



Report

WESTERN BALKANS
VOICE MATTERS

U-Report Albania

BROWN BAG
PRESENTATION

To empower young people to share opinions on issues that matter to them



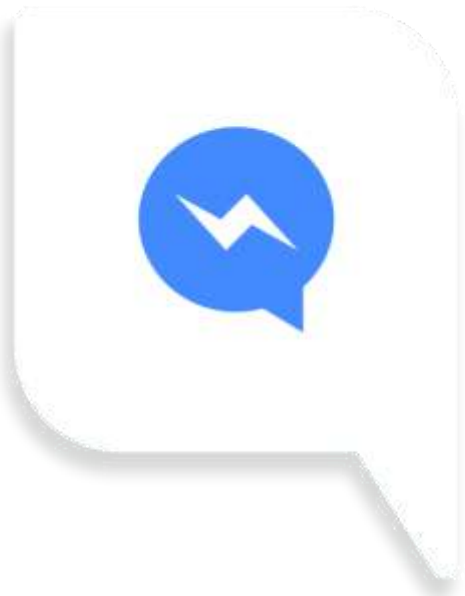
Albania

Kosovo*

Montenegro

https://www.youtube.com/watch?v=_iBgEy6Ce2U





HOW DOES IT WORK?



Ti bëhesh U-Reporter duke skanuar një prej kodeve, ose duke vendosur një prej shkurtimeve në Chrome apo Safari.

Facebook Messenger

Skano :



Ose vendos këtë URL:
m.me/ureportalbania

Viber

Skano:



Ose vendos këtë URL:
bit.ly/UReportAlbaniaViber1

WhatsApp

Skano:



Ose vendos këtë URL:
bit.ly/UReportAlbaniaWAAL1

Është vetëm një minutë punë! Pas regjistrimit merr pjesë në sondazhe dhe shpreh idetë e tua për gjërat që do të ndryshosh, sepse këtu **ZËRI YT KA VLERË!**

Mirë se vini në U-Report Albania!
Për të u regjistruar, vetëm shtypni
"Dërgo" -->!

13-14



U-Report Albania
Përhëndetje! Hello! 🙏 Ju lutem
zgjidhni gjuhën tuaj. Please choose
your language.
A = Shqip
B = English

13-14

Data helped

- ▶ Take a quick scan on the perception of young people over important issues
- ▶ Quickly and timely consult and inform important policy changes, policy development
- ▶ Ensure youth and child participation in important processes

Through Global polls; Regional/subregional; National polls

U-Reporter Demographic s

Who are the U-Reporters

Their concerns

Who do we want U-Reporters
to be?

Poll Related Data

Poll Costs =
\$0.72 per person

Messages
exchanged during
2018 = 38382

Number of people
who
participated =
13204

Number of polls &
response rate
= 6 & 42% - 22%

Number of
questions: 29

Number of issues
tackled: 12

Lessons Learned

Regional cooperation can be difficult but should be maintained

Understand membership better

Streamline activities related to young U-Reporters

Timing of the launch matters

Retaining U-Reporters is much harder than acquiring them

Using more than one channel increases digital outreach

Polls should be adapted to suit the needs of partners, as well as young people

Polls need to be varied for best results

Get the UN, UNICEF and Government on board

Working together

Technical solutions

- ▶ Explore the establishment of a whats app messenger group
- ▶ Revamp the webpage

Communication and reaching out

- ▶ Create groups of young people in select municipalities which will be U report ambassadors. Possibly the U report ambassadors to include vulnerable and hard to reach communities.
- ▶ Young people will help to identify topics of interest for polls, will help in outreaching and will also help do create some feedback mechanisms
- ▶ Establish a digital campaign promoting facebook sign in and use for U report.
- ▶ Promotion of U-Report with famous people with high following in Facebook, Instagram and Tweeter, and differentiating of individuals for U-Report Ambassadors vs U-Report Champions.

Focus on Cooperation – Youth in Distress

Disability

Girls (issue of sexting)

Bullying

Returning young people

Economic / Financial Distress

Gender discrimination including sexual orientation

U-Reporter Membership Expansion

- ▶ Youth / student / travel card membership
- ▶ Loyalty card programs
- ▶ Ministry of Education
- ▶ U-Albania
- ▶ GIZ / SDC
- ▶ Vodafone / T-Mobile / Alb-Telecom