

I. THE ACTION

1. DESCRIPTION

1.1 **Title and reference number** (as notified by the European Commission at the end of the Step 1 - First Phase)

Title: Health, rights and choice for everyone. Integrating development issues into the sexual health and rights framework.

Reference number: ONG-ED/2007/136-249/156

1.2 **Location(s)**

Country/countries, region(s), town(s)

Estonia: Tallinn, Tartu, Pärnu, Narva and outreach to regions

Latvia: Riga and outreach to regions

Hungary: Budapest, Debrecen, Szeged, Pecs and outreach to regions

1.3 Summary

Maximum 1 page

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| Duration of the action | 36 months |
| Objectives of the action | <p>Overall objective(s):</p> <ol style="list-style-type: none"> 1. To build awareness on the European developing countries needs and emphasize the role that new EU member states play in increasing support to development cooperation. 2. To improve public knowledge, especially the knowledge of young people on sexual and reproductive health and rights (SRHR) issues and highlight their links with global issues and alleviating poverty. 3. To facilitate capacity building, active partnership and shared learning about development issues between NGOs and young people, politicians and journalists in new EU member states in partnership with the communities of European developing countries. <p>Specific objective: To improve public awareness about and strengthen political support to development cooperation and link it with sexual and reproductive health and rights issues in Estonia, Latvia and Hungary by building on a series of youth initiatives in mutually beneficial partnership with NGOs from Georgia, Ukraine and Moldova.</p> |
| Name of applicant(s) and EU Member State of origin | Estonian Sexual Health Association, ESHA, (lead NGO) Estonia Latvian Association of Family Planning and Sexual Health „Papardes zieds“, LAFPSH, Latvia Pro Familia Hungarian Scientific Society, MCSNTT, Hungary |
| Local partner(s) (if applicable) and country of origin | Association HERA XXI, Georgia Salus Foundation, Ukraine Family Planning Association of Moldova, Moldova |
| Target group(s) | Young people aged 10-24 years decision makers, media representatives and the general public in Estonia, Latvia and Hungary. Staff and stakeholders of all partner organisations. |
| Development issues addressed | <ol style="list-style-type: none"> 1. Relatively low public awareness about and support to development cooperation in 3 new EU member states 2. Insufficient general understanding about sexual and reproductive health and rights issues and their role in countries development and global poverty reduction |
| Estimated results | <ol style="list-style-type: none"> 1. Partner countries acknowledge the importance of SRHR issues in global development, development cooperation and overall public knowledge on development cooperation is improved 2. Active and sustainable youth networks are established in the partner countries, global learning camps and creative youth initiatives are conducted yearly in all partner countries. 3. A sustainable partnership network is developed among the partner organisations, information and best practices are shared with other NGOs from all over Europe |
| Main activities | Setting up active youth networks for SRHR and development education in 3 EU countries, youth involvement by arranging creative works contests in all partner countries, empowerment of young people by trainings and field work, information dissemination to the general public via internet, media channels and public events, advocacy among decision makers and politicians, networking between NG(D)Os and stakeholder groups and capacity building of the partner organisations. |

1.4 Objectives

Maximum 1 page. Describe the overall objective(s) to which the action aims to contribute and the specific objective that the action aims to achieve.

The overall objectives to which the action aims to contribute, are:

1. To build awareness on the European developing countries needs and emphasize the role that new EU member states play in increasing support to development cooperation.

Better public awareness on European developing countries situation and needs and support towards development cooperation is the most important overall objective to which the action contributes in the three new EU member states. With the action we aim to support the public knowledge building about the development issues and importance of development cooperation stressing that the new EU member states have resources already now to support development globally and act as a donor country. Increase in the political and financial commitment to the development cooperation programmes with the developing countries is sought.

2. To improve public knowledge, especially the knowledge of young people on sexual and reproductive health and rights (SRHR) issues and highlight their links with global issues and alleviating poverty.

Better understanding of linkages between advancing the SRHR field and poverty reduction, economic development and universal human rights is needed. Prevention of HIV, sexually transmitted diseases and unwanted pregnancies, supporting gender equality and women empowerment, providing for health of mothers and children, ensuring availability of counselling and family planning services to the people in need and protecting universal human rights are essential for sustainable development of countries. Links between development issues and the SRHR framework are promoted by the action in youth peer education activities, in public communication, networking and advocacy in the partner countries. Active and sustainable youth networks are established, information resources are created and a series of creative youth initiatives are carried out. These contribute directly to the better awareness of young people, but also build grounds to approach the decision makers and inform the public about the situation and needs of the developing countries also giving these different audiences vital information about SRHR they would need to live a happy and healthy life.

3. To facilitate capacity building, active partnership and shared learning about development issues between NGOs and young people, politicians and journalists in three new EU members states in partnership with the communities of European developing countries.

Sustainable partnership network is developed among the partner organisations in Estonia, Latvia and Hungary in good collaboration with local partners from Georgia, Moldova and Ukraine and the projects best practices are shared with other NGOs from all over Europe. With the action we aim to contribute to the development of civil society in EU and in local partners countries by capacity building of the partner organisations through trainings, networking and experience exchange. The local partners will play an active part in the action and benefit from its activities. All partners improve their ability to work on the development issues and build partnerships NG(D)O platforms and governments in their countries and internationally, also they increase visibility of their organisations and improve involvement of stakeholders to their work. New joint initiatives between NGOs are designed and support to new development cooperation programmes in SRHR field is sought to go beyond the scope of this action.

The specific objective of the action is: **To improve public awareness about and strengthen political support to development cooperation and link it with sexual and reproductive health and rights issues in Estonia, Latvia and Hungary by building on a series of youth initiatives in mutually beneficial partnership with NGOs from Georgia, Ukraine and Moldova.**

The action includes three main directions of work in public awareness – youth involvement and education, advocacy and general public awareness building. Youth involvement is achieved by peer education outreach work, creative works contests and global learning youth camps. Advocacy is used to strengthen political commitment to development issues including the sexual and reproductive health and rights field, to increase funding available to support the local partners communities in need and to facilitate structural change in EU partner countries. Public awareness is built by public events, increase in media coverage on development issues and holding a public awareness campaign. Public awareness and advocacy initiatives in EU partner countries build on the grass-root level activities with young people in six different European countries. Capacity building of the partner organisations, sharing best practices, networking and developing partnerships between countries as well as in each of the partner country, add value to the action and increase its visibility and sustainability.

1.5 Justification

Maximum 3 pages. Please provide the following information answering each sub-question separately:

1.5.1 Relevance of the action to the objectives and priorities of the call for proposals

The proposed action aims to build awareness on the European developing countries situation and needs and emphasize the role that new EU member states play in increasing support to development cooperation projects/ programmes. It also encourages cooperation between NGOs and seeks opportunities for the local partners to play active part and to receive added value from experience exchange and networking. The enlarged-EU dimension is highlighted by involving NGOs from the Member States which joined the EU in May 2004 – Latvia, Estonia and Hungary. Also the interdependence of the EU and developing countries is stressed in the action.

1.5.2 Identification of the development issues which the action will address (which may be defined in terms of thematic content, attitude/behaviour of one or more target groups, or the interaction between theme and target group)

There are two main issues that the project addresses:

1. Relatively low public awareness about and support to development cooperation in 3 new EU member states: Supporting development cooperation (DC) is new to the EU partner countries. The shift from receiving foreign aid to providing it to other countries in need has been made gradually. The share of annual Gross National Income that Estonia, Latvia and Hungary are able to offer for DC is rather modest at the moment (ranging from 0,07% of GNI in Latvia to 0,1% of GNI in Hungary in 2005), but all the countries intend to steadily increase their contribution and advance their status and role among other international donors. The same time public awareness on the global issues and development cooperation needs to be improved and in-country support to the development cooperation in general and to the DC strategies of the governments has to be built.

We speak about relatively low public awareness, because in general people have heard that their countries provide assistance to developing communities. Still this knowledge seems to be rather superficial. For example a public awareness survey conducted in Estonia in 2005 shows quite good results in general terms as 81% of the population and 93% of opinion leaders had heard about development co-operation. Nevertheless only a smaller part of the respondents could name any keywords connected with the DC issues (60% of the general population and 91% of the opinion makers) and it came out that many people linked development cooperation mainly with humanitarian aid and catastrophe relief, other instruments were less mentioned. Also the respondents tended to associate development cooperation with countries in Africa and Asia rather than with the European countries in need.

The 2005 survey in Estonia also showed that support among the population for rendering assistance to recipient countries should be strengthened: 65% of the respondents from general public agreed that supporting other countries is necessary. Only 20% of general public agreed that funds available to DC should be increased (53% of opinion leaders agreed to this) and 21% of respondents from general public thought that Estonia should not be providing any development assistance to other countries as the country itself is not so successful and rich yet. There are grounds to believe that similar trends in public awareness are noticed in Latvia and Hungary as well.

2. Insufficient general understanding about sexual and reproductive health and rights issues and their role in countries development and global poverty reduction.

The reason why we want to bring sexual and reproductive health and rights (SRHR) issues better into the development context is not only their centrality in peoples lives, but also strong influence that issues in this complex field have on the whole economic and human development of countries and sustainability of the global development.

All the European Union partner countries in this action observe the United Nations Millennium Declaration adopted in 2000. Their development cooperation strategies are based on the UN Millennium Development Goals¹ (MDGs). Four of these goals (promoting gender equality, reducing child mortality, improving maternal health and combating HIV and other diseases) are in the scope of SRHR field. The international development policies of EU are progressive and inclusive of SRHR, but the Member States policies and priorities internally and in development cooperation do not always reflect that.

Work on the four SRHR-related MDGs are insufficiently covered in the agendas for development cooperation of Estonia, Latvia and Hungary. Only Hungary has development of health services (including family planning services and prevention of sexually transmitted diseases) mentioned as one of their sectoral priorities in DC. Different explanations could be found for this situation - e.g. that SRHR issues are often complex and culturally sensitive to work on, or that SRHR situation even in our own countries is not excellent yet (take e.g. the spread of HIV or availability of SRHR education and services) so we could not assist others or simply that the funds available to DC are limited and the countries have prioritized other sectors, where they think they have more comparative advantages to offer.

Regardless of reasoning behind the countries strategic decision not to prioritize SRHR issues in development cooperation perspective, we may conclude that currently:

1. the general linkages between sustainable human and economic development, poverty reduction strategies and availability of SRHR services and information are still not recognized sufficiently
2. the partner countries are not well enough aware that they already now have experience and comparative advantages also in SRHR field they could use for the benefit of the communities in developing countries

Estonia, Latvia and Hungary have stated that their main efforts in development cooperation are directed towards regions where processes similar to those that they already have completed lie ahead or are in progress. The local partners to the action have been chosen from among the priority recipient countries to the EU partners. The main challenges also in

¹ UN MDGs are: eradicate extreme poverty and hunger, achieve universal primary education, promote gender equality and empower women, reduce child mortality, improve maternal health, combat HIV/AIDS, malaria and other diseases, ensure environmental sustainability, develop a global partnership for development.

health sector and more specifically in SRHR related field that Moldova, Ukraine and Georgia face are similar to those that have also been encountered by the EU partner countries.

SRHR issues of particular concern in local partners countries are high rate of abortions, spread of HIV and other sexually transmitted diseases, availability of sexual health education, information and counselling services and gender inequalities. Vulnerability of young people, their risk behaviour, lack of culturally sensitive sexual health education programmes and youth friendly counselling services are overarching problems that threaten the ability of the future generations to meet their individual and social potentials therefore endangering development and the whole future of communities.

Experience has been gathered and some best practices have already been developed in EU countries in response to these problems. For example Estonia has established an efficient high-quality youth friendly SRHR-services model, Latvia has been conducting excellent outreach work among young people and gained experience in political advocacy, Hungary has a wonderful working system of visiting nurses and good collaboration with colleges and universities in scientific research and development of curricula. These experiences could be shared for the benefit of other partner countries. Without a doubt also a number of other possibilities for cooperation would be found in partnerships with the local partners to improve SRHR situation in the partner countries. These findings and solutions would be brought to attention of decision makers, governments and donors with the action and provide for advancing the future bilateral cooperation programmes between the countries.

With the proposed action we aim to deepen the general understanding of the nature, reasons and different possibilities for development cooperation. The universal and yet very individual perspective of sexual health and rights issues in different cultures helps to bring complex issues of global development closer to the life reality of people in their local surroundings. It enables people to better relate themselves to the communities in developing countries and therefore facilitates supportive attitudes and understanding of global interdependence. The same time also the general public awareness SRHR issues is improved, so people could avoid unnecessary risks and make informed choices about their own life supporting the public health efforts undertaken in the partner countries.

1.5.3 Description of the target group(s) (social category, role, age group, gender, etc.) and estimated number

The target groups of the action are young people, decision makers, media representatives, general public and the staff and stakeholders of partner organisations.

1. Young people aged 10 to 24 years: 24 young people benefit from the international training-of-trainers and will serve as master trainers and youth leaders to the partner organisations. 240 young people are trained in cascade-type in-country peer-educator trainings and will establish youth networks in regions involving and educating other young people. Up to 60 000 young people are reached with peer education activities and outreach work in EU partner countries in 27 months. Altogether 10 000 young people take part in the creative works contests and gain knowledge on SRHR and development issues, their role is to express themselves, their knowledge and culture in creative works for the benefit of their peers and the public. Global learning camps bring together 100 young people on the second and 50 young people on the third year from all the partner countries. Those young people will benefit from shared learning in international environment and they are to share their knowledge and experience with other young people in their country.

2. Decision makers – about 300 members of the parliaments and government officials, leaders of the community and the private sector from the partner countries are targeted with advocacy in the frames of the action in 3 EU partner countries. The international follow-up conference of the action will bring together up to 100 experts, decision makers and representatives from European countries. The role of this target group is to shape the public opinion, influence structural change in the partner countries as well as to reach different audiences with the statements about development and SRHR issues.

3. Media representatives – about 70 journalists are targeted with press briefings and public events. Young journalists are invited to take part in the study trip to the local partners. The role of the journalists is to shape public awareness about development cooperation and also SRHR issues by publishing articles, news, stories in different media channels.

4. The general public - about 20% of the population of EU partner countries general public should learn about the action and its messages either from media, by visiting the actions home-page on the internet or in some public event.

5. Staff and stakeholders of partner organisations – altogether up to 120 people benefit from the trainings and capacity building in the partner organisations. Their role is to implement the knowledge on development education and global issues in their everyday work and provide for sustainability of the action.

1.5.4 Reasons for the choice of the target group(s) in view of the role they play in relation to the development problem(s) outlined under point 1.6.2 above

Young people have been chosen as a target group so they would directly benefit from the action as well as provide valuable input to implementing it. Young people are the most vulnerable group regarding poverty and sexual health related risks. Investing in young people, providing them with education, information and services they need to make informed decisions about their lives is found to be a key breaking the cycle of poverty and ensuring a better future of communities. The action educates, empowers, and involves young people from six European countries on SRHR issues including development education perspective to it. Activities give possibilities to build contacts and share the different realities that the EU and local partners countries young people face. Collaboration with peers and adults gives young people self-worth, purpose and helps them to become active, caring citizens in the global community who would advance the ideas of global interdependence during their lifetime. One important group targeted in youth work are the youth groups of political parties in EU partner countries. They will be the leaders of tomorrow and today they are easier to reach and involve into action providing them with knowledge and highlighting the importance of development issues. Educating this target group will help the action to have a longer term influence on the countries policies and practices.

Decision makers are important target group to reach systematic and sustainable change in EU countries policies and practices and international partnerships between countries. Prioritizing the development cooperation, shaping country strategies to include SRHR field to the development cooperation agenda and also to assure sufficient funding to the countries in need is in the power of this target group. They can shape public opinion in their country, but also they can foster the importance of development cooperation and support development cooperation SRHR agenda internationally. Direct, strong partnerships with the relevant authorities are sought by all partner organisations in order to achieve the objectives of the action.

Media representatives serve as mediators in building public awareness on development cooperation, SRHR and needs of poorer countries. They do it by raising the global issues and the situation of developing countries and SRHR to the focus of different media channels.

Staff and stakeholders of partner organisations are chosen to be targets to ensure information dissemination over the period of the action. They will be better prepared to include development issues into their everyday work, advance the objectives and serve their communities even after the action ends.

- 1.5.5 Information regarding the European dimension of the action (collaboration between organisations from at least two Member States, the action reaches target groups in at least two Member States, the action deals with issues concerning relations between the EU and developing countries and/or the impact of EU policies on those countries)

The action brings together six European countries on the SRHR and development issues. The diversity as well as shared issues and values will be outlined in networking and implementation and the EU role in fostering development in the countries needing assistance will be stressed.

Most of the partner NGOs belong to the International Planned Parenthood Federation (IPPF) which unites more than 180 countries all over the world and 41 countries in Europe. This network allows to share the lessons learned with other SRHR organisations in the European region and encourage them to start working on global development issues. The action reaches people in all the partner countries and facilitates global learning in the communities of three new EU member states.

Policy changes are sought in EST/LAT/HUN with more support to SRHR issues in development cooperation, possible bilateral collaboration projects and working models in health sector could be scaled up to other countries and have impact on European level.

1.6 Detailed description of activities

Maximum 9 pages. Include the title and a detailed description of each activity to be undertaken to produce the results, justifying the choice of the activities and specifying where applicable the role of each member of the consortium or of the network, of each partner (or associates or subcontractors) in the activities. In this respect, the detailed description of activities must not repeat the action plan (see section 1.9).

Activity 1: General preparation for the Action

The first seven months of the action are mainly dedicated to planning and preparatory works for further implementation. All partner organisations have staff appointed to the action and the first **planning meeting** is held to synchronize the activities of the action, to agree upon the communication and reporting routines between partners and to build the team. Public relations and advocacy plan is detailed, agendas for study visits and training of trainers are prepared. As a pre-condition for the further action a **background analysis** of all partner countries development cooperation policies and practices and SRHR situation is carried out. Every partner will prepare the report about their country and the lead partner will consolidate the information with other partners contributing to it as a peer-review team and provide necessary data, information and references. Also a search of available materials (studies, reports, films and other) on development issues and SRHR is conducted by partners to enable the lead partner to compile a **collection of resources** for use in implementation of the action.

Field visits to local partners are carried out by the EU partner countries delegations. Young journalists, politicians, youth leaders and representative(s) of the partner organisation are members to the delegation. Altogether three 3-day visits are planned for up to 15 people from partner countries. The purpose of these visits is to gather first-hand information on the developing countries situation and needs, to facilitate international relationships and to engage, educate and motivate future key speakers from among EU countries politicians and media. The agenda of the study trip includes visits to the rural areas, SRHR service delivery points and meetings with experts and relevant officials in local partner countries. The local partners help to prepare the visits agenda and arrange meetings as well as local technical details. EU partners engage the delegation members and take care of the travel and other necessary arrangements.

After the visits **orientation meetings** are held for partner organisations staff and stakeholders in EU countries as an important step in public awareness building is to engage all the partner organisations available resources to the advancement of the action. All EU-partner organisations hold meeting for staff, key volunteers and stakeholders to introduce the action and to discuss the key issues of development education and its links with their field of work so the organisation as a whole can build on this in trainings, meetings, counselling and other activities and promote development issues in collaboration with other organisations in their country and internationally.

The action will go through **branding** to guarantee its visibility – unified image (logo, designs, slogans etc) will be used in all communication with the public and the stakeholders and on the advertising materials. This work will be outsourced to professional agency, but input from all the partners is expected during the process.

Education and information materials of the action are created during the general preparation period, these include:

1) Interactive **home-page on the internet** which is accessible from all countries. The home page presents all publications, information materials and resources related to the action in all partners languages and in English and Russian. We seek to include interactive and innovative sections to the internet home page (e.g. fora, market-places for contacts and ideas, blogs, games) to attract people to the page and give it practical value. The software solutions will be outsourced by the lead partner. The content of the page is developed in collaboration with all partners and will be updated regularly.

2) **Publications** to introduce the action are necessary tools for advocacy, networking and PR primarily in European partner countries and in international relations. A brief yearly leaflet introducing the action and the development issues addressed is published in four languages and a quarterly newsletter (pdf-format) is issued in English with partners themselves taking care of necessary translations, also all the assessments and reports are made available via the internet.

3) **Advertising materials** are also necessary for a number of activities. These are detailed in the beginning of the action and include posters, post-cards, video clips, but also items like key rings, condom packages, balloons, T-shirts, bags or other that could be disseminated to the target groups during different events.

Outputs of activity 1: Collection of data and resources (list of relevant internet pages, films, education materials, research) on development and SRHR issues is gathered, report on partner countries development and SRHR situation and needs is compiled, 15 people from EU partner countries have first hand experience from the partner countries and will be able to be spokespersons to share their experiences with different audiences in the EU partner countries, 60 people from among the staff, volunteers and stakeholders have gained knowledge about the local partners countries and the importance of development cooperation during the orientation meetings, articles in newspapers about the field visits are published in EU countries media, the branding for the action is completed, PR-plan, information materials and web page of the action are created, the curriculum for training of master trainers is detailed and training of master trainers session is prepared.

Activity 2: International training of master trainers

In order to establish active youth networks to build awareness of young people about development issues **training for master trainers** is held. An international training of trainers will be carried out for 4 people from all the partner countries. Holding a training together gives young people international contacts and facilitates shared learning about each-others countries. The participants are chosen from among experienced and motivated young trainers that already have been engaged in the partner organisations activities. Four people from local partners countries are also invited to the training to facilitate contacts between youth from EU and non-EU countries and allow global education perspectives to the training as well as to provide for the capacity building of the local partners organisations.

The training programme will be prepared by the partners together with the lead partner taking the main responsibility. Programme will be prepared based on the „Peer-education toolkit“ (UNFPA and FHI, 2006, available at: <http://www.unfpa.org/publications/detail.cfm?ID=286&filterListType>). The training will be facilitated by outside contractor from Family Health International or other experienced organisation working in youth peer education. The training is highly interactive in nature to allow young people to learn together and practice their skills as trainers. The curriculum for the training is adapted to include the global development education issues and special sessions on the partner countries are included. Training lasts for 7 days and afterwards the participants are ready to serve as trainers of peer educators in their countries. These master trainers are to be involved with the partner organisations for at least during the period of the action to ensure the sustainability of youth work.

The training is held in Latvia, because Latvian partner is most experienced in youth field work, so the session on sharing best practices and field visit to Latvian partner organisation could be integrated to the training of master trainers programme.

Outputs of Activity 2: 24 young people from six European countries are trained in peer-education methodology, development and SRHR issues to be able to serve as master trainers to the partner organisations for the benefit of their communities.

Activity 3: Global learning youth camps

Global learning youth camps aim to empower and involve young people to act as peer educators in their communities. The role of peer educators is to advance the ideas of global interdependence and solidarity, but also to provide other young people basic information on sexual and reproductive health and rights issues. The camps are held yearly with different aims and thematic content as follows:

Year 1: National training camps

In the first year of the action a 5-day youth camp is held on national level in the three EU partner countries to establish youth networking in these countries. The master trainers (trained in Activity 2) will hold cascade-type of trainings for peer-educators from among youth leaders in the EU partner countries. Peer education training sessions for groups of 20 participants will be held simultaneously during the first youth camps in Latvia, Estonia and Hungary. Instead of arranging

separate trainings for the groups, a joint camp is held so that young people could get to know each other which is important for active local networking of young people later on.

The programme of the peer educators training uses participatory methods and includes development perspectives. Social programme and different working groups are planned to facilitate communication between young people. These 80 trained young people per country will form youth groups in regions and go on with regular outreach work as peer educators for other young people.

Every EU partner is arranging the training camp in their country and the trainings are facilitated by the master trainers who were prepared in Activity 2 together with two lead facilitators from partner organisations.

Outputs of the year 1: 240 peer educators trained in 3 EU countries to hold outreach work in their communities

Year 2: Balaton international youth camp

The second-year global learning youth camp will bring together young people from all the partner countries. The camp aims to provide them with additional training, to enable experience exchange of peer educators, and to facilitate shared learning on global challenges and SRHR and EU role in development cooperation. The participants to the camps are peer-educators from the partner countries, but also young journalists, young politicians and the winning teams of students film-contest who could also hold work-shops. The camp gives young people a possibility to exchange information about their countries, introduce and improve training methodologies, discuss cooperation, build relationships with peers from other countries and have fun together.

The camp is held in Hungary and there are up to 100 participants to the camp from all the partner countries. The camp lasts for 7 days and includes special sessions on different countries, there will be working groups on thematic issues (e.g. adolescents, HIV, poverty) and EU-dimension related activities (e.g. simulation games), some sessions would be split by the profession or main interests of young people (journalists, politicians, trainers, artists). For the organising country the youth camp also provides additional possibilities for in-country PR and advocacy – for example holding a press briefing and inviting decision makers to be involved in the activities.

Outputs of year 2: 100 participants, who are trained and motivated, would go back to their country and disseminate information with their audiences. Other outputs of the camp would be craftworks, videos of youth performances, „camp newspaper“ on youths' opinions. All suitable information materials and visuals will be added to the actions home page and media coverage is expected.

Year 3: International follow-up youth camp

The third 5-day summer camp in Latvia is held internationally on the last year of the action. This camp is in smaller scale and will provide for additional training, shared learning and contacts between young people, but also enables us to follow up, summarise and evaluate the youth work conducted during the action.

Outputs of year 3: 50 young people benefit from shared learning experiences, evaluation report on achievements in youth work in partner countries and recommendations for the future initiatives are prepared.

Activity 4: Outreach among young people in EU partner countries

Outreach work among the young people is conducted in all EU-partner countries for 27 months by the trained peer educators. They will be arranging regular events to other young people in their region. The peer educators will visit schools and hold monthly youth events in their area (discussion evenings, watching films, education sessions). They will also participate with information stands and small educational programmes in at least five public events a year – e.g. The World Day or Europe Day celebrations, HIV-awareness events or student fairs.

Active networking with other youth organisations in country and internationally is expected and the actions homepage on the internet provides additional possibilities for that. The youth networking and field work is supported by the partner organisations providing the young people guidance and technical support. Part-time youth work coordinators in regions are hired to ensure sustainability of regular youth outreach work and monitor the activities.

Outputs for Activity 4: 27 months of regular outreach work among young people in 3 EU partner countries with 60 000 young people addressed with messages of development issues and SRHR.

Activity 5: Creative works contests for young people

Creative works contests are used to engage young people actively to learn about the development and SRHR issues. Creative works contests allow the participants to express themselves without restrictions of age or skills. The works reflect differences and similarities in young peoples ideas and surrounding social and economic environments. Personal touch and cultural differences emerging in these works make them wonderful tools for attracting public attention and interest from the media. The youth creative works contests will therefore be one of the most important activities to advance public awareness work in EU partner countries. The youth contests will have different aims, special issues and format each year gradually building up the scale of the contests from a rather small-scale contest for young film-makers to large-scale international works contest, which will result in traveling exhibition in the frames of the public awareness campaign in the EU partner countries. Youth contests are planned as follows:

Year 1: Creative works contest for young film-makers

A contest for young film-makers at the film and media colleges/universities in all the partner countries is announced to involve young people in creating the information and PR-materials for the action. Up to 5-minute videoclips are asked for with the aim to inform the public about the global challenges and to highlight the different aspects of the developing countries situation and needs. Students can use available video materials to create their works or decide to film new footages. The best works are awarded. The works are published on the internet and used in youth field work or during other public awareness events. Depending on the quality of works, also the possibility to launch some of the video clips on TV as part of public awareness campaign is explored in the EU partner countries. The detailed contest description is prepared by the partner organisations together and each partner is responsible for conducting the contest in their country. We expect that there would be at least three works from every partner country.

Outputs of year 1: At least 18 five-minute videoclips for social advertising on DC and SRHR issues from all the partner countries, media coverage of the event

Year 2: National youth creative works contests

According to the experience of some of the partners, youth creative works contests for school children have proved to be a way to engage young people and build public awareness. Still contests of this kind have not yet been conducted in all the partner countries. Therefore on the second year the youth creative works contests model for school children is piloted by all the partners in their countries.

The contest is announced in the beginning of the school year. There are different sub-categories for sending in the works, e.g: photography, drawings (visual arts), research papers and drama. The assignments and specific issues of the works are different for different age-categories (for example up to 13 years, 14-16 years and 17 years and older) as the skills and knowledge of young people would be impossible to compare in a very wide age-range. Also as the issues related to SRHR and development are often complex and culturally sensitive, different topics and assignments should be prepared for different age-groups. As the second-year contests take place in local level, the special issues covered could be somewhat different in each country. Still the focus should be on the SRHR and development in the global perspective. The partners will prepare the contest together and brainstorm to find the specific assignments for young people during the working meetings.

As it is necessary to take into account the academic year of the schools, the contest is announced in October or November and the deadline for young people sending in the works would possibly be in March. The jury then selects the winners. There are awards for the winners and the best works are presented on the actions home page and used in the publications of the action.

To follow up the youth contest, an award ceremony is arranged in all the partner countries in the form of youth conference or some other special event. This is to give recognition to young people who took part in the contest, so they would get a chance to present their works, see the works of other young people and discuss the issues with their peers, but also possibly to meet youth idols and Very Important People from among the decision makers. If the award ceremony is held as a youth-conference, then the winners of the research papers could hold presentations, there could be an exhibition of visual art works, drama-groups could present their plays and the winners are announced and get their awards. A youth conference or award ceremony is also a useful possibility to get good media coverage. Decision-makers and donors are invited to take part in the award ceremony and private sponsors could be attracted to support the event with awards for young people.

Outputs of year 2: National youth creative works contests are held in 6 countries with up to 3000 young people taking part in the contest either sending in the works or evaluating their peers works on the internet, 6 national award ceremonies are held for 250 participants and youth works are added to the internet home page and media coverage of the event is expected.

Year 3: International youth creative works contest

On the third year the youth creative works contests are scaled up to an international youth contest where works from all partner countries would compete. Overall arrangement of the contest on the national level is quite similar to the Year 2 event – the contest is announced at the beginning of school year, the works are sent in and the best works by age categories are selected and awarded. Only the international competition part is added, so that every country would send their selection of works in and international jury would choose the overall winners of the competition to award. This arrangement would mean that the Year 3 assignments are the same in all the partner countries and possibly the number of sub-categories that enter the international competition is limited to visual arts and research as drama contest would be too costly to organise in international level and poetry would probably be too hard to translate to allow adequate comparisons. The number of participants to this contest is expected to be higher than for the Year 2 national events and more publicity is sought to this contest.

In addition to adding youth works to the internet, the exhibition of youth works will travel the EU partner countries during the public awareness campaign. The album of youth works is published as a tool for educating the public and the young people. Together with youth works, main information and educational articles on SRHR in development education perspectives is included in the album. The albums are sent to schools and used in fundraising and advocacy. Possibility to have the album also sold in the book-stores is to be explored.

Outputs of year 3: youth creative works contest is held internationally and 7000 young people from the partner countries take part in the contest either sending in the works or evaluating their peers works on the internet, national award ceremonies are held for up to 500 young people, exhibition of youth works travel the 3 EU partner countries and album of best youth works is published.

Activity 6: Building public awareness and support

Public awareness and support building is linked with other activities of the action and makes the best use of partners experiences and collaboration. Some activities in public awareness building are regularly ongoing throughout the period of the action. These include **information dissemination** about the action by updating the internet home-page, publishing articles, sending press-relates to the local media and inviting media representatives to all the important events of the implementation of the action. Some of the statements and materials will be prepared by the lead partner, some of them depend on the local activities and are prepared by the partners accordingly.

Overall increase is sought in media coverage of global issues and about developing countries situation and needs as well as about development cooperation that EU partner countries provide. For that purpose media representatives are sensitized and educated: special **media-briefings** are held by European partner organisations twice a year to highlight the progress of the action and focus on different development issues and media representatives are involved to action where possible (e.g study visits, youth camps).

Also **advocacy** is an ongoing process throughout the time of the action carried out by the partner organisations staff and volunteers. Advocacy events mainly include meetings with decision makers, parliamentarians, government representatives and officials, participation in local and international round-tables, radio broadcasts and tv-shows, building and holding relationships with different stakeholders, decision makers and networking.

In addition to activities that are regular in nature we have decided to set primary goals and activities in building public awareness and advocacy to the years of the action as follows:

Year 1: Building partnerships

Main focus of the activities of the first year is on preparatory work and on building relationships with different actors to establish partner organisations as players in their countries NGDO field.

Public awareness building starts with partners planning the public relations and key messages. The actions PR and advocacy activities, targets and timeframe for the three years are detailed for each partner organisation and synchronized in all the countries to guide the actions and ease progress evaluation later on. Time from the working meetings and also expert consultations are used for that. In general we know that the main channels from where people have received information on DC are printed press, internet, TV and radio channels, but specific channels are detailed for every country at the beginning of the action. Also according to the background analysis of the SRHR and DC situation in partner countries clear targets and timeframe for advocacy are set for each EU partner country and advocacy activities planned accordingly. Information materials are prepared (publications, advertising materials and internet resources, see Activity 1).

Partnerships with NGDO platforms and other NGOs are established in order to reach different audiences and increase the influence of the action. All the partners are urged to take part in the work of local NGDO platforms and participate in local networking and public events, so that the issues addressed by the action would be present at important in-country development education and cooperation related happenings, round-tables, discussions etc that other NGOs and governments hold in related fields. This gives the action more visibility and helps to build public awareness, as well as allows to find allies to advance the aims of the action.

Main targets of year 1: the advocacy and public awareness activities are prepared and detailed with verifiable indicators and timeframe to follow, first important contacts have been established with different stakeholder groups and partner organisations are actively participating in their local NGDO platforms work. The actions information and education materials are ready and the action is launched publicly.

Year 2: Involvement of opinion leaders and decision makers

The main focus of year 2 is on advocacy among decision makers.

In-country steering groups for the action are established. These steering groups would bring together key people from decision makers, politics, government offices, SRHR organisations, youth and media. These people are a resource for the project managers and guide the actions' advocacy activities. They also serve as public speakers and build ties between different sectors. These groups hold regular meetings and network in different social circles of the community. Also with their help the plan for political advocacy in the second year will be detailed. At about this time the governments start planning their strategies of development cooperation for the next 5-year period and it would be important for the partners to be involved in these planning processes.

Regular public seminars and round tables on development and SRHR issues are held in EU partner countries in year 2. These are to bring together leaders of community and raise SRHR and DC issues to their attention, to build support to the action and facilitate long-term changes. The exact form, frequency, targets and specific outcomes of this process (is it a petition, public declaration, structural change, agreements of joint interests or other) is to be decided for each of the partner country in the advocacy planning phase (year 1). Holding these seminars publicly makes additional possibility to improve the actions visibility, strengthens public awareness and local partnerships.

Main targets for year 2: key decision makers are informed and involved to advancement of the action, strong partnerships are built with relevant authorities to facilitate structural change and stronger political commitment in 3 EU countries.

Year 3: General public awareness building

The main focus of year 3 is on building awareness among the general public.

A general public awareness campaign is conducted in 3 EU partner countries. This builds on the international youth creative works contest (see Activity 4, year 3). The campaign includes exhibitions of youth works from all the partner countries, video installations, social advertising on posters and on the internet and film demonstrations and concerts which are designed to form a coherent „campaign-package“. The campaign is prepared by the partners with the help of professional ad-agencies with the lead partner taking main responsibility for this. In-country collaboration with private companies and other NGOs is sought to scale up the campaign. Also fundraising for the local partners programmes is tested by the lead partner linked with this public awareness campaign, so the local partners could reach more people in need with their services.

As a high-light of the advocacy work conducted during the action period, on the last year a follow-up conference is held to bring together parliamentarians, government officials, decision makers, experts and civil society representatives from the partner countries, other EU countries and international organisations. The aim of the conference is to have the key players in development cooperation to discuss, share experiences, strengthen cooperation and create future strategies in global development issues specifically in the field of SRHR. The conference would serve as a follow-up to evaluate the action and share the lessons learnt. There would be up to 100 participants to the conference and special sessions on international development cooperation, EU development policies and global SRHR would be held. Recommendations for future collaboration and commitment of the countries to implementing it will be sought. Conference materials are published, these include presentation summaries, main agreements and recommendations and introduce the development cooperation and its links with SRHR field.

The conference will be organised in Estonia by the lead partner in cooperation with other partners. Expert assistance in organising the conference is probably sought from some international organisation in the field (IPPF, UNFPA, WHO) and the government of Estonia. All the partners are expected to invite their country delegations to the conference and participate in the development of the agenda as well as possibly find some of the speakers and prepare the country presentations.

Main targets for year 3: public awareness campaign resulting in improvement of public awareness about and support to DC in 3 EU partner countries, a successful follow-up conference is held for 100 participants, best practices and experience exchanged, stronger commitment of decision makers to advance SRHR and development issues and recommendations for the future are made.

Activity 7: Capacity building and sharing best practices

The first step in capacity building is to ensure ongoing communication and information exchange between partners. Partners establish and follow communication routines (eg monthly Skype-conference) to keep in touch, share information and provide each other support in the action as needed. Regular working meetings of partners are held to ease planning, implementation and monitoring the progress of the action. Therefore twice a year a 2-3 day working meeting is scheduled for the project team. Each meeting is carried out in different partner country so everybody could learn even more about that particular country and the partner organisations. The added value of circulating the meeting location is that the host organisation can hold some of their advocacy meetings and press briefings with the help of colleagues from partner countries. The costs are reduced by linking the meetings with other events that would need the most of the project team to travel anyway (e.g the working meetings in Georgia and Moldova are linked with the 1-year study visits, meeting in Hungary is held at the time of Balaton international youth camp, meeting in Latvia is held together with international follow-up youth camp and final team meeting in Estonia is held together with the year 3 international follow-up conference).

Also regular trainings to partners are linked with the working meetings. A one-day special issues training for the project team and the host organisation staff and key volunteers is held together with the working meetings twice a year in different countries. The training issues are agreed by the partners at the beginning of the action and build on the partner organisations needs and resources. The facilitators of the training are experts from the partner organisations, so the trainings enable the partners to share their best practices and expertise for the benefit of others.

Taking the scale and complexity of the action, it is likely that expert consultations on different aspects of the action are needed to achieve the results as planned. The consultations may be needed by the lead partner or the team to overcome unexpected obstacles, to plan the public relations and advocacy or to tackle possible difficulties in implementation of the action. Depending on the kind of technical assistance needed, there could be different organisations providing it – International Planned Parenthood Federation (IPPF), UN/WHO experts or colleagues from some NGDO platforms. Expert consultations are outsourced by the lead partner according to the need.

To ensure the actions visibility and share information about its achievements and news as well as to highlight the local partners development needs and situation a quarterly newsletter is issued. The quarterly newsletter as well as other project reports and thematic updates are shared with the NGDOs and IPPF membership associations all over Europe. Representatives from other organisations are invited to take part at the international conference and in local activities of

the action to facilitate experience exchange and build collaboration. The lead partner is responsible for gathering the information, preparing the newsletter and sending it to agreed recipients. Other partners provide information and input to the newsletter, forward it to their local stakeholders and if needed, ensure translations. International follow-up conference for the action (see Activity 6, year 3) is designed to disseminate information and share best practices and lessons learnt with other organisations all over Europe.

Activity 8: Monitoring and evaluation

Monitoring and evaluation is an ongoing process throughout the period of the action and gathering data and feedback is included to all the activities where applicable (see also p.1.8.3 for more information on procedures on M&E). As some of the M&E activities are not directly integrated to other activities, but form separate assignments, we list these below:

1. Baseline and follow-up studies.

There are two groups that we need information about to evaluate the actions results:

A baseline study about the awareness and attitudes of the youth target group will be conducted at the beginning of the action. This study will be designed by the Hungarian partner because of their experience in scientific research. Quantitative methods are combined with qualitative research (interviews and focus groups) to provide valuable information for the planning of the action. Similar study-formats will be used in all the 3 EU countries at the beginning of the action and will be repeated at the end of the action to allow comparisons and measure the results of the action.

Baseline data about general public awareness and support to DC in 3 EU countries is gathered. In Estonia a public awareness study on development cooperation is to be conducted in autumn of 2007 by the Ministry of Foreign Affairs. This study will be repeated with 2-3 year intervals and so could be used to retrieve additional information on the general public. At the moment we are not aware of the same kind of regular public awareness studies to be conducted in other partner countries. Therefore it is planned to include a set of questions to a public opinion poll in 3 EU partner countries which will be conducted at the beginning of the action and repeated at the end of the action to obtain same kind of comparable indicators to measure change in general public awareness.

2. Evaluation of the action:

The performance of the staff and the progress of the action will be measured regularly upon the set targets, timelines and keeping of the budget at the end of each year. Regular feedback and facilitative co-vision sessions are held with the team during the working meetings for internal evaluation and to prevent and overcome possible obstacles in implementation of the action. Feedback from stakeholders is gathered yearly in EU partner countries to assess collaboration and obtain input for improvements of advocacy and PR-work at local levels. Follow-up is conducted for each of the activities.

External evaluation for the action is carried out twice – as a mid-term evaluation on the second and a final evaluation on the third year. Final evaluation of the action is conducted at the end of the action and involves internal and external evaluation, auditing and public awareness research results (baseline vs repeated studies results). Experts to conduct the external evaluation are outsourced by the lead partner.

1.7 Methodology

Maximum 4 pages. Detailed description of:

1.7.1 Methods of implementation and reasons for the proposed methodology.

The overall approach used in the implementation of the action is participatory, rights-based, culturally sensitive and locally driven to allow direct involvement of target groups and achieve best results. It is known that successful programmes include stakeholders and target groups in the design, implementation and evaluation of activities. Methods of implementation of the action include:

Advocacy – a set of activities for change in favour of a particular issue by influencing public perceptions, policies and funding priorities. To build public awareness and support as well as to strengthen political commitment on development cooperation and its importance in the sexual and reproductive health and rights framework, advocacy is used as a tool by the partner organisations. A professional systematic approach to advocacy from the very beginning of the action allows us to reach the audiences with well-designed key messages and carefully planned events, which will form a coherent whole during the period of the action multiplying its influence and visibility.

Community involvement – to facilitate learning on the development issues in the partner countries, community involvement is sought by the partner organisations by building relationships with other NG(D)Os the private and public sector, organising and attending public events, providing information, promoting contacts between the partner countries communities and calling for donations in favour of the local partners programmes for the benefit of the poorest people in their countries. Community involvement increases the visibility of the action and is essential to achieving the objectives.

Experiential/participatory learning is characterised by empowerment and full participation of the people affected by the issues addressed. Building on the personal experience and their own cultural frameworks is the key to learning and behaviour change. This approach enables participants to reflect on their personal experiences and generalize them meaningfully in a broader context regarding the issues addressed. During the action experiential learning as a method is

used mainly in the form of creative works contests, networking, in public awareness building and to some extent in advocacy. A kind of „personal touch“ in the issues addressed, brings closer different communities and helps people to better understand the importance of development cooperation in lives of other people and also in the global context.

Peer education is a mean to empower young people which enables to make use of the peer influences in the most positive way. Well designed youth peer education programmes are found to be efficient in improving youth's knowledge, attitudes and skills especially in sensitive issues like those related to sexual health and HIV-prevention. Other issues can be addressed with the same methodology as well. Peer education includes interactive trainings to young people, youth-initiated awareness raising, networking and advocacy activities. The peer-education and youth networking of the action build on the Youth Peer Education Toolkit (*UNFPA and Family Health International, 2006*) and the experiences of work of Y-PEER (www.youthpeer.org) and FHI YouthNet (www.fhi.org/en/Youth/YouthNet/index.htm). All partner organisations have been working with young people, the proposed action will help us bring this work to systematic level and add value to the youth work by sharing experiences with other European countries and including development education into the framework.

Networking – networking between partners, NG(D)Os, other relevant organisations and authorities strengthens the civil society in Europe, provides for capacity building of different actors and increases the visibility and influence of the action in the local and European level.

- 1.7.2 Where the action is the prolongation of a previous action, explain how the action is intended to build on the results of this previous action and in what way it is innovative. Explain the main conclusions and recommendations of any evaluations that have been carried out.

LAFPSH has started to work on the development issues since 2004. In 2006 they started to implement the first development cooperation project “Raising awareness on global SRHR” with the aim to increase the knowledge of Latvian and Finnish parliamentarians, government officials and the general public on global sexual and reproductive health and rights issues and on their importance as a central development question. The proposed action allows for prolongation of the action in Latvia and to scale up the processes that were started in Latvia to Estonia and Hungary. ESHA and MCSNTT have not previously conducted systematic work in development cooperation, but have been participating in events arranged by other NGOs and networks. All the partner organisations have been working with young people and general public awareness building in SRHR field. This experience will be used in the implementation of the action. Innovative approach in the proposed action is youth involvement in all levels.

- 1.7.3 Procedures for follow up and internal/external evaluation.

Follow-up is conducted for all of the activities regularly. Quantitative data about the activities (number of people reached, individuals trained, materials distributed etc) is documented and compared to the previously set targets. Where appropriate, participants feedback sheets are used to attain feedback on the success of the activities and recommendations for improvements.

For more in-depth interventions also data about the change in knowledge and attitudes of participants will be examined with pre- and post-training questionnaires (this would apply e.g. for training of master trainers and peer educator trainings, also for participants in global learning youth camps).

Media monitoring will be conducted in EU partner organisations to record the media coverage of the action. Also the extent to which media channels are highlighting development and SRHR related issues in general will be looked at to see if there is change over the years. Analysis of thematic content of relevant articles and news will be conducted and summary of the findings will be prepared yearly.

Detailed plans for monitoring and evaluation all the activities, including PR and advocacy are created at the planning stage of the action (Activity 1) with verifiable indicators and timeframe to measure the performance of the partner organisations in every area of work.

Follow-up data is documented by all partners as ongoing part of monitoring and gathered and analysed by the lead partner quarterly.

Internal evaluation of the action is taking place twice a year during the working meetings of the partners. The lead partner will monitor the progress and results of activities, keeping of the time-frame. Facilitative supervision sessions with partners are held to discuss the actions processes, possible obstacles, problems and needs for improvement in implementation. Active involvement of partners to the internal evaluation helps to find solutions to the possible problems and also supports the motivation of the team. The results of internal evaluations will be documented and obtained information is used to improve the implementation of the action. Also the partner organisations governing bodies, relevant committees and CEO will be monitoring and evaluating the action in their country.

External evaluation of the action is planned to take place twice – as a mid-term evaluation on the second year and a final evaluation at the end of the action. Final evaluation will include the evaluation of the achievement of overall results by analysing the data from the baseline study and repeated study on public awareness. External evaluation looks at the processes of the action, at the achievement of its expected targets as well as evaluates the action against the set objectives. External evaluation is outsourced by the lead partner and involves work with the documentation, analysis of the data and interviews with stakeholders and partners of the action. The external evaluation results are presented in evaluation reports, which will be shared with the stakeholders, published on the internet and used in preparing the final report of the action. Yearly financial audits are planned to ensure the visibility of use of funds and support good accounting in the partner organisations. The lead partner outsources approved auditors to conduct the audits.

- 1.7.4 Description of the role and participation in the action of the various actors (applicant, members of the consortium,

partners and others), and the reasons for which these roles have been assigned to them.

ESHA: The role of the applicant is to lead the project processes, manage reporting and accounting and take direct responsibility for the project planning, implementation and evaluation. All events and materials concerning alleviating the partner countries are consolidated, created and disseminated with the lead partner taking main responsibility. Also the applicant manages the project activities in Estonia and provides support to the other partners in the project.

The other partners participate in planning and carrying out the project activities in their country and contribute to the joint events and activities. There still are special assignments to the other European partners as follows:

LAFPSH as the most experienced partner in youth outreach work and peer education will take responsibility for arranging the international training of master trainers and international follow-up youth camp in Latvia. Having these activities in Latvia will provide for sharing LAFPSH best practices and expertise.

MCSNTT is responsible for preparing a evaluation study which will be used in all the partner countries to obtain baseline data at the beginning of the action and to evaluate the results at the end of the action. Also they provide for the analysis of the study results. This role has been assigned to MCSNTT because of their resources and remarkable experience in scientific research.

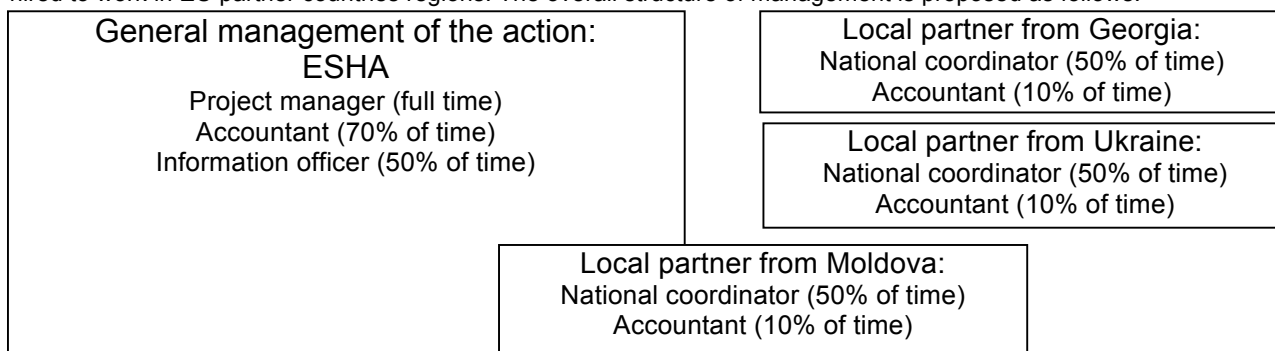
MCSNTT is also organising the global learning youth camp in Hungary taking care of the logistic and technical arrangements (location, catering, local travel etc.) as the location in Hungary is the best affordable place to hold a major youth event.

Local partners will be participating in the action with providing information on their countries situation and needs, helping to prepare the information materials of the action, arranging the study visits, finding participants to the training of the trainers and youth camp, arranging the youth creative works contests in their countries. They also provide input in training the young people, support advocacy and awareness raising events that take place in the EU countries.

Associate partners to the action are mainly NGOs and community networks in partner countries and internationally. They are needed to improve the information dissemination among the different target groups, to support advocacy, help in planning the action and synchronizing it with other undertakings in partner countries and internationally.

1.7.5 Human resources proposed for the implementation of the action (give the individuals' functions and indicate the percentage of their time they will dedicate to the action, but do not give their names) and indicate which NGO or partner will assume which role.

Altogether 17 people contribute to the action in the partners organisations offices and 12 part-time youth coordinators are hired to work in EU partner countries regions. The overall structure of management is proposed as follows:



| | | |
|--|---|--|
| Management of the action in Estonia: ESHA National coordinator (full time) Accountant (30% of time) Technical assistant (30% of time) 4 youth workers (25% of time) | Management of the action in Latvia: LAFPSH National coordinator (full time) Accountant (30% of time) Technical assistant (30% of time) 4 youth workers (25% of time) | Management of the action in Hungary: MCSNTT National coordinator (full time) Accountant (30% of time) Technical assistant (30% of time) 1 youth worker (full time) |
|--|---|--|

The project manager and national coordinators are responsible for organising the action and arranging its activities in their country and participate in international collaboration. One full time project manager is needed for overall management of the action. One full time national coordinator is needed in all the EU partner organisations and 50% of time of national coordinators is needed in local partners offices for the whole period of the action. The task lists and job descriptions of the staff are to be detailed accordingly.

Information officer is hired part-time for the period of the action. (S)he is responsible for preparing and updating the information resources for the action, monitoring the media and arranging monitoring and evaluation of the action, publications, web, press-statements, news, articles, narrative reports, public opinion research, gathering available resources etc).

Youth coordinators – four part time youth workers (25% of time each) are hired by EU partner organisations in order to arrange youth networking and ensure its sustainability regionally. They arrange the work of 240 trained peer educators and provide young people in their area support in their initiatives, also they organise follow-up and evaluation of youth work and represent the young people's voice in other activities and partnerships.

Administrative staff – full-time accountant at the lead partners office (with 70% of working time on general and 30% of working time on national budget) and part time accountants (30% of time at the EUR partners office and 10% of time at the local partners offices) are responsible for book-keeping, preparing the financial reports and making necessary transactions and declarations. Part time assistants in the EU partners offices are needed to provide support in arranging the logistics of travel, trainings and technical work. About 30% of their time is dedicated to the action.

Steering groups – up to 10 people in all the partner countries form a local steering group to the action which will work starting from the year 2 of the action. The steering group members are invited from among the stakeholders (politicians, decision makers, media representatives, young people, SRHR professionals etc). The steering groups meet at least twice a year to provide support to the managing team in implementation of activities, they also work as advocates and spokespersons for the action. The steering group members are expected to offer their services voluntarily, however there is a need to budget some costs for local travel, meeting expenses and incentives to enable those people to work.

1.7.6 Short-term staff and interveners (indicate the number of person-days or months, and their main role).

Short-term staff and interveners include:

1. Trainers and facilitators:

1. 2 experienced facilitators for 7 days are needed to conduct the training for master trainers in peer education methodologies and development education
2. 2 lead facilitators for 5 days in each EU partner country are needed to conduct peer-education trainings in year 1 local peer educators training camps (together with the 4 young master trainers)
3. 5 lead facilitators and about 20 trainers/experts are needed to conduct the 7-day educational programme of Balaton international youth camp for 100 young people
4. 2 lead facilitators and 4 trainers/experts are needed to conduct year 3 international follow-up youth camp for 3 days
5. 6 days of one facilitator each is to provide for the capacity building trainings for the partner organisations.

Consultants are to be invited to assist in:

1. Branding the action and working out creative solutions, preparing the web-page: first 6 months of the action, outsourced.
2. Planning public awareness and advocacy: during first 6 months of the action (total of 2-3 days)
3. Planning monitoring and evaluation: first 4 months of the action (total of 2-3 days)
4. External evaluation and supervision: mid-term and final evaluation (4 weeks) and supervision/management consultations according to the need, in total of 10 days during the action period.

Volunteers of the partner organisations are to assist in public events and information dissemination during the year 3 public awareness campaign.

1.7.7 List of equipment, material and supplies to be acquired or rented for the implementation of the action. Specify to whom the equipment acquired for this action will belong at the end of the action.

1. 5 computers – 2 for local partners from Georgia and Ukraine, 1 for local partner from Moldova
2. 5 lap-tops – 1 for Moldovan partner, 2 for applicant and 2 for partners from Hungary

All the computer sets are to include microphones and head-sets/loudspeakers to allow for VoIP conference calls between partners to save communications costs.

3. 1 printer for the partner from Hungary
4. Telephone for local partner from Moldova
5. 18 video installation stands (screen and stands for information materials) will be rented for the public awareness campaign in EU partner countries for three months on year 3.

At the end of the action we would like to see the equipment that was purchased to stay in use at the organisations who were needing them.

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|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--------------------|
| 8.2 Study on young people - baseline | | | | | | | | | | | | | | | | | | | | MCSNTT |
| 8.3 General public awareness survey - baseline | | | | | | | | | | | | | | | | | | | | ESHA + EU partners |
| 8.4 Monitoring the activities | | | | | | | | | | | | | | | | | | | | All partners |
| 8.5 Internal evaluation | | | | | | | | | | | | | | | | | | | | All partners |

| For the following years (timetable in trimesters) | | | | | | | | | | | | | | | | | | | | |
|--|--------|---|---|---|--------|----|----|----|--|--|--|--|--|--|--|--|--|--|--|-----------------------|
| Activity | Year 2 | | | | Year 3 | | | | Name of the NGOs and partner(s) responsible for the implementation | | | | | | | | | | | |
| | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | | | | | | | | | | | | |
| Activity 3: Global learning youth camps | | | | | | | | | | | | | | | | | | | | |
| 3.2 Balaton international youth camp | | | | | | | | | | | | | | | | | | | | MCSNTT + all partners |
| 3.3 International follow-up youth camp | | | | | | | | | | | | | | | | | | | | LAFPSH + all partners |
| Activity 4: Peer educators outreach work among young people in EU partner countries | | | | | | | | | | | | | | | | | | | | |
| Outreach work | | | | | | | | | | | | | | | | | | | | EU partners |
| Activity 5: Creative works contests for young people | | | | | | | | | | | | | | | | | | | | |
| 5.2 Local youth creative works contest (continued from year 1) | | | | | | | | | | | | | | | | | | | | All partners |
| 5.3 International youth contest | | | | | | | | | | | | | | | | | | | | All partners |
| Activity 6: Building public awareness and support | | | | | | | | | | | | | | | | | | | | |
| 6.2 Media briefings | | | | | | | | | | | | | | | | | | | | EU partners |
| 6.3 Information dissemination | | | | | | | | | | | | | | | | | | | | ESHA +EU partners |
| 6.4 Advocacy | | | | | | | | | | | | | | | | | | | | All partners |
| 6.5 Networking | | | | | | | | | | | | | | | | | | | | All partners |
| 6.6 Steering groups meetings | | | | | | | | | | | | | | | | | | | | EU partners |
| 6.7 Round tables | | | | | | | | | | | | | | | | | | | | EU partners |
| 6.8 Social advertising campaign | | | | | | | | | | | | | | | | | | | | ESHA + EU partners |
| 6.9 International follow-up conference | | | | | | | | | | | | | | | | | | | | ESHA |
| Activity 7: Capacity building and sharing best practices | | | | | | | | | | | | | | | | | | | | |
| 7.1 Working meetings | | | | | | | | | | | | | | | | | | | | ESHA |
| 7.2 Expert consultations | | | | | | | | | | | | | | | | | | | | ESHA |
| 7.3 Newsletter issued | | | | | | | | | | | | | | | | | | | | ESHA |
| Activity 8: Monitoring and evaluation | | | | | | | | | | | | | | | | | | | | |
| 8.2 Study on young people- follow up | | | | | | | | | | | | | | | | | | | | MCSNTT |
| 8.3 General public awareness survey – follow up | | | | | | | | | | | | | | | | | | | | ESHA + EU partners |
| 8.4 Monitoring the activities | | | | | | | | | | | | | | | | | | | | All partners |
| 8.5 Internal evaluation | | | | | | | | | | | | | | | | | | | | All partners |
| 8.6 Mid-term and final evaluation | | | | | | | | | | | | | | | | | | | | ESHA |

1.10 Consortium (or network assimilated to a consortium)

Section II of this application form has to be completed for each consortium member.

If the action is presented by a consortium, indicate the names of the other members of the consortium and of their Member State of origin (see point 2.1.2 of the Guidelines).

Please specify the role of each of the consortium members in the action and any contributions that each will make to the action (other than financial contributions).

The partners are:

Latvian Association of Family Planning and Sexual Health (LAFPSH), Latvia

Pro Familia Hungarian Scientific Society (MCSNTT), Hungary

These organisations participate in planning and activities in their country and contribute to the joint events and activities. In addition to in-kind contributions they will contribute to the action with knowledge and experiences as follows:

LAFPSH is the most experienced partner in youth outreach work and advocacy, they contribute to the action with their knowledge and experience in these fields and the special responsibilities (arranging youth trainings, experience exchange in advocacy) are assigned accordingly.

MCSNTT is mainly contributing with their remarkable experience in scientific research and SRHR information and education work for different target groups

1.11 Participation of partner(s)

Section III of this application form has to be completed for each partner.

If one or more partners participate in the action, indicate the name of the partner and of its country of origin (Member State of the European Union or developing country).

Please specify the role of the partner(s) in the action and any contributions that each will make to the action (other than financial contributions).

Local partners to the action are:

- 1) Association Hera XXI, Georgia.
- 2) Family Planning Association of Moldova, FPAM, Moldova.
- 3) Salus Foundation, Ukraine.

The local partners will be participating in the action with providing information on their countries situation and needs, helping to prepare the information materials of the action, arranging the study visits, finding participants to the training of the trainers and youth camp, arranging the youth creative works contests in their countries. They also provide input in training the young people, support advocacy and awareness raising events that take place in the EU countries and share their expertise with other partners.

1.12 Participation of associate(s)

Section IV of this application form has to be completed for each associate.

If one or more associates participate in the action, please specify their name and their country of origin.

Associate partners to the action are mainly NGOs and in partner countries and internationally. They are needed to improve the information dissemination among the different target groups, to support advocacy, help in planning the action and synchronizing it with other undertakings in partner countries and internationally. Most of associate partners in are to be approached and engaged by partner organisations later on. Associate partners to the action currently are as follows:

- 1) International Planned Parenthood Federation, European network, Belgium: would provide applicant with consultancies and technical assistance in field of advocacy, management and SRHR issues, and help information dissemination with IPPF member associations and networks in EU and globally.
- 2) NGDO platform from Estonia (AKÜ); Estonia provides support to the applicant by consultancy and building contacts. AKÜ will involve the applicant into its activities and invite to participant in the events and helps to disseminate information about the action on its home-page, mailing lists and in public awareness/advocacy activities.
- 3) Estonian Ministry of Foreign Affairs; Estonia MoFA role is to help synchronize the public awareness and advocacy activities, to consult and support the implementation of the action.
- 4) NGDO platform from Latvia (LAPAS), Latvia role is to provide support to the action by consultancy and building contacts. Lapas will help to disseminate information about the action on its home-page, mailing lists and in public awareness/advocacy activities.
- 5) The Association of Hungarian Women, Hungary: role is to help to disseminate information about the action in Hungary.

2. EXPECTED RESULTS

2.1 Expected impact on target groups

Maximum 2 pages. Indicate how the action will change:

2.1.1 the development issues addressed

Relatively low public awareness about and support to development cooperation in 3 new EU member states is one of the issues addressed by the action. Expected results are better public awareness on developing countries situation and needs, more supportive attitude towards development cooperation and understanding of the role of their home country as a donor country.

Insufficient general understanding about sexual and reproductive health and rights issues and their role in countries development and global poverty reduction.

We expect the target groups to learn more about the SRHR issues in their own country and globally and improve their general understanding of links between SRHR field and global sustainable development. As a secondary aim we would contribute to the better knowledge of people on SRHR issues which would enable them to avoid risks on their health.

2.1.2 the behaviour of the target group(s)

When people with different national, historical and cultural backgrounds come together, either in meeting each other in real life or via joint tasks, it provides for deeper understanding about each other countries, different realities people face and processes that exist in the globalized world.

In this action:

Young people are empowered, engaged and educated in global development and SRHR issues. They will benefit from shared learning in international environment, partnerships with adults and networking among their peers. The action is expected to facilitate knowledge and attitude change in young people. We would like to see, that:

1. The 24 master trainers will gain remarkable knowledge on global development and SRHR issues in international environment. They will work with personal attitudes and build skills as trainers and public speakers. They are expected to be engaged with the partner organisations at least for the period of the action. This knowledge and experience will likely have influence in their whole life.
2. The 240 trained youth leaders in EU countries will serve as peer educators in their community and conduct outreach work among other young people. Their knowledge is improved remarkably and they gain experiences of collaboration and international contacts. They will be understanding and sensitive to global perspectives and able to avoid sexual health related risks in their life.
3. The 150 participants to the international global learning camps will benefit from internationally shared learning environment, build relationships with peers from other countries and be ready to share their experience and knowledge in their own country.
4. About 60 000 young people are approached in outreach work in EU countries. They will receive information on the development and SRHR issues in public events and peer education sessions. Youth networks are established in partner countries which allows young people to actively engage in different activities and build contacts with peers in different countries. Young people visit the actions home page and interactive forum to find friends and learn more about the other countries and global issues. They will be open and sensitive to global issues and are better able to make informed choices in their life.
5. Up to 10 000 young people who will take part in creative works initiatives (contests in art, photography, plays, student research competition) will find out more on the SRHR issues in national and global perspective, and explore and situation in developing countries and in their country. They will be better informed and see the importance of and build personal connections with the issues addressed.

Decision makers: High-level political and financial commitment, structural changes, support to the development cooperation and also more specifically to the SRHR programmes in the developing countries is sought. Improved general understanding of decision makers about the relationships between SRHR and poverty reduction, economic development and universal human rights makes it hard not to prioritize work on SRHR field locally and in international cooperation. We would like to see that:

1. SRHR issues were integrated on the agenda for development cooperation of EU partner countries
2. the decision makers actively advance the issues of development and SRHR field locally in their countries, inside EU and globally.
3. political commitment and funding available for development issues and SRHR field would be increased (and new development cooperation programmes also in SRHR field were initiated with the support of new EU member states in developing countries).
4. SRHR issues were integrated into development education activities in the partner countries and in curricula of schools (especially in training of young professionals in social sciences)

Media representatives:

Media representatives are engaged and sensitized during the action with special media-briefings, ongoing communication and inviting them to take part in the activities. A good collaboration is built with key journalists and information to the media is offered regularly in the form of newsletter and press-statements. As a result we would like to see, that the media:

1. are better able and more willing to cover development and SRHR issues, so there will be increase in the number of articles, TV-shows, radio broadcasts informing and educating the public
2. Improved knowledge and deepened understanding of media people about the issues gives these materials more influence and value.

These results are expected to last beyond the scope of the action.

The general public:

Information and education for the general public will be provided during the action via different media channels, internet and public awareness campaign. As a result we would like to see, that the general public:

1. is better aware of global development issues and differences in European countries development and situation in SRHR field
2. is better aware of the role of EU and its member countries in fostering global development and about different instruments used for that
3. shows stronger support to development cooperation that their countries provide
4. gains knowledge also on SRHR issues to live a healthy life and full-fill their potentials

Staff and stakeholders of partner organisations are trained and prepared to include development education perspective in their everyday work. As a result of capacity building and experience exchange the partner organisations will be stronger and actively participating in their countries civil society. They will better able to provide trainings, conduct public awareness raising and advocacy. Networking with other NGOs and building partnerships with private and public sector will provide for the programmatic and financial sustainability of the partner organisations on one hand, but more importantly support the development of civil society and help to include the issues of global development and SRHR on the agendas of organisations and institutions on different levels. We would like to see that:

1. Sustainable partnership network is developed among the partner organisations in Estonia, Latvia and Hungary in good collaboration with local partners from Georgia, Moldova and Ukraine and all participants are satisfied and benefit from this collaboration and experience exchange
2. The action improves the capacity of partner organisations to address global issues in their everyday work, to

- serve better their communities and to engage themselves in development cooperation projects in the future
3. The partner organisations establish themselves as active participants in the NGDO platforms activities, advancing the SRHR field in development education and cooperation networks in their country and internationally.
 4. Best practices are shared with other NGOs from all over Europe. Best practices developed by the partner organisations, information and experience/models implemented in this action are shared with other European NGOs which will support civil society in Europe, facilitate cooperation between organisations and provide for possibilities to replicate and scale-up the action in other countries. International Planned Parenthood Federation European Network member associations from more than 40 countries are one of the community to share the best practices with, so these SRHR organisations would be encouraged to increase their work in development issues as well.

2.2 Concrete outputs

Maximum 1 page. Be specific and **quantify** outputs as much as possible. Indicate notably foreseen publications, websites, CD-Rom or any other means of communication foreseen for awareness-raising purposes.

Resources for information dissemination and communication:

1. Collection of available resource materials including films on development cooperation and SRHR issues in the partner countries: DVDs for use in youth work and events, 100 copies + information on the internet.
2. Situation assessment report on partner countries DC policies and SRHR issues (pdf-format + internet)
3. Actions home page on the internet – in 8 languages (partner countries languages + english and russian)
4. At least 18 videoclips for social advertising on DC and SRHR as output from the film-students creative works contests in all six partner countries
5. Curriculum for trainings of peer educators in SRHR including development education perspective (pdf-format and 300 copies in estonian, latvian, hungarian and english)
6. Album of young peoples art works, published - 1000 copies + internet
7. Posters, postcards or other advertising materials for young people and the general public introducing developing countries needs and EU partner countries role in development cooperation (exact items detailed at the beginning of the action according to the public relations plan, about 3000 items produced yearly)
8. Leaflet introducing the action (printed 2500 copies yearly in EU countries languages and english)
9. Quarterly newsletter about the action (pdf-format + internet)
10. Final report of the action (pdf-format + published in 600 copies)

Outputs in terms of human resources for public awareness building:

1. 15 motivated and educated spokespersons for the action, who have gained first-hand experience about the local partners situation and needs during the study visit
2. 24 young people trained in peer education methodology and development cooperation issues will serve as master trainers to inform and educate other audiences
3. 240 young people trained as peer educators to conduct field work among their peers and disseminate information at public events
4. 300 decision makers and opinion leaders approached to be involved in advancement of the action
5. 70 media representatives informed and involved
6. 120 people from among the staff and volunteers of partner organisations trained and better prepared to include development issues to their work

Major events and public awareness raising activities as means for awareness-raising:

1. 3 study visits to local partners
2. Orientation meetings for partners staff, volunteers and stakeholders
3. International training of trainers session
4. 12 in-country peer educators training sessions in EU countries
5. Regular outreach work among young people in EU countries for 28 months
6. Yearly creative works contests to engage 10 000 young people from all of the partner countries
7. Yearly global learning camps for young people in EU partner countries for 390 participants
8. Press briefings in the EU partner countries twice a year
9. Public seminars in EU partner countries
10. Public awareness campaign with youth work exhibition traveling EU partner countries
11. Meetings with stakeholders, decision makers, politicians, opinion leaders during three years
12. Participation at public events to disseminate information (at least 5 times a year in EU partner countries)
13. Follow-up conference for the action

2.3 Multiplier effects

Maximum 1 page. Describe the possibilities for replication and extension of the action outcomes.

The main multiplier effects come from educating and involving people with different backgrounds to the advancement of the action:

1. The master trainers go through advanced training sessions which will not only improve their knowledge, but through shared experiences and contacts with their peers from other countries their attitudes, values and behaviour would be influenced for a longer term. Therefore they would be able to share their knowledge and vision with their peers and other people they meet. These master trainers are expected to stay in touch with the partner organisations even after the period of the action and advance the understanding of global interdependence and SRHR issues.
2. The peer educators are trained and benefit from the shared learning with their peers from other countries. These young people are selected from among youth opinion leaders, young politicians, young people who are active in different youth or professional networks so that they could easily reach out to different audiences. They also are likely to have longer term impact on their values and way of life so they would be advancing the objectives of the action later on and implement the knowledge gained in their lives.
3. Educating and involving media representatives as multipliers is essential in public awareness raising and building supportive attitudes to the development cooperation in partner countries. Sensitizing journalists and other public speakers to the issues of development and SRHR will result in their better preparedness to cover these issues in their articles and other work. Also it would give them deeper understanding of the subject and therefore their works would be more interesting, educating and influential to the readers/viewers. There are tens of thousands of people that could be reached by just one well-written and positioned article or show, therefore in the frames of this action we intend to involve several journalists and build cooperation with different media channels.
4. Decision makers and opinion leaders that are informed and involved to the action will advance the ideas of the action in different communities of the countries nationally and internationally and facilitate structural changes that allow us to reach more people and have influences beyond the scope of the action.
5. Networking with partner organisations and building links with NGDO platforms helps to involve and educate more people that will pass the ideas to their networks and partners in-country and internationally. NGO sector will be strengthened and in joint efforts more visibility and influence is achieved to the action.
6. Including development cooperation issues into the partner organisations every-day work by reviewing the training curricula where relevant and training the staff and volunteers of the partners gives a long-term influence and enables us to indirectly reach target groups that the organisations encounter in their every day work. The experience of this action will encourage the partner organisations to increase their work in development cooperation and build new collaboration projects with the developing countries. The example of this action will also encourage other SRHR organisations to include global development issues to their programmes and activities.
7. Actions home page on the internet and other information materials and newsletters that are disseminated are extending the action outcomes further as they could be reached by the people that are not directly targeted by the activities during the period of the action. To extend these multiplier effects it would be important to have basic important information resources available after the actions' end.

2.4 Sustainability

Maximum 3 pages. Please distinguish between the following four aspects of sustainability:

2.4.1 The financial aspect (how will the activities and/or the management structure be financed when the grant ends?)

We expect the partner organisations to build good collaboration with their countries public and private sector during the frames of the action, which would result in their overall improved financial and programmatic sustainability.

On the working meetings depending on the experiences and results of implementation of the activities it could be decided by the partners whether or not it would be necessary to carry the activities out in the same volume and form in the future. The management structure and funds needed for the future depend largely on this decision and the possibilities to find finances for management are sought accordingly.

To finance the activities after the end of the action there are different possibilities which could be decided upon:

- 1) to integrate the activities to the yearly work programmes of the partner organisations and fund them from the organisations budget
- 2) to apply for further grants to continue the activities
- 3) to ask for sponsorship from private companies or other donors
- 4) to explore the possibilities of the activities themselves to provide for their costs – e.g selling advertising space to the internet home-page

- 5) to see if some of the activities could be integrated into already working systems or institutions – e.g. if trainings for peer educators could be included into curricula for college or university level students of social sciences and medicine or e.g. if outreach work among young people could be linked with other existing youth networks to save costs in the future

2.4.2 Institutional level (Will structures allowing the activities to continue be in place at the end of the action? Will the results of the action be appropriated by the target groups? What factors will ensure that the impact is sustainable?)

We expect all the partner organisations to continue their work at the end of the action with better capacity in public awareness building and outreach work, in holding trainings, advocacy and fundraising. One of the aims of the project is also to help the local partners to build their capacity to respond to the needs of their target groups and alleviate the need for good quality services and information by their target group. This effect will last beyond the scope of the project.

Partners improved networking and strengthened collaboration with other NG(D)Os, private sector and government institutions in their country and across Europe is a resource which enables to include successful activities of the action to yearly work programmes of suitable partners or networks. There are a number of activities that we would see continuing in regular basis even after the action ends. These include yearly youth creative works contests, peer-education networks outreach work and information dissemination about the development education and SRHR issues to different audiences.

Youth creative works contests would be important to hold on regular basis, they could be rather easily sustained on national level. The partner organisations could assign some of their staff or volunteers to arrange the contests yearly and sponsorship or in-kind contributions from the private sector could be asked for holding the closing ceremonies of the contest or youth conferences and provide for awards of the winners.

Organising the youth contests on international-level would need more input from the organizers side. One possibility would be to see, if some of international youth organisations could be involved to arranging the contest internationally and applying for additional grants or sponsorships could be taken into consideration.

Youth peer-education networks in 3 EU countries will be able to carry on with their activities with just a little assistance from the side of the partner organisations and their local partner NGOs. Some working hours of staff is what is mainly needed to guide the youth work and from time to time there is need to conduct new one-time trainings for peer education. For that purpose grants or sponsor support could be sought. Also partnerships with the government and/or colleges and universities could be built to include peer education training on sexual and reproductive health and rights issues in development perspective as a optional training-course in colleges' curricula for students of medicine or social sciences is explored to improve the sustainability of youth work over the years to come.

General information dissemination will continue at the end of the action via the internet home-page, partners participation at public events, networking and in their every-day work. All the information resources gathered and created during the action will stay available on the internet. We expect that a community on the web would emerge, which would be using the home page and so its interactive sections would keep functioning independently after the end of the action. Updating the information on the internet could be taken over by the partner organisations staff and volunteers or the possibility to link the page to some other functioning web-pages or portals could be explored.

2.4.3 Social and cultural sustainability (if the action is likely to alter the target groups' behaviour or way of life, indicate what measures have been planned to ensure long-term acceptance of its results).

We expect the young people and the public that are reached with the action to attain better knowledge about development and SRHR issues and be more curious and receptive to the life and problems of the people in the developing countries. We aim to strengthen supportive attitudes towards development cooperation in society in general, but also to promote the understanding that we live in a world of global interdependence where everyone can make a difference.

The main target group of young people are empowered and actively engaged in trainings and networking between their peers and internationally with other youth networks and organisations. In addition to the global learning experiences their knowledge about sexual health and rights issues is improved and they will be better able to make favourable choices in their life. Young people who take part in the action are likely to share their values and knowledge with their peers, but also forward the action later in their life.

2.4.4 Political aspect (What will be the structural impact of the project? Will it lead to better laws, improved development practice or policy, educational programmes, codes of conduct, etc.?)

Political aspect of sustainability of the action would be achieved by educating and informing decision makers.

Introducing sexual health and rights field into bilateral collaboration programmes into the governments' development cooperation and if possible, to include SRHR field as one of the priority areas to the development cooperation strategic documents for the next period will give long-term sustainable impact. One important target group of the youth work are the political leaders of tomorrow – youth sections of different political parties. With educating these people we will contribute to the favourable changes in political climate also in the future.

Structural impact of the action would be achieved if the global development and SRHR issues would be included in the training curricula for students of medical and social sciences. Also youth outreach and networking will provide for structural change with active youth groups formed in regions of 3 new EU member states. With showing a good example

and based on active youth movement, young peoples rights and needs will be acknowledged better in the society and youth involvement and empowerment will be mainstreamed into other endeavours.

Active participation from the partner countries NGOs and communities in the action will support the development of civil society and build more grounds for the governments to engage III sector to the planning, implementation and evaluation of policies and strategies. This will lead to more efficient programming and strengthen democratic processes in the partner countries even more.

The action allows to introduce best practices of different countries to the decision makers and therefore facilitates collaboration and scaling up of working models of some countries to the other countries.