

EAS14 SOUTH ... OPEN CALL FOR STUDENTS

'East for South - Development Awareness from the Roots' (E4S for short) enables the brightest young journalists from the EU's 12 new member states (**Malta, Cyprus, Estonia, Latvia, Lithuania, Poland, Czech Republic, Slovakia, Slovenia, Hungary, Bulgaria or Romania**) to produce high-quality reports on EU development policy in general and the EU commitment to the UN Millennium Development Goals in particular. Each media report should boost awareness of these issues in its home market.

WHAT WE DO - STUDENT REPORTING TRIP TO SUB-SAHARAN AFRICA

In each round, 10 students from new EU member states work with 10 journalists from sub-Saharan Africa. Each African/European team investigates a story related to challenges and opportunities of humanitarian cooperation - on the ground in sub-Saharan Africa. Experienced media professionals from DW-AKADEMIE prepare the teams for this project. After the field trip, professionals supervise the post-production of high-quality reports for TV, radio, print and/or online. The project is designed as an extracurricular activity for which students will get a certificate, as well as the final reports they produced.

Students may apply online via: <https://ejcnet.wufoo.com/forms/east-4-south-part-2/>

DEADLINE for applications: **11 October 2010**

ROUGH GUIDE TO THE PROJECT

- Notice of selection: **18 October 2010**
- **Step 1:** 8 days for a preparation workshop in Brussels: **29 Nov > 5 Dec 2010**
Bonus: Join the European Development Days: **6 > 7 Dec**
- **Step 2:** Online preparation period for reporting trip: **Dec 2010 - Mar 2011**
- **Step 3:** 10-14 days reporting trip to sub-Sahara Africa: **March 2011**
- **Step 4:** 7 days post-production workshop in Bonn: **April/May 2011**

Round three will be held in **mid-2011**. In total **30 European students** will take part in E4S.

WHY WE DO IT

Since autumn 2008, the fallout from the global economic downturn has left the world's least-developed nations hardest hit. These countries, particularly in sub-Saharan Africa, need extra help to survive, just as industrialised nations are tempted to divert funding for development to help pay for their own recoveries.

The EU and its member states provide 60 per cent of global development aid. Now, more than ever, it is crucial to convince citizens that the EU should stand by its commitments. Eurobarometer polls suggest that citizens in the EU12 are among the most sceptical towards EU development aid. The overall aim of E4S is therefore to inform the general public in these countries about the need for continued EU engagement in the sustainable development of sub-Saharan Africa.

HOW WE DO IT

Students and young professionals of journalism and filmmaking schools learn about the impacts and effects of various development aid projects in Africa. The completed films, reports, features and pieces are promoted on the web through video blogs and target African and European media. The African and European journalists jointly decide what topics to cover and how to cover them.

E4S aims to build a lasting network of filmmakers and journalists from Europe and Africa, which will outlive the initial project. It gives first-hand experience to both partners, providing a springboard to in-depth work on development issues. 'Education for Development' is a key axis of this trans-national and cross-cultural project. The project's interactive website (<http://east4south.org> and <http://community.east4south.eu>) acts as a platform for exchanging best practice and experiences among media professionals and the public.

WHO WE ARE

E4S is coordinated by Germany's leading organisation in media development, Deutsche Welle Akademie. DW-AKADEMIE provides experts for the training sessions, administrative and technical assistance and equipment. DW-AKADEMIE has unique expertise in media development, training and consulting, based on more than 40 years of media project experience. Moreover, DW-AKADEMIE is specialised in development aid and has a wide ranging network of media professionals in developing countries. This is particularly true for the sub-Saharan region. For more information, see www.dw-akademie.de

The Belgian partner Prospective Internationale (PI) is active in TV production with a focus on development aid and youth. Amongst others, in 2002 PI produced the TV series 'The Volunteers Odyssey' with United Nations Volunteers. PI brings its expertise on TV production in developing countries into the programme. PI uses its vast Brussels network to organise a field trip for participants to Brussels where they will learn about the mechanics of EU development aid from insiders in the field. For more information, see <http://www.youtube.com/user/pi31416org>.

The European Journalism Centre (EJC) is a media training organisation based in the Netherlands. The EJC will set up and editorially run the E4S website as well as contribute to journalistic training devoted to development issues. It has high-level expertise in running and managing similar projects for years. Both, the website and its editorial stewardship, will be tailored to this project. For more information, see www.ejc.nl.