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Annual Work Plan 2020

Project Title:	Arab Youth Arts and Music Initiative (AYAMI)
RPD Outcome(s):	<p>Outcome 1: Accelerate structural transformation of productive capacities in a sustainable and inclusive manner</p> <p>Outcome 2: Strengthen institutions to promote inclusive participation, prevent conflict and build peaceful societies</p>
Expected Project Output(s):	<p>1- SDGs multimedia product developed</p> <p>2- Communication strategy implemented to launch, promote and disseminate the multimedia product in the Arab region and beyond</p> <p>3- Awareness campaign on COVID-19 raised and promoted online and offline across the Arab Region</p> <p>4- Regional project on <i>Arab Youth Art and Music</i> defined and developed</p>
Implementing Partner:	UNDP
Responsible Parties:	UNDP

Estimated annualized budget:	<u>US\$ 120,000</u>
Allocated resources:	<u>US\$ 120,000</u>
• Regular	○ US\$ 120,000
• Other:	○ N/A
Unfunded budget:	N/A

Narrative

The “Arab Youth Arts & Music Initiative” (AYAMI) has been conceived by the UNDP Regional Programme for Arab States with the overall objective to raise awareness on the 2030 Agenda and the Sustainable Development Goals (SDGs) among children and youth, and to prepare them for being the custodians of sustainable development.

The initiative places art and music at its core, as powerful tools to communicate messages and engage with people and communities. The Arabic language is also a key for the success of this initiative as it has the potential to take the SDGs message to every school and home, ensuring that no one is left behind.

The initiative is structured around two specific objectives, which correspond to two sequential streams of work with different time horizons:

- 1) Creating a momentum for SDGs promotion and advocacy in the Arab Region through the production of a multimedia product. It has an indicative timeframe of around 12 months.
- 2) As this stream of work yields results, a fully-fledged regional initiative will be designed to design and implement a region-wide advocacy and awareness campaign for achieving the 2030 agenda through engagement of children and youth in the schools.

The first and initiating phase of AYAMI will be centered around the production and promotion of an SDGs multimedia product, namely a song with video-clip. This choice is based on the fact that music can carry and transmit messages in a very powerful way and is a very appealing format for younger generations, including children and youth.

With the aim to develop a high-quality product with very high outreach potential, AYAMI has kickstarted its first phase in 2019, which witnessed the production of the SDGs song following the recruitment of a music composer and music production company along with the engagement of 7 young talented singers.

The first phase will conclude in 2020, through i) the video clip production, and ii) implementation of a communications strategy to promote and launch the multimedia product in the Arab region.

Due to the Covid-19 pandemic and the lockdown policy restrictions, travel ban forced us to put on hold both the shooting of the music video with the performers acting live and the official launch of the song.

In addition, other activities will be implemented to cope with the COVID-19 impact on youth and emphasize on the importance of the SDGs and their achievement for a safer and better future:

- Adapt the virtual technology to produce the official Music Video;
- Adapt social media plan including the soft launch of the song, jingles and campaigns to raise awareness on COVID-19;
- Create other media products for the awareness campaign such as a full video with the kids explaining about SDGs and covid-19, shorter videos for quicker messages to be able to reach the target audience would follow.
- Develop a program with a psychologist to tackle the mental health of the youth during the covid-19 lockdown and the importance of art to release stress and anxiety.

For phase two, a fully-fledged regional advocacy initiative will be contemplated. The campaign will be targeting children and youth (up to the age of 18) by creating an enabling environment and providing the financial and technical means for them to engage in activities that are creative, innovative and entertaining (Theater, Dance, poetry, drawing, etc.). The campaign will be nationally based, involving concerned ministries (education, youth, culture), local authorities and schools. The initiative will also consider setting up SDGs art clubs in schools to ensure further project sustainability.

A project document for AYAMI’s phase two will be drafted, taking into consideration the current circumstances of COVID-19 and post pandemic.

Annual Work Plan

Year 2020

Arab Youth Arts and Music Initiative

EXPECTED Project OUTPUTS	PLANNED ACTIVITIES	TIMEFRAME		RESPONSIBLE PARTY			PLANNED BUDGET		
		Q1	Q2	Q3	Q4		Source of Funds	Budget Description	Amount (estimate) In USD
Output 1 SDGs multimedia product developed <i>Indicator:</i> 1.1 A high-quality SDGs multimedia product developed for the youth and children in the Arab region <i>Baseline data:</i> 1.1 SDGs song for the youth and children produced (2019) <i>Target:</i> 1.1 SDGs music video for the youth and children produced	1.1 Production of animated video (to be played as background while kids perform live and to be used until official video is out)	X				UNDP	TRAC	Cont. Services	2,500
	1.2 Recruitment of a Technical Coordinator (Coordination and outreach)		X	X	X	UNDP	TRAC	Consultant	10,000
Sub-total Output 1									12,500

<p>Output 2 Communications strategy and outreach implemented to launch, disseminate and promote the multimedia products in the Arab region and beyond</p> <p><i>Indicator:</i> 2.1 Level of momentum for SDGs promotion among youth and children in the Arab region (Low, moderate, high)</p> <p><i>Baseline data:</i> 2.1 Low level of momentum for SDGs promotion among youth and children in the Arab region</p> <p><i>Target:</i> 2.1 Moderate level of momentum for SDGs promotion among youth and children in the Arab region</p>	<p>2.1 Production of related material for the multimedia product and dissemination</p> <ul style="list-style-type: none"> • USBs • Brochures • Notebooks/Calendars • Shipment 	X	X	X	X	UNDP	TRAC	Cont. Services	10,000
	<p>2.2 Procurement of a Communication & Media Outreach company (to include online and offline)</p>	X	X	X	X	UNDP	TRAC	Cont. Services	25,000
	<p>2.3 Recruitment of consultants:</p> <ul style="list-style-type: none"> • Video Editor • Animator/Designer (videos and posters) • Sign Language Translator • Music Composer/coach • Lyricist/copywriter 	X	X	X	X	UNDP	TRAC	Cont. Services	18,000

	2.4 Implementation of media outreach and communications plan <ul style="list-style-type: none"> Media coverage (ex: social media ads, TVs, Radios...), monitoring and summary/ follow-up interviews, etc. Conducting interviews and outreach in selected Arab countries 	X	X	X	X	UNDP	TRAC	Cont. Services	10,000
Sub-total Output 2									70,000
Output 3 Awareness Campaign on COVID-19 raised and promoted online and offline across the Arab Region <i>Indicator:</i> 3.1 Level of awareness on COVID-19 prevention among youth and children in the Arab region (Low, moderate, high)	3.1 Produce Multimedia products on COVID-19 (music, videos, messages, posters) and post COVID-19		X	X	X	UNDP	TRAC	Cont. Services	10,000
	3.2 Produce a paper on the importance of music and arts on youth mental health		X	X	X	UNDP	TRAC	Consultant	1,000

<p><i>Baseline data:</i> 3.1 Low (Lack of multimedia products for awareness using music and arts)</p> <p><i>Target:</i> 3.1 Moderate level of awareness on COVID-19 among youth and children in the Arab region</p>	<p>3.3 Good practices on using music and arts for an improved mental health</p>		X	X	X	UNDP	TRAC	Consultant	500
	<p>3.4 Produce jingles and scripts for COVID-19: hire a Lyricist/copywriter</p>		X	X	X	UNDP	TRAC	Consultant	5,000
	<p>3.5 Produce musical pieces as jingles or background music; and coaching the singers to perform:</p> <ul style="list-style-type: none"> Hire a Music composer/coach 		X	X	X	UNDP	TRAC	Consultant	9,000
	<p>3.6 Shooting short videos:</p> <ul style="list-style-type: none"> Hire a Video Editor 		X	X		UNDP	TRAC	Consultant	2,000
Sub-total Output 3									27,500

<p>Output 4 Regional project on <i>Arab Youth Art and Music</i> defined and developed</p> <p>Indicator: 1. A new project document following a participatory approach</p> <p>Baseline: 1. A draft Concept Note on initiation phase (2018)</p> <p>Target: 1. A new project document approved by UNDP-RBAS</p>	<p>4.1 Producing a draft project document to be shared with COs and senior management for feedback</p>			X		UNDP	TRAC	Consultant	10,000
Miscellaneous									7,000
GRAND TOTAL									120,000