



## How is our project approaching the Covid-19 situation and adjusting project activities to respond to the pandemic?

We are working on the intersection of health, peace and security targeting the youth population of Kosovo the following way:

### 1. To prevent lack of information and support inclusive and effective communication and perception of inclusion:

- a. We are circulating Covid-19 related information in five series with focus on prevention, in four different languages (Albanian, Serbian, Turkish, Roma) to reach out to non-majority population. 37 UN Volunteers were engaged in this awareness-raising activity, disseminating the COVID-19 information materials. During this campaign we gained an extra 300 page likes and 121k post reach in the Facebook project page. The most shared posts were those in Romani language. There was a higher interest of cooperation from non-majority organizations such as Ideas Partnership, Emrah Cermjani – Roma Representative at the Advisory Council for Non-majority Communities and executive director at Roma in Action, Civil Rights Program (CRP-K), Women's Alliance Network, and media (public broadcaster Rometegra RTK). Moreover, our content was adapted and reproduced by "[Info Center for Roma, Ashkali and Egyptian Communities](#)", for example: <https://www.facebook.com/110506393958501/videos/2626329747477811/> and <https://www.facebook.com/110506393958501/videos/2536473316618802/>. The episodes in Romani language have also been published on the Kosovo Institute of Public Health's official website (<http://niph-rks.org/informata-rreth-covid-19/>), an institution that also showed particular interest on the information we prepared in all different languages. All of this shows how we timely adapted to the information needs of sectors of the youth and population that remain largely excluded due to language barriers.
- b. We are engaging 30 UN Community Volunteers in an online campaign with the aim of infusing the pandemic discourse with optimism by sharing with the public the first thing they will do for their community when we go back to normality. These responses are still being shared amongst UN Volunteers global and regional networks. Examples here: <https://twitter.com/UNVEurasia/status/1258402100557549569>, [https://twitter.com/blerimazizi\\_unv/status/1250715279677689856](https://twitter.com/blerimazizi_unv/status/1250715279677689856).

### 2. To tackle misinformation and Hate Speech

- a. A Thursday's Variety Activity is being implemented in Facebook, in cooperation between the Ministry of Youth, Culture and Sports and UNKT, to counter hate speech and misinformation. Every two weeks, through online cultural and arts events we have been encouraging youth to engage against hate speech and promoting verified sources of information during COVID-19 pandemic in Kosovo. We are providing 4 online social media events from 16 April to 28 May hosted by people from culture, arts and self-improvement to share messages and collect feedback on a variety of issues. Examples here:  
<https://www.facebook.com/UNKosovoTeam/videos/3525592157470665/>,  
<https://www.facebook.com/UNKosovoTeam/videos/262485011454075/>,  
<https://www.facebook.com/UNKosovoTeam/videos/223476578939077/>,  
<https://www.facebook.com/UNKosovoTeam/videos/255234722267055/>.
- b. Ponder (activity 1.1.3) has gone digital to train young people of Kosovo on media literacy in times of Covid-19. They will also be mentored to write articles in Wikipedia.
- c. In close coordination with the Association of Journalists of Kosovo and the Association of Serbian Journalists in Kosovo, we have delivered the online training "Fighting fake news in the pandemic" as part of our efforts strengthening the role of media as an instrument of peace, conflict prevention and gender responsive reporting (activity 1.3.6).

### **3. To address protection concerns of vulnerable populations:**

We are regularly reaching out to our beneficiaries, particularly those that belong to the non-majority group, to assess their needs and concerns.

### **4. To support government capacities:**

We are in conversations with the Ministry of Youth, Sports and Culture to mobilize youth volunteers of the Ministry (about 10,000) to disseminate information on COVID-19 preventative measures, and to make sure that youth voices are also heard widely in the challenging times we are facing. One of the first results of these conversations was the Thursday's Variety activity to fight misinformation and hate speech.