



# ANNUAL REPORT

2017

**Youth Media Center**



[www.voceatinerilor.md](http://www.voceatinerilor.md)



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# **annual report** 2017



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**The Mission, Vision**  
**Short description of YMC**

# YOUTH MEDIA CENTER

During 14 years of activity, Youth Media Center has implemented various projects that promoted free expression, participation, inclusion and critical thinking among young people in the Republic of Moldova.

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## THE VISION

"Youth Media Center" becomes a national leader in growing and developing an informed society with active young people involved in the media field.

## THE MISSION

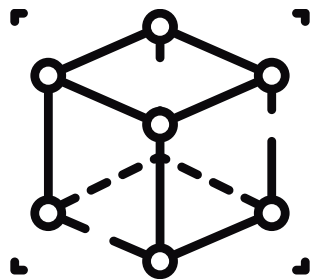
We give young people opportunities to train and develop critical thinking through multimedia tools, providing an informational flow to help them to express their voice.

## VALUES OF YMC

<b>Responsibility</b>	Our activity is carried out in an assumed and conscientious way
<b>Professionalism</b>	All activities are realized by observing the highest standards
<b>Freedom of speech</b>	Everyone is free to express what thinks and wants
<b>Sincerity</b>	We tell the truth and ask for sincerity from volunteers, beneficiaries, partners
<b>Transparency</b>	Information about our activities is accessible and it can be found on the organization's website and social networks
<b>Impact</b>	In our work we aim to achieve measurable social impact
<b>Integrity</b>	We have quality standards and an ethical behavior in everything we do
<b>Respect</b>	We encourage diversity and reject discrimination
<b>Accessibility</b>	Our services are intended for all young people and children in the Republic of Moldova
<b>Continuous development</b>	We want to offer the best to the beneficiaries, that is why we tend to continuously develop our abilities
<b>Creativity and Innovation</b>	We support young people's creativity, we identify and promote innovations
<b>Flexibility</b>	We know how to adapt and make us clear in any situations
<b>Promptness</b>	We react promptly to changes in order to deal with our beneficiaries needs
<b>Diversity</b>	We offer chances of participation to every child and appreciate inventiveness
<b>Participation</b>	Children and young people are involved in all Youth Media Center's activities



## **STRENGTHS OF THE ORGANIZATION**



# STRENGTHS

- A team of young professionals with experience in journalism and communication.
- Direct work with young people from different regions of the Republic of Moldova.
- Uniqueness in the Republic of Moldova by approaching youth-media field.
- Sustainable partnerships.
- Quality long-term media products, – ABRAZIV TV Show, Media Lab, [www.voceatinerilor.md](http://www.voceatinerilor.md), Talk Forum.
- Media outlets of information and education - [www.suntparinte.md](http://www.suntparinte.md).
- High performance equipment and multimedia studio.
- A wide portfolio of projects with a large number of quality media products.
- Organizational culture and professional relationships based on respect and trust
- Professional development of the team due to national and international workshops and trainings.
- Skills in informal media education for children and young people.
- Fair and transparent management.
- Innovation and originality in activities.
- Involving beneficiaries in promoting their opinions through multimedia technologies



## **AREAS OF ACTIVITY**



# AREAS OF ACTIVITY IN 2017



## 1. **Media Literacy for children and young people**

Media Literacy training for children and young people aims to develop critical thinking, information, communication and socializing skills. Media workshops features the media creation component, which gives participants the chance to understand how news/reportages appear and who journalists are. Online safety and promotion on social networks are part of media education.

## 2. **Social and educational inclusion. Vocational education**

Youth Media Center promotes rights and develops the communication and participation skills of children and young people with special needs by using media tools, so that they could make decisions and ask for their rights, actively participating in community social life. We also contribute to informing and guiding students making good choices in their vocational education options.

## 3. **Media parenting – [suntparinte.md](http://suntparinte.md)**

Suntparinte.md is a parent-centered platform founded by Youth Media Center that promotes positive family behavior and combats violence-related stereotypes, the role of parents in educating children, vaccines, people with special needs and ethnic minorities. Suntparinte.md supports parents who promote positive education and presents them useful information and interesting subjects.

## 4. **Income-generating activities**

Youth Media Center creates media products- photographs, reportages, social spots, leaflets through which we promote human rights. Our multimedia studio is one of high-performance which involve professionals, young journalists and volunteers. The services provided by us are requests by non-governmental organizations. Income-generating activities have the role of contributing to the financial sustainability of the organization.

## 5. **Organizational development**

Over the last four years, Youth Media Center has evolved, which has led to the continuous increase of the number of projects implemented in the media field and to the increase of the team. Thus, Youth Media Center has adapted its structure, procedures and internal organizational relationships to ensure a favorable framework for the development of the team and the services provided to the beneficiaries.



## **OUR TEAM**



## YMC TEAM



**Veronica Boboc,  
president of YMC**

“Developing partnerships, strategic planning, sustainability, creativity, identifying solutions - these were the words that marked the work of the Youth Media Center in 2017.

Behind these words there is a lot of communication, work, perseverance, learned lessons and PEOPLE. For me, every day is a new opportunity to learn something from YMC team. I like to be challenged and identify together the best solutions for our daily work.

I like that we do not take things for granted but always tend to do things with maximum dedication and professionalism.

We have a lot to do...”



**Sergiu Tornea,  
financial manager**

„As a financial manager, I think that the year 2017 was a generous one. We grew up as an organization and expanded our project portfolio. We have become better in managing financial flows and we can let the numbers speak for themselves”.



**Ana Gurdiș,**  
**graphic multimedia coordinator**

„2017 was a tough year and I am proud that I was able to cope with all the trials. A challenge was the project that promotes vocational education. I spent some time to get into the subject and I understood how important it is. Professional schools and colleges have a great potential in training specialists in different fields, that is what our country needs”.



**Natalia Gribineț,**  
**project coordinator**

„Based on the activities that the YMC team carried out, we understand that young people are the ones who need the greatest attention and encouragement from us. We try to form a young and talented generation that will be eager to change something in the society”.



**Alina Găină,**  
**communication coordinator**

„2017 was the year of good challenges. We met dozens of young people and many organizations, we set up partnerships, organized events all around the country and worked together with the young people. I understood that media literacy is a necessity and that communication is a long and exciting way to ensure success”.



„In 2017 I have traveled a lot and continued working on previous good projects. I met many interesting people and we improved our capabilities and products with every photo and minutes of video footage and we filmed and photographed a lot in 2017. Unfortunately, there is a lot of work to do in Moldova in the field of Media and Digital Education”.



**Gabriel Encev,**  
**graphic multimedia coordinator**



**Cristina Cucos,**  
**editor-in-chief at Suntparinte.md**

„2017 has once again proved that adults (parents, tutors, professional parent nurses, etc.) need a source of information, education, relaxation, and people who understand their problems and help them find solutions. That's why Suntparinte.md continues to grow daily”.



**Diana Bulai,**  
**editor at Suntparinte.md**

„It is very important to always come out of your comfort zone and try to overcome your limits - opportunities that I have provided in the 2017. I have been involved in various projects and met many interesting people. I have brought a plus value to the work I do”.



**THE MOST  
IMPORTANT RESULTS**

# RESULTS IN 2017



**424  
youth**

from all over the country (188 boys and 236 girls) trained and involved in Media Literacy activities;



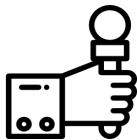
**Over 30  
beneficiaries**

children and young people with special needs, who have improved their knowledge and communication skills;



**18 Media  
Literacy  
trainings**

(two days each) carried out in 16 localities in the country;



**15 young  
journalists**

trained in the development of journalistic investigative materials;



**6 articles with  
investigative  
elements**

realized and published by young journalists;



**1 Summer  
Media Camp**

with the participation of 36 young people (20 girls and 16 boys) from all over the country.

## **719** media products produced by young people:

a) **88** short videos realized at Media Lab and Media Camp;



b) **400** posts (Instastories, GIFs) on our Instagram profile and the Facebook page;



c) **24** photo reportages made at Media Lab and published on [www.voceatinerilor.md](http://www.voceatinerilor.md);



d) **17** articles published on [www.voceatinerilor.md](http://www.voceatinerilor.md);



e) **32** TV reportages broadcast on 20 „Abraziv” editions, lasting 20 minutes each.



**2 Abraziv Tours** with the participation of 15 volunteers;



**5 successful stories** presented in video format, with youth who graduated from a professional technical institution and launched a business;



**5 videos** that promote the need for Media Literacy for students.



**3 public events:**

- **Youth Media Awards;**
- **Talk Forum** Self-Advocacy;
- **Vocational Forum” Me and my profession”;**

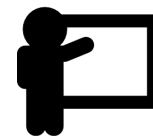


**Accessibility test** in the center of the capital,” Chisinau accessible for everyone” project.



**2 public exhibitions:**

- „Think critically”, exhibition of informative banners providing advices for responsible consumption of media information;
- „People who inspire”, exhibition of photos of people with special needs, active in the professional field, involved in promoting inclusion.



**4 activities for organizational development.**

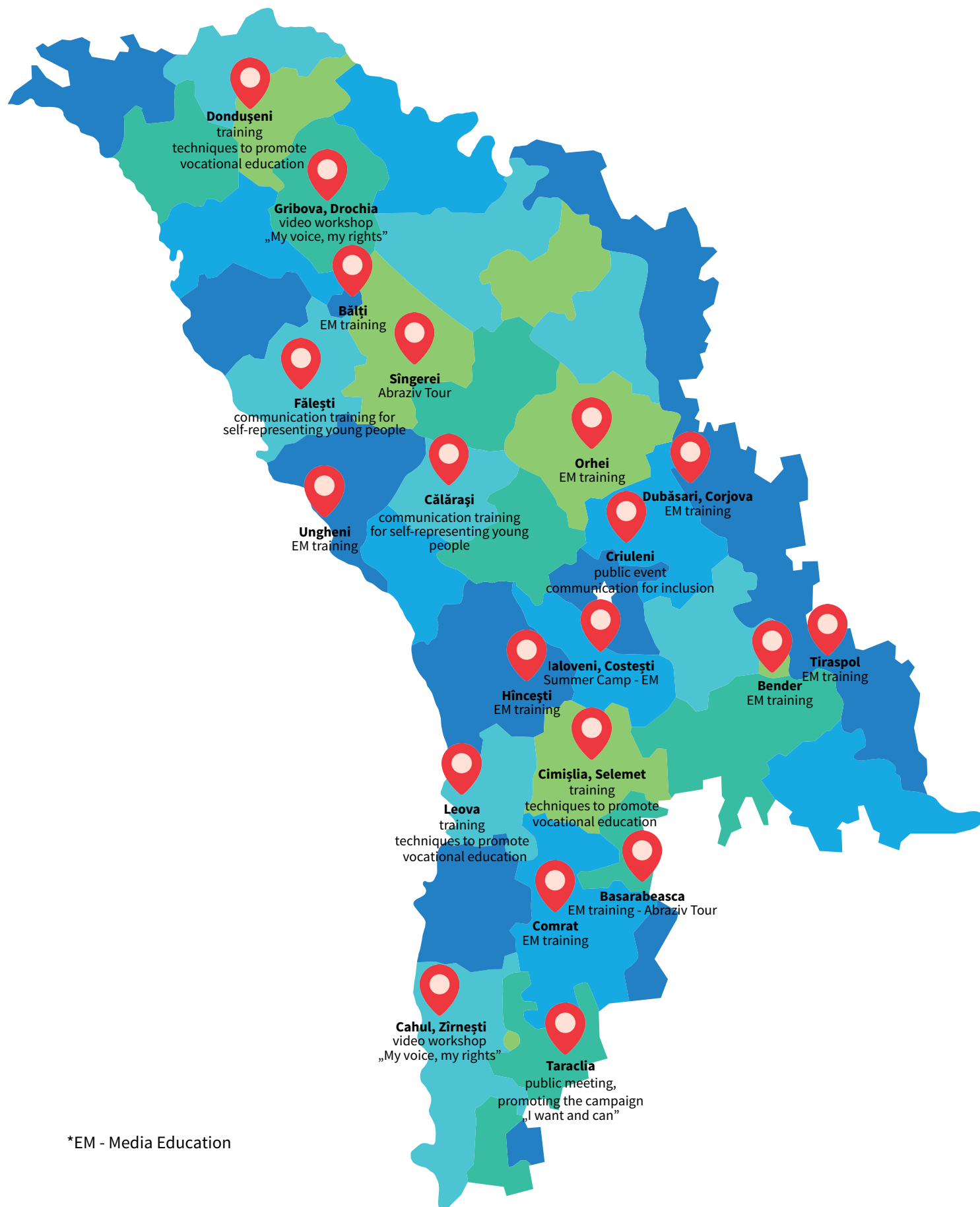






## **YMC ACTIVITY MAP**

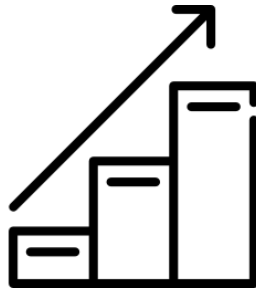
# THE LOCALITIES WHERE WE'VE HELD WORKSHOPS AND TRAININGS



\*EM - Media Education



## **ORGANIZATIONAL DEVELOPMENT**



# ORGANIZATIONAL DEVELOPMENT 2017

## 01

### TOT

„Elaboration of methodology for Media Literacy trainings developed by Youth Media Center”

DW training, with Erik Albercht.

## 02

### TOT MEDIA LITERACY

„Actual and interactive training methods for Media and Information Literacy”,

DW training, with Lina Elter and Sylvia Braesel.

## 03

### TOT

„Training for organizational development. Strategic planning 2018 – 2020, with assistance and involvement of Organizational Training and Consultancy Center” (CICO)”.

## 04

### VIDEO

„Video Production Workshop (Follow-Up)”

DW training, with Lina Elter and Alex Gheorghiu.

## 05

### STUDY VISIT

„Study Visit in Germany. Visit organized by DW Akademie.

Fotos







## **YMC PUBLIC EVENTS**

# Premiul **MEDIA** *pentru* Tineri

## THE ONLY MEDIA CONTEST FOR YOUTH IN THE REPUBLIC OF MOLDOVA

The Youth Media Award aims to promote the creativity of young people, their participation and public expression through media products – photos, articles, short videos.

In 2017 was organized the second edition of the Youth Media Award, the subject being “Diversity- my chance to be unique”. The contest was organized in partnership with the Ministry of Education, Culture and Research of the Republic of Moldova and with the financial support of the Federal Ministry for Economic Cooperation and Development. During the award ceremony, 15 young people were awarded, 5 participants for each 3 sections: photo, video and text. For Youth Media Award 2017 have been submitted more than 60 questionnaires.

click for foto



### Partners



Made for minds.





## TALK FORUM SELF-REPRESENTATION

Self-Advocacy Talk Forum is the first national event of motivational discourses, compounded and spoken by young people with special needs, who have achieved success in various fields of activity. The event is organized for any young person or adult and aims to promote people's inclusion and equal rights and to wipe out prejudices about the lives of people with special needs. In 2017 was organized the third edition of Self-Advocacy Talk Forum, where spoke 7 persons, a guest from Romania, over 10 representatives of different non-governmental organizations and over 80 spectators.

[click for foto](#)



**Partener**



**IM Swedish Development Partner**



## VOCATIONAL FORUM "ME AND MY PROFESSION"

The Vocational forum was a premiere in the republic of Moldova and was organized to promote professional technical education (TVET) and the successful stories of young professionals. The event was attended by young people following this program, young people who started a business after graduation, gymnasium students, experts in the field, representatives of public institutions and journalists.

The event was structured in 3 discussion panels, attended by 70 young people. They have provided recommendations for improving and promoting TVET.

[click for foto](#)



### Partener

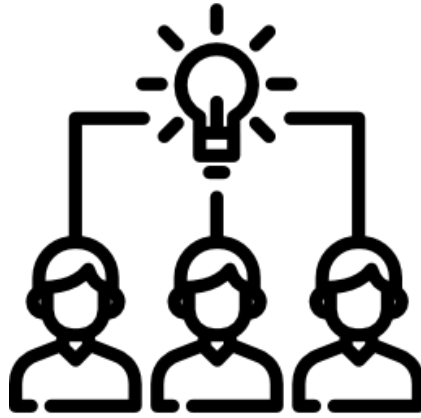
WITH FUNDING FROM



AUSTRIAN  
DEVELOPMENT  
COOPERATION

**Austrian Development Cooperation**





## **Exhibition „Think critically”**

**Partner:** Deutsche Welle Akademie

„Think critically” is the first public exhibition for Media Literacy developed by Youth Media Center, in partnership with the Center for Independent Journalism and the Association of Independent Press. The exhibition includes 12 illustrative info-graphics aimed to inform citizens about tools to analyze media content, prevent misinformation, manipulation and spreading false news. The exhibition will be placed in several high schools in the country to be seen by as many young people as possible.



## **The exhibition „ People who inspire”**

**Partner:** IM Swedish Development Partner, Alliance of Organizations for people with special needs.

The exhibition includes 9 portraits of 9 people who manage to inspire others and promote social inclusion. Their roles are diverse- community leaders, sport champions, founders of organizations, project promoters. The purpose of the exhibition is to help people with special needs engage in social life, to claim their rights and the public and authorities- to recognize the value and importance of each person.

The gallery was launched at the Ministry of Health, Labor and Social Protection, and later it was transferred to the Parliament of the Republic of Moldova. During 2018, the exhibition will be hosted by other institutions in the country.



## **IMPLEMENTED PROJECTS**

# STRENGTHENING THE FREEDOM OF OPINION IN THE REPUBLIC OF MOLDOVA

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Financed by:



**Duration:** March – November 2017

**The purpose:** Promotion Media Literacy among young people so that they can get informed from media sources: written press, radio, TV and online, and to develop their critical thinking.

## **Most important results:**

- **299 young people** from all over the country (130 boys and 169 girls) trained and involved in media activities;
- **7 Media Literacy** workshops (2 days each) developed in 6 different districts and 1 training organized in Chisinau;
- **1 Summer Media Camp** with the participation of 36 young people (20 girls and 16 boys) from all over the country, aged between 14-25 years old;
- **470** media products made by youth;
- a) **54 short videos** realized by young people at Media Lab and Media Camp;
- b) Over **300 posts** (Instastories, GIFs) on our Instagram profile and the Facebook page;
- c) **24 photo reports** made at Media Lab and published on [www.voceatinerilor.md](http://www.voceatinerilor.md);
- d) **17 articles** published on [www.voceatinerilor.md](http://www.voceatinerilor.md);
- e) **75 reportages** broadcasted in 20 „Abraziv” editions, lasting 20 minutes each.

- **1 National contest, Youth Media Awards**, where the youngsters have submitted 60 applications: 21 in the photo section, 15 in the video section and 24 in the text section. 15 people out of 60 were rewarded;
- **5 videos** promoting Media Literacy, published and promoted on social media;
- **12 info-graphics** about Media Literacy, realized and printed for the “Think critically” exhibition;
- **1 Video Production** Workshop for our team and our volunteers;
- **Managing Youth Media Center’s Instagram account.** Over 500 followers, over 200 posts.
- **Maintaining and developing the Facebook page.** A total of 4.304 followers in November 2016 and a total of 5.700 in December, 2017.
- **Partnerships** which develop and promote the concept of Media Literacy: Independent Press Association; Center for Independent Journalism.

# PROMOTING VOCATIONAL EDUCATION AMONG YOUNG PEOPLE THROUGH NEW MEDIA TOOLS

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## Financed by:

Austrian Development Cooperation

WITH FUNDING FROM



**Duration:** May – November 2017

**The purpose:** The project aims to inform young people aged 15 to 19 (girls and boys) and their parents about the benefits and opportunities of the technical and professional education in the country and how to choose the necessary profession on the labor market.

**Target group:** Young people aged 15 to 19 from all over the country, who have not decided what kind of institution they will choose after graduating from gymnasium or high school.

## The most important results:

- 7 trainings in 7 technical or professional institutions in the country;
- 95 young people and 10 teachers trained in workshops;
- 128 media products (photo, short video, GIF, posters);
- 5 success video stories about young people who graduated from a professional technical institution and launched a business;

Jewellery - <https://youtu.be/m8MKPyE77wE>

Viticulture - <https://youtu.be/NUPSTI99riI>

Vegetable breeder - <https://youtu.be/msX3HOAAHaQ>

- 11 infographics for the promotion of technical vocational education;
- 11 storytellings with a duration of up to 1 minute, made by young people, about the job they are studying;
- 1 Educational Forum “Me and My Job” with the participation of 70 young people from all over the country;
- 1 column created on the website [www.suntparinte.md](http://www.suntparinte.md) - “Help your child choose the right profession”, <https://goo.gl/2EDmyp>

# ABILITY THROUGH COMMUNICATION

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**Financed by:**



**Duration:** February – December 2017

**The purpose:** Children and young people with special needs make informed decisions and demand their rights, actively participating in the social life of their community.

## **The most important results:**

- More than 30 direct beneficiaries, children and young people with special needs, who have improved their knowledge and skills in the communication and participation area;
- 5 videos realized with the involvement of people with special needs and broadcast on the Abraziv TV Show at Moldova1;
- A Talk Forum organized with the participation of 7 young-people from different locations of the country, a guest from Romania and over 100 people in the auditory;
- Two public events organized in Călărași and Taraclia, in partnership with AOPD and AO Eco Răzeni, which aimed promoting the employment of young people with special needs;
- Establishing a media partnership for the „Gala of Remarkability” event, where 5 video products were made;
- A photo exhibition - „People who inspire”, realized within the” I want and I can” campaign in partnership with the AOPD;
- 10 partnerships with local and national organizations that promote social inclusion;
- 15 articles published on the website [www.voceatinerilor.md](http://www.voceatinerilor.md) and [www.suntparinte.md](http://www.suntparinte.md), on social inclusion and self-advocacy;
- Involvement in the accessibility testing activity in Chisinau, organized in partnership with CAJPD and MOTIVATION in Moldova, within the” Chisinau accessible for everyone” project.
- An organizational development training, included in the Strategic Planning 2018 – 2020;



# RESPONSIBLE JOURNALISM SCHOOL

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## Financed by:

Eastern Europe Studies Centre (EESC), cu sprijinul financiar al Programului de cooperare pentru dezvoltare al Ministerului Afacerilor Externe al Lituaniei.



Eastern Europe Studies Centre

**Duration:** May - August 2017

**The purpose:** To raise standards in investigative journalism and promote professional ethics among young journalists.

## The most important results:

- **15 young journalists** trained to carry out journalistic investigative materials;
- **6 articles** with investigative elements made by 7 of the 15 beneficiaries of the project:

Tatiana Țurcanu, Chisinau – „Money reached and wasted on water”, <https://goo.gl/VujEKA>

Marina Cebanu, Cimislia – „Pilot schools in the Republic of Moldova: expectations vs. fears”, <https://goo.gl/auFHFS>

Andrei Cojocaru și Traian Cibotari, Balti – „Online pharmacies, a risk or not?”, <https://goo.gl/vEoqS1>

Sergiu Pascari, SP Newspaper, Balti – <https://goo.gl/2F767Y>

Elena Șterbate-Vrâncean, Observatorul de Nord, Soroca - <https://goo.gl/TgM2AK>

Alexandr Filin, freelancer, Dubasari, Transnistria - <https://goo.gl/voiwBq>

- **3 articles** and **3 young journalists** rewarded:  
<https://goo.gl/7MpvEU>  
<https://goo.gl/edy1Ko>  
<https://goo.gl/DJp7KZ>

# YOUTH VIDEO PRODUCTION SHARING THEIR COMMUNITY STORIES

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## **Financed by:**

U.S. Embassy Moldova



**Duration:** June 2017 – June 2018

**The Purpose:** The project aims to promote Media Literacy and products created by young people as a form of expression of opinion and knowledge about social reality at local level, which supports the involvement of young people in the life of their community.

## **The most important results:**

- 2 Abraziv Tours organized in Basarabeasca and Sîngerei districts;
- 6 reportages produced by young people from suburbs, broadcast on Abraziv - the show coordinated by Youth Media, aired on TV Moldova1 and promoted on social media;
- Over 30 young people trained in Media Literacy and video production fields;
- 29 young people, including 6 volunteer reporters at Abraziv TV Show, were involved in the production of 6 video reportages, broadcast on Moldova 1 national television station.

\*The project is underway.

# CHILDREN'S ACCESS TO SOCIAL MEDIA AND DIFFERENT SOURCES OF INFORMATION

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**Financed by:**



**Duration:** May 2017 – May 2018

**The purpose:** The improvement of the information skills of children from different districts of the country by using media and social media tools and promoting their online safety

## **The most important results:**

- 40 trained children;
- 9 short videos produced by children, about them, their rights and their environments;
- The initiation of a long-term partnership with the Institute for Rural Initiatives.

\*The project is underway.



**SUNTPARINTE**

# THE MEDIA PLATFORM

## WWW.SUNTPARINTE.MD

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### Founded by:



Founded on 30 martie, 2016

### The team:

Veronica Boboc – director

Cristina Cucoș – editor-in-chief

Diana Bulai – editor

Ana Gurdiș – graphic multimedia editor

Gabriel Encev – graphic multimedia editor

### The purpose/editorial policy:

Suntparinte.md promotes social norms and values related to raising and educating children, encourages models of positive behavior in the family and combats stereotypes that divide our society and affect children's education. Suntparinte.md realizes photo galleries common to „A family-life day”, which is a premiere for the websites for parents in the Republic of Moldova.

### Main results achieved by now:

- over 400 000 unique visitors, according to Google Analytics data;
- 40 000 - 50 000 unique visitors per month;
- approximately 10 000 likes and over 10 000 followers on the Facebook page;
- 15 partnerships with parents' online communities.

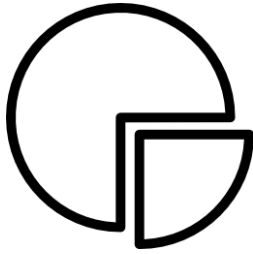
### Among the most viewed articles in 2017:

- **Dincolo de porțile de fier: Despre copiii care cresc în penitenciar, alături de mamele deținute**
- [Repetiții, plăcinte, box și vlogging. Cunoaște-o altfel pe Iuliana Beregoi](#)
- [Investigațiile Roentgen la copii, în Republica Moldova: „Procedura este acceptată și practică la nivel internațional”](#)
- [Povestea fetei din Moldova diagnosticate cu sindromul Klippel-Trenaunay-Weber](#)





## **BUDGET**



# THE BALANCE SHEET 2017, MDL

<b>Fixed assets</b>	<b>483252</b>
Intangible assets	37902
Tangible assets	445350
Fixed assets	445350
<b>Current assets</b>	<b>502388</b>
Material resources	220
Trade receivables and advances	8215
Budget receivables	4448
Cash	487933
Cash register	0
Current accounts in national currency	246388
Current accounts in foreign currency	240175
Bank Cards	1370
Other current assets	1572
Current forward costs	1422
Forms with special regime	150
<b>Total active</b>	<b>985640</b>
<b>Personal capital</b>	<b>558027</b>
Net surplus of the management period	74475
Fund	483552
Fixed Assets Fund	483252
Self-financing fund	300
<b>Current debts</b>	<b>427613</b>
Funding and receipts with special current destination	342877
Commercial debt and received advances	70281
Commercial debt	2967
Current received advances	67314
Current anticipated revenue	14455
<b>Total pasiv</b>	<b>985640</b>

Information regarding the execution of budgets for projects / programs and other special missions made in 2017 is presented in the following table:

<b>No. crt.</b>	<b>Financier</b>	<b>Project abbreviation / no. grant</b>	<b>Balance at the beginning of the reporting period (Lei)</b>	<b>Entries (lei)</b>	<b>Exits (used), (Lei)</b>	<b>Balance at the end of the reporting period (Lei)</b>
1	2			3	4	
<b>1.</b>	IM Swedish Development Partner”.	IM	7771	576229	569517	14483
<b>2.</b>	US Embassy	SUA17	0	182564	154229	28335
<b>3.</b>	Global Fund for Children	GFC16	41761	76121	82890	34992
<b>4.</b>	Deutsche Welle Akademie	DWA	0	767675	767567	108
<b>5.</b>	IREX Europe	IE	0	204009	23966	180043
<b>6</b>	Austrian Development Agency	ADA17	0	207114	207114	0
<b>7</b>	European Endowment for Democracy	EED	-2941	162404	159463	0
<b>8</b>	Eastern Europe Studies Centre	EESC	0	109915	1016	0
<b>9</b>	UNICEF Moldova	UNICEF	146503	0	146503	0
<b>10</b>	YMC Development program	YMC	108316	111976	135375	84917

# THANKS

„Youth Media Center” thanks all those who have been involved in the organization’s activities in 2017. We thank the children and young people who have participated in the projects developed by us and also thank the volunteers who have created media products and have promoted their voice.

## **We thank the organizations that have supported the activities of the „Youth Media Center”:**

Deutsche Welle Akademie

IM Swedish Development Partner

Embassy of the United States of America in the Republic of Moldova

Global Fund for Children

Austrian Development Agency

Eastern Europe Studies Centre (EESC)

## **Thank to our partners:**

Ministry of Education, Culture and Research of the Republic of Moldova;

Municipal Directorate for Child Rights Protection;

East European Foundation;

The Institute for Rural Initiatives;

Juridic Assistance Center for Persons with Disabilities;

National Youth Council of Moldova;

Center for Entrepreneurial Education and Business Assistance;

The Alliance of NGOs active in the field of Child and Family Social Protection;

The Alliance of Organizations for Persons with Disabilities;

NGO MOTIVATION of Moldova;

NGO Eco Răzeni;

BC Agroindbank SA.

## **Thanks to the media platforms:**

TV Moldova 1

Youth Radio Moldova

Diez.md

Zugo.md

Civic.md

Youth.md

## **Thanks to the people:**

Diana Răilean

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