

# NEWSLETTER

## “Youth in Action” Project

### December 2024 Edition



**Stephan Malerius**  
Project Director  
*Head of Regional Programme Political Dialogue  
South Caucasus, Konrad Adenauer Foundation*

“ Dear Reader,  
With our “Youth in Action”- project we strive to empower young people and youth NGOs in urban and rural areas to participate in civic and public affairs in Armenia. Advocacy actions, leadership and educational programs, media literacy trainings, and various other activities aim at increasing the cooperation and coordination among youth and youth civil society, strengthening their skills and deepening their knowledge. In this newsletter, you can read about key milestones and deliverables that we have achieved with our project so far. We thank you for your attention.”

# “YOUTH IN ACTION: YOUTH EMPOWERMENT AND LEADERSHIP DEVELOPMENT IN ARMENIA PROJECT” OVERVIEW

Launched in March 2023, the “Youth in Action” project is a three-year initiative co-funded by the European Union and Konrad-Adenauer-Stiftung (KAS), implemented in partnership with World Vision Armenia (WVA), Media Initiatives Center (MIC), and Gyumri Youth Initiatives Centre (YIC).

The project aims to enhance capacities and cooperation among Armenian civil society for educating and empowering youth, developing future leaders, and enabling more active youth participation in social, political, and public life in the country. The project targets youth CSOs, youth initiatives, youth workers including youth leaders and mentors, young politicians, young and digital influencers, video bloggers, podcasters, decision-makers at local and national levels.

[More Here](#)



Esteemed members of the consortium, along with representatives from international organizations, youth groups, and civil society, also participated.

Minister Zhanna Andreasyan emphasized the importance of protecting rights and interests while nurturing an environment where young people can thrive. Highlighting the creativity and proactive energy of Armenian youth, she stressed the need for institutional support and enabling conditions to ensure that no young person feels isolated in their aspirations. The European Union shares this vision, as underscored by Ambassador Andrea Wiktorin the transformative power of Armenian youth, their creativity, energy, and commitment can drive positive social change, contribute to building a more inclusive, equitable, and sustainable future.

[More Here](#)

## CELEBRATE THE BEGINNING: “YOUTH IN ACTION” PROJECT LAUNCH

In June 2023, the “Youth in Action: Youth Empowerment and Leadership Development in Armenia” project was officially launched, bringing together over 130 participants. The event was attended by high-level officials, including the Minister of Education, Science, Culture, and Sports, Zhanna Andreasyan; the Head of the EU Delegation, Ambassador Andrea Wiktorin; and the Ambassador of Germany to Armenia, H.E. Viktor Richter.



## KEY ACHIEVEMENTS AND HIGHLIGHTS

This section highlights key project activities and milestones achieved since the project's inception, showcasing the collective efforts of all consortium members. It focuses on the most significant accomplishments that have contributed to the project's progress and impact to date.

**3129**

**TOTAL DIRECT BENEFICIARIES**

(as of December 2024)



Yerevan

**850**



Regions of Armenia

**2279**



**89**

Forcibly displaced youth from Artsakh



**2037**

Female beneficiaries



**9-15 y.o.**

**461**

Children



**16-30 y.o.**

**1752**

Students and youth



**686**

Adults



**230**

CSO Representatives

# Shaping The Future Leaders: Model Armenia Simulation Games

As part of the “Youth in Action” Project, “Model Armenia” educational simulation games were conducted across six regions of Armenia: Tavush, Shirak, Lori, Gegharkunik, Armavir, and Syunik by World Vision Armenia in partnership with the NGO Center. A total of 181 young participants engaged in these regional games. The activity also included educational visits and meetings with local leaders, council members, CSOs, and government institutions. 225 young people participated in visits and activities at local and national levels. The activity culminated in a national-level simulation game involving 36

representatives from all six regions, simulating the roles of legislative, executive, and judicial authorities, media, and civil society. This hands-on experience enhanced their understanding of civic participation and democratic processes.

The “Model Armenia” game is designed to develop young people’s understanding of Armenia’s public governance system, enhance leadership skills, foster a sense of civic responsibility, and encourage critical thinking. The game allows participants to assume roles with specific goals, providing insight into the significance and responsibilities of various actors within the system. The final simulation allowed 36 youth to take on key roles in a mock National Assembly, discussing and simulating referendum processes.

[Read more about the national game](#)



## Voices of Tomorrow: Youth Forum in Syunik

In May 2024, the city of Kapan in the Syunik Region hosted the Syunik Youth Forum, a significant milestone of the “Youth in Action” project. Organized by World Vision Armenia, the forum provided a common platform for young people, young professionals, institutions, and decision-makers at local and national levels to network, exchange experiences, and enhance capacities for the effective use of resources. The event



featured panel discussions and master classes that covered a range of topics, including economic security, democracy, active participation, current state policy, youth participation, and the mental and physical health of young people. It brought together 120 young participants from various regions of Armenia, alongside key representatives from the Department of Youth Policy of the Ministry of Education, Science, Culture, and Sports, the Syunik Regional Government, the Kapan Community Government, and numerous CSOs.

[Read more here](#)



## Building Stronger Civil Society: Strengthening Capacity Building of CSOs

In December 2023, within the framework of the “Youth in Action” project, a key component focusing on Institutional Capacity Building for Civil Society Organizations (CSOs) was launched. A series of training sessions on topics such as assessing institutional capacities of organizations, NGO management and leadership, and strategic planning were conducted by World Vision Armenia for 43 CSOs operating in the youth sector. The primary goal of the institutional capacity-building component was to enhance the capabilities of youth-focused NGOs in Armenia, empowering them to effectively implement their programs and initiatives. It was designed to maximize their impact on youth empowerment

and leadership development. The training program, lasting for six months, will conclude with two FSTP (Financial Support to Third Parties) Calls by Konrad Adenauer Foundation aimed at further strengthening the capacities of these organizations. The first call has already been announced, resulting in the selection of 10 CSOs to receive additional support, further amplifying their ability to drive positive change in the youth sector.

[More here](#)



## Capacity Development Training For Youth CSOs On Youth Work

Youth Initiative Centre hosted a series of capacity development trainings for youth CSOs in Gyumri as part of the Youth in Action project. The trainings were conducted in two phases: the first phase took place in July 2024, followed by the second phase in September 2024. Building on the first phase, the second training provided a platform for participants to present projects they had previously developed, engage in discussions on the Youth Workers' Code of Conduct, and explore the principles of non-formal education.

[More Here](#)



## Empowering Change: Local Youth Policy Training

In June and July 2024, the Youth Initiative Centre organized a training on “Local Youth Policy” in Gyumri and Aghveran, using a 50/50 format that hosted two representatives from each of the 23 communities. The trainings aimed at contributing to the development of community youth policies in Armenia by jointly building the capacities of youth

structures and community authorities. Participants included representatives from the youth sector and local self-government bodies (LGUs) in Ashotsk, Artik, Ani, Gyumri, Araqs, Parakar, Noyemberyan, Ijevan, Tumanyan, Stepanavan, Goris, Akhuryan, Gavar, Sevan, Khoy, Bagharmyan, Vagharshapat, Berd, Gyulagarak, Tashir, Pambak, Vanadzor, and Tatev.

[More Here](#)

# Future Leaders Unite: Leadership Lab

In August 2024, the Leadership Lab training camp was held in Aghveran, organized by the Youth Initiative Centre. The camp's primary goal was to encourage young people aged 16-30 from all regions of Armenia to actively engage in the economic, social, and cultural life of their communities. It focused on developing skills in local self-governance, participatory management, communication, and promoting equal rights and opportunities.

Throughout the camp, participants engaged in practical tasks, games, and exercises designed to challenge teamwork dynamics. By the end of the camp, participants had developed their own initiatives, which they committed to implementing in their communities over the next three months. The participants are now actively working on bringing their initiatives to life, contributing to the development and empowerment of their local communities.

[More Here](#)



# Media Literacy Week In Armenia

From November 4-10, 2024, the Media Initiatives Center and the RA Ministry of Education, Science, Culture, and Sports hosted Media Literacy Week in Armenia. Schools, kindergartens, universities, libraries, educational and cultural centers, and other organizations across the country joined this important initiative.

Media Literacy Week is an annual opportunity for the education sector to utilize existing resources, organize events and lessons, participate in online and in-person meetings, and develop educational projects that integrate media literacy into the curriculum in alignment with new standards.

This global movement, led by UNESCO and held annually in autumn, aims to emphasize the importance of understanding, analyzing, and responsibly using media. In Armenia, the Week was celebrated for the seventh consecutive year, with the theme “Media Literacy in the AI Era.”

The program featured a diverse range of activities, including panel discussions on AI’s impact on media and education, masterclasses and workshops for educators and youth, a large-scale teachers’ forum, sessions in libraries and schools across Yerevan and the marzes, expert discussions, and presentations of new media literacy resources.

This year’s theme addressed the increasing influence of artificial intelligence on our world, highlighting both opportunities and challenges. Media literacy was showcased as a vital tool for understanding and adapting to these changes while resisting misinformation and manipulation.

[More Here](#)





# Unveiling The Media Literacy Toolkit: “Understanding Media: Like A Hand’s Five Fingers”

On September 9, the Media Initiatives Center proudly launched the Media Literacy Toolkit and its accompanying online course, marking a significant milestone in advancing media literacy in Armenia.

The Toolkit, titled “Understanding Media: Like a Hand’s Five Fingers,” takes a practical, hands-on approach to mastering media literacy. It covers five essential themes—conspiracy theories, critical thinking, digital natives and identity, social media and influencers, and civic participation—addressing the most pressing challenges of the digital age. Designed for educators, youth workers, and learners, the Toolkit is packed with video exercises, podcasts, and interactive tasks to make learning engaging and memorable.

*With the metaphor “Close a finger with each mastered topic, and when you make a fist, say: ‘I know the media like the five fingers of my hand,’” the Toolkit makes complex concepts approachable and fun to learn.*

[More Here](#)



## A Success Story: From Workshop To Publication

On April 19-20, the Media Initiatives Center organized an impactful fact-checking workshop for journalism students from Artsakh. Initially this initiative was not part of the project but emerged as a timely response to the needs of the forcibly displaced youth of Artsakh.

The workshop aimed to equip journalists with vital fact-checking skills to counter disinformation and produce credible media content. Through sessions facilitated by the Media.am Fact-Checking team and local experts, participants learned to critically evaluate information, verify facts, and analyze manipulative content. They applied these skills in practical exercises, addressing topics of national importance and creating media content that educates others on fact-checking techniques.

The workshop wasn’t just about learning tools but also applying them effectively. Participants practiced monitoring news, fact-checking media content, and using these skills in their studies and future careers. “I knew some of the tools,” Gohar shared, “but practicing them from various aspects here was the best way to learn.”

One of the highlights of this initiative was the success story of Gohar Sargsyan, a participant who published her first article on Media.am following the workshop. Inspired by the experience, Gohar has continued to write for the platform, demonstrating the transformative impact of the training on her journalistic journey.

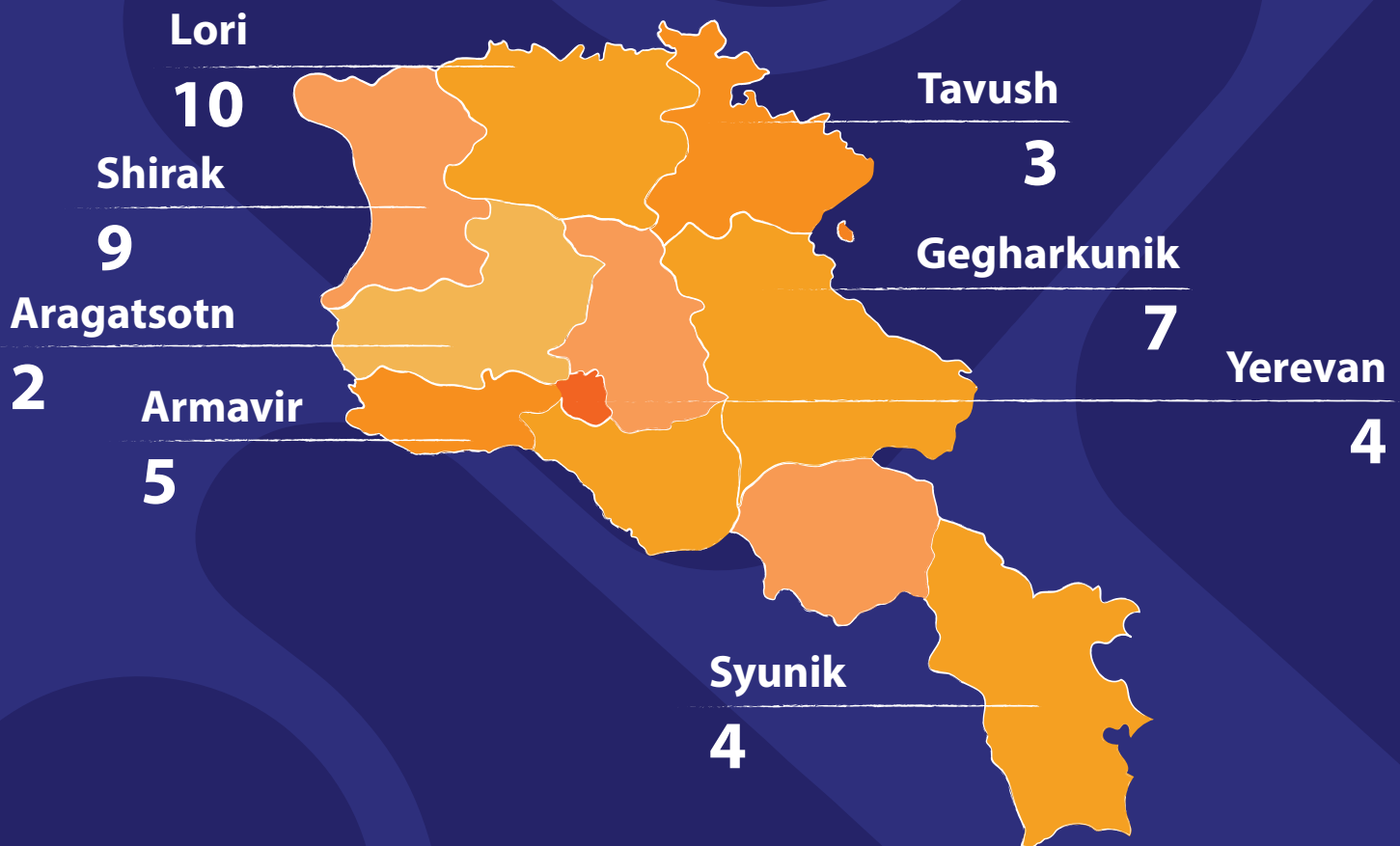
[More Here](#)



# FUNDING FOR CHANGE: FINANCIAL SUPPORT TO THIRD PARTIES

*This section provides a summary of the Financial Support to Third Parties (FSTPs), detailing the activities implemented under the initiative.*

FSTP allows for more flexible, targeted support to grassroots organizations and informal groups. By offering smaller grants and simplifying application and selection procedures, FSTP ensures broader accessibility and inclusivity. The tool enhances the project's ability to reach a diverse range of local beneficiaries, fostering greater community engagement and impact.



Number of FSTPs  
(as of December 2024)

**44**

Ongoing

**39**

Completed

**5**



Directions FSTPs focus on

- Media literacy
- Capacity building
- Civic Education Tools
- Youth Empowerment
- Internships



Individuals

**14**



Organizations

**30**



The expected number  
of recipients by 2026

**165**



## Empowering Communities Through Media Literacy

In April 2024, the five winning Civil Society Organizations (CSOs) selected under the FSTP Call on “Conducting Media Literacy Trainings” were hosted and welcomed at Konrad Adenauer Foundation. The “Conducting Media Literacy Trainings” initiative was designed for 20

participants who had successfully completed the 7-day Media Literacy School by the Media Initiatives Center, within the Youth in Action project. These participants were eligible to apply to the competition on behalf of their respective CSOs, with the goal of transferring the skills acquired during the school to their communities, fostering media literacy and critical thinking among youth.

Out of 15 applicants, five sub-grantees were selected: NGO Center, All for Equal Rights Foundation, “KAMQ” Lori Youth Projects Center NGO, “We Youth” Lori Youth NGO, and Restart Foundation for Science and Education. Each received financial support of up to AMD 1,750,000 to organize media literacy courses and training programs across their communities, aiming to engage over 300 youth.

[More Here](#)



## Strengthening Youth CSOs

In November 2024, a meeting was held with the winners of the “Capacity Building for CSOs” sub-grant competition, under the Youth in Action Project.

This initiative was designed by Konrad Adenauer Foundation to enhance the capacities of youth-focused Civil Society Organizations (CSOs), improving their resource management skills, and fostering their active involvement in the development of civil society. The competition targeted 41 youth CSOs that had participated in a six-month capacity-building course organized by World Vision Armenia. From this pool, 10 organizations were selected to receive further support and resources to advance their initiatives and strengthen their impact.

[More Here](#)

## Bridging Youth And Local Organizations

In October 2024, the kick-off meeting for the “Hosting Interns” initiative brought together 10 selected NGOs. The paid internships were designed for young people aged 18-25 from six target regions of Armenia: Armavir, Tavush, Lori, Shirak, Syunik, and Gegharkunik. Through an open competition, young candidates applied for positions within non-governmental organizations operating in these regions. As a result, 11 young interns and 10 host organizations were selected to collaborate for a three-month period. The primary objective of this initiative is to support local organizations while providing valuable professional development opportunities for the youth involved.

[More here](#)



## MEDIA LITERACY WEBINAR SERIES

*This section highlights the social media campaigns implemented as part of the Project's Social Media Strategy. These campaigns focus on amplifying youth-related issues, raising awareness among targeted audiences, fostering active engagement, and enhancing the visibility and credibility of the Project's initiatives.*



The first webinar in a series on Media and Digital Literacy featured a guest speaker: a digital security and media expert, and the project beneficiary. Aleksander Martirosyan led an insightful discussion on the critical topics of media and the digital world, offering thought-provoking perspectives aimed at enhancing participants' skills in navigating today's complex media landscape.

**[The webinar is available here in Armenian](#)**

The second webinar featured Vahe Khachikyan, Media Expert and Beneficiary of the "Youth in Action" Project. Mr. Khachikyan explored the essential topic of media literacy, providing valuable insights and offering an excellent opportunity to enhance media skills. Participants learned how to use media as a tool to support informed and responsible civic engagement, a key aspect of fostering active and accountable citizenship. By understanding the impact of media on public opinion and decision-making, individuals can contribute to shaping a more informed and participatory society.

**[The webinar is available here in Armenian](#)**



# UNLOCKING THE POWER OF STRATEGIC PARTNERSHIPS

*This section provides an overview of the regular meetings conducted by the Youth in Action project team with key stakeholders. These engagements are integral to the project's implementation, fostering collaboration and exploring opportunities for partnerships in areas of shared interest.*

## Steering Committee Meetings

The “Youth in Action” project’s Steering Committee meets twice a year to provide strategic oversight and guidance. In its June 2024 biannual meeting at Konrad Adenauer Foundation, the committee brought together directors from lead and implementing partner organizations, representatives from the Youth Department of the Ministry of Education, Science, Culture and Sports of Armenia, EU Delegation to Armenia. The meeting focused on comprehensive project review, including progress assessment, achievement validation, and strategic planning to ensure the initiative’s continued success and alignment with its core objectives of youth empowerment and civic engagement.



[More Here](#)



## Ministerial Engagement: Advancing Youth Development

Throughout 2023 and 2024, our project maintained an active dialogue with the Ministry of Education, Science, Culture, and Sports of Armenia and particularly with its Youth Department.

The project’s strategic partnership with the Ministry was initiated during the foundational meeting with Deputy Minister Artur Martirosyan. This initial engagement set the stage for a series of ongoing meetings and in-depth discussions throughout the project’s implementation.

Building on the initial dialogue, multiple consultative sessions were conducted to progressively refine and advance key youth development initiatives.

[More Here](#)

# Collaborating Across Projects For Change

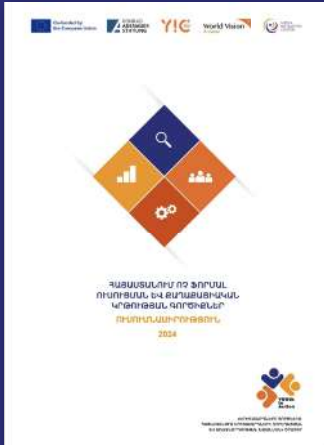
The inter-project networking was initiated by Konrad Adenauer Foundation in October 2023, bringing together key youth-focused organizations in Armenia. The meeting included representatives from GIZ, Project Harmony, World Vision Armenia, IRIS Business Incubator, and CODE Social Entrepreneurship Hub. Following the initial event, consecutive meetings were organized where participating organizations shared project updates and progress, exchanged educational resources and tools, discussed collaborative opportunities.

The youth department of the Ministry of Education, Science, Culture, and Sports of Armenia subsequently embraced the initiative, providing additional strategic support and ensuring continued collaboration among these critical youth-focused organizations.

[More Here](#)



## PUBLICATIONS



### “Civic Education Tools for Non-Formal Learning” Study

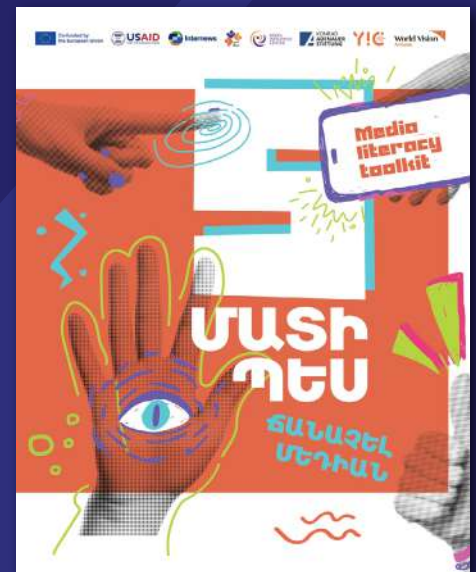
The study was conducted by our partners at the Youth Initiatives Centre NGO to identify and analyse existing gaps, shortcomings, and opportunities in the use of tools designed to enhance youth civic engagement and foster leadership skills in Armenia.

[The Survey is available here in Armenian](#)

### “Understanding Media: Like a Hand’s Five Fingers” Media Literacy Toolkit

The toolkit developed by our partners at the Media Initiatives Center is designed for a broad audience and provides a comprehensive set of tools for navigating the digital environment, addressing new challenges in the information field, and developing media literacy skills. It aims both to expand the knowledge base and to serve as a resource for transferring knowledge and experience in practice.

[The toolkit is available here in Armenian](#)



### Model Armenia Handbook

The “Model Armenia” handbook was developed by World Vision Armenia and NGO Center as part of the “Youth in Action” project. Drawing on the “Model UN” methodology, tailored and localized for the Armenian context, this manual is designed for organizations implementing non-formal education programs and for individual trainers.

“Model Armenia” is an educational simulation game designed to enhance young people’s understanding of the Republic of Armenia’s public administration system, leadership abilities, sense of civic responsibility, and critical thinking.

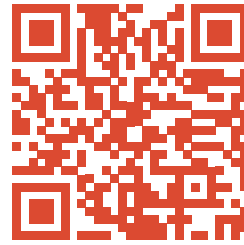
[The Handbook is available here in Armenian](#)

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The “Youth in Action: Youth Empowerment and Leadership Development in Armenia” Project is a co-funded initiative by the European Union and the Konrad Adenauer Foundation (KAS) implemented together with the World Vision Armenia (WVA), Media Initiatives Center (MIC), and Gyumri “Youth Initiatives Centre” (YIC).

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