

**OPEN CALL FOR
CIVIL SOCIETY ORGANIZATIONS FOR
PARTICIPATION IN THE INITIATIVE SELF ADVOCACY INFLUENCER INITIATIVE
WITHIN THE NEUEYT PROJECT**

Description

Self-advocacy Influencer is an activity implemented within the NEUEYT project - and aims to connect young people from marginalized and underrepresented groups to work in a team with other young people. They will work in a series of modules through which they will gain skills and will know how to represent themselves through different types of digital tools, including social media. The main objective is to be heard and provoke reaction from relevant policy makers. Through online training 5 young people from marginalized and under-represented communities will gain skills and will work with mentors on self-advocacy through digital tools. The trainings are planned to last 5 months, once a week there will be a theoretical lecture through an online platform (zoom) and then practical work with the mentor. The end result is the creation of a blog, or another type of online media or social media page, through which they will present their personal challenge / problem on the relevant topics (s), by telling stories, personal experiences, topic issues, interviews, recommendations, debates, polls, etc. The blog or other type of media, or social media, will be a tool for presenting the problems of the citizens from underrepresented communities to a wider audience, with the main goal of self-advocating and representing the community they are coming from, being heard and to provoke a reaction from relevant policy makers.

Main goals:

- To develop digital skills for young people from underrepresented communities.
- Obtain an online influencer certificate for self-advocacy.
- Allow young people from underrepresented / rural communities to speak on their own behalf, advocating for their rights and the democratic participation of the community they represent
- To enable young people who are underrepresented to become more aware of the community through direct support and mentoring of young people from underrepresented communities
- To raise community awareness of the needs of the underrepresented youth
- Initiate activities, collaborations, discussions or policy changes to improve the lives of underrepresented communities.

Your task:

- To nominate two young people from your organization (one from underrepresented communities, another who would be his / her collaborator / mentor) who would gain skills in digital marketing and running an online advocacy platform,
- To cooperate and help young people in the process,
- Creating a blog or other type of online media, through which self-advocacy will take place,
- Program evaluation.

REQUIRED QUALIFICATIONS OF THE CANDIDATES:

- Young people from Macedonia aged 16-30 who are part of organized groups or underrepresented communities (for example, people with disabilities, racial and ethnic minorities, orphans, LGBTIQ people, young people from rural areas, etc.)
- Have an interest in social issues and face challenges in everyday life due to belonging to a certain marginalized or underrepresented community,
- Want to contribute to improving the lives of people from marginalized or underrepresented communities by setting a personal example, and by advocating for your organization's mission.

BENEFITS FOR PARTICIPANTS:

- Acquisition of skills and up skill of existing, through training by experienced youth workers,
- Acquiring entrepreneurial skills for running an online business,
- Certificate,
- Own medium through which they can further develop and monetize,
- Opportunity to meet with policy makers,
- Opportunity to participate in other activities of the organization, recommendations for further engagements in the non-governmental sector for participation in events or other, etc.

BENEFITS FOR THE ORGANIZATIONS:

- Enrich your team with two trained (self) representatives who would represent the mission of your organization,
- Enrich your team with two trained digital marketers who could lead organizational social media and websites in the future,
- Acquiring skills for additional sources of funding for your organization,
- Additional media led by self-advocates through which they will present the challenges faced by the community you work with,
- Opportunity to meet with policy makers.

HOW TO APPLY OR NOMINATE A PARTICIPANT?

If you think that you fulfill the required qualifications or want to nominate someone, please apply by April 24, 2022, by sending an email to rosica@porakanova.org, with name, surname and contact mobile phone and email.