

What is the aim?

Young people with technical expertise meet environmental journalists - youth and media workers enter in a knowledge partnership and exchange their expertise.

They get together as equal tandem partners. They generate ideas and tap into the knowledge of the youth. They enhance public communication on climate issues and may drive climate action and quality journalism in Kenya.

How does the process work?**Step 1:**

Application deadline is 21 November 2022

- Journalists interested in climate matters and youth from tech organisations may **apply** for being part of the project
- selection based on a) **motivation letter** (see template), and
b) **WhatsApp audio** (90 seconds)

Step 2:

Announcement of selected participants on 1 December 2022

Step 3:

Online meeting with tandem partners on 14 December 2022

Step 4:

2-day Hackathon, meeting in person in January 2023

(weekend from Friday to Sunday; dates, and location to be announced; accommodation and travel costs will be reimbursed)

Step 5:

Award ceremony (online): January 2023, announcing 1st, 2nd, and 3rd price.

Who are the participants?

- partner radio stations of DW Akademie Kenya and selected non-governmental organisations with a focus on technology will come together and create new ideas benefitting both, the media houses, and the tech organisations
 - final participants (about 20 persons):
 - a) climate reporters, interested in creating innovative climate and technology ideas with youth,
 - b) tech-savvy young persons, selected from different NGOs in Kenya, interested in climate, journalism, and communication.
 - Each radio station manager will encourage 2 reporters of his/her station to apply for participation; finally, 1 reporter of each station will be selected as participant.
 - Each NGO will ask 8 young people of his/her organisation to apply for participation; 4 youth of each organisation will be selected for the project.
 - Those who are interested will prepare 2 items:
 - (1) **motivation letter** (see template) and send it to almuth.schellpeper@dw.com, AND
 - (2) **WhatsApp audio pitch** (who are you in a nutshell - 90 seconds) and forward it to Almuth's WhatsApp number: +49-176-51 52 33 06.
- **Deadline** for letter via email and audio file via WhatsApp: **21 November 2022.**

What is in for the participants?

- selection as final participant:
150 EUR for each person (announcement in November 2022)
- after online gathering in December 2022 and exchange of first ideas:
100 EUR per person
- awards per tandem (2 persons) for best products/concepts:
400 EUR for 1st price, 200 EUR for 2nd price, 100 EUR for 3rd price.

How does the timeline look like?

Youth Tandem Project - Timeline

