



Screens – Southern Visions of the Millennium Development Goals

The project "Screens - Southern Visions of the Millennium Development Goals" aims to contribute to the achievement of the Millennium Development Goals (MDGs) by stimulating awareness of views of the MDGs in the South. It also aims to encourage the growth of development education and decentralised cooperation networks at the level of the local authorities involved.

The need to raise awareness of the MDGs has been confirmed by Eurobarometer research carried out in May and June 2009, which aimed to assess whether the economic crisis has affected public support for development cooperation.

Interpretations and analysis of development and the MDGs do not usually take account of perspectives emanating from the global South. In the southern hemisphere, however, experts, scientists, NGOs, associations and universities, through a range of approaches, are all engaged in interesting and stimulating analyses on these topics. We believe that broadening our sources of information is the best strategy at our disposal to reach a number of the goals and solve some of the problems that have arisen within this debate.

The term "Screens" is a metaphor for the need to consider the "views" of the Millennium Development Goals emanating from the southern hemisphere, while also alluding to the "multimedia" nature of the materials included in the project.

Project Leader

- Municipality of Vittoria (RG), Italia

Partners

- Local Council of Siggiewi, Malta
- Municipality of Mátészalka, Hungary
- Africa e Mediterraneo, Italy

Associated organisations

- University of Dar es Salaam, Tanzania
- Afrique in visu, Mali / France
- Association Planète Jeunes de Ouagadougou, Burkina Faso
- Association Caela Sea, Cape Verde

Targets and beneficiaries

The target groups are:

- a) **Public officials** engaged in educational and cultural activities in the partner municipalities, who are able to create opportunities for decentralised cooperation. These include, for example, operators working in sectors relating to the environment, international politics, health and culture in the areas involved in the project;
- b) **Secondary school teachers** and **students** in the areas involved;
- c) **Citizens** living in the areas involved.

The beneficiaries are all **citizens** of the three municipalities (comprising approximately 87,000 people).

Activities

Step 1. Research and publication

1.1 Research, collection and organisation of material and experiences related to the MDGs from the Southern

perspective, particularly from sub-Saharan Africa. Such activities will then feed into the goal of creating eight "media screens " (i.e. thematic educational topics) in reference to each of the eight MDGs, and incorporating within these views emanating from the worlds of academia and research, civil society and politics as well as creativity, media and art;

1.2 Production of tools for development education, including:

1.2.1 a website featuring interactive multimedia content;

1.2.2 an eighty-page publication relating to the MDGs;

1.2.3 an eight-page publication containing a summary of the aforementioned publication, to be distributed to families, associations, and the public institutions involved;

1.2.4 an educational programme and an educational resource for schools.

Step 2. Awareness

2.1 Distribution of the aforementioned publications;

2.2 Promotion of an interactive website within the community and especially amongst young people and local social organisations;

2.3 training seminars for leaders of cities, districts and provinces involved,

2.4 seminars for teachers in local schools;

2.5 workshops in secondary schools in the target areas;

2.6 initiatives (including concerts and various other events) aimed at increasing "public awareness" of the topics featured in the project;

2.7 the promotion of project activities on a national scale, targeting decision-makers involved in the fields of development education and international cooperation.

Step 3. Social and Cultural Planning

3.1 Intensive training sessions (on specific topics: education for development, fundraising policies, decentralised cooperation);

3.2 Participation in meetings on decentralised cooperation in Brussels involving local authorities (one per year) and participation in meetings held amongst national networks that deal with the topics of the MDGs and cooperation (one per year);

3.3 Organisation of a set of micro-activities to increase local awareness;

3.4 Organisation of exchange seminars between North and South (1 per project area, designed to strengthen mutual understanding and dialogue between North and South, involving the representatives of developing countries, as well as local authorities and other local actors);

3.5 Public presentation of the project results and programmes relating to future activities, targeting the press and local community (1 per project area).



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