Office of the UN Development Coordinator

**Journalism Poverty Prize 2017**

**Terms of Reference**

1. **Background**

The Poverty Eradication and the Sustainable Development Goals in Kosovo

Through United Nations resolution adopted on 22 December 1992, the General Assembly declared **17 October** as **the International Day for the Eradication of Poverty.**

This meaningful advocacy day presents an opportunity to acknowledge the effort and struggle of people living in poverty and a chance for them to make their concerns heard.

Building a sustainable future requires intensified efforts towards eradicating extreme poverty and discrimination, and ensuring that everyone can fully exercise their human rights. The full participation of people living in poverty, particularly in the decisions that affect their lives and communities, must be at the centre of policies and strategies to build a sustainable future. In this way, we can guarantee that our planet and our societies can fulfil the needs and aspirations of everyone for this and future generations.

In September 2015, the world leaders adopted the Sustainable Development Goals (SDGs) - a set of universal goals for a better future for everyone. These goals take over in a redesigned form the work done through the Millennium Development Goals (MDGs). Although not a signatory at the UN General Assembly, Kosovo joined the efforts to end all forms of poverty, fight inequalities and tackle environmental issues in a participatory way, and through engaging with the regional partners, to global requirements while fulfilling their own institutional priorities.

The United Nations **SDG** number one - **“End poverty in all its forms everywhere”** - explicitly recognizes that poverty is a result of not only lack of just one, but many different interrelated factors that affect the lives of people living in poverty.

This means we must go beyond seeing poverty merely as the lack of income or what is necessary for material well-being - such as food, housing, land, and other assets – in order to fully understand poverty in its multiple dimensions.

Kosovo Journalism Poverty Prize

To raise awareness on the importance of Poverty Eradication in the context of Kosovo, the **UN Kosovo Team (UNKT)** and the **Association of Journalists of Kosovo (AJK)** is organizing the 12th edition of the annual award **"Journalism Poverty Prize".**

The award ceremony will be held on October 20 in Pristina and will involve representatives of media, central and municipal institutions, civil society, private sector, international organizations and other partners, committed to eradicate poverty and promote the Sustainable Development Goals in Kosovo.

The purpose of the Journalism Poverty Prize is to promote and increase the debate around the issues and causes of poverty, and to indirectly impact poverty reduction through pressuring decision makers for policy change. At the same time, the initiative aims to encourage creative solutions to reducing poverty through constructive prioritizing and effective audience targeting.

1. **Evaluation Criteria**

Submitted stories/products (written, audio, visual) will be evaluated based on their relevance to the main theme of poverty eradication, including issues related to institutional efforts to alleviate poverty through specific measures (such as social protection, access to employment, provision of quality education), while taking into account the human rights perspective.

In detail, the evaluation panel will consider the following criteria to selecting the awardees:

* Relevance to the theme of Poverty Eradication in Kosovo;
* Journalistic quality, including: objectivity, critical analysis, insight, ethical approach in dealing with interviewed persons in a dignified and respectful manner (with a particular attention to children rights[[1]](#footnote-1));
* Inclusiveness and respect of diversity: efforts to ensure that divers ethnicities, voices and ideas in Kosovo are represented;
* Impact that the story has had on Kosovo society (and subsequent follow-up from decision makers, if available);
* Creativity and style.

Within the broader theme of poverty, the coverage of the following themes will be considered an advantage in the evaluation process:

* Gender equality and women’s empowerment in decision-making;
* Environmental impact on health;
* Challenges faced by youth in Kosovo (e.g. access to quality education, unemployment, etc);
* The Sustainable Development Goals.

**3. Eligibility Criteria**

a. Who can apply?

Journalists, who are legal residents of Kosovo and are at least 18-year old at the moment of the Call for Application end, can apply. (Team composed of more than one individual may also apply, provided that the team leader identified in the Application Form responds to the above-mentioned criteria.)

A journalist constitutes, a person who is a member of any registered association of journalists in Kosovo, and or currently is or has been in working contract with registered media outlet in Kosovo.

b. Requested characteristics of submitted stories/products

Each application can contain only one story/product. In case of multimedia stories (e.g. Written article with picture), applicants have to specify for which category they want to participate.

Only applicants in the category of Best Photography may submit up to three pictures per each application.

Entries must focus on Kosovo context and must have been:

- Written/produced by professional journalists responding to the above criteria;

- Published/broadcast on Kosovo-based media between 8 September 2016 and 12 September 2017;

- Written/produced in English, Albanian, or Serbian;

Stories written or produced in any other non-majority Kosovo language may be submitted only if translated into English, Albanian, or Serbian;

**4.** **Official Professional Categories**

1. Best short video story. Minimum 3-minute length. Maximum 10-minute length. Broadcast on TV, webTV, or any other media outlet;
2. Best TV documentary. Minimum 10-minute length. Maximum 60-minute length. Broadcast on TV, webTV, or any other media outlet;
3. Best audio story. Broadcast on Radio or web Radio;
4. Best written story. Published on Newspapers/Magazines with offline and/or online presence;
5. Best photography. Taken in Kosovo and published on press and/or online media.

**5. Non-professional Journalism Special Prize**

UNKT and the Association of Journalists of Kosovo may decide to award up to two Special Prizes for: written story, audio story, video, or photography, written or produced by individuals, who are not professional journalists.

Eligible individuals shall be legally resident in Kosovo and be at least 15-year old at the moment of the Call for Application.

Stories/products must have been published/broadcast on social media, digital media and or blogs between 8September 2016 and 12 September 2017.

The evaluation criteria for this special prize are the same than those for the Official Journalism Prize for professional journalists (see Evaluation Criteria).

**6. Application Process**

**Call for application is published on Wednesday, 13 September 2017**

**Deadline for applications is** **Monday, 5 October 2017, at 17:00 CET.**

Applications received after the deadline will not be considered valid.

Those who wish to apply, please download the form from the [LINK](http://unkt.org/wp-content/uploads/2017/09/JPP2017_ApplicationFormEnglish.docx) and send to email address [unkt.ks@one.un.org](mailto:unkt.ks@one.un.org) with subject line: Application for Journalism Poverty Prize 2017

For any further enquire concerning the application process, please contact (working day, from 8:30 to 17:30):

UN Development Coordinator Office/UNKT

Tel. 038 249 066 Ext. 418

unkt.ks@one.un.org

**7. Selection Process**

Jury

The Jury is an independent body, solely created for the purpose of evaluating and selecting the best stories/products all the different categories.

UNKT and the Association of Journalists of Kosovo will select the members of the jury. All jury members will be required to have a sound knowledge of poverty issues in Kosovo, as well as journalism/communication background and skills.

Jury’s composition will be the following:

* Two members from UN Agencies/UNKT officers, selected by UNKT;

Three members from representatives of civil society and/or public institutions and/or academia), selected by the Association of Journalists of Kosovo.;

* At least one representative of the Association of Journalist of Kosovo and at least one representative of UN Development Coordinator Office will be serving as observers, without voting capacity.

In the case of valid applications within the category Best Video, one additional filming/video professional will be added to the jury as observer in order to help the voting members to evaluate the technical quality of the video production.

The Secretariat services

Members from the UN Development Coordinator Office will act as Secretariat to facilitate the jury’s work during the entire process in close collaboration with the AJK.

The selection process will be based on the Evaluation Criteria noted under section 7 of this ToR, and will be conducted under strict confidentiality and ethical transparency.

The Prizes

**Each winner** of the five **Official Professional Categories** will be rewarded with a **prize of € 1,000** (one thousand euros).

Winner/winners of **the Non-professional Journalism Special Prize** will be rewarded with a prize of **€ 500** (five hundred euros).

Winners will be announced at the official Award Ceremony, which will be held in Pristina on October 20, 2017. A separate invitation will be sent out for this event. UNKT and Association of Journalist of Kosovo will have the right to re-publish/broadcast the winning stories/products on their owned media (e.g. Website).

1. See also: The Convention on the Rights of the Child; Child Rights and the Media (Guidelines for Journalists), International Federation of Journalists.

   [↑](#footnote-ref-1)