

Shaping Transformative Narratives

CALL FOR EXPRESSION OF INTEREST DEADLINE: 21 October 2024 23:59 CET

Mediterranean Youth in Action, MYA Programme

The Mediterranean Youth in Action (MYA) programme embodies a dynamic approach toward fostering positive change in the Euro-Mediterranean region. Grounded in the principle of experiencing through action, MYA empowers young pioneers to become catalysts for transformation and advocates for societal progress. With a steadfast commitment to peer sharing and learning, MYA cultivates a vibrant community where young leaders collaborate, exchange ideas, and harness their collective potential. Embracing a Euro-med vision, the programme bridges cultural divides and promotes dialogue, understanding, and cooperation across borders. Through initiatives aimed at empowering young people to shape public policy and promoting active citizenship, MYA positions youth as the true agents of change, envisioning a future where they play pivotal roles in shaping the societal landscape of the Mediterranean region

About the call

Social media Influencers can shape opinions, trends, and behaviors through the content they create and share. This is why, for the first time, the ALF Secretariat is launching a call specifically for social media influencers!

"Shaping Transformative Narratives," is an exciting opportunity presented by the Mediterranean Youth in Action (MYA) Programme, this initiative is not just about amplifying your voice; it's about enabling you to become a driving force for positive change, and empowering young social media influencers on both sides of the Mediterranean to implement transformative communication and dissemination actions at the national and regional levels, focusing on shaping media narratives and enhancing youth civil society outreach and the general public's awareness.

MYA is here to support your journey as you emerge as a responsible leader and a catalyst for meaningful transformation.

Who can apply?

Young influencers of age between 18 and 35, who have the nationality of one of the 43 countries of the UFM, who are young independent influencers or affiliated with youth-led or youth-oriented organisations, with strong social media presence in the Euro-Mediterranean region.

How to apply

Initiate your involvement by submitting your online application via the available online form only (<https://4w1uxk1pf0v.typeform.com/to/Tpvys0JO>) **before 21 October 2024 23.59 Central European Time, CET**. Ensure alignment with the criteria, demonstrating your commitment to driving positive change. Craft a concise outreach campaign pitch, limited to 400 words, and also by uploading a video up to 60 seconds, following the guidelines of the online form.

Only complete applications, meeting the criteria and submitted before the deadline will be considered. Please note that it is not possible to save the application as a draft or to make any changes after submitting it. At the close of the call, the most recently submitted version of the application will be processed. The same applicant cannot submit more than one proposal under this call.



Due to the high volume of expected applications, responses to individual requests will not be provided. Only pre-screened candidates will be contacted.

In case of technical problems or questions related to the call, please send questions to: myaprogramme@annalindhfoundation.org

What should the campaign be about?

We invite young influencers who are passionate about or develop social media outreach campaigns in the following areas to apply:

- Promoting peace and coexistence
- Accessibility and social inclusion
- Disinformation and misinformation in the Euro-Mediterranean region
- Storytelling for change
- Youth and women's empowerment
- Ethics of AI & Technology
- Sustainability and eco-friendly living
- Art and creativity as a catalyst for social inclusion in culturally diverse Euro-Med societies
- intercultural relations to bridge both shores of the Mediterranean

The Journey (Program Phases)

Join the change journey

Be a part of something bigger! We're calling on all dynamic **young influencers** to join "Shaping Transformative Narratives." Your voice matters, and this is your chance to be heard.

Pitch your innovative campaign ideas

Got a groundbreaking idea? We want to hear it! We are on the lookout for the 50 most compelling **social media outreach campaign pitch outlines (maximum 400 words) and videos (maximum 60 seconds)** from young influencers like you. Don't hold back – share your vision for positive change.

Skill up online

Ready to level up your social media game? The pre-selected candidates will embark on an exciting **Online Practical Training** journey. Master the art of designing impactful social media campaigns. Those participants who will actively participate in it will receive a certificate of completion from the ALF Secretariat.

Craft your campaign outline

Now it's your time to shine! After the online practical training, you can take the skills you've gained and craft an **Extended National Campaign Outline**. Based on the extended outline, **25 outstanding social media outreach campaign pitches** will be selected out of the 50 outlines to bring to life.

Bring your vision to life



Get creative! The 25 selected influencers will produce and implement compelling online national campaigns for social media platforms. From visuals to slogans, make your campaign resonate with your national or sub-national audience.

Meet in-person

Pack your ideas and join us for a 1.5-day in-person kick-off meeting. This is where you'll get to share your unique approaches, learn from fellow influencers, and collectively enhance your strategies.

Take the lead

You've got up to 4.000 euro – it's time to turn your vision into reality! **Implement your national or sub-national campaign** and lead the way in shaping transformative narratives.

Go regional:

Success knows no boundaries! Stand out, and you might get the chance to participate in a funded Regional Social Media Outreach Campaign. Your influence could reach even greater heights! We will select ten of you to work in tandem with another peer to amplify your horizons. The five selected tandems will benefit **up to 8.000 euro to develop and implement their ideas at Euro-Med scale.**

This is more than a programme; it's a journey crafted for you, the young influencers with the power to shape narratives and make a lasting impact. Join "Shaping Transformative Narratives" and let your voice be the catalyst for change!

Indicative timeline

- 16/09/24** Launch of the call
- 23/09/24** Information Session
- 21/10/24** Deadline to receive the submission of the outreach campaign pitch
- 04/11/24** Publication of the pre-screening results (around 50 outreach campaign pitch)
- 11-14/11/24** Online training
- 02/12/24** Deadline to receive the submission of the extended national campaign outline
- January 2025** Face-to-face kick-off engagement meeting
- January-May 2025** Implementation of national or sub-national social media outreach campaigns
- June 2025** Face-to-Face ex-post evaluation and results sharing meeting
- June-November 2025** Implementation of regional social media outreach campaigns

The applicants will benefit from

- 1. Skills enhancement (50 pre-selected young influencers)**
Elevate project management, communication, and social media campaign skills through an online training programme. Receive a certification endorsed by the Anna Lindh Foundation (ALF) Secretariat.
- 2. Face-to-face kick-off meeting (25 selected young influencers)**
Join a kick-off meeting in person in one of the Euro-Med countries for peer review and discussions. Refine methodologies, build connections, and prepare for the campaign's implementation phase.
- 3. Financial support (25 selected young influencers)**
Receive up to 4.000 euro for implementing a national or sub-national social media outreach campaign. Lead your own initiative and be an active actor of change.
- 4. Additional financial support (10 selected young influencers)**
Receive up to 8.000 euro for implementing a regional social media outreach campaign, as a result of a comprehensive work in tandem with a peer.



5. Networking opportunities

Connect with influencers, stakeholders, and civil society representatives. Build a robust network for potential collaborations and future endeavours.

6. Evaluation and learning support

Receive continuous accompaniment and support. Engage in online intermediate sessions, ensuring timely and collaborative problem-solving. The ALF Secretariat is committed to supporting participants at every stage.

7. Communication contribution

Young influencers will actively contribute to communication initiatives, creating diverse content to share their insights. These will include direct testimonies from the young influencers about their experiences and knowledge gained during their participation in the MYA programme. Financial compensation will be provided for these contributions.

Additional benefits: participation in Euro-Mediterranean dialogues and MYA forum

As a selected young influencer, your journey with " Shaping Transformative Narratives " offers an exclusive opportunity to actively engage in participatory and policy dialogues within the Euro-Mediterranean region.

The top-performing young influencers will have the opportunity to actively participate in dynamic events and dialogues organised at the Euro-Mediterranean scale, amplifying youth voices and perspectives, fostering dialogue, and connecting with stakeholders and peers across the region.

Participating in these events not only enhances your visibility and network but also provides a unique platform to contribute to meaningful dialogues shaping the Euro-Mediterranean narrative.

Selection Criteria

The selection process is designed to ensure fairness, diversity, and relevance. ALF considers the following criteria to identify local transformative initiatives that will contribute meaningfully to the Euro-Mediterranean discourse, based on the texts and videos provided:

Relevance of the objectives and proposed activities (25%)

Consistency of the proposed outreach campaign concept and alignment with the proposed thematic topics

Content and messaging (10%)

Visuals, slogans or key messaging aligned with the proposed outreach campaign narrative

Creativity & Innovation (25%)

Innovative aspects of the outreach campaign pitch approach

Usefulness at the Euro-med scale (15%)

Connection of the proposed outreach campaign pitch with the Euro-Mediterranean context

Social Media Presence (25%)

Proven and impactful presence on social media platforms



Section 1: Personal Information Questions

- 1) Full Name:
- 2) Age:
- 3) Gender:
- 4) Nationality:
- 5) Email:
- 6) Phone number with international country codes:
- 7) Social media handles/links:
- 8) Please upload your CV

Section 2: Affiliation Questions

- 1) Are you affiliated with youth-led or youth-oriented organization?
- 2) If yes, please provide the following
- 3) Name of the organization:
- 4) The organization address:
- 5) Links to the organization webpage or/and any other social media links:
- 6) In what capacity are you affiliated with this institution?
- 7) Is your organization a member of one of the ALF National Civil Society Networks? Yes/No
- 8) If yes, please paste your profile link on the ALF corporate website?
- 9) If no, have you applied to become an ALF member? Yes/No
- 10) When? (Please note that membership is offered free of charge)

Section 2: Outreach Campaign Pitch

If you were to launch a social media campaign aimed at bringing positive change to the Mediterranean region, what would it focus on? How do you imagine it contributing to make an impact?

Please pitch your social media outreach campaign idea in writing and through filming a video.

Your written answer should ideally have the following structure:

1. **Title (maximum 15 words)**
Make sure that the title is concise, attractive, and reflects the type of outreach campaign you are planning
2. **Objectives and proposed activities**
Start by introducing your campaign concept, its core objective and targeted audience. Clearly articulate the issue or theme your campaign aims to address and the main activities proposed.
3. **Content and messaging**
Provide a snapshot of the content you plan to deliver through social media platforms. This could include visuals, slogans or key messaging that aligns with your campaign's narrative
4. **Innovative approach**
Briefly describe the innovative aspects of your campaign. Outline unique strategies, themes, or formats that set your pitch apart and make it a fresh and compelling addition
5. **Usefulness at the Euro-Med scale**
Illustrate how the proposed outreach campaign relates to and aligns with the broader context of the Euro-Mediterranean region
6. **Background and social media presence**
Provide a concise overview of your background and social media presence, and how it's relevant to the proposed pitch.

Did you made use of Artificial Intelligence in drafting the outreach campaign pitch? (Yes/No)

If yes: why?

Upload a link to the video (maximum 60 seconds)

Where did you hear about this call?



By participating in this call, the applicant accepts the provisions of the ALF regarding patents, privacy and intellectual property and the protection of personal data [[link to the legal text](#)] [Mandatory check box to be able to submit the application] and accepts to be subscribed to receive updates about the Foundation's activities and future opportunities [Mandatory check box to be able to submit the application]

