


DW Akademie

DW Akademie is Deutsche Welle's center for international media development. As a strategic partner of the German Ministry of Economic Cooperation and Development, DW Akademie carries out media development projects that strengthen the human right to freedom of opinion and promote free access to information. DW Akademie also works on projects funded by the German Foreign Ministry and the European Union — in approximately 50 developing and emerging countries.

 facebook.com/DWakademie

 [@dw_akademie](https://twitter.com/dw_akademie)

 dw-akademie.com

dw.com/mediadev

All figures and information are based on project data and refer to the calendar year 2017.

Data on people reached (inhabitants, people, adolescents) are estimates based on social media data and broadcasters' data, and adjusted with reference to mean values from previous years.

* DW Akademie concurs in its definitions of youth with that of the country in question. This means that people aged between 13 and 35 are included in the category (e.g. in Guatemala and Burundi: 13-25, in Namibia: 15-35).

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Media and Information Literacy

156 change agents have helped young people in 3 countries with their levels of media literacy. As a result of the training programs, 6,500 young people can now use the media at their disposal responsibly. They can analyze content more efficiently, make informed decisions and differentiate between objective news content and rumors or propaganda. They are better able to make good use of their right to freedom of expression and access to information.

6,500
young people

Strengthening civil society

DW Akademie has provided consultation services for 12 non-governmental organizations working in 3 countries for the improvement of human rights and freedom of expression. This has opened up a platform for dialogue between state institutions, civil society and media stakeholders, and improved the access to information and social participation of 130,000 people.

130,000
people

156
change agents

12
non-governmental organizations

3

Countries
Moldova, Serbia, Ukraine

Countries
Georgia, Moldova, Serbia

**EUROPE /
CENTRAL ASIA**

**Developing media.
Strengthening human rights.**

Making an impact.

DW Akademie is Germany's leading international media development organization. Its aim is to foster the right to freedom of expression and promote access to information for people all over the world. Long-term DW Akademie projects help to implement structural change.



Training for media professionals

DW Akademie has worked in 4 countries to help set up 13 practice-based, topical training programs for media professionals. 190 students have gained qualifications with partner institutions, helping to lay the foundation essential for professional and diverse reporting.

190

students

13

training programs

4

Countries

Belarus, Georgia, Moldova, Serbia

Youth programs

Young people* need to be able to understand events in their country in order to contribute to the shaping of their futures. DW Akademie has helped promote 84 youth-oriented media, program formats and youth projects. These gave 420,000 young people in 3 countries access to information relevant to them. This enables them to have their say and speak out against ills and wrongdoings.

84

youth-oriented media

420,000

young people

3

Countries

Georgia, Moldova, Serbia

Innovation and dialogue online

DW Akademie has helped 18 media organizations prepare for the challenges of digitization. 5 media partners have been able to expand their reach—through the use of new digital media formats such as social media platforms, blogs and virtual radio stations. 330,000 people in 7 countries are thus now able to access a more diverse range of information and can participate in public debate.

18

media organizations

5

media partners

330,000

people

7

Countries

Bosnia and Herzegovina, Georgia, Kosovo, Moldova, Montenegro, Serbia, Ukraine

Public service media

24 million people in 2 countries have been able to profit from changes to their state media. Support and consultation, structural reforms and training programs have helped to make reporting more varied and programs more attractive for their audiences. With the support of DW Akademie, state media have been transformed into public service media.

24

million people

2

Countries

Moldova, Ukraine