

PROJECT PROFILE

I. BASIC PROJECT DATA

Country:	Regional	
Project Name:	Communications Campaign for Youth Participation	
Project Number:	RG-T1850	
Project Team:	Isabel M. Alvarez-R. (CMG/DCM) team leader; Sigrid Vivo-Guzman (SCL/SPH); Fabian Koss (CMG/DCM); Elena Suarez (CMG/DCM); Jose Luis Lobera (CMG/DCM); Maritza Vela (MIF/) Kai Hertz (VPC/GCM); and Alejandro de la Torre (INE/TSP)	
Executing Agency:	Inter-American Development Bank	
Date of Request:	February 2010	
Financing Plan:	IDB- Korea Poverty Reduction Fund (KPR)	US\$200,000
Tentative Dates:	Eligibility	March 2010
	Bank Approval	April 2010
Execution and Disbursement:	Execution: 18 months / Disbursements: 20 months (as of project approval)	

II. BACKGROUND AND STATEMENT OF THE PROBLEM

- 2.1 Forty percent of the Latin American and Caribbean (LAC) population is under 30 years old. Of which, 41% live under the poverty line (58 million) and 21.2 million are considered to live in extreme poverty. According to the World Bank's Development Report of 2007, the number of young people in LAC is peaking and or will peak in the next 10-15 years. Large numbers of young people present a tremendous opportunity to accelerate development: the potential demographic dividend from having a larger working-age population and fewer dependants can be significant. However, the dividend depends on the successful transition of young people into adulthood, and more and more LAC youth are finding this transition to be especially challenging. A recent report by the World Bank puts the numbers of at-risk youth at a staggering 32% of 12- to 24-year-olds (approximately 50 million), with "at-risk" defined as suffering the consequences of at least one kind of risky behavior.¹ The costs of risky behavior among young people are potentially very high. The World Bank estimates that risky youth behavior depresses economic growth in Latin America by up to 2% per year.
- 2.2 The future of the region has never before been so heavily dependent on a single generation. The vast majority of these young people will grow up during a time of social, economic, technological, and political changes that will affect them profoundly. Such changes and the vast youth population will have far-reaching implications for governments, economies, communities, and the environment.

¹ Cunningham et al. (2008)

While promising efforts are being made to form stable democracies, cohesive and equitable societies, promote free market economies, reduce morbidity and mortality, and conserve the environment, these advances cannot be sustained without the full participation of youth as capable stakeholders and stewards.

The future rests in the hands of the next generation, but unlike past generations, the “next generation” is not waiting for adulthood to shape their world. Today, many young people across Latin America and the Caribbean are taking charge, becoming primary social actors to determine the future of their schools, communities, countries and regions. They are determined to be active members of their societies and have proven that with some support and the opportunity to be engaged, they can and are making a difference in their communities.

There is also a significant group of young people that are at risk of missing on opportunities for their development, to have access to the right support systems that facilitate their growth and their ability to reach their full potential to grow up to be responsible, capable and engaged citizens. This segment of the population needs special support; programs or interventions that have been implemented to support youth at risk need to be highlighted, evaluated and disseminated.

III. PROGRAM OBJECTIVES AND DESCRIPTION

- 3.1 The overall objective is to use communications to **raise awareness** of key stakeholders and young people on the importance of investing in youth as a means to reduce poverty and advance development in the LAC region. Within this context, the program seeks to: (a) **facilitate dialogues on poverty reduction** that encompass key issues affecting youth and showcase the positive role many young people play daily in their communities; (b) **promote key knowledge products** related to poverty, social and health that affect young people; and (c) **provide a platform** where young protagonists can connect through service, information exchange, and promote youth participation that will influence their transition to adulthood into responsible and engaged citizens.

The project has two components with several activities: (1) MTV-Latin America Youth Dialogue and Knowledge Product Dissemination Program, (2) Online-off air youth participation platform.

A. Component 1. MTV Program

- 3.2 In 2007 the Bank established a partnership with MTV Latin America to launch a communication and knowledge product dissemination campaign to highlight the positive role that young people play in their communities. Out of that partnership, Youth as Agents of Change was created, a campaign designed to be a participatory initiative with youth sharing their experiences and knowledge that induced change in their communities. The initiative has been very successful in promoting youth exchanges, expertise and knowledge base products which have been posted online and others filmed and aired on MTV-LA.
- 3.3 A new TV program will be produced involving an open space for young people to discuss, expose, experience, test and analyze their ideas regarding the most

- pressing social issues that Latin America is facing today, such as sports for development, climate change/environment, employment, education, and road safety, among others.
- 3.4 The TV program will consist of a hosted Magazine style show with a host and a live audience addressing a variety of social topics related to youth. The stage will have a mobile set that allows the program to be hosted in different places in Latin America. Each program will last 1 hour and the goal is to have 6 programs of which this project will finance 4 programs focused on Bank priority issues: education, sports for development, healthy lifestyles, road safety, climate change, and the first job.
- 3.5 The TV programs will have fixed segments, recurring segments, and special segments that will be combined with an on line promotional campaign targeting youth in Latin America and the Caribbean.
- 3.6 The fixed segments are:
- Special Guests: celebrities, dignitaries, and experts who have become household names
 - “Eight Days” reality documentary, in which a special reporter will live eight days experiencing a challenging circumstance affecting many young people today. . This segment will show, for example, eight days without water, looking for the first job, drug prevention, etc.
 - Information clips: a one minute clip explaining the cause and consequences of a social issues with graphics, pictures, visual material to present the issue, for example climate change.
 - Agents of Change: showcasing youth-led projects making positive changes in their communities.
 - Mini discussion Forum: where the live audience can have a dialogue about specific social topics with a facilitator that can manage an engaging conversation; and a live audience participation. Also, the debates will start on-line before the show is taped, and continue on-line (Web based) for a period of time.
- 3.7 All topics will have formal editorial content, while maintaining MTV’s youth friendly angle.
- 3.8 The ***recurring segments*** will not be in all the programs. The content of these segments will be the following: (a) ***Main social questions*** to the youth to be posted on line and exposed on TV. (b) ***First job challenge***, follow a group of recent college graduates who are seeking their new jobs, until everyone finds a job. (c) ***Information clips***, explaining tips to participate and contribute to resolve different social issues. (d) ***Special news*** report, presenting accurate information of social issues in Latin America.
- 3.9 The 1 hour TV program would be aired during primetime by MTV, BID-TV, and other media and at least three times during a month period. These programs will have the possibility of reaching 21 million households via three localized feeds including MTV North (Mexico), MTV Central America, Colombia, Venezuela,

Chile, Ecuador, Bolivia, Peru, and The Caribbean; and MTV South (Argentina, Paraguay and Uruguay). Additionally, each episode will air on MTV Tr3s, which reaches 38 million households in the USA.

- 3.10 Results of programs and activities focused on youth development that have been previously financed by the KPR Fund would be evaluated to be highlighted on the TV programs and the Internet.
- 3.11 The project team proposes to announce this new TV Show during the upcoming Board of Governors meeting youth activities in Cancun. Given the participation of celebrities and other special guests that will be taking part of the youth day event, MTV will interview and film them as well as youth protagonists and experts to be included later on the TV Show, MTV Set.

B. Component 2. On-line promotional campaigns

- 3.12 An on-line platform within MTVLA.com will be developed to interact in different ways with the audience while the TV program is on and off the air: (a) The TV program will make a “call to action” to increase the on-line participation of youth and direct them to the website; (b) A variety of resources will be posted every week helping young people to become agents of change; and (c) Blogs and chats will be available to address specific issues and challenges related to the issues being discussed
- 3.13 Knowledge Platform for Youth: The core element of this component will be to post knowledge products aimed at further building the capacities of youth leaders or NGOs involved in addressing youth issues in the Region. These products will complement the audio-video material produced with MTV.
- 3.14 The contribution of the donor and Bank will be recognized prominently in all project products and activities carried out during project implementation.

C. Expected outputs / outcomes

- 3.15 As a result of the above activities, the following *outputs* will be generated:
 - Four (4) TV programs of 1 hour each to be aired at least 3 times within a month period. (One program each month repeated at least 3 times)
 - Special Website with a variety of tools and opportunities for young people to participate.
 - Material that serves as input for other Bank activities such as programmatic or policy dialogues.
 - Dissemination of knowledge products that provide the opportunity for youth leaders and NGOs to expand the developmental impact of their programs / activities.
- 3.16 It is expected that these products or interventions will generate the following *outcomes*:

- Raise awareness of the importance of youth as an asset for socio-economic development.
 - Demonstrate to different stakeholders of society (and youth themselves) opportunities available to contribute in their community.
 - Induce/expand opportunities for community based development options with and for youth.
- 3.17 The contracting of individual consultancy services or firms will be follow applicable Bank policies and procedures as stipulated in the documents GN-2349-7 and GN-2350-7.

IV. COST AND FUNDING

- 4.1 The total cost of the operation is US\$200,000.

Categories	KPR
1. MTV Set TV Production	150,000
2. Online platform	20,000
3. Capacity building materials	20,000
4. Contingencies	10,000
Total USD	200,000

V. EXECUTING AGENCY

- 5.1 All phases and their related activities will be managed by IDB YOUTH subcontracting MTV Latin America. MTVLA will manage the production of all the communications products given their expertise in reaching youth with the appropriate messages and appeal.
- 5.2 The Bank, through IDB YOUTH will have the technical and basic responsibility (a) final preparation and negotiation of the Terms of Reference for MTV; (b) supervision of the production of the 4 TV programs and the online off air components; and (c) the contracting of services and conducting payments according to TOR.

VI. SPECIAL ISSUES

- 6.1 Given the particular market segment and material to be produced, it is proposed to adopt the method of direct contracting of MTV Latin America for US\$200,000 to produce the 4 shows and produce the web platform that would facilitate the above-mentioned exchanges.
- 6.2 As mentioned before, MTV Latin America would be hired to serve as the production company developing all the communication products given their expertise in reaching youth with the appropriate messages and appeal. MTV Latin America is the number one cable TV channel among 14 to 30 year-olds, and their website ranks No. 1 in the region, averaging 16.5 million hits per month, MTV is

a key player in the region thus ensuring a far reaching campaign. No other communications company has the outreach capacity and youth appeal in the Region as MTVLA. It is within this context, that it is recommended that MTV LA be contracted directly for the amount specified in this technical cooperation.

VII. ENVIRONMENTAL AND SOCIAL STRATEGY

- 7.1 It is expected that this project will have no negative environmental or social impact. On the contrary, these type of public awareness campaigns help to increase knowledge on poverty reduction issues and to leverage new partners that could contribute to expand the Bank's work.

VIII. APPROVED

Original signed

5/5/2010

Ferdinando Regalia, Chief
Social Protection and Health Division

Date