

For Office Use Application Number: _____ Date Received: _____
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Application Form **Civil Society Fund FY08**

Tirana Country Office, WORLD BANK

Executive Summary (Please type using no more than one page)

Politics and social topics are still the main priority in Albanian society. As such, they occupy the most significant part of media coverage. In this context, environment and its protection often are not sufficiently and accurately covered by the newspapers. Even though the environmental consequences affect the whole society, this topic is still neglected and wide awareness in this area is lacking. Even though some media have made serious attempts to cover environmental problems and to find solutions for them, these attempts are still sporadic and superficial. Media investigation and coverage of these problems becomes even more difficult due to the absence of an efficient communication of state bodies and civil society concerned with environmental aspects.

For this reason, the project *Media coverage of the range of environmental problems* aims to increase the professional capacities of journalists in covering the main problems related to environment. Apart from improving professional capacities in the area, the project aims to increase their awareness on the importance of covering environment, in order for this to be reflected by the media and to result in a greater awareness of the public itself.

In this framework, this project aims *to organize training session and publish supplement* on environmental issues in the main daily newspapers. The topic of these supplement will cover the most sensitive environmental problems by combining information from the most important sources to interesting and reader-friendly articles for the public. Potential topics that the supplement will cover can be the coverage of problematic environmental areas, administration of garbage, air pollution, biodiversity, urban planning, etc.

The project has been conceived in the organization of training with experts in the environmental area, who will guide reporters on the range of environmental problems that the country faces. Afterwards, in cooperation with the editor-in-chief of the daily newspaper that will be selected by the organizers for the publication of supplement, specific topics will be determined to cover by the journalists in their articles. The cooperation of the environmental experts with the journalists in drafting the articles will guarantee a more appropriate coverage of environmental issues and will further enhance reporters' capacities in this area.

Through journalism training and supplement' publication, the project will contribute to increasing public awareness for environmental protection by providing accurate, balanced, and easy-to-understand indormation on the main problems that environment and public itself face in Albania.

1. Date: 09.05.2008
2. Name of organization: Albanian Media Institute
3. Contact person and title: Remzi Lani, Executive Director
4. Address: Rr. "Gjin Bue Shpata" No. 8,
5. City, Country, Postal Code: Tirana, Albania
6. Telephone: 42 22 98 00
Fax: 42 22 98 00
Email: rlani@institutemedia.org Website: www.institutemedia.org

7. Mission statement of the applicant organization:

Albanian Media Institute (AMI) is the main organization for journalism training, media monitoring, and media research in Albania. AMI has a rich experience in training, which constitutes its core of activities. Apart from journalism training, AMI has constantly been engaged in media policy issues, such as new legislation on media and its amendments, improvement of Code of Ethics of journalists and debates or other issues related to freedom of expression. In addition, AMI has carried out a series of research studies on important topics such as media ownership, television and its impact on society, journalism ethics, media landscape, etc. apart from these, AMI continuously publishes books relevant to the journalist's profession and communication in general, which is a category of publications not very widespread in the country.

8. Title of the project:

Media coverage of range of environmental problems

9. Purpose of funding request and how this activity relates to **youth civic engagement** or **environment protection**:

The project aims to train journalists in reporting on environmental issues and increase public awareness in this aspect. As such, the project is directly related to the topic of environmental protection.

10. Target population and number benefiting from the proposed activities:

Direct beneficiaries will be the 20 reporters that will be trained to report on environmental protection. Indirect beneficiaries will be the public, who will be more informed on environmental protection.

11. Expected outcomes of the activity:

- Training journalists on environmental issues;
- Publication of supplement in main newspaper on most immediate problems regarding environmental problems;

- Raising public awareness on environmental problems.

12. Plans for learning and knowledge sharing:

The information on the results of the activity will be distributed through the Albanian Media Newsletter and will be published in AMI's website. The very concept of the project with training and publication of supplement in the main daily newspapers in the country guarantees a wide impact on individuals and relevant groups.

13. Period this funding request will cover:

May –August 2008

14. Amount of request (Details under Activity Income):

5,050 USD

15. If your organization has received previous support from the World Bank, please list the year, amount, and describe for what purpose:

Project: Publication of the book "The Right to Tell"

Year: 2003

Sum: 4,000 \$

16. Authorizing signature of the applicant organization's executive director or board chair:

Signature:

Name (print): Remzi Lani

Title: Executive Director

Purpose of the Grant

17. Describe briefly the need or issue you will address. Include a description of the constituency served (including number participating) and how they will participate/benefit?

Politics and social topics are still the main priority in Albanian society. As such, they occupy the most significant part of media coverage. In this context, environment and its protection are considered second-hand topics. Even though the environmental consequences affect the whole society, this topic is still neglected and wide awareness in this area is lacking. Even though some media have made serious attempts to cover environmental problems and to find solutions for them, these attempts are still sporadic and superficial. Media investigation and coverage of these problems

becomes even more difficult due to the absence of an efficient communication of state bodies and civil society concerned with environmental aspects.

Consequently, Albanian public is offered sporadic and shallow information, without in-depth coverage of these problems. In addition, it often happens that media coverage is alarming or the figures and facts are not easy to understand by the public. In this context, better education of the media in this area would result in improved information for the public and increasing awareness on this extremely sensitive topic.

In this framework, the project aims to organize training and publication of supplement on environmental issues in the main daily newspapers. The topics of these supplement will cover the most sensitive environmental problems by combining information from the most important sources to interesting and reader-friendly articles for the public. Potential topics that the supplement will cover can be the coverage of problematic environmental areas, administration of garbage, air pollution, biodiversity, urban planning, etc.

18. How will the proposed activity promote youth civic engagement or environment protection?

The project will assist in raising public awareness for environmental protection by providing accurate, balanced, and easy-to-understand information on the main problems that environment and the public itself face in Albania.

In addition, the project will train journalists on the most problematic topics of environmental protection, which is a knowledge that journalists can further use in their work, continuing in this manner contribution to public awareness.

19. List the activity goal(s) and measurable objective(s).

The project aims to train journalists in the area of environment and to produce supplement on the most sensitive topics related to environmental protection. In this manner, the project will contribute to raising public awareness on this problem.

The activities will consist in the organization of training and publication of supplement in main daily newspapers. The format that will be used will combine training with immediate testing of gained knowledge, resulting in a tangible and helpful product for the public.

The main indicator that will measure the realization of the project's goal is the increased public awareness. However, this is a long-term indicator and a difficult one to measure. The most measurable indicators will be journalists' participation in the training and improvement of their articles on this topic.

20. Is the activity new or ongoing on the part of the applicant organization? If the activity is ongoing, how will your organization support this activity in the future?

Albanian Media Institute has been previously involved in other journalism training regarding environmental protection. Unlike previous trainings, the proposed project will also result in production of supplement. The advantage of this methodology is that it enables journalists to test and improve the gained knowledge in practice. In addition, this method offers an informative and useful product for the public, affecting public awareness.

21. Provide a brief timetable for implementation of activity.

During the preparatory phase of the project (first month) meetings with environmental experts will be organized, as well as meetings with editors-in-chief of the newspapers where the supplement will be published. The aim will be to identify the range of environmental problems and the drafting of a training program for journalists.

In the following months the training will be organized and articles that will be published in the respective supplement will be prepared.

The organizers have planned for cooperation between experts and journalists will assist the latter in a more accurate and in-depth coverage of the topics they will address in their articles.

22. What other organizations, if any, will be participating in the activity? Describe their roles.

AMI will cooperate with the Ministry of Environment and civil society organization regarding provision of expertise for the training. In addition, there will be cooperation with the newsrooms of the main daily newspapers in the country for the identification of journalists that cover environmental issues, their training and publication of supplement.

23. List the names and qualifications of key staff/volunteers responsible for activity implementation.

Remzi Lani, Executive Director, political analyst and media expert. Author of various articles on Balkan affairs for different local and foreign papers and magazines. The first President of the South East Network of Media Centres and Media Institutes, which brings together 17 organizations from SEE. Member of the Jury of UNESCO World Press Freedom Prize and Board Member of Balkan Trust for Democracy.

Agim Doksani works as project coordinator at the Albanian Media Institute since 1998, working on different projects, including extensive PR and radio training. He

graduated in 1992 from the University of Tirana, Faculty of History & Philology, Italian Language Department.

Roza Lekloti, financial Manager at AMI since January 1999. She is graduated from the University of Tirana, Albania in Economics, Finance branch. She is the person responsible for the financial issues of the institute and in charge of the budgeting, implementing and reporting of the projects implemented.

Evaluation

24. Please list the specific outcomes of your activity. What assessment methods/strategies will you use to track and measure outcomes? (e.g. interviews, surveys, focus groups, community feedback, etc.)

In the framework of this project, the specific results will be:

- ✓ Training of 20 journalists from daily newspapers in order to report on environment and its protection;
- ✓ Production of 1 supplement that will offer extensive coverage of problematic environmental problems by these reporters;
- ✓ Publication of these supplement in one main daily newspaper.

In order to evaluate and measure the project results, two manners will be used: formal and informal. The first one consists in distribution of evaluation questionnaires among the participants, in order to test the usefulness and efficiency of the training. The second one is related to informal conversation that project coordinators will make with participants in order to get their feedback regarding project implementation.

25. Describe briefly what will be different at the end of the grant period.

The project activities will result in better education of journalists to report on the importance of environmental protection. This improvement of journalists; knowledge and skills will be evident in the future coverage of their media. Consequently, both public in general and different communities will be more aware of the problems of environmental protection and the potential solution of these problems.

26. How will the activity's results be used and/or disseminated?

First, the very publication of supplement is in itself a dissemination of the activity's results. The supplement will be published with the respective logos and explanations. In addition, information on the activity's results will be distributed through the Albanian Media Newsletter, an electronic monthly publication of the Albanian Media Institute, which is distributed among the media and other stakeholders, and it is also published in AMI's website.

Activity Income

27. Total applicant contribution.

a. In kind (describe):

US\$ _____

b. Cash:

US\$ 500 _____

Total: US\$ 500 _____

28. Funding leveraged by applicant from other donors:

(List all sources and give estimated amounts)

Source

Amount

a.

US\$ _____

b.

US\$ _____

Total: US\$ _____

29. Total requested from the World Bank:

US\$ 5050 _____

30. Total activity income from all sources:

US\$ 5550 _____