



Duration: March 2013- December 2013

Location: Euro-Mediterranean region

Aims of the Programme:

The Media Buffer Zone Project aims to first discern what media skills CSOs in Cyprus, the MENA region and Europe need to better raise awareness of the general public and authorities about their social change activities through research and a needs awareness analysis. Secondly, the project aims to design a CSO specific media skills training programme based on the needs assessment of CSOs in Cyprus, the MENA region and Europe; and to conduct media skills trainings via the capacity building Training of Trainers (ToT) methodology to CSO multipliers who will then transfer the media skills within their national and regional CSO networks in Cyprus, the MENA region and Europe. Finally, the Media Buffer Zone Project aims to connect CSOs in Cyprus, the MENA region and Europe through a virtual platform network with media professionals and artists who want to contribute to the advancement and productivity of regional CSOs by helping to produce and disseminate professional, innovative cost effective media messages.

Background:

Cyprus Community Media Centre (CCMC) along with organisations based in Palestine, Bosnia Herzegovina and Egypt were recently awarded an “Innovation Grant” for their novel idea entitled “Media Buffer ZoneProject”. The opportunity came about from the group’s participation in “ [The Power of One](#) ” conference, hosted by the Cyprus-based “ [Peace It Together](#) ” network and supported by the [United Nations Development Programme - Action for Cooperation and Trust](#) and the [Office of Middle East Programmes of USAID](#) in October 2012.

The conference was an inter-regional learning exchange on the role of citizens and civil society in stimulating social change during periods of transition, and gathered over 200 people from 28 countries from Central and Eastern Europe, the Middle East and North Africa. By convening in Nicosia, the conference reflected the position of Cyprus as a historical, cultural and geographical crossroads, as well as its potential to act as a facilitator of positive change. During the conference, participants voted “Media Buffer Zone Project” as the audience favourite.

Programme Activities:

- Communications, Marketing and Networking across Cyprus, the MENA region and Europe.
- Needs assessments of regional CSOs about their visibility and impact improving needs
- Design and development of CSO Media Skills Training kit.
- Implementation of CSO Media Skills ToT Workshops.
- On-line virtual platform development which will contribute to the overall aim of the project in

that will contribute to enabling regional CSOs to produce and disseminate professional and innovative cost effective media messages indirectly through a network for media professionals and artists, to transfer knowledge to get CSOs to address the key issue of media across the Euro-Mediterranean region and to establish sustainable partnerships inter-regionally.

Partners:

[Qabila Media Productions](#) - Egypt

[UG Zašto ne \(Why Not\)](#) - Bosnia-Herzegovina

[Near East Consulting](#) - Palestine

Universal Patient's Rights Organisation – Cyprus

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