN Women (50 direct beneficiaries).

<sup>82</sup> Breakdown of direct and indirect beneficiaries for Output 2: Albania (200 direct/30,000 indirect beneficiaries), Bosnia and Herzegovina (100 direct/25,000 indirect beneficiaries), North Macedonia (50 direct/1,000 indirect beneficiaries), Serbia (50 direct/500 indirect beneficiaries) Kosovo (91 direct/273 indirect beneficiaries), UNESCO (440 direct/1,000 indirect beneficiaries), UN Women (100,000 indirect beneficiaries).

**g) Risk management**

<b>Project specific risk</b>	<b>Risk level (low, medium, high)</b>	<b>Mitigation strategy (including Do No Harm considerations)</b>
Absence of official recognition of some countries/territories of the region will make it challenging and more costly to organize some regional activities	Medium	Organize the regional activities in countries/territory that provide visas to all,  Organize regional activities in “status-neutral” formats with individuals rather than institutions when necessary (e.g., with higher-education organizations).
Partnerships with non-traditional stakeholders (specifically, religious communities and faith-based organizations) might be seen as problematic from the standpoint of the liberal narrative of civic-state.	Low	Religious communities consistently poll across the region as the second most trusted institution (closely trailing the armed forces) and as such hold immense sway over public opinions, sentiments and narratives.  In that sense, the project team will use two modes of risk control: a) at the level of optics/perceptions, the reasoning for partnering with religious communities will be explained and communicated to the general public and to stakeholders; additionally, partnership agreements outlining rules, modalities and values underpinning our cooperation with religious communities will be signed and presented to the public through broad communications campaign, ensuring that we control the message b) at the more technical level, both traditional and non-traditional partners will be made part of the Project Advisory Boards, allowing for all to understand each other’s roles and not feel threatened nor excluded.
Government or authorities withdraws from joint implementation of the project	Medium	RCs/DCs and UNDP RRs are ensuring consultation with relevant authorities and buy-in during the drafting stage. Project Advisory Boards will be set up with government participants to ensure a maximum level of transparency, fostering ownership by authorities and buy-in. Direct channels of communication at RC-level will seek to



<b>Project specific risk</b>	<b>Risk level (low, medium, high)</b>	<b>Mitigation strategy (including Do No Harm considerations)</b>
		ensure that feedback and concerns are adequately addressed from the outset.
Outbreak of significant crisis, unrest or violence that negatively affects the operating environment of the project	Low	The UN will monitor the security situation and adjust project activities, as necessary, to ensure the achievement of peacebuilding outcomes.
Unexpected and significant expansion of the COVID-19 pandemic which affects project staff, beneficiaries or prohibits remote management of the project	Low	The UN in the region has demonstrated throughout 2020 that it is capable of adjusting project activities in line with pandemic realities, including through adapting delivery mechanisms (online). Where possible, the design of project activities will identify alternative delivery mechanisms from the outset.
Changes or turnover in government/authority counterpart offices that cause delays in or disengagement from implementation	Medium	The UN will continue to engage with authorities and partners at different levels, to ensure strong ownership and sustainability of implementation even in the face of staff changes.  The UN has demonstrated repeatedly that it can adapt to sudden or unexpected changes in government/authorities across the region.
Traditional media may be reluctant to cover gender-related issues	Medium	Work with young social media influencers and IT companies.
Change in representation at the highest political level	High	RC/DCs and Participating UN Agencies will remain in constant liaison with authorities and partners at the technical level to ensure uninterrupted engagement.
Inter-cultural dialogue and exchanges touch on potentially sensitive topics and disestablish the participation of some targeted groups	Low	Participating agencies have experience engaging in this context. Throughout the project, emphasize the support of dialogue as a process whilst maintaining a clear impartial stance with regards to the content.
Complicated coordination/management structure and agency	Medium	The Regional Project Coordinator and the Regional Technical Coordination Group will develop ToR and SOPs

<b>Project specific risk</b>	<b>Risk level (low, medium, high)</b>	<b>Mitigation strategy (including Do No Harm considerations)</b>
administrative procedures are delaying implementation		concerning various joint functions in the joint programme during the inception period. Issues regarding delayed implementation may be escalated if needed to the Regional Steering Committee. Regular communication with the Peacebuilding Fund will be ensured by the Regional Project Coordinator.
COVID-19 pandemic and related restrictions impose mobility restrictions in part or all area of implementation and prevent physical gathering.	High	Project design has anticipated potential disruptions posed by COVID-19 and will increase online adaptation as required. The Local and Regional Project Coordinators will monitor the situation and adapt activities as needed.

#### **h) Monitoring and evaluation**

The project will be monitored in accordance with the Results Framework and guidance from the Peacebuilding Fund.

The Regional Project Coordinator will work closely with the Regional Technical Coordination Group to support monitoring and evaluation functions of this project. S/he will be responsible for the efficient and effective day-to-day coordination, overall delivery implementation, and monitoring, ensuring timely achievement of project activities and associated results, and supporting project visibility and knowledge management at the regional level. The Regional Project Coordinator will facilitate cross-fertilization and coordination among UN agencies and different local components of the Project. S/he will monitor implementation of project activities, and shall produce timely, quality progress reports as required by the project according to PBF and UNDP guidelines, and in coordination with the Local Project Coordinators and relevant UN agencies.

The Regional Project Coordinator, with the support of the RTCG and respective Project Coordinators will:

- Guide and support Local Project Coordinators to effectively manage, implement, and monitor project activities;
- In coordination with Local Project Coordinators and participating UN Agencies undertake monitoring visits, including interviews with key stakeholders and project beneficiaries throughout the project;
- Ensure “regular moments of reflexion” through the RTGC on progress made, challenges, opportunities and strategic direction of the project, including to further ensure integrated and joined-up approaches and activities;
- Regularly undertake “lessons learned” sessions with project teams and stakeholders to enhance joint implementation and assess achievements;

- Prepare in cooperation with JP and participating UN Agencies, the Annual Reports on the project implementation to document lessons learned and good practices as per PBF requirements;
- Support and coordinate an independent final external evaluation;
- Ensure gender sensitive monitoring and evaluation, and the use and collection of gender disaggregated data.

The Project Coordinator will in cooperation with UN Agencies, elaborate the joint Work Plan, which will allow for the monitoring of progress against a planned timeline. For Monitoring and Evaluation of project activities, the project team members from all participating agencies will directly and regularly monitor the day-to-day project activities in the field, as well as assess the project's efficiency, progress and effectiveness.

In addition to the support provided by the Regional Project Coordinator and RTCG, monitoring will also be carried out by the respective Local Project Coordinators and Project officers of participating UN Agencies, with application of various tools, including project documentation analysis, on-site monitoring, questionnaires and interviews with project beneficiaries before and after events, collection of stories. Results-oriented monitoring and evaluation will be conducted during the project implementation, with an emphasis on tangible improvements in beneficiaries' lives.

M&E carried out by the project is participatory and involves beneficiaries to evaluate the results of the programmes and training (through post-training questionnaires, discussions, etc.). Results of the monitoring will be reported to PBF through semi-annual and annual reports.

Perception Surveys will be used in order to monitor and evaluate some of the indicators, and the progress of the project and its impact. Perception surveys will ensure robust and representative monitoring and evaluation, which will provide a good overall analysis and will be useful in adjusting the project specifications, according to the interim results of the surveys. Since perception surveys allow target and non-target comparison, they will assist in measuring the overall result of the project in addition to dedicated indicators described in the result matrix.

As per PBF guidance, 7.78 percent of the total project budget amounting to \$349,897 will be dedicated to M&E activities, including \$80,000 for an independent end-of-project evaluation.

#### **i) Project exit strategy/ sustainability**

The project's approach towards sustainability is focused on ensuring local, community and youth ownership by relevant and concerned authorities, communities and youth, involving stakeholders at all levels, through enhanced dialogues at local and regional levels. Moreover, the project builds on existing priorities of concerned authorities and seeks to reinforce institutional involvement in promoting constructive and fact-based narratives.

The capacity building of stakeholders, particularly among young men and women, and dialogue platforms at both local and regional level, is a long-term investment to sow the seeds for a participatory and bottom-up approach and contribution to building trust, intercultural dialogue, cultural diversity, gender equality and social cohesion in the region.

The Regional Project Coordinator and Regional Technical Coordination Group (RTCG) will capture lessons and best practices of this project and ensure due dissemination among the relevant partners and stakeholders to ensure effective transfer of knowledge and experience.

Moreover, the RTCG will carry-out an analysis to explore interventions and mechanisms for securing the long-term sustainability of project interventions beyond the life of the project, and attract new investments on youth and divisive narratives, but also broader peacebuilding initiatives, based on gaps and opportunities that will be identified.

Additionally, the project will actively look for synergies with other relevant initiatives and projects in the region (e.g., RYCO).

The RC/DCs and participating UN agencies will also leverage their strong collaboration with the respective governments and authorities in the region, in order to facilitate sustainability and opportunity for replication and scale-up.

### **III. Project budget**

A separate attachment presents the budget tables and computation for the project. Out of the total project budget of USD 4,499,999, the budget table also reflects 46.68% of the budget (USD 2,100,572) for Gender Equality and Women's Empowerment, and 7.78% (USD349,897) for project monitoring and evaluation.

### Annex A.1: Checklist of project implementation readiness

Question	Yes	No	Comment
<b>Planning</b>			
1. Have all implementing partners been identified? If not, what steps remain and proposed timeline	X		Pending confirmation
2. Have TORs for key project staff been finalized and ready to advertise? Please attach to the submission		X	To do during PBF final review
3. Have project sites been identified? If not, what will be the process and timeline	X		
4. Have local communities and government offices been consulted/ sensitized on the existence of the project? Please state when this was done or when it will be done.	X		
5. Has any preliminary analysis/ identification of lessons learned/ existing activities been done? If not, what analysis remains to be done to enable implementation and proposed timeline?	X		
6. Have beneficiary criteria been identified? If not, what will be the process and timeline.	X		
7. Have any agreements been made with the relevant Government/authorities counterparts relating to project implementation sites, approaches, Government/authorities contribution?		X	Ongoing
8. Have clear arrangements been made on project implementing approach between project recipient organizations?	X		
9. What other preparatory activities need to be undertaken before actual project implementation can begin and how long will this take?		N/A	
<b>Gender</b>			
10. Did UN gender expertise inform the design of the project (e.g. has a gender adviser/expert/focal point or UN Women colleague provided input)?	X		
11. Did consultations with women and/or youth organizations inform the design of the project?	X		
12. Are the indicators and targets in the results framework disaggregated by sex and age?	X		
13. Does the budget annex include allocations towards GEWE for all activities and clear justifications for GEWE allocations?	X		

## Annex A.2: Checklist for project value for money

Question	Yes	No	Project Comment
1. Does the project have a budget narrative justification, which provides additional project specific information on any major budget choices or higher than usual staffing, operational or travel costs, so as to explain how the project ensures value for money?		X	
2. Are unit costs (e.g. for travel, consultancies, procurement of materials etc) comparable with those used in similar interventions (either in similar country/territory contexts, within regions, or in past interventions in the same country/territory context)? If not, this needs to be explained in the budget narrative section.	X		
3. Is the proposed budget proportionate to the expected project outcomes and to the scope of the project (e.g. number, size and remoteness of geographic zones and number of proposed direct and indirect beneficiaries)? Provide any comments.	X		
4. Is the percentage of staffing and operational costs by the Receiving UN Agency and by any implementing partners clearly visible and reasonable for the context (i.e. no more than 20% for staffing, reasonable operational costs, including travel and direct operational costs) unless well justified in narrative section?	X		
5. Are staff costs proportionate to the amount of work required for the activity? And is the project using local rather than international staff/expertise wherever possible? What is the justification for use of international staff, if applicable?	X		Regional Project Coordinator will not be an International Staff (P-level) because of budget constraints but recruited through other modalities (IPSA)
6. Does the project propose purchase of materials, equipment and infrastructure for more than 15% of the budget? If yes, please state what measures are being taken to ensure value for money in the procurement process and their maintenance/ sustainable use for peacebuilding after the project end.		X	
7. Does the project propose purchase of a vehicle(s) for the project? If yes, please provide justification as to why existing vehicles/ hire vehicles cannot be used.		X	
8. Do the implementing agencies or the UN Mission bring any additional non-PBF source of funding/ in-kind support to the project? Please explain what is provided. And if not, why not.		X	In-kind contributions are not reflected here though the project will seek synergies and cross fertilization with other relevant activities and projects carried out by the implementing agencies.

## **Annex B.1: Project Administrative arrangements for UN Recipient Organizations**

*(This section uses standard wording – please do not remove)*

The UNDP MPTF Office serves as the Administrative Agent (AA) of the PBF and is responsible for the receipt of donor contributions, the transfer of funds to Recipient UN Organizations, the consolidation of narrative and financial reports and the submission of these to the PBSO and the PBF donors. As the Administrative Agent of the PBF, MPTF Office transfers funds to RUNOS on the basis of the signed Memorandum of Understanding between each RUNO and the MPTF Office.

### **AA Functions**

On behalf of the Recipient Organizations, and in accordance with the UNDG-approved “Protocol on the Administrative Agent for Multi Donor Trust Funds and Joint Programmes, and One UN funds” (2008), the MPTF Office as the AA of the PBF will:

- Disburse funds to each of the RUNO in accordance with instructions from the PBSO. The AA will normally make each disbursement within three (3) to five (5) business days after having received instructions from the PBSO along with the relevant Submission form and Project document signed by all participants concerned;
- Consolidate the financial statements (Annual and Final), based on submissions provided to the AA by RUNOS and provide the PBF annual consolidated progress reports to the donors and the PBSO;
- Proceed with the operational and financial closure of the project in the MPTF Office system once the completion is completed by the RUNO. A project will be considered as operationally closed upon submission of a joint final narrative report. In order for the MPTF Office to financially closed a project, each RUNO must refund unspent balance of over 250 USD, indirect cost (GMS) should not exceed 7% and submission of a certified final financial statement by the recipient organizations’ headquarters);
- Disburse funds to any RUNO for any cost extension that the PBSO may decide in accordance with the PBF rules & regulations.

### **Accountability, transparency and reporting of the Recipient United Nations Organizations**

Recipient United Nations Organizations will assume full programmatic and financial accountability for the funds disbursed to them by the Administrative Agent. Such funds will be administered by each RUNO in accordance with its own regulations, rules, directives and procedures.

Each RUNO shall establish a separate ledger account for the receipt and administration of the funds disbursed to it by the Administrative Agent from the PBF account. This separate ledger account shall be administered by each RUNO in accordance with its own regulations, rules, directives and procedures, including those relating to interest. The separate ledger account shall be subject exclusively to the internal and external auditing procedures laid down in the financial regulations, rules, directives and procedures applicable to the RUNO.

Each RUNO will provide the Administrative Agent and the PBSO (for narrative reports only) with:

Type of report	Due when	Submitted by
Semi-annual project progress report	15 June	Convening Agency on behalf of all implementing organizations and in consultation with/ quality assurance by PBF Secretariats, where they exist
Annual project progress report	15 November	Convening Agency on behalf of all implementing organizations and in consultation with/ quality assurance by PBF Secretariats, where they exist
End of project report covering entire project duration	Within three months from the operational project closure (it can be submitted instead of an annual report if timing coincides)	Convening Agency on behalf of all implementing organizations and in consultation with/ quality assurance by PBF Secretariats, where they exist
Annual strategic peacebuilding and PBF progress report (for PRF allocations only), which may contain a request for additional PBF allocation if the context requires it	1 December	PBF Secretariat on behalf of the PBF Steering Committee, where it exists or Head of UN Country Team where it does not.

#### Financial reporting and timeline

Timeline	Event
<b>30 April</b>	Annual reporting – Report <b>Q4 expenses</b> (Jan. to Dec. of previous year)
<b><i>Certified final financial report to be provided by 30 June of the calendar year after project closure</i></b>	

UNEX also opens for voluntary financial reporting for UN recipient organizations the following dates

<b>31 July</b>	Voluntary Q2 expenses (January to June)
<b>31 October</b>	Voluntary Q3 expenses (January to September)

Unspent Balance exceeding USD 250, at the closure of the project would have to be refunded and a notification sent to the MPTF Office, no later than six months (30 June) of the year following the completion of the activities.

#### Ownership of Equipment, Supplies and Other Property

Ownership of equipment, supplies and other property financed from the PBF shall vest in the RUNO undertaking the activities. Matters relating to the transfer of ownership by the RUNO shall be determined in accordance with its own applicable policies and procedures.



## Public Disclosure

The PBSO and Administrative Agent will ensure that operations of the PBF are publicly disclosed on the PBF website ([www.un.org/peacebuilding/fund](http://www.un.org/peacebuilding/fund)) and the Administrative Agent's website ([www.mptf.undp.org](http://www.mptf.undp.org)).

## Annex B.2: Project Administrative arrangements for Non-UN Recipient Organizations

*(This section uses standard wording – please do not remove)*

### Accountability, transparency and reporting of the Recipient Non-United Nations Organization:

The Recipient Non-United Nations Organization will assume full programmatic and financial accountability for the funds disbursed to them by the Administrative Agent. Such funds will be administered by each recipient in accordance with its own regulations, rules, directives and procedures.

The Recipient Non-United Nations Organization will have full responsibility for ensuring that the Activity is implemented in accordance with the signed Project Document;

In the event of a financial review, audit or evaluation recommended by PBSO, the cost of such activity should be included in the project budget;

Ensure professional management of the Activity, including performance monitoring and reporting activities in accordance with PBSO guidelines.

Ensure compliance with the Financing Agreement and relevant applicable clauses in the Fund MOU.

### Reporting:

Each Receipt will provide the Administrative Agent and the PBSO (for narrative reports only) with:

Type of report	Due when	Submitted by
Bi-annual project progress report	15 June	Convening Agency on behalf of all implementing organizations and in consultation with/ quality assurance by PBF Secretariats, where they exist
Annual project progress report	15 November	Convening Agency on behalf of all implementing organizations and in consultation with/ quality assurance by PBF Secretariats, where they exist
End of project report covering entire project duration	Within three months from the operational project closure (it can be submitted instead of an annual report if timing coincides)	Convening Agency on behalf of all implementing organizations and in consultation with/ quality assurance by PBF Secretariats, where they exist

Annual strategic peacebuilding and PBF progress report (for PRF allocations only), which may contain a request for additional PBF allocation if the context requires it	1 December	PBF Secretariat on behalf of the PBF Steering Committee, where it exists or Head of UN Country Team where it does not.
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#### Financial reports and timeline

Timeline	Event
<b>28 February</b>	Annual reporting – Report <b>Q4 expenses</b> (Jan. to Dec. of previous year)
<b>30 April</b>	Report <b>Q1 expenses</b> (January to March)
<b>31 July</b>	Report <b>Q2 expenses</b> (January to June)
<b>31 October</b>	Report <b>Q3 expenses</b> (January to September)
<i>Certified final financial report to be provided at the quarter following the project financial closure</i>	

Unspent Balance exceeding USD 250 at the closure of the project would have to be refunded and a notification sent to the Administrative Agent, no later than three months (31 March) of the year following the completion of the activities.

#### **Ownership of Equipment, Supplies and Other Property**

Matters relating to the transfer of ownership by the Recipient Non-UN Recipient Organization will be determined in accordance with applicable policies and procedures defined by the PBSO.

#### **Public Disclosure**

The PBSO and Administrative Agent will ensure that operations of the PBF are publicly disclosed on the PBF website ([www.un.org/peacebuilding/fund](http://www.un.org/peacebuilding/fund)) and the Administrative Agent website ([www.mptf.undp.org](http://www.mptf.undp.org)).

#### **Final Project Audit for non-UN recipient organization projects**

An independent project audit will be requested by the end of the project. The audit report needs to be attached to the final narrative project report. The cost of such activity must be included in the project budget.

#### **Special Provisions regarding Financing of Terrorism**

Consistent with UN Security Council Resolutions relating to terrorism, including UN Security Council Resolution 1373 (2001) and 1267 (1999) and related resolutions, the Participants are firmly committed to the international fight against terrorism, and in particular, against the financing of terrorism. Similarly, all Recipient Organizations recognize their obligation to comply with any applicable sanctions imposed by the UN Security Council. Each of the Recipient Organizations will use all reasonable efforts to ensure that the funds transferred to it in accordance with this agreement are not used to provide support or assistance to individuals or entities associated with terrorism as

designated by any UN Security Council sanctions regime. If, during the term of this agreement, a Recipient Organization determines that there are credible allegations that funds transferred to it in accordance with this agreement have been used to provide support or assistance to individuals or entities associated with terrorism as designated by any UN Security Council sanctions regime it will as soon as it becomes aware of it inform the head of PBSO, the Administrative Agent and the donor(s) and, in consultation with the donors as appropriate, determine an appropriate response.

### **Non-UN recipient organization (NUNO) eligibility:**

In order to be declared eligible to receive PBF funds directly, NUNOs must be assessed as technically, financially and legally sound by the PBF and its agent, the Multi Partner Trust Fund Office (MPTFO). Prior to submitting a finalized project document, it is the responsibility of each NUNO to liaise with PBSO and MPTFO and provide all the necessary documents (see below) to demonstrate that all the criteria have been fulfilled and to be declared as eligible for direct PBF funds.

The NUNO must provide (in a timely fashion, ensuring PBSO and MPTFO have sufficient time to review the package) the documentation demonstrating that the NUNO:

- Has previously received funding from the UN, the PBF, or any of the contributors to the PBF, in the country/territory of project implementation.
- Has a current valid registration as a non-profit, tax-exempt organization with a social based mission in both the country/territory where headquarter is located and in country/territory of project implementation for the duration of the proposed grant. (**NOTE:** If registration is done on an annual basis in the country/territory, the organization must have the current registration and obtain renewals for the duration of the project, in order to receive subsequent funding tranches).
- Produces an annual report that includes the proposed country/territory for the grant.
- Commissions audited financial statements, available for the last two years, including the auditor opinion letter. The financial statements should include the legal organization that will sign the agreement (and oversee the country/territory of implementation, if applicable) as well as the activities of the country/territory of implementation. (**NOTE:** If these are not available for the country/territory of proposed project implementation, the CSO will also need to provide the latest two audit reports for a program or project-based audit in country/territory.) The letter from the auditor should also state whether the auditor firm is part of the nationally qualified audit firms.
- Demonstrates an annual budget in the country/territory of proposed project implementation for the previous two calendar years, which is at least twice the annualized budget sought from PBF for the project.<sup>83</sup>
- Demonstrates at least 3 years of experience in the country/territory where grant is sought.
- Provides a clear explanation of the CSO's legal structure, including the specific entity which will enter into the legal agreement with the MPTF-O for the PBF grant.

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<sup>83</sup> Annualized PBF project budget is obtained by dividing the PBF project budget by the number of project duration months and multiplying by 12.

### Annex C: Project Results Framework (MUST include sex- and age disaggregated targets)

	Outputs / Activities	Albania	Bosnia and Herzegovina	North Macedonia	Serbia	Kosovo <sup>84</sup>	Regional	Indicators	Means of Verification/ Frequency of Collection	Indicator Milestones
	<b>Outcome: Young people enhance dialogue and trust across the region by promoting fact-based, positive narratives and gender equality in the media and public spheres</b> SDGs 4, 5, 10, 11, 16, 17									
	<p><b>Outcome Indicator 1a:</b> % of youth concerned about fake news and conspiracy theories Baseline: BiH – 63.8% (M); 67.4% (F); North Macedonia – 55.5% (M); 59.4% (F); Serbia – 56.7% (M); 59.2% (F); Kosovo – 74.7% (M); 73.4% (F); (Shared Futures Report) Target: 5 (% increase) overall Means of verification: Targeted Surveys</p> <p><b>Outcome Indicator 1b:</b> % of young men and women participating in building peace and reconciliation Baseline: BiH – 4.4%; North Macedonia – 2.4%; Serbia – 0.8%, Kosovo – 2.1%; (Shared Futures Report) Target: 5% increase overall Means of verification: Targeted surveys</p> <p><b>Outcome Indicator 1c:</b> % of youth who had experienced hate speech online or offline in the past 12 months Baseline: BiH – 14.6% (M); 13.9% (F); 15.1% (F); North Macedonia – 14.7% (M); 17.0% (F); Serbia – 13.0%; Kosovo – 15.5% (M); (M); 9.4% (F) (Shared Futures Report) Target: 5% decrease overall Means of verification: Media monitoring and/or Targeted Surveys</p> <p><b>Outcome Indicator 1d:</b> % of young people who have reported/flagged content as hate speech on social media Baseline: TBD Target: 10% increase Means of Verification: Facebook analytics</p>									
1.	<b>Output 1: Collaborative youth platforms advance dialogue, mutual understanding and gender equality across the region</b>									
1.1.	Support development of non-formal education programmes and social actors to promote constructive inter-group narratives and discuss the impact of gender equality on social cohesion in the public domain, in collaboration with youth, women, teachers, cultural actors, regional public actors, and minorities NGOs, and in partnership with academic	UNDP/ UNFPA	UNFPA			UNDP/ UNFPA	UNESCO  UN Women	# of young people (disaggregated by gender) in target group who indicate they have acquired new skills to effectively address hate speech Baseline: 50 (BiH, carried over from the previous PBF-funded UN-RYCO project); 30 (ALB)	Survey Participant lists and activity report	

<sup>84</sup> All references to Kosovo shall be understood to be in the context of Security Council resolution 1244 (1999).

	Outputs / Activities	Albania	Bosnia and Herzegovina	North Macedonia	Serbia	Kosovo	Regional	Indicators	Means of Verification/ Frequency of Collection	Indicator Milestones
	institutions and in consultation with public institutions.							<p>Target: 550 (BiH - 50% women); 500 (ALB)</p> <p># of initiatives promoting constructive intergroup narratives and gender equality; Baseline 0 (ALB); 0 (BiH) (50% women) (KOS) trained through previous UNKT initiatives (KOS); Target: ; 50 (ALB); 1 initiative to tackle gender equality (BiH); +200 young people (50% women; 30% non-majority) (KOS)</p> <p># of teachers (disaggregated by gender) with enhanced competences to promote cultural diversity, intercultural dialogue and tolerance (UNESCO) Baseline: 387 Target: 627 (70% women)</p> <p># of communication products by youth articulating the linkages between masculinities, gender-based violence and social cohesion challenges in the region Baseline: 0 papers and 0 videos Target: 5 papers and 5 short videos (UN Women)</p>		
1.2.	Support thematic dialogues to tackle divisive narratives and raise awareness of "Bystander Intervention" in the region, building on existing conceptual structure of intercultural dialogue platforms, introduced within the DFF project, and engaging youth and women's organizations.		UNFPA			UNDP /UNFPA	UNESCO	<p># of young women and men who indicate increased understanding of other ethnic groups after participation in thematic dialogues Baseline: 0 (BiH), 0 (KOS) Target: 200 (BiH), 100 (KOS, at least 30% non-majority)</p> <p># of youth attending training on Bystander Intervention implemented with target organizations. Baseline: 0 (BiH), 0 (KOS)</p>	Survey Participant lists and activity report	

	Outputs / Activities	Albania	Bosnia and Herzegovina	North Macedonia	Serbia	Kosovo	Regional	Indicators	Means of Verification/ Frequency of Collection	Indicator Milestones
								<p><i>Target: 200 participants in campaigns (BiH), at least 100 youth (50% women, 30% non-majority) (KOS)</i></p> <p># of participants in Bystander Intervention campaigns implemented by target organizations  <i>Baseline: 0 (KOS)</i>  <i>Target: 2000/year (KOS)</i></p>		
1.3.	Through Municipal Youth Councils and youth groups of political parties, build a network of young ambassadors of peace from different ethnicities, and introduce youth dialogue platforms enabling dialogue with policymakers to reduce hate speech and advocate for the establishment of no hate speech pledges and their inclusion in youth policies.	UNDP /UNFP A	UNFPA	UNDP/U NFPA	UND P/UN FPA	UNDP /UNFP A		<p># follow-up actions of youth councils with policy makers  <i>Baseline: 0 (BiH)</i>  <i>Target: 3 (BiH)</i></p> <p># of follow-up actions of youth councils with municipal councils  <i>Baseline: 0 (MKD)</i>  <i>Target: 5 (MKD)</i></p> <p># of CSOs promoting youth engagement in local policymaking  <i>Baseline: 0 (ALB, MKD)</i>  <i>Target: 20 (ALB); 20 (MKD)</i></p> <p># of online pledges disaggregated by geography and gender  <i>Baseline: 0 (BiH), 0 (KOS)</i>  <i>Target: 3 (BiH), 1 (KOS)</i></p> <p># of joint initiatives that are successful in increasing mutual understanding and trust among political parties and CSOs  <i>Baseline: 0 ALB, SRB)</i>  <i>Target: 3 (ALB); 5 (SRB)</i></p> <p>% of young ambassadors who have initiated dialogue with policymakers on reducing hate speech  <i>Baseline: 0 (KOS)</i>  <i>Target: 20 (50% women) (KOS)</i></p>	Survey Participant lists and activity report	

	Outputs / Activities	Albania	Bosnia and Herzegovina	North Macedonia	Serbia	Kosovo	Regional	Indicators	Means of Verification/ Frequency of Collection	Indicator Milestones
1.4.	Create innovative, design-informed in-person or virtual spaces for young men and women from different communities (across the wider region) to discuss common areas of interest and valuing diversity to build trust and respect.	UNDP /UNFPA	UNFPA				TBD	<p># of youth who contribute to the design of the virtual spaces <i>Baseline: 0 (BiH)</i> <i>Target: 100 (BiH)</i></p> <p># of youth participating in virtual spaces who contribute content <i>Baseline: 0 (ALB, BiH)</i> <i>Target: 200 (ALB), 300(BiH)</i></p> <p># of follow-up actions by youth participants that build trust and respect by end of project <i>Target: 0 (ALB, BiH)</i> <i>Baseline: 5 (ALB, BiH)</i></p>	Participant lists and activity report	
2.	<b>Output 2: Youth journalists and activists across the region create and promote constructive and gender sensitive narratives in the media and through education, culture and sport</b>									
2.1.	Enhance cooperation between regional, public media and local youth media networks and engage with young social media influencers on developing and promoting youth content to address divisive narratives, hate speech, masculinities and gender norms and equality, including through internship opportunities for young journalists placed in media outlets and partnerships with social media influencers and public actors.	UNDP /UNFPA	UNFPA	UNDP/UNFPA		UNDP /UNFPA	UNESCO UN Women	<p># of positive narratives promoted by graduated young journalists and media professionals by end of project <i>Baseline: 0 (ALB) 0 (BiH), 0 (KOS),</i> <i>Target: 10 (ALB), 10 (BiH), 10 (KOS),</i></p> <p># of media products promoted by graduated young journalists and media professionals by end of project <i>Baseline: 0 (ALB), 0 (BiH), 0 (KOS),</i> <i>Target: 10 (ALB), 20 (BiH), 20 (KOS),</i></p> <p># TV debates on divisive narratives, hate speech, toxic masculinities and gender norms and equality <i>Baseline: 0 (ALB), 0 (BiH), 0 (KOS),</i> <i>Target: 2 (ALB), 3 (BiH), 2 (KOS),</i></p> <p>#of media products developed through cooperation of public and local youth</p>	Survey Participant lists and activity report	

	Outputs / Activities	Albania	Bosnia and Herzegovina	North Macedonia	Serbia	Kosovo	Regional	Indicators	Means of Verification/ Frequency of Collection	Indicator Milestones
								<p>media networks that address divisive narratives, hate speech, toxic masculinities and gender norms and equality  <i>Baseline: 0 (MKD), 0 (UNESCO)</i>  <i>Target: 15 (MKD), 8 (UNESCO)</i></p> <p># of new media platforms and social media actors producing articles/reports on the cross-related issues of gender norms/roles and social cohesion challenges  <i>Baseline: 0 media platforms and social media actors (BiH)</i>  <i>Target: 2 platforms and 10 social media actors (BiH)</i></p> <p># of interns in media outlets (disaggregated by gender) developing and promoting youth content addressing divisive narratives, hate speech, toxic masculinities and gender norms and equality by end of project  <i>Baseline: 0 (KOS)</i>  <i>Target: 10 (50% young women; 30% non-majority) (KOS)</i></p>		
2.2.	Enhance the skills and capacities of young people on media literacy and critical thinking, reporting on toxic masculinities and online hate speech, mediation, dialogue and violence prevention, in collaboration with educational stakeholders (formal and non-formal), youth organizations, youth community leaders, journalists and influencers and social media platforms to elaborate community guidelines on negative narratives and advocate for positive social change.	UNFPA	UNFPA		UNFPA	UNDP/UNFPA	UNESCO	<p># of reportages/stories created by youth, advocating for respect of cultural diversity, equality and inclusion within the region  <i>Baseline: 0 (ALB), 0 (BiH), 0 (KOS), 0 (UNESCO)</i>  <i>Target: 10 (ALB), 10 (BiH), 15 (KOS), 15 (UNESCO)</i></p> <p># of media claims fact checked by youth-led platforms  <i>Baseline: 0 (ALB), 0 (BiH), 0 (SER), 0 (KOS),</i>  <i>Target: 10 (ALB), 30 (BiH), 10 (SER), 5(KOS)</i></p>	Survey Participant lists and activity report	



	Outputs / Activities	Albania	Bosnia and Herzegovina	North Macedonia	Serbia	Kosovo	Regional	Indicators	Means of Verification/ Frequency of Collection	Indicator Milestones
								# of new partnerships between youth and other stakeholders in advocating for positive social change <i>Baseline: 0 (ALB) 0 (BiH), 0 (KOS)</i> <i>Target: 3 per year (BiH), 2 (ALB), 2 per year (KOS)</i>		
2.3.	Conduct educational and cultural exchanges across communities and/or in the region with youth from different identity groups.				UNDP/UNFPA	UNDP/UNFPA	UNESCO	<p>% of youth who see youth exchanges or other regional projects as important sources of information for understanding other peoples in the WB <i>Baseline: BiH – 16.7%; North Macedonia – 17.6%; Serbia – 14.1% (Shared Futures Report)</i> <i>Target: 5% increase</i></p> <p># of youth (disaggregated by gender) who participate in educational and cultural exchanges in the region who report increased understanding of youth from other identity groups and areas in the region <i>Baseline: 0 (SER), 0 (KOS)</i> <i>Target: 50 (SER), 20 (50% women; 30% non-majority (KOS);</i></p> <p># of youth events promoting shared cultural heritage with the purpose of building trust among communities <i>Baseline: 0 (UNESCO)</i> <i>Target: 4 (UNESCO)</i></p>	Survey Participant lists and activity report	
2.4.	Support the organization of divided community, cross-border/boundary or multi-ethnic participant sporting events and positive narrative messaging for girls/women and men/boys.	UNDP/UNFPA	UNFPA			UNDP/UNFPA		<p># of youth (disaggregated by gender) who participated in multi-ethnic participant sports events that report increased understanding of youth from other identity groups and areas in the region <i>Baseline: 0 (ALB), 0 (BiH),</i> <i>Target: 50 (ALB); 100 (BiH),</i></p> <p># of positive stories on the event</p>	Survey Participant lists and activity report	

	Outputs / Activities	Albania	Bosnia and Herzegovina	North Macedonia	Serbia	Kosovo	Regional	Indicators	Means of Verification/ Frequency of Collection	Indicator Milestones
								<p><i>Baseline: 0 (ALB) , 0 (BiH), 0 (territories)</i> <i>Target: 5 (ALB), 100 (BiH),</i></p> <p># of young people (disaggregated by gender) participating as peace ambassadors in external sport events <i>Baseline: 0 (ALB), 0 (KOS)</i> <i>Target: 3 (ALB); 6 young people (3women; 2 non-majority) (KOS);</i></p> <p># of regional sport tournaments including diverse teams (boys, girls, different ethnic backgrounds) from the countries/territories in the region <i>Baseline: 0 (KOS)</i> <i>Target: 1 regional summer tournament per year (25 participants – 50% women) (KOS)</i></p>		
2.5.	Enhance peacebuilding capacities of youth in public advocacy campaigning (via social media) to promote inclusion, cultural diversity and value of shared cultural heritage.						UNESCO	# of advocacy campaigns by youth that promote inclusion, gender equality, SDGs, cultural diversity and value of shared cultural heritage (UNESCO) <i>Baseline: 0</i> <i>Target: 8</i>	Survey Participant lists and activity report	

## **ANNEX D: Detailed descriptions of activities to be implemented<sup>85</sup>.**

### **Albania:**

*Activity 1.1 Support development of non-formal education programmes and social actors to promote constructive inter-group narratives and discuss the impact of gender equality on social cohesion in the public domain, in collaboration with youth, women, teachers, cultural actors, regional public actors, and minorities NGOs, and in partnership with academic institutions and in consultation with public institutions.*

Support non-formal education sessions to promote constructive inter-group narratives in the public domain, in collaboration with Ypeer network and teachers, and in partnership with academic institutions and in consultation with national institutions, using Ypeer Manual to PB developed in a previous project (Ypeer network).

*Activity 1.3 Through Municipal Youth Councils and youth groups of political parties, build a network of young ambassadors of peace from different ethnicities, and introduce youth dialogue platforms enabling dialogue with policymakers to reduce hate speech and advocate for the establishment of no hate speech pledges and their inclusion in youth policies.*

In Albania, youth political networks across the political spectrum will be targeted and youth debates and open forums addressing divisive narratives will be supported and broadcast on traditional and new media platforms. Leading representatives of youth forums of political parties will be brought together and will be supported to work jointly in building cohesion and addressing divisive narratives.

*Activity 1.4 Create innovative, design-informed in-person or virtual spaces for young men and women from different communities (across the wider region) to discuss common areas of interest and valuing diversity to build trust and respect.*

In Albania, youth perceptions of neighbouring societies and groups are affected by political and social discourses in the media. Young people face many pressures and influences from social and political narratives that are distorted by prejudice, denial, and nationalism. Against this backdrop, activities in Albania will follow a two-pronged approach: (i) support media literacy and youth journalism and (ii) empower youth in urban, rural and marginalized areas to be positive agents of change through design thinking.

The activity will incentivize increased youth engagement through design thinking for inclusive peace (both national level and cross border/boundary), potentially including:

- Peace Innovation Challenge;
- Promote the creative use of information and telecommunication technologies to diffuse and scale up national and regional peacebuilding and youth development initiatives;
- Promote and possibly support joint (cross border/boundary) youth start-ups.

*Activity 2.1 Enhance cooperation between regional, public media and local youth media networks and engage with young social media influencers on developing and promoting youth content to address divisive narratives, hate speech, masculinities and gender norms*

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<sup>85</sup> Note that regional activities are already reflected in the core text above.

*and equality, including through internship opportunities for young journalists placed in media outlets and partnerships with social media influencers and public actors.*

In Albania, human stories connecting people from the region will be produced through an influencer exchange programme that will be initiated with travel bloggers so stories, photo blogs or vlogs can be produced and distributed to online channels. In the backdrop of increasing tourist exchanges and the Open Balkans initiative, this will take peacebuilding efforts to the platforms where youth are active most of the time these days – social media. Albanian TV programmes will be supported to produce human stories connecting people from the region (reality show, storytelling from travel or educational programmes from national TV stations).

*Activity 2.2 Enhance the skills and capacities of young people on media literacy and critical thinking, reporting on toxic masculinities and online hate speech, mediation, dialogue and violence prevention, in collaboration with educational stakeholders (formal and non-formal), youth organizations, youth community leaders, journalists and influencers and social media platforms to elaborate community guidelines on negative narratives and advocate for positive social change.*

On media literacy, we will support strengthening young people’s capacities to investigate and discuss controversial issues and to defend the values of an inclusive, just and open democratic society through capacity-building training (targeting students, journalists, portal administrators). Youth debates and open forums will be organized addressing divisive narratives and broadcast on traditional and new media platforms.

*Activity 2.4 Support the organization of divided community, cross-border/boundary or multi-ethnic participant sporting events and positive narrative messaging for girls/women and men/boys.*

In Albania, in cooperation with the Football Association, a competitive tournament for youth accompanied with cultural side-events will be organized to nurture the spirit of diversity, inclusion and peace. This sports for reconciliation and development small-scale tournament could involve Western Balkans trails, a peace marathon, off-road cycling, and tennis. The game of football provides a good opportunity for strong anti-divisive messages. Following the examples from the UK Football Association’s equality and inclusion organisation Kick It Out and its campaigns such as #takethestand or UEFA’s Say No to Racism. Western Balkans Football Associations can also be approached to leverage support.

### **Bosnia and Herzegovina:**

*Activity 1.1 Support development of non-formal education programmes and social actors to promote constructive inter-group narratives and discuss the impact of gender equality on social cohesion in the public domain, in collaboration with youth, women, teachers, cultural actors, regional public actors, and minorities NGOs, and in partnership with academic institutions and in consultation with public institutions.*

Activities in Bosnia and Herzegovina will primarily focus on further strengthening the youth-peer network as the driving force behind all activities relating to promotion of trust and mutual understanding. Youth networks will forge partnerships and will cooperate with

CSOs (both mainstream and those that are youth-led, including grass-roots groups and those working with marginalized populations) but also non-traditional stakeholders such as religious communities and faith-based organisations, artists and cultural workers in an effort to craft, deploy and sustain inclusive and non-divisive narratives. IT tools and social media will be leveraged to further enhance the reach and impact of the messaging.

*Activity 1.2 Support thematic dialogues to tackle divisive narratives and raise awareness of “Bystander Intervention” in the region, building on existing conceptual structure of intercultural dialogue platforms, introduced within the DFF project, and engaging youth and women’s organizations.*

This activity will focus on mentoring for young people who are further interested in formulating public policies that respond to some of the key challenges in the region. This process would directly augment dialogue at local level, transforming agreements, conclusions or local compromises into actual policy proposals that could further solidify and institutionalize those local changes, and the topics to be explored are: (i) legacy of war – intergenerational trauma, truth, reconciliation; (ii) education – quality, access, outcomes; and (iii) mobility – regional and beyond.

Activities in Bosnia and Herzegovina will primarily focus on further strengthening the youth-peer network as the driving force behind all activities relating to promotion of trust and mutual understanding. Youth networks will forge partnerships and will cooperate with CSOs (both mainstream and those that are youth-led, including grass-roots groups and those working with marginalized populations) but also non-traditional stakeholders such as religious communities and faith-based organisations, artists and cultural workers in an effort to craft, deploy and sustain inclusive and non-divisive narratives. IT tools and social media will be leveraged to further enhance the reach and impact of the messaging.

In Bosnia and Herzegovina activities will focus on campaigns that target youth from non-traditional stakeholders (artists and cultural workers, religious communities and faith-based organizations).

These partnerships will focus on campaigns that target and empower youth from non-traditional stakeholders (artists and cultural workers, religious communities and faith-based organizations), raising their profile at the community level as local champions of peace.

*Activity 1.3 Through Municipal Youth Councils and youth groups of political parties, build a network of young ambassadors of peace from different ethnicities, and introduce youth dialogue platforms enabling dialogue with policymakers to reduce hate speech and advocate for the establishment of no hate speech pledges and their inclusion in youth policies.*

This activity will create local platforms for youth-peer peacebuilders, and non-traditional stakeholders (artists, cultural workers, religious communities and faith-based organizations) to promote and advocate for zero tolerance for hate speech. The format, structure and the dynamics of local platforms will be adjusted to the context of each individual community.

Support to youth ambassadors of peace will be orchestrated in cooperation with Youth Councils from the Federation, Republika Srpska, and Brcko District and will work in close cooperation with youth-peer peacebuilders (Activity 1.1.)

*Activity 1.4 Create innovative, design-informed in-person or virtual spaces for young men and women from different communities (across the wider region) to discuss common areas of interest and valuing diversity to build trust and respect.*

This activity will be delivered through a dedicated virtual platform that seeks to reconcile different community interests through development of policy proposals that are designed and advocated for by youth-peer leaders coming from different communities. This activity will also closely partner with non-traditional stakeholders in an effort to bring in divergent and dissenting opinions, all in an effort to harness all available capacities at the community level.

*Activity 2.1 Enhance cooperation between regional, public media and local youth media networks and engage with young social media influencers on developing and promoting youth content to address divisive narratives, hate speech, masculinities and gender norms and equality, including through internship opportunities for young journalists placed in media outlets and partnerships with social media influencers and public actors.*

This activity will be further developed in cooperation with religious communities and faith-based organizations, artists, cultural workers and youth-peer peacebuilders. Contents will be adjusted to the sensibilities of key stakeholders, while also respecting key values and positions defined at the project level – with the overall aim of reaching those who are otherwise not familiar with issues of hate-speech, and who have little to no access and interaction with mainstream civil society.

*Activity 2.2 Enhance the skills and capacities of young people on media literacy and critical thinking, reporting on toxic masculinities and online hate speech, mediation, dialogue and violence prevention, in collaboration with educational stakeholders (formal and non-formal), youth organizations, youth community leaders, journalists and influencers and social media platforms to elaborate community guidelines on negative narratives and advocate for positive social change.*

This activity primarily conceives capacity development of the non-formal youth-peer peacebuilders network to further support, advocate and raise awareness on hate speech; also equipping them with knowledge and tools to craft alternative narratives that promote peace, and an inclusive approach to problem solving. This activity will also integrate youth from non-traditional stakeholders in an effort to build inclusive narratives around peace, tolerance and acceptance.

This activity will further develop content in cooperation with religious communities and faith-based organizations, artists, cultural workers and youth-peer peacebuilders. This activity will strive not only to present alternative points of view, but to sustain a debate between sometimes deeply opposing and polarizing viewpoints – all in hopes of upping the standards of debate and dialogue over issues that communities find critical to their future wellbeing.

*Activity 2.4 Support the organization of divided community, cross-border/boundary or multi-ethnic participant sporting events and positive narrative messaging for girls/women and men/boys.*

This activity will be delivered through a three-pronged partnership with Youth Councils in the Federation, Republika Srpska, and Brcko District, as well as religious communities, faith-based organizations, and youth CSOs. In contrast to the debates and deliberations, this activity will utilize sports as a means to connect and build trust and cooperation.

### **North Macedonia:**

*Activity 1.3 Through Municipal Youth Councils and youth groups of political parties, build a network of young ambassadors of peace from different ethnicities, and introduce youth dialogue platforms enabling dialogue with policymakers to reduce hate speech and advocate for the establishment of no hate speech pledges and their inclusion in youth policies.*

In North Macedonia, this activity will be implemented in five partner municipalities, (which will be jointly agreed upon in consultation with the national counterparts, on the basis of jointly agreed criteria - diversity, urban/rural, etc.) in close cooperation with youth peer groups / civil society organizations. A comparative analysis and identification of best practises from the region and the EU on anti-hate speech approaches will be prepared. Municipalities will be supported to develop municipal youth councils and to strengthen cooperation between the youth representatives and the local institutions. Prioritized initiatives relevant to the youth will be also supported.

In North Macedonia, the project will support the establishment of a thematic working group (TWG) of young members of the municipal councils (coming from different political and ethnic backgrounds) which will operate in close cooperation and coordination with the existing six thematic working groups which operate under the Association of the Units of the Local Self-Government (ZELS) Committees of Councils. The project will support the TWG in organizing networking events for an exchange of experiences, as well as in building an esprit de corps through contacts and discussion. In addition, the TWG will provide peer-to-peer support and learning for the young councilors who will further conduct thematic meetings and roundtables around anti hate-speech topics, bullying, and inter-ethnic relations. As a follow up, the conclusions and recommendations from the work of the thematic working group will be disseminated to the ZELS Committee of Councils for further discussion and negotiation with central government institutions aiming to improve overall living conditions of the youth. This activity will also facilitate the exchange of experience among youth councillors through regional networks of cooperation.

*Activity 2.1 Enhance cooperation between regional, public media and local youth media networks and engage with young social media influencers on developing and promoting youth content to address divisive narratives, hate speech, masculinities and gender norms and equality, including through internship opportunities for young journalists placed in media outlets and partnerships with social media influencers and public actors.*

In North Macedonia, this activity will draw upon existing organizations and networks, investing in cross-fertilization by offering dialogue between public media and local formal

and non-formal youth media networks and civil society organizations. Grassroots youth narratives give youth perspective on education, gender and sports and influence the national discourse. There are multiple examples of successful youth platforms that are self-sustaining and offer potential partners for this activity, including youth radio and website Radio MOF, the platform for young people focused on news sharing and opportunities for youth Fakulteti Mk, or youth platforms like Mladi MK created by the National Youth Council.

### **Serbia:**

*Activity 1.3 Through Municipal Youth Councils and youth groups of political parties, build a network of young ambassadors of peace from different ethnicities, and introduce youth dialogue platforms enabling dialogue with policymakers to reduce hate speech and advocate for the establishment of no hate speech pledges and their inclusion in youth policies.*

In Serbia, this activity will support youth from different groups, including marginalized youth, youth groups of political parties, young women, and others, to develop constructive narratives in relation to the local and regional dynamics. This will be done through dialogue platforms, organized workshops, and established working groups at the local level. The activity will link policymakers and youth, including both rural and urban locations to reach more marginalized youth. Implementation of this activity will be shaped around existing local networks, such as local youth offices, municipal youth councils, civil society organizations, local branches Chambers of Commerce, as well as national independent institutions.

In Serbia, this activity will also include a component to support the establishment of a young women politicians Champions for Peace Network.

The main part of this project activity will be implemented through the provision of grants to Foundation BFPE For Responsible Society (BFPE), while UNFPA CO Serbia will complement to this activity together with the implementing partner who will also ensure the active inclusion of young persons from vulnerable categories.

*Activity 2.2 Enhance the skills and capacities of young people on media literacy and critical thinking, reporting on toxic masculinities and online hate speech, mediation, dialogue and violence prevention, in collaboration with educational stakeholders (formal and non-formal), youth organizations, youth community leaders, journalists and influencers and social media platforms to elaborate community guidelines on negative narratives and advocate for positive social change.*

In Serbia, this activity will build capacities of young people, at all levels, including students, young professionals, youth organizations and individuals engaged in media reporting to use constructive narratives, and coordinate and strengthen their networks, when reporting about sensitive topics, contributing to positive social change. UNFPA CO Serbia will implement this activity with one of experienced implementing partner who has proven experience in contributing to positive social change.

*Activity 2.3*



*Conduct educational and cultural exchanges across communities and/or in the region with youth from different identity groups.*

In Serbia, this activity will build on existing partnerships and through active engagement of youth in educational and cultural activities, recognizing and addressing common issues for young men and women in the region, ensuring an inclusive approach.

**Kosovo**<sup>86</sup>:

*Activity 1.1 Support development of non-formal education programmes and social actors to promote constructive inter-group narratives and discuss the impact of gender equality on social cohesion in the public domain, in collaboration with youth, women, teachers, cultural actors, regional public actors, and minorities NGOs, and in partnership with academic institutions and in consultation with public authorities.*

In Kosovo, this activity will focus on strengthening the youth-peer network as the driving force behind all activities relating to promotion of trust, social interethnic cohesion, and tackling of hate speech. This will be achieved through social media platforms, trainings/workshops, regional youth exchanges as well as Kosovo-wide cross-community exchanges with strong participation of non-majority communities to inform youth about the harmful impact and forms of hate speech, to identify hate speech and intolerance and be able to prevent it through individual and community actions. It is essential to provide platforms for youth from diverse communities in Kosovo and in the region to interact, exchange experiences and jointly address the problem of intolerance and hate speech. To amplify through social media, radio, exposure stories, etc.

This activity will also maximise the use of the data and analysis that UNMIK will obtain in the course of their hate speech research to incorporate findings on political violence against women. This will support understanding of one of the many gender-specific forms of hate speech and provide data to guide possible projects or collaboration with other authorities.

*Activity 1.2 Support thematic dialogues to tackle divisive narratives and raise awareness of “Bystander Intervention” in the region, building on existing conceptual structure of intercultural dialogue platforms, introduced within the DFF project, and engaging youth and women’s organizations.*

Building on the existing dialogue platforms (such as in the DFF project), by using in-person or digital spaces for young men and women to increase awareness of youth and communities by presenting hate speech as unacceptable and damaging for the whole society, and instead, promote constructive narratives. The digital space will involve all communities Kosovo-wide, in particular non-majority communities to enhance interethnic social cohesion and has potential to be replicated in the region that in turn can enable a regional youth dialogue on hate speech and importance of constructive narratives. Through such platforms, youth will be able to identify common areas that build trust and respect, establish habits of constructive discourse, and prepare them to reinforce those norms during times of tension.

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<sup>86</sup> All references to Kosovo shall be understood to be in the context of Security Council resolution 1244 (1999).

Organise and develop bystander intervention training tools and events targeting youth from different communities, to identify and combat the most persistent themes causing hate speech and divisive narratives. The outcome of this activity will contribute to raising awareness on these topics and will develop capacities of young people and inter-community youth organisations to learn how to recognise hate, safely diffuse harmful situations and support victims and people affected by hate speech and hate crime. Furthermore, the activity will implement an outreach campaign (online and in-person) to encourage reporting of hate speech, and promote trust between communities, age groups that can benefit from the persons and organisations skilled under this activity.

The activities are based on the so-called contact hypothesis, also known as Intergroup Contact Theory, which asserts that contact with “outgroup” (i.e. a social category of people with whom you do not identify, as opposed to “ingroup”) members reduces prejudice.<sup>87</sup> In circumstances where direct contact is not feasible (such as marginalised groups who may fear such contact, or where circumstances such as COVID restrictions prevent such contact), indirect contact can play a crucial role.<sup>88</sup> In fact, research has increasingly focused on the positive role of information and communications technology in strengthening community cohesion through linking young people via regular online interaction. Value can be found practically in providing a means for much more frequent contact than would be possible through face-to-face interactions,<sup>89</sup> as well as in overcoming challenges of face-to-face contact, namely practicality, anxiety or even perceived threat, and sustainability.<sup>90</sup>

*Activity 1.3 Through Municipal Youth Councils and youth groups of political parties, build a network of young ambassadors of peace from different ethnicities, and introduce youth dialogue platforms enabling dialogue with policymakers to reduce hate speech and advocate for the establishment of no hate speech pledges and their inclusion in youth policies.*

By engaging Municipal Youth Councils, their capacities will strengthen further to engage with policymakers and their peers from political parties’ youth forums, with the intention to produce outcome statements and influence policy making that is inclusive of constructive narratives and prevention of hate speech. Actions under this activity can be inspired by building on a ‘no hate speech movement’ that brings together civil society, public authorities, media and international organisations in addressing the issue of hate speech.

A number of young persons in different communities will be identified and promoted as ambassadors of peace, who can play a crucial role in raising the awareness of communities about constructive narratives and will be organising online and in-person action days to mark days related to intercultural awareness, human rights, peace and so on. Some

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<sup>87</sup> Edward Schiappa et al, “The Parasocial Contact Hypothesis,” *Communication Monographs* Vol. 72, No. 1, March 2005, pp. 92–115.

<sup>88</sup> Minjie Li, “Mediated Vicarious Contact with Transgender People: How Narrative Perspective and Interaction Depiction Influence Intergroup Attitudes, Transportation, and Elevation,” *The Journal of Public Interest Communications* Vol 3 (2019).

<sup>89</sup> Rhiannon Turner and Lindsey Cameron, “Confidence in Contact: A New Perspective on Promoting Cross-Group Friendship Among Children and Adolescents,” 2016 *Social Issues and Policy Review* 10(1):212-246,

<sup>90</sup> T.F. Pettigrew and L.R. Tropp, *When groups meet: The dynamics of intergroup contact*, Psychology Press (2011); Jake Harwood et al, “Intergroup Contact: An Integration of Social Psychological and Communication Perspectives,” *Annals of the International Communication Association* (2013); Roger Austin et al, “Supporting community cohesion through ICT,” 2015 *Computers in Human Behavior* 52; Angela Rickard and Roger Austin, “Assessing Impact of ICT Intercultural Work,” (2017).

examples of Online Action Days include: 21 September - International Day of Peace, 10 October - Mental Health Awareness Day, 21 May - International Day of Cultural Diversity, Kosovo-marked days of various communities, 10 December – International Human Rights Day etc. This will help to amplify the impact of the project, increase its cross-community outreach and equip youth with skills of online activism. All involved in this activity will gather in a joint event to share the experience and results with the wider public.

This activity will create an online (digital form) “Say No to Hate” pledge so individuals and organisations can reinforce the commitment to reduce and tackle hate incidents and hostility by taking a zero-tolerance approach to hate. This will enable different individuals and communities (young people, volunteers, formal and informal groups, businesses, authorities, and all project beneficiaries) to come together to show that Kosovo youth have no space for hate and are committed to building community solidarity to stop hate. The pledge will commit young people and organisations to stand up against hate or hostility, to support victims (inclusion and ensuring their voices are heard) and enable victims of hate to report it and access support if they choose to do so. This activity may be replicated in other regional zones participating in the project, hence achieving more impact.

The activity will also build networks between youth municipal councils against hate speech and between groups of political parties through a regional dimension. This regional network will create a space to launch collective action where policy makers meet the youth municipal councils and the youth groups of political parties, to hear youth priorities, gain insights about policy recommendations against hate speech, divisive narratives, and shape youth agenda that is based on the needs and requests of the youth.

Further, the project supports the regional youth network to design and implement joint tasks such as conducting joint research on the causes of hate speech and divisive narrative, producing regular newsletters about regional youth priorities against hate speech, and organize training sessions and events for interested youth. The regional youth network can also provide a platform for youth groups to raise voice on the topics of their concern, such as employment, climate change and environmental degradation, mental and physical wellbeing, violent radicalization and similar.

*Activity 2.1 Enhance cooperation between regional, public media and local youth media networks and engage with young social media influencers on developing and promoting youth content to address divisive narratives, hate speech, masculinities and gender norms and equality, including through internship opportunities for young journalists placed in media outlets and partnerships with social media influencers and public actors.*

A number of media outlets will be identified where young journalists from different ethnic backgrounds will be interning for 6 months. The idea is to influence the narrative and media products aiming at promoting constructive narratives and identify hate speech. Prior to their enrolment in the internship programme, the young journalists will be provided with training on media literacy and on project objectives. The capacities of interns will provide strong bases for sustainability beyond the project cycle. The knowledge gained during the internship period and networks developed with media outlets, will position the young people engaged much stronger in the labour market in their profession and their skills in promotion of positive narratives and prevention of hate speech will be utilized in their future careers, including with potential influence of the media outlets reports.

*Activity 2.2 Enhance the skills and capacities of young people on media literacy and critical thinking, reporting on toxic masculinities and online hate speech, mediation, dialogue and violence prevention, in collaboration with educational stakeholders (formal and non-formal), youth organizations, youth community leaders, journalists and influencers and social media platforms to elaborate community guidelines on negative narratives and advocate for positive social change.*

In Kosovo this activity will gather young media representatives and youth from across different communities to advocate against hate speech and divisive narratives. Specifically, through social media platforms and designated TV programmes (local and central level), inform the public about what really causes and contributes to hate speech and divisive narratives in Kosovo; help frame the issues as everyone's problems and encourage the public, the community members, students and professionals to condemn hate speech and divisive narratives. Further, through media representatives and youth, the activity will showcase success stories of people from different communities working jointly in an institution, company or a project targeting common goals and objectives for the benefit of the society. The idea is to reach out to the general audience, beyond targeting youth only. To ensure that the TV programmes reach out to youth, debates will be live streamed through social media.

Through this activity, a call for competition on production of articles toxic masculinities, misogyny, and online hate speech. The activity provides the potential to replicate the same approach in countries/territories in the region and can be arranged to be implemented simultaneously. 5 best articles will be awarded through an evaluation of an independent professional panel and the special event will be organised to announce the winners. Similarly, a joint event may be organised with other regional partners participating in the project.

*Activity 2.3 Conduct educational and cultural exchanges across communities and/or in the region with youth from different identity groups.*

The project will be utilizing existing cultural and film festivals in the region, as a platform to promote intercultural cooperation among youth (Docufest – Prizren, Sarajevo film festival, Miredita - Dobar dan cultural festival in Belgrade and Pristina), attended by selected youth from within Kosovo and/or the region. In addition, the project through regional exchange activities will be promoting shared Cultural Heritage with the purpose of building trust between communities in the region.

*Activity 2.4 Support the organization of divided community, cross-border/boundary or multi-ethnic participant sporting events and positive narrative messaging for girls/women and men/boys.*

Sport is an important enabler of sustainable development. We recognize the growing contribution of sport to the realization of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives. In Kosovo this activity will be implemented through three related interventions (sub-activities) namely: 'Run for Peace', 'Play for Peace' and 'United for Peace' activities in cooperation with Municipal Youth Councils, the Football Federation of Kosovo, and interested regional countries/territories participating in the project.

The ‘Run for Peace’ activity will involve free youth/local community park runs through timed events across Kosovo, organized by local volunteers. The ‘Play for Peace’ activity will involve the organization of a three-day regional summer football tournament (in Albania) gathering young football players, girls and boys aged 13 to 15 from different communities and participating countries/territories in the project. More specifically, each participating RUNO through relevant counterparts gathers three teams of eight players (four girls and four boys) to participate in the regional tournament and compete for the ‘Peace Cup’. The aim of the regional tournament (programme) is to foster important values in youngsters, promote healthy lifestyle and mutual respect to different nationalities and cultures among them, and support positive peace and tolerance. Last but not least, using the unique opportunity of the upcoming World Football Championship 2022 in Qatar, Kosovo, in coordination with the Football Federation, will unite (engage) for peace six young girls and boys from all communities in the World Football Championship to promote project objectives from such an international world scale event. The team will comprise six youngsters (four young footballers and two journalists) who will be joining their peers from around the world as part of the five-day Football for Friendship Programme, and report on joint experiences and stories from the Championship games and the Qatar joint visit. The activity will attract high media/public visibility before, during and after the event.

The project will establish a #TellingOurStory platform which entails creation of a series of high-quality human-centered success stories and disseminate them via various existing UNDP, UNFPA, and UNWOMEN communication channels (Instagram, TikTok, Facebook, and YouTube) including the communication channels from the Kosovo MCYS and multi-community NGOs.

The stories will showcase the impact of various above noted project initiatives and package them to target local and international audiences. The focus of each story will display emotion, empathy, positive vibes of the youth population, and motivational examples of the story's chosen character. The story could be a photo story (a photo and one paragraph, for example, in the style of Humans of New York) or a video of up to one minute highlighting the main features. This communication component will facilitate greater visibility of the project and impact of various initiatives and can help show the connections from similar stories coming from the region.

**ANNEX E: Provide a brief summary of existing interventions in the proposal’s sector by filling out the table below.**

<b>Project name (duration)</b>	<b>Donor and budget</b>	<b>Project focus</b>	<b>Difference from/complementarity to current proposal</b>
Positive Behaviours in Schools	UNICEF with Ministry of Education, Sports and Youth	Communication for behaviour campaign which aims at developing a positive school culture that is conducive to inspired teaching and engaged learning, preventing most of the discipline problems where various forms of violence against children may formerly have occurred. A teacher training methodology which promotes positive behaviour instead of old forms of discipline has been developed and accredited.	Albania-specific
Accelerated Civic Development and Cooperation 2017-2020	USAID USD 2M	Designed to support organizations working in the democracy and governance sector and strengthen their efforts to fight corruption; support avenues for meaningful public participation and oversight; improve efficiency and effectiveness in governance and government services; and support public-private partnerships. The project also assists government institutions to improve their performance by making them more efficient and accountable to the civil society and citizens.	Albania-specific
Dialogue for the Future: Promoting Coexistence and Diversity (DFF1) 2014-2016	PBF USD 2.1M	The peacebuilding initiative <i>Dialogue for the Future (DFF): Promoting Coexistence and Diversity in Bosnia and Herzegovina</i> was launched in 2014, following discussions between the UN Secretary-General and the Presidency of Bosnia and Herzegovina. The DFF programme provided a space of dialogue across the country, enabling a country-wide peacebuilding process by promoting social cohesion, interculturalism and appreciation of diversity, increasing	BiH-specific

Project name (duration)	Donor and budget	Project focus	Difference from/ complementarity to current proposal
		participation, awareness and influence of youth in policy dialogue on issues impacting BiH development and 2030 Agenda. Dialogue Platform Declaration signed.	
A More Equitable Society: Promoting Social Cohesion and Diversity in Bosnia and Herzegovina (Dialogue for the Future II)  2017-2019	PBF  USD 2M	In the second phase <i>Dialogue for the Future: Promoting Social Cohesion and Diversity in Bosnia and Herzegovina</i> , the increased inclusiveness of governance at the local level by organizing participatory analyzes of common problems and creating local platforms for dialogue - encouraged communities to discuss (common) challenges and seek common solutions to these problems through mutual cooperation. The outputs of local dialogue platforms were supported by implementation of 24 relevant projects.	BiH-specific Implemented in 28 targeted communities
Social Media for Peace  2021-2023	EU  USD 1M	The Social Media for Peace project implemented by UNESCO seeks to strengthen the resilience of fragile societies to potential harmful content spread online, in particular hate speech inciting to violence while enhancing the promotion of peace through digital technologies, notably social media in Bosnia and Herzegovina.	BiH-specific  The common ground for both projects is to tackle drivers of hate speech and spread of disinformation in social media, but instead to amplify peace and trust-building narratives.

<b>Project name (duration)</b>	<b>Donor and budget</b>	<b>Project focus</b>	<b>Difference from/ complementarity to current proposal</b>
<p>Seeking care, support and justice for survivors of conflict-related sexual violence in BiH</p> <p>Since 2014; now in Phase IV until 2021</p>	<p>UK, Canada, UN Action</p> <p>USD 5M</p>	<p>UNFPA, IOM, UNDP, UN Women focused effort to support survivors and their access to services, while in parallel working with youth and non-traditional stakeholders to initiate public dialogue over the legacy of the past and the role women and youth can have in alleviating stigmatisation of survivors. Special attention was paid to partnerships with non-traditional stakeholders such as artists and cultural workers and religious communities in creating both the space and the opportunity for their broader engagement around inclusivity and transformation of hate, including dual myths of victims/victors.</p>	<p>BiH-specific</p>
<p>Meaningful Activism, Knowledgeable Engagement and Responsible Solutions</p> <p>2020-2023</p>	<p>UNDP</p> <p>USD 425K</p>	<p>The project aims to improve social cohesion among various ethnic groups in partner municipalities, by improving municipal governance practices on public participation, supporting community activism and capacitating youth for leadership in their communities and beyond and promoting joint action on shared priorities.</p>	<p>BiH-specific</p>
<p>PRO-Future II: Trust, Understanding, and Responsibility for the Future</p> <p>2017-2022</p>	<p>USAID / Catholic Relief Services</p> <p>USD 8.5M</p>	<p>Core PRO-Future II activities include working with ministries to adopt the Platform for Peace at the national level and supporting war victims to advocate for equal rights. It also trains new, young politicians to develop their debate and peace-building skills and knowledge. The program engages the business community to help politicians understand how reconciliation also creates a more desirable business environment.</p>	<p>BiH-specific</p>



Project name (duration)	Donor and budget	Project focus	Difference from/ complementarity to current proposal
		<p>The program publicly engages religious leaders and works with them to lead reconciliation activities (joint visits of multi-ethnic religious leaders to war memorials and other places of suffering, community interreligious dialogue, and exposing youth to the history and tradition of multiple places of worship other than their own). The project works with influential journalists and editors to encourage reporting that gives a voice to multiple narratives, and informs the public of peace-building efforts of key influencers. The project will sponsor a regional award for journalists who regularly cover reconciliation. The program will also broadcast a program “Peace Talks” and produce a documentary of peace-building narratives for a large audience in BiH and the region.</p>	
<p>Youth for Peace / BIRN projects on Peacebuilding</p> <p>February to October 2021</p>	<p>RYCO / EU</p> <p>(Overall envelope for all RYCO projects under the 4th call = EUR 333,000)</p>	<p>Within the framework of the 4th RYCO Open Call for Project Proposals supported by the EU, RYCO signed a contract with Mladi za mir (Youth for Peace) and the Balkan Investigative Reporting Regional Network (BIRN).</p> <p>The awarded projects in BiH provide young people in the region with networking opportunities in the field of regional youth dialogue, peacebuilding and reconciliation. It created a pool of high-quality facilitators who will be carriers of devoted approaches to the reconciliation processes in the region and address the lack of communication opportunities for youth in the region so they can share their common past stories and</p>	<p>BiH-specific</p>

<b>Project name (duration)</b>	<b>Donor and budget</b>	<b>Project focus</b>	<b>Difference from/ complementarity to current proposal</b>
		experiences by moving forward with reconciliation.	
OSCE project on strengthening education sector capacity and resilience, including inter-ethnic integration	OSCE Mission in North Macedonia	Strengthening education sector capacity and resilience, including inter-ethnic integration (curriculum, language, etc.)	North Macedonia-specific
Foundations for the Future: Building a positive, value based and inclusive society	UK	This UNICEF programme, which focuses on early childhood education, aims to improve policies and practices on social cohesion and diversity in North Macedonian institutions through improving the quality of early childhood education. The programme supports strengthening teacher capability for delivering quality education and embedding values, social and emotional competencies, awareness and cross-cultural skills in children.	North Macedonia-specific
Advancing Social Cohesion 2017-2021	USAID USD 1.3M	A four-year activity to improve relationships among children and youth across ethnicities, religions, and social divisions, and increase public awareness about ethnic integration and social cohesion. The project provides training to teachers, state educational inspectors, and pedagogical students on multicultural education. It also organizes outreach and sports activities for students from targeted primary schools across North Macedonia. Through 24 episodes of an innovative reality TV show, the project has highlighted youth from diverse backgrounds working together to address common issues they face in their communities.	North Macedonia-specific

<b>Project name (duration)</b>	<b>Donor and budget</b>	<b>Project focus</b>	<b>Difference from/ complementarity to current proposal</b>
Youth Ethnic Integration  2017-2021	USAID	USAID’s flagship program for improving inter-ethnic integration. Working through a grant to the Macedonian Civic Education Center (MCEC), the project works to enable positive interactions among ethnically diverse youth at the school and community level and improve civic education skills, behaviours, and volunteering practices of youth. YEI partners with the Ministry of Education and Science (MOES) and other education institutions to support their efforts to revise the civic education contents and engage students in school and community life, promoting student involvement in decision-making processes in their schools and municipalities.	North Macedonia-specific
Youth Empowerment Programme (UPSHIFT)	UNICEF	“UPSHIFT” empowers marginalized youth and adolescents to become social entrepreneurs by providing experiential learning in understanding community challenges and designing and building impactful solutions in the form of products or services.	North Macedonia-specific
Brave New Media Forum	OSCE Mission in Serbia	Strengthening young people’s media and digital literacy through the Brave New Media Forum which gathers around 150 youngsters from across Serbia and 50 speakers from all over the world. They discuss trends in media production for children and youth, analyse the habits and needs of young media consumers and propose models for legacy media to adapt their production and distribution to demands of new audiences.	Serbia-specific
Solidifying the Resilience of	European Union	BIRN Kosovo is organising a series of training sessions for high school	Kosovo-specific

Project name (duration)	Donor and budget	Project focus	Difference from/ complementarity to current proposal
Kosovo <sup>91</sup> 's Current and Future Journalists		<p>students with the aim of nurturing young talent by mentoring students in the production of videos, photos and articles. This will contribute to increased independence, transparency, accountability and civic engagement.</p> <p>The training sessions will introduce the students to journalism, including topics like journalistic language and concepts, reporting standards, photography tips, production materials for video content, video editing, investigative journalism, ethics and author's rights.</p>	
Building Societal Connections and Support to Reconciliation and Social Cohesion in Kosovo	IOM USD 2.4M	The project aims to contribute towards a more inclusive society for all communities in Kosovo building confidence between communities through work on multilingualism, youth interaction, a website on Kosovo's history to promote intergroup understanding about the past and support impartial media reporting.	Kosovo-specific
Institutionalization of learning of official languages / Accreditation of a Balkanistics Programme at the University of Pristina	IOM, OSCE, UK (international support group)	<p>An international support group has been working intensively with relevant authorities (University of Pristina, Faculty of Philology, Ministry of Education, the Office of Language Commissioner and Accreditation Agency) on supporting the Faculty in preparing the reaccreditation of the programme and the regulations for the Language Centre.</p> <p>Equal access to services and information is of crucial importance for community stabilization and social inclusion. The language barrier prevents returnees and</p>	Kosovo-specific

<sup>91</sup> All references to Kosovo shall be understood to be in the context of Security Council resolution 1244 (1999).

Project name (duration)	Donor and budget	Project focus	Difference from/ complementarity to current proposal
		minority communities from actively participating in social, economic, cultural, and political life. As learning of official languages in schools has been interrupted since 1989, the Balkanistics programme will again enable learning of official languages in Kosovo (Albanian, Serbian, Bosnian, Croatian and Montenegrin) for all communities and help them to interact and cooperate.	
Generation Unlimited  2020-2021	SIDA	Youth unemployment in Kosovo stands at over 46%. Implemented through the CSR Network, in cooperation with a number of partners, UNICEF Kosovo was able to offer 500 young people from Kosovo a paid internship. Kosovo is shortlisted together with only 15 countries/territories across the globe to host the Generation Unlimited Youth Challenge, which is aimed at creating solutions around the three key pillars of Generation Unlimited: secondary education; skills for learning, employability, and decent work; and empowerment, with a focus on girls.	Kosovo-specific
Youth Empowerment Programme (UPSHIFT, Ponder, Podium)	UNICEF	UNICEF's Innovations Lab seeks to build the skills of adolescents and youth and provide spaces for them to exercise those skills in addressing social problems. Social Innovation and Entrepreneurship, Technology, Advocacy, Critical Media Literacy and Volunteerism represent unparalleled opportunities for the most marginalized adolescents and youth to develop and lead projects that address issues in their communities, all while allowing them to become key actors in a	Kosovo-specific

Project name (duration)	Donor and budget	Project focus	Difference from/ complementarity to current proposal
		<p>vibrant, peaceful, and prosperous Kosovo as agents of social change. “UPSHIFT” empowers marginalized youth and adolescents to become social entrepreneurs by providing experiential learning in understanding community challenges and designing and building impactful solutions in the form of products or services.</p> <p>“Ponder” fosters media literacy and critical approaches to information, empowering adolescents to approach information critically, to examine bias, and to judge the value, authenticity, and authority of information they encounter. Following the workshop, internships in media allow participants to apply the attained skills.</p> <p>“Podium” teaches the most marginalized groups how to advocate for the rights of their communities. It is designed to improve resilience by increasing knowledge of their rights, improving their awareness on the power of social change and advocacy; and cultivating campaign management and advocacy tactics.</p>	
<p>Youth Camps and Study Trips</p> <p>Since 2015</p>	<p>OSCE Mission in Kosovo</p>	<p>The OSCE Mission has hosted summer camps for youth over 18 years since 2015. The camps bring together approximately 40 young people each year and aim to encourage tolerance and mutual respect among young Kosovo Albanians, Kosovo Serbs, Kosovo Roma, Kosovo Ashkali, and Kosovo Egyptians. The camps encourage youth to embrace diversity by getting to know each other better, visiting each other’s religious and cultural sites, and discussing topics like religion and gender equality.</p>	<p>Kosovo-specific</p>

<b>Project name (duration)</b>	<b>Donor and budget</b>	<b>Project focus</b>	<b>Difference from/ complementarity to current proposal</b>
Local Youth Action Councils	USAID	Local Youth Action Councils in Northern Kosovo provide a forum for young people to raise their voices and connect with their local government. In 2018, representatives from Local Youth Action Councils and NGOs from four northern municipalities gathered to initiate a Local Action Plan for Youth, which was shared with local government for further consideration and eventual adoption. The Action Plan laid out a series of concerns as well as possible avenues to affect positive change.	Kosovo-specific
Playdagogy Sport4Youth Sport4Education	Play International	PLAY International's socio-educational sports activities are designed to integrate all groups in society regardless of their ethnicity, gender or ability. The games are designed to encourage active learning, improve the self-esteem of young people and teach fundamental values such as fair play, respect and team spirit. The Sport4Youth program promotes the civic participation of young people.	Kosovo-specific
Stories from the Other Side and multi-ethnic eco camps  Since 2017	UNMIK	Participants from different communities share their stories during thematic sessions, advocacy exercises, and multi-day eco-camps.	Kosovo-specific
Regional Project on Youth and Social Cohesion	UK, US  USD 16M	Regional youth initiative implemented by IOM with a large project in Bosnia and Herzegovina. Community-based approach with focus on local communities, involving a network of local community activists in more than 50 locations regionally. Some activities include critical thinking workshops; life skills training; media literacy	Regional

Project name (duration)	Donor and budget	Project focus	Difference from/ complementarity to current proposal
		training; masculinity and gender workshops; community dialogue forums and mini-grant facility for youth-led projects, support to youth centres and youth clubs, support to youth NGOs, training of young politicians; on-line portals to counter hate speech.	
Horizontal Facility II - Promotion of diversity and equality in the Western Balkans	Council of Europe	Hate speech and human rights (minorities, LGBTI, Roma), with focus on education Hate speech and social media, counter narratives (youth) Analysis of equality bodies and hate speech, planning project in 2021.	Regional  Planning project on building capacity of equality bodies and hate speech for 2021 (agreement to align)
Regional Programme on Ending Violence against Women in the Western Balkans and Turkey	UN Women  EUR 5,618,000	Ending gender-based discrimination and violence against women, with a particular focus on the most disadvantaged groups of women.	Regional  (Albania, BiH, Montenegro, North Macedonia, Serbia, Turkey and Kosovo)
Gender Equality Forum – #YouthDemand	UN Women	Consultations with National Gender Youth Activists (NGYAs) to discuss the challenges youth face in their activism and design initiatives for addressing gender equality and women’s empowerment in the coming four years.	Regional (Europe and Central Asia)
Dialogue Academy for Young Women	OSCE	The Dialogue Academy for Young Women is part of the Follow Us initiative. This initiative gathers prominent women from politics, academia, media and civil society from Belgrade and Pristina. The purpose of the Academy is to empower young women by educating them on issues relating to women’s role in promoting	Belgrade-Pristina



<b>Project name (duration)</b>	<b>Donor and budget</b>	<b>Project focus</b>	<b>Difference from/ complementarity to current proposal</b>
		dialogue, reconciliation, and co-operation.	
Western Balkans Fund	WBF	WBF awards small grants to promote: <ul style="list-style-type: none"> <li>• The development of closer cooperation and strengthening of ties between the Western Balkans Contracting Parties</li> <li>• The integration of the Contracting Parties into the European Union</li> <li>• Common presentation of the WBF Contracting Parties to the third countries/territory</li> </ul>	Regional  Based in Tirana; gives out small grants to awardees.
Regional War Crimes Project 2018-2021	UK  USD 1.8M	Establishing facts about and addressing the legacies of the conflicts, education of youth groups on transitional justice and the legacies.	Regional  (Bosnia and Herzegovina, Croatia, Montenegro, Serbia)
Supporting the Western Balkan's collective leadership on reconciliation: building capacity and momentum for the Regional Youth Cooperation Office (RYCO) (Albania)  2018-2021	PBF  USD 3M  (UNDP, UNFPA, UNICEF)	Capacity Building of the newly established Regional Youth Cooperation Office (RYCO). Programmes include youth survey, volunteering youth exchange, reconciliation through social entrepreneurship and teacher training on reconciliation.	Regional  (Based in Albania, but covering Albania, BiH, North Macedonia, Serbia, and Kosovo)
Fostering Dialogue and social cohesion in and between Bosnia and Herzegovina, Montenegro and Serbia (Regional Dialogue for the Future)  2019-2021	PBF  USD 4.2M  (UNDP, UNICEF, UNESCO)	Fostering dialogue and social cohesion in and between Bosnia and Herzegovina (BiH), Montenegro and Serbia (Dialogue for the Future) programme aims to address diminishing trust among different peoples in and between Bosnia and Herzegovina, Montenegro and Serbia by providing structured opportunities for dialogue, action and	Regional  (BiH, Montenegro, Serbia)  The DFF programme idea of empowering youth to actively and positively participate within

Project name (duration)	Donor and budget	Project focus	Difference from/ complementarity to current proposal
		policy recommendations on common social cohesion priorities, all the while promoting cross-cultural understanding and stronger civic engagement.	the contemporary society, through building trust and engaging in intercultural dialogue and positive public narratives is strongly supported within the new project. Its regional component is particularly important, because Regional DFF had certain challenges to implement activities in the field due to Covid-19 restrictions. Hence, this will be an opportunity to give additional attention to the in-person exchanges and groups' interactions.
Building Trust in Media in South East Europe and Turkey - Phase 2  2019-2022	EU / UNESCO  USD 2.2M	The project aims to strengthen freedom of expression, access to information, and free, independent and pluralistic media, ensuring that journalists and media organizations in South East Europe (and Turkey) are key drivers for democratic, sustainable and peaceful development in the region as well as to create teaching materials and introduce Media and Information Literacy curriculum and courses in the secondary schools in South East Europe.	Regional  (Albania, BiH, Montenegro, North Macedonia, Serbia, Turkey, and Kosovo)  New project is particularly focusing on combating divisive narratives, and one of the most effective sustainable methods is

<b>Project name (duration)</b>	<b>Donor and budget</b>	<b>Project focus</b>	<b>Difference from/ complementarity to current proposal</b>
			educating citizens, particularly youth, in media and information literacy enabling them to critically access, analyze, and create (media) information.
Youth skills and employability opportunities	RYCO / EU	The awarded project will bring together youth from Serbia and Kosovo and allow them to enhance their skills and employability opportunities through tailor-made training sessions on soft and technical skills. The project will be implemented by NGO Lady from Kosovo in partnership with NGO Children’s Center: The Little Prince” from Serbia.	Belgrade-Pristina
A Better Region Starts with Youth  2020-2021	RYCO / Germany	RYCO organized a three-month program for students of journalism in the Western Balkans. Under the supervision of their professors as mentors, six university teams, composed of 18 participants in total, produced more than 65 youth stories and youth-friendly content. During the final presentations in February, 240 young people from the region gathered when the teams presented their work and results.	Regional  (Albania, BiH, Montenegro, North Macedonia, Serbia, and Kosovo)
Regional Academy for Women Leadership and Mediation (RAWLM)  2019-2023	UN Women / Sweden	The project has the strategic mission to help prepare young women to lead change in the Western Balkans. The RAWLM Academy (including a Dialogue Academy and a Peace Camp) is a capacity building project that aims to capacitate and encourage young women for leadership and mediation with a focus on politics, decision making	Regional  (Albania, Bosnia and Herzegovina, Croatia, North Macedonia, Montenegro, Serbia, and Kosovo)

<b>Project name (duration)</b>	<b>Donor and budget</b>	<b>Project focus</b>	<b>Difference from/ complementarity to current proposal</b>
		and peacebuilding and, in COVID-19 response and recovery.	
Western Balkans U-Report  Since 2018	UNICEF	UNICEF’s online engagement tool helps young people in the region to speak up on issues that matter to them. The tool is free of charge, anonymous and open to everyone. It connects young people so that they can learn from each other, share experiences and celebrate their cultural values, especially those who find it difficult to speak up and to be heard. U-Report’s real-time polling allows young people to influence different sectors of policymaking.	Regional  (Albania, Montenegro, and Kosovo)
PCI Media Award  2020/2021	British Embassy	Peaceful Change Initiative (PCI) encourages journalists to generate media content that explores the positive sides of multi-ethnic coexistence.	Belgrade-Pristina
Challenge History – React for the Future Summer School	RYCO / EU	The Helsinki Committee for Human Rights in Serbia in partnership with the Center for Peace and Tolerance Pristina and Democracy Plus from Kosovo, Grammar school “Slobodan Skerovic” from Montenegro, United World College Mostar from Bosnia and Herzegovina, and the Helsinki Committee for Human Rights from North Macedonia implemented a summer school from 28 July to 1 August 2021 in Kovačica, Serbia. It aimed at strengthening the critical examination of historical legacies and narratives in the Western Balkan region by providing youth with open and safe spaces for dialogue. It enriched young students’ knowledge and understanding of the past by encouraging them to explore topics of regional reconciliation and peacebuilding.	Regional  (Bosnia and Herzegovina, Montenegro, North Macedonia, Serbia, and Kosovo)

## Annex F: Project Summary

**List all direct project recipient organizations (starting with Convening Agency), followed by type of organization (UN, CSO etc.): UNDP, UNFPA, UNESCO, UN Women**  
**List additional implementing partners, specify the type of organization (Government, INGO, local CSO):**

- **Albania:** Ministry of State for Youth and Children; National Agency for Youth Services; Youth Voice network of organisations; Y-Peer network Albania; Youth Forums of Political Parties; National Youth Football Federation; Media channels (RTSH, Klan TOP Channel, and others); Online portals (Faktoje, JoTabu, and others).
- **Bosnia and Herzegovina:** Ministry of Foreign Affairs; Ministry of Civil Affairs; Mozaik Foundation; Kult Foundation; Inter-religious Council; CSO Youth for Peace; Westminster Foundation for Democracy; NDI and IRI.
- **North Macedonia:** Agency for Youth and Sport; 5 selected municipalities and councils, and local youth councils; Association of Local Self Government Units (ZELS); youth CSOs and youth media.
- **Serbia:** Ministry for Human and Minority Rights and Social Dialogue; Ministry of Youth and Sport; Ministry of Trade, Tourism and Telecommunications; ZELS Committees (Associations of Local Self-Government Units) of municipal councils; Youth and civil society organizations; Students; Young professionals; Young women politicians; Touristic organizations; Foundation BFPE for a Responsible Society; Academic community; Local youth councils/local youth offices; The Ana and Vlade Divac Foundation; Belgrade Center for Human Rights.
- **Kosovo**<sup>92</sup>: Relevant authorities; Local CSOs (Youth Initiative for Human Rights, Artpolis, KOPF, Regional Women’s Lobby in SEE, Local Youth Councils, Center for Peace and Tolerance, SOCRAT, Sinergia, Jahjaga Foundation, Football Federation of Kosovo; Media outlets (KLAN Kosova, T7, ATV); Hate fighters (No-hate speech movement); CBM – Community Building Mitrovica; ANP – Action for Non Violence and Peace Building; Young Active Gračanica; REC – Reconciliation Empowering Communities; Centar Manjinske Zajednice; Nansen Dialogue Mitrovica.
- **Regional:** Relevant Ministries; Faculties of Political Science University of Sarajevo, Belgrade and Podgorica; Media outlets; Selected local communities; Selected cultural, educational and other relevant institutions; CSOs; Educational institutions (public and private universities); Local authorities; Regional Women’s Lobby in South-East Europe; Women human rights defenders; Private sector.

**Project duration in months**<sup>93 94</sup>: **24 months**

**Geographic zones for project implementation:**

- **Albania:** all regions, targeting municipalities with diverse population
- **Bosnia and Herzegovina:** cross-country implementation, with bulk of activities delivered across regional centres across both entities and Brcko district
- **North Macedonia:** all regions, targeting municipalities with diverse population
- **Serbia:** all regions at central and local level, targeting municipalities with diverse population
- **Kosovo:** all regions, targeting municipalities with diverse population
- **Regional:** Albania, Bosnia and Herzegovina, North Macedonia, Serbia, and Kosovo, plus potentially Montenegro in regional knowledge sharing/learning activities

<sup>92</sup> All references to Kosovo shall be understood to be in the context of Security Council resolution 1244 (1999).

<sup>93</sup> Maximum project duration for IRF projects is 18 months, for PRF projects – 36 months.

<sup>94</sup> The official project start date will be the date of the first project budget transfer by MPTFO to the recipient organization(s), as per the MPTFO Gateway page.

<p><b>Does the project fall under one or more of the specific PBF priority windows below:</b></p> <p><input type="checkbox"/> Gender promotion initiative<sup>95</sup></p> <p><input type="checkbox"/> Youth promotion initiative<sup>96</sup></p> <p><input type="checkbox"/> Transition from UN or regional peacekeeping or special political missions</p> <p><input checked="" type="checkbox"/> Cross-border/boundary or regional project</p>	
<p><b>Total PBF approved project budget* (by recipient organization):</b></p> <p><b>UNDP Albania: \$ 337,051.07</b></p> <p><b>UNFPA Albania: \$ 337,051.07</b></p> <p><b>UNFPA Bosnia and Herzegovina: \$ 438,700.00</b></p> <p><b>UNDP North Macedonia: \$ 326,351.07</b></p> <p><b>UNFPA North Macedonia: \$ 326,351.07</b></p> <p><b>UNDP Serbia: \$ 824,542.00 (incl. \$499,690 Coordination and M&amp;E cost)</b></p> <p><b>UNFPA Serbia: \$ 326,351.07</b></p> <p><b>UNDP Kosovo: \$ 326,351.07</b></p> <p><b>UNFPA Kosovo: \$ 326,351.07</b></p> <p><b>UN Women Albania (Regional)<sup>97</sup>: \$ 470,800.00</b></p> <p><b>UNESCO Bosnia and Herzegovina (Regional)<sup>98</sup>: \$ 460,100.00</b></p> <p><b>Total: \$4,499,999.49</b></p> <p><i>*The overall approved budget and the release of the second and any subsequent tranche are conditional and subject to PBSO's approval and subject to availability of funds in the PBF account. For payment of second and subsequent tranches the Coordinating agency needs to demonstrate expenditure/commitment of at least 75% of the previous tranche and provision of any PBF reports due in the period elapsed.</i></p> <p>Any other existing funding for the project (amount and source):</p>	
<p><b>PBF 1<sup>st</sup> tranche (65%):</b></p> <p><b>UNDP Albania: \$ 219,083.20</b></p> <p><b>UNFPA Albania: \$ 219,083.20</b></p> <p><b>UNFPA Bosnia and Herzegovina: \$ 285,155.00</b></p> <p><b>UNDP North Macedonia: \$ 212,128.20</b></p> <p><b>UNFPA North Macedonia: \$ 212,128.20</b></p> <p><b>UNDP Serbia: \$ 535,953.00</b></p> <p><b>UNFPA Serbia: \$ 212,128.20</b></p> <p><b>UNDP Kosovo: \$ 212,128.20</b></p> <p><b>UNFPA Kosovo: \$ 212,128.20</b></p> <p><b>UN Women Albania: \$ 306,020.00</b></p> <p><b>UNESCO Bosnia and Herzegovina: \$ 299,065.00</b></p> <p><b>Total: \$ 2,925,000.37</b></p>	<p><b>PBF 2<sup>nd</sup> tranche* (35%):</b></p> <p><b>UNDP Albania: \$ 117,967.87</b></p> <p><b>UNFPA Albania: \$ 117,967.87</b></p> <p><b>UNFPA Bosnia and Herzegovina: \$ 153,545.00</b></p> <p><b>UNDP North Macedonia: \$ 114,222.87</b></p> <p><b>UNFPA North Macedonia: \$ 114,222.87</b></p> <p><b>UNDP Serbia: \$ 288,589.00</b></p> <p><b>UNFPA Serbia: \$ 114,222.87</b></p> <p><b>UNDP Kosovo: \$ 114,222.87</b></p> <p><b>UNFPA Kosovo: \$ 114,222.87</b></p> <p><b>UN Women Albania: \$ 164,780.00</b></p> <p><b>UNESCO Bosnia and Herzegovina: \$ 161,035.00</b></p> <p><b>Total: \$ 1,574,999.12</b></p>

<sup>95</sup> Check this box only if the project was approved under PBF's special call for proposals, the Gender Promotion Initiative

<sup>96</sup> Check this box only if the project was approved under PBF's special call for proposals, the Youth Promotion Initiative

<sup>97</sup> While the UN Women office in Albania will manage the budget for the project, the budget will go towards regional activities as described in the project document.

<sup>98</sup> While the UNESCO office in Bosnia and Herzegovina will manage the budget for the project, the budget will go towards regional activities as described in the project document.

**Provide a brief project description (describe the main project goal; do not list outcomes and outputs):**

The project supports young men and women in order to promote constructive and fact-based narratives, and contribute to building trust, intercultural dialogue, cultural diversity, gender equality and social cohesion in the region. In doing so, the project aims to address the priority conflict drivers of hate speech, divisive narratives, negative gender norms and a deficit of reconciliation within the region.

**Summarize the project consultation process prior to submission to PBSO, including with the PBF Steering Committee, civil society (including any women and youth organizations) and stakeholder communities (including women, youth and marginalized groups):**

- PBF Steering Committee and consultations since January 2020.
- Consultations and Design workshop between UNFPA, UNESCO, UN Women, UNDP and RCO representatives in August and September 2021.
- Youth Consultations led by UNFPA with inputs from UNDP, UN Women and UNESCO, conducted in September 2021: a structured consultative process to poll 450 young people from the region (questionnaire on trust and understanding), together with a regional Focus Group Dialogue to further explore views and opinions of young people on the proposed approach, Theory of Change, and the project's overall strategy of youth engagement.
- UN Resident/Development Coordinators in Tirana, Sarajevo, Skopje, Belgrade, and Pristina have been consulting with relevant counterparts, including the Minister of State of Youth and Children (Albania); the Ministry of Foreign Affairs (Bosnia and Herzegovina); the Agency for Youth and Sport and the Prime Minister's Youth Advisor (North Macedonia); the Ministry of Human and Minority Rights and Social Dialogue (Serbia), the relevant authorities, including in a joint youth consultation on 12 October 2021 (Kosovo). While consultations are ongoing, initial feedback by government authorities and partners consulted has been encouraging: partners find the project idea relevant and building on their priorities. Feedback provided to date has been incorporated into the log frame.
- The Project has also been heavily informed by a June 2021 United Nations/RICO regional study "Shared Futures: Youth Perceptions on Peace in the Western Balkans", with views from more than 5,400 young people aged 15-29 years from Albania, Bosnia and Herzegovina, Montenegro, North Macedonia, Serbia, and Kosovo undertaken in the framework of a PBF-funded project in support of the Regional Youth Cooperation Office.
- UN Resident and Development Coordinators in Tirana, Sarajevo, Pristina, Skopje and Belgrade have been consulting with UNMIK and other partners such as EU delegations, OSCE offices, and the Regional Youth Cooperation Office.
- This project will build on strengthened cooperation with regional youth organizations and regional bodies such as RICO acting as a link between governments and relevant authorities and youth fora in the region. Moreover, given the role they play in preventing and curbing divisive narratives and hate speech, this project will seek meaningful collaboration with media and education/academic institutions.
- The project will also benefit from the existing regional cooperation framework between the Faculties of Political Sciences from Sarajevo, Belgrade and Podgorica established under the regional DFF programme. The framework facilitates education exchanges with the aim to enhance capacities of teachers, students and journalists on media information literacy, trust building and respecting cultural diversity. The academic courses are already established and can be used as platforms for the exchange of students from targeted communities.

**Project Gender Marker score<sup>99</sup>: GM2**

Specify % and \$ of total project budget allocated to activities in pursuit of gender equality and women's empowerment: 46.68% and \$2,100,572.00. Please refer to budget for breakdown per activity.

**Briefly explain through which major intervention(s) the project will contribute to gender equality and women's empowerment <sup>100</sup>:**

The project has specific and mainstreamed activities that advance gender equality and address gender norms that influence divisive narratives and conflict factors. By empowering and connecting young women and men and building their capacity and by working with key institutions to address gender norms and toxic masculinities across the region, when combined with other interventions, the self-efficacy and effectiveness of these young women and men in advancing gender equality and, in turn, social cohesion will be increased. Young women and men will also develop a culture of inclusion where root factors of discrimination, divisive narratives and violence can be better understood and mitigated.

**Project Risk Marker score<sup>101</sup>: 1**

**Select PBF Focus Areas** which best summarizes the focus of the project (*select ONLY one*) <sup>102</sup>:  
2.1 Reconciliation

If applicable, **UNSDCF/UNDAF outcome(s)** to which the project contributes:

- Albania has finalized the process of developing a new UNSDCF 2022-2026, approved by the Council of Ministers in July 2021. The project will contribute to Outcome 3 focused on more accountable and transparent governance, enhanced rule of law, and civic engagement as well as Outcome 4 on gender equality and women's empowerment.
- In Bosnia and Herzegovina, the project will support UNSDCF 2021-2025 Outcome 5 on stronger mutual understanding, respect and trust among individuals and communities.
- In North Macedonia, the project will support UNSDCF 2021-2025, specifically Outcome 4 on greater social cohesion, anticipatory and gender-responsive policies, and transparent, accountable and responsive institutions.
- Serbia is in the process of finalizing a new UNSDCF built on three pillars, including one related to building trust and mutual accountability through the Rule of Law, Rights and Duties agenda. This pillar is focused on people's effective governance and meaningful civic engagement, including for regional cooperation, security, and trust building.
- In Kosovo, the project will support UNSDCF 2021-2025 Outcome 4 on social cohesion.

<sup>99</sup> **Score 3** for projects that have gender equality as a principal objective and allocate at least 80% of the total project budget to Gender Equality and Women's Empowerment (GEWE)

**Score 2** for projects that have gender equality as a significant objective and allocate between 30 and 79% of the total project budget to GEWE

**Score 1** for projects that contribute in some way to gender equality, but not significantly (less than 30% of the total budget for GEWE)

<sup>100</sup> Please consult the **PBF Guidance Note on Gender Marker Calculations and Gender-responsive Peacebuilding**

<sup>101</sup> **Risk marker 0** = low risk to achieving outcomes

**Risk marker 1** = medium risk to achieving outcomes

**Risk marker 2** = high risk to achieving outcomes

<sup>102</sup> **PBF Focus Areas** are:

(1.1) SSR, (1.2) Rule of Law; (1.3) DDR; (1.4) Political Dialogue;

(2.1) National reconciliation; (2.2) Democratic Governance; (2.3) Conflict prevention/management;

(3.1) Employment; (3.2) Equitable access to social services

(4.1) Strengthening of essential national state capacity; (4.2) extension of state authority/local administration; (4.3)

Governance of peacebuilding resources (including PBF Secretariats)



Relevant to all priority areas is a cross-cutting theme focusing on increased gender equality and rights-holders' participation, empowerment, and civic engagement.

**Sustainable Development Goal(s) and Target(s)** to which the project contributes:  
SDGs 4, 5, 10, 11, 16 and 17

**Type of submission:**

**New project**

**Project amendment**

**If it is a project amendment, select all changes that apply and provide a brief justification:**

**Extension of duration:**  Additional duration in months (number of months and new end date):

**Change of project outcome/ scope:**

**Change of budget allocation between outcomes or budget categories of more than 15%:**

**Additional PBF budget:**  Additional amount by recipient organization: USD XXXXX

**Brief justification for amendment:**

*Note: If this is an amendment, show any changes to the project document in RED colour or in*

*TRACKED CHANGES, ensuring a new result framework and budget tables are included with clearly visible changes. Any parts of the document which are not affected, should remain the same. New project signatures are required.*

## For MPTFO Use

Totals												
	UNDP - Albania	UNFPA - Albania	UNFPA - Bosnia and Herzegovina	UNDP - North Macedonia	UNFPA - North Macedonia	UNDP - Serbia	UNFPA - Serbia	UNDP - Kosovo	UNFPA - Kosovo	UN Women* - Albania	UNESCO* - Bosnia and Herzegovina	Totals
1. Staff and other personnel	\$ 49,000	\$ 49,000	\$ 62,000	\$ 43,500	\$ 43,500	\$ 204,000	\$ 40,000	\$ 44,881	\$ 44,881	\$ 66,000	\$ 73,000	\$ 719,762
2. Supplies, Commodities, Materials	\$ -	\$ -	\$ -	\$ 5,000	\$ 12,000	\$ -	\$ -	\$ -	\$ -	\$ 10,000	\$ -	\$ 27,000
3. Equipment, Vehicles, and Furniture (including Depreciation)	\$ -	\$ -	\$ -	\$ 3,440	\$ 4,500	\$ 14,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 21,940
4. Contractual services	\$ 145,001	\$ 138,001	\$ 251,000	\$ 173,635	\$ 62,000	\$ 63,600	\$ -	\$ 183,665	\$ 183,665	\$ 333,000	\$ 331,000	\$ 1,864,567
5. Travel	\$ 8,000	\$ 8,000	\$ 44,000	\$ 6,000	\$ 8,000	\$ 75,000	\$ 5,001	\$ 42,348	\$ 42,348	\$ 12,000	\$ -	\$ 250,697
6. Transfers and Grants to Counterparts	\$ 96,000	\$ 103,000	\$ 47,000	\$ 40,000	\$ 150,000	\$ 200,000	\$ 252,500	\$ 23,000	\$ 23,000	\$ -	\$ -	\$ 934,500
7. General Operating and other Costs	\$ 17,000	\$ 17,000	\$ 6,000	\$ 33,426	\$ 25,001	\$ 214,000	\$ 7,500	\$ 11,107	\$ 11,107	\$ 19,000	\$ 26,000	\$ 387,141
Sub-Total	\$ 315,001	\$ 315,001	\$ 410,000	\$ 305,001	\$ 305,001	\$ 770,600	\$ 305,001	\$ 305,001	\$ 305,001	\$ 440,000	\$ 430,000	\$ 4,205,607
7% Indirect Costs	\$ 22,050	\$ 22,050	\$ 28,700	\$ 21,350	\$ 21,350	\$ 53,942	\$ 21,350	\$ 21,350	\$ 21,350	\$ 30,800	\$ 30,100	\$ 294,392
Total	\$ 337,051	\$ 337,051	\$ 438,700	\$ 326,351	\$ 326,351	\$ 824,542	\$ 326,351	\$ 326,351	\$ 326,351	\$ 470,800	\$ 460,100	\$ 4,499,999

Performance-Based Tranche Breakdown													
	UNDP - Albania	UNFPA - Albania	UNFPA - Bosnia and Herzegovina	UNDP - North Macedonia	UNFPA - North Macedonia	UNDP - Serbia	UNFPA - Serbia	UNDP - Kosovo	UNFPA - Kosovo	UN Women* - Albania	UNESCO* - Bosnia and Herzegovina	TOTAL	Tranche %
First Tranche:	\$ 219,083	\$ 219,083	\$ 285,155	\$ 212,128	\$ 212,128	\$ 535,952	\$ 212,128	\$ 212,128	\$ 212,128	\$ 306,020	\$ 299,065	\$ 2,925,000	65%
Second Tranche:	\$ 117,968	\$ 117,968	\$ 153,545	\$ 114,223	\$ 114,223	\$ 288,590	\$ 114,223	\$ 114,223	\$ 114,223	\$ 164,780	\$ 161,035	\$ 1,575,000	35%
Third Tranche:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
TOTAL	\$ 337,051	\$ 337,051	\$ 438,700	\$ 326,351	\$ 326,351	\$ 824,542	\$ 326,351	\$ 326,351	\$ 326,351	\$ 470,800	\$ 460,100	\$ 4,499,999	

	Albania	Bosnia and Herzegovina	North Macedonia	Serbia	Kosovo <sup>1</sup>	TOTAL
1. Staff and other personnel	\$ 164,000	\$ 135,000	\$ 87,000	\$ 244,000	\$ 89,762	\$ 719,762
2. Supplies, Commodities, Materials	\$ 10,000	\$ -	\$ 17,000	\$ -	\$ -	\$ 27,000
3. Equipment, Vehicles, and Furniture (including Depreciation)	\$ -	\$ -	\$ 7,940	\$ 14,000	\$ -	\$ 21,940
4. Contractual services	\$ 616,002	\$ 582,000	\$ 235,635	\$ 63,600	\$ 367,330	\$ 1,864,567
5. Travel	\$ 28,000	\$ 44,000	\$ 14,000	\$ 80,001	\$ 84,696	\$ 250,697
6. Transfers and Grants to Counterparts	\$ 199,000	\$ 47,000	\$ 190,000	\$ 452,500	\$ 46,000	\$ 934,500
7. General Operating and other Costs	\$ 53,000	\$ 32,000	\$ 58,427	\$ 221,500	\$ 22,214	\$ 387,141
Sub-Total	\$ 1,070,002	\$ 840,000	\$ 610,002	\$ 1,075,601	\$ 610,002	\$ 4,205,607
7% Indirect Costs	\$ 74,900	\$ 58,800	\$ 42,700	\$ 75,292	\$ 42,700	\$ 294,392
Total	\$ 1,144,902	\$ 898,800	\$ 652,702	\$ 1,150,893	\$ 652,702	\$ 4,499,999

\*While the funds will be managed by UN Women Albania, and UNESCO Bosnia and Herzegovina, they will be used for regional activities across the region.

1 - All references to Kosovo shall be understood to be in the context of Security Council resolution 1244 (1999).