



About the organization

Kosovo 2.0 is a media organization offering feature analysis and commentary of current socio-political events and developments with the aim of triggering reform and critical debate, both in Kosovo and abroad. Through various media approaches, Kosovo 2.0 aims at giving a voice to the country's silenced, disenfranchised majority: young people. Kosovo 2.0 consists of: an online platform <http://www.kosovotwopointzero.com>, which in a self-sustaining way, features daily blogs, videos, photo reports and podcasts. Subsequently, Kosovo 2.0 releases a high quality magazine two times a year, each issue having a different designated theme with a high sociocultural significance in Kosovo and abroad. Each significant content-release, being online or on paper, is connected to offline activities, such as workshops, screenings, debates and concerts, directed mainly at young people (aged 18 to 35 years old) throughout Kosovo.

Through our website, magazine and grassroots activities, we combine traditional and new media technologies to create a large group of young followers, consisting of informed and active participants in their communities and society. In this manner, Kosovo 2.0 is empowering a new, critical generation while reshaping Kosovo's media landscape.

Kosovo Global, the foundation behind Kosovo 2.0, was founded in March 2010. The Kosovo 2.0 website was launched in June 2010. In July 2011, the first Kosovo 2.0 Magazine "Image" was published; the second issue "Corruption" was released in December of the same year. Both magazines issues were received with great public enthusiasm, both locally and abroad. Following a year of growth and success in 2011, Kosovo 2.0 focused in 2012 on containing this growth by structuring all activities into one-year plan and defining its institutional framework and future strategy. In this manner, our organization aims at becoming a sustainable media institution that can continue to dedicate its work to creating a more informed and critical young civil society in Kosovo.

In 2012, Kosovo 2.0 published two more magazines issues, "Religion" and "Sex." We organized an intensive Multimedia camp during Dokufest film festival; we had a group of 10 interns go through our internship programs; we organized video production trainings, and organized two large public discussion events on occasion of the magazine launches. In 2013, Kosovo 2.0 has consolidated its growth and improved its distribution. Kosovo 2.0 launched a new website with more frequent and diverse contents, and publishing two printed magazines, "Public Space" and "Balkart." By the end of September 2014, a new magazine issue, "Migrations" will be published. Kosovo 2.0 is currently working on a new plan to really connect activists, writers and young media-makers from Kosovo and the region, in order to strengthen and catalyse the potential of young people into media

creation. We aim at expanding our strength as a capacity-builder body within a human rights perspective through advocacy journalism and creative media.

Summary of activities 2010-2014

Overall website www.kosovotwopointzero.com From July 9, 2010-ongoing

During the past 14 years of democratization processes, great assistance has been given to the development of free and independent media in Kosovo. However, the majority of media outlets in Kosovo remained traditional in format and approach, not recognizing the participatory power of new technologies and new media communication. Moreover, the voice of young people was predominantly missing the mainstream discourse. The Kosovo 2.0 online platform was created precisely for that purpose – to create a place where individual voices would matter and where creative individuals could be promoted. Back in 2010, the platform began with four bloggers, and today it has created a network of around 250 contributors online, who come from Kosovo, the Balkans and all over the world. The Kosovo 2.0 website functions in three languages: Albanian, English and Serbian, in order to create a multilingual, inclusive platform for all communities living in Kosovo and beyond. To date, the platform has had more than 500.000 visitors, more than 100.000 in 2013. Moreover, this website has offered a space of communication between inexperienced writers, bloggers and editors, which has slowly enabled them with the skills for writing in a long term.

Internship Program

Kosovo 2.0 aims at increasing the number of young individuals who use information and traditional and new media technologies to become active citizens of their communities, by empowering them and training them through our internship programs. Kosovo 2.0 has had more than 30 interns since the beginning of the program, enabled for the production of information with as well a human rights approach. The internship program is divided into two streams: magazine and online journalism, and will be run in two rotations, Fall/Winter and Spring/Summer. Depending on their interests and strengths, participants are placed in the Online Journalism or Magazine internship stream. Magazine interns get an inside view of the production of Kosovo 2.0's print magazine, and develop their skills in reporting, background research, fact-checking, interviewing and copy editing. Online Journalism interns learn how to produce articles, reviews, and blogs for our online platform. Online Journalism interns learn the value of a multimedia approach to storytelling, and also learn how to report and interview via text, audio and video. All interns are expected to pitch unique and compelling stories on a weekly basis to their editorial mentor and through daily discussions they are encouraged to think beyond the traditional angles.

Kosovo 2.0 Videobooth (2012)

Kosovo 2.0 has organized a range of multimedia workshops, which have specifically targeted smaller SCO from across Kosovo with diverse background, such as: "Anibar, International Animation Festival" held in Peja, Kosovo; "Environmentally Responsible Action, ERA," group based in Peja, working to implement a Green Agenda process for environmental protection; "7arte" cultural organization based in Mitrovica, which offers support to Kosovar artists, and promotes and develops common cultural policies with

Europe; "Communication for Social Development, CSD" which is a Serbian youth NGO from Gracanica that works on issues pertaining to media, human rights, reconciliations and promotion of multiethnic life, return promotion and capacity building of youth. The project "Video Booth" included two activities: 1) "VideoBooth: Civil Activism", implemented to enlarge the media capacity of Kosovo's civil society, while portraying young civil activists in several NGO's all over Kosovo. Kosovo 2.0 organized a video workshop and shot several Kosovo 2.0 video's on site, and organized a screening of the video's in the bookshop/cultural centre "Dit' e Nat". A second activity included in the project was the "Multimedia Camp", was held during the film festival Dokufest in Prizren in summer of 2012. During 9 days, a team of young creative attendants was lead through the process of creating a multimedia project involving film, text and print. The basics of storytelling and story presentation were held, examples of the ongoing relationship of resistance art, and the personal and political. Their films were screened at Dokufest international festival.

Kosovo 2.0 and the Freedom of Press World Day

Kosovo 2.0 has been a key-participant in the coordination of the last two events to celebrate the World Freedom of Press Day in Prishtina, Kosovo, in 2012 and 2013. The World Free Press Day Festival 2012 was a collaborative activity by six independent research and media organizations: Institute for Development Policy (INDEP), Press Council of Kosovo (PCK), Association of Professional Journalists of Kosovo (AGPK), Balkan Investigative Reporting Network (BIRN), Urban FM and Kosovo 2.0. It raised discussion on the importance of free press for democratic development in Kosovo and the Balkan region, focusing on the way a new generation of media makers work on building an independent media, fact-finding and non-sensationalist, which is creating the possibilities to involve the public in decision-making processes on a daily basis. Kosovo 2.0 took over a large part of the overall promotion of the festival. An outside program was organized in a "Kosovo 2.0 Tent," set up in front of the Ministry of Culture. The program contained of a free lunch with a screening of Vlogs (short video blogs, shot in different parts of the world on the theme of freedom of expression), a debate with regional experts on press freedom, a Free Press Video Booth, music and an open discussions. A debate was organized in the Kosovo 2.0 Tent, around the theme of Social Media and freedom of expression. The Kosovo 2.0 and Urban FM outside program was honored by the Dutch Ambassador, who made his speech on media freedom and was involved in the discussion. In 2013, Kosovo 2.0 coordinated with other four partners a program of activities. During the day, Radio Urban FM conducted a 12 hours program with interviewees discussing the topic of freedom of press in Kosovo, and abroad. Kosovo 2.0 performed an extensive live-coverage. Kosovo 2.0 also cooperated with the students of the master in Journalism of the University of Prishtina to produce a zine on the subject, distributed to the public at large. In 2014, Kosovo 2.0 coordinated a series of in-depth articles from different parts of the world, such as Ethiopia or the U.S., and from the region, from Serbia to Montenegro, including Kosovo, to bring up the issue of the state of freedom of press in the world.

Autobahn 2.0

In March 2013, Kosovo 2.0 organized the event "Autobahn 2.0" in Tirana, capital of Albania, as part of the strategy for expansion of regional events. In order to give a platform for exchange of ideas, knowledge, networking and potential cooperation, Kosovo 2.0 brought the best cultural initiatives and their promoters to Tirana, in a 2 days event which included an exhibition, a concert, a party, and a day of conferences, film-screenings and discussions with 100 persons in the audience of the neighbouring capital. For this event, Kosovo 2.0 found five potential counter-parts of the five Kosovar organizations invited, that work in Tirana. Kosovar promoters had space in a day of interactive presentations to show

how they have developed their ideas in a similar cultural environment to this audience. For "Autobahn 2.0", Kosovo 2.0 counted with remarkable cultural promoters involved in different activities: a concert of Genc Salihu at the space Remix, and Kosovar dj's Toton and Dardan for a party, an exhibition by Alban Muja at the local Miza Gallery; the great day of presentations involved remarked culture-makers from Kosovar society, such as film director Blerta Zeqiri, independent curator Albert Heta, Erroll Bibiloni from Dokufest International Documentary and Short Film Festival, and Enes Toska from Tour de Culture. We invited representatives of the cultural sector from Tirana, such as the promoters of the mentioned cultural venues Rubin Beqo (Remix), and Olson Lamaj (Miza Gallery) with the aim of promoting the exchange of ideas, as well as expanding Kosovo 2.0 as a trendsetter. The activity gave visibility to the participants from both cities, and it has encouraged them for further cooperations and interaction after the project. All activities gathered an audience of about 800 people. The event was promoted on local media in Tirana, and national media from Kosovo and Tirana, therefore the outreach of these organizations was very high during the celebration of this event. The event included in-house live-coverage online.

Stories We Tell. Kosovo 2.0 with Dokufest (2014)

This year, Kosovo 2.0 and Dokufest have created a condense workshop of two days for young individuals between 16 and 24 year-old in order to give them the tools to access and produce information, and become active citizens in their communities. The workshop, that encourages individuals from different ethnicities and minorities, focuses on very accessible technologies for Kosovo's youth, such as a smartphone, to produce video, and multimedia stories. The participants were invited to come with a story idea that they might like to share in order to improve their lives in their communities. Kosovo 2.0 editors trained them in the use of journalism with a human rights approach, and gave them the skills to build up a short video story, as well as how to use the available resources of social media, and the internet. The program started being created by March, and it was addressed to 50 young individuals in both cities, Prizren and Prishtina, with participants from the whole country. During the second half of 2014, we will work once again with the participants of these workshops.

#1 Image

In 2011, and after establishing the first infrastructures of the organization, Kosovo 2.0 published its first printed magazine, the 'Image' issue, in July 9th, 2011. It was intended to be a deep and graspable analysis of the image of the country through the views of its youth. Kosovo 2.0 has been always seen internationally as a war country with no rule at all, and with this issue Kosovo 2.0 wanted to know more about the real Kosovo and its young society. In order to gain promotion, increase the outreach of this one and the other main activity of the organization, initially an online bloggers platform, Kosovo 2.0 organized a big launch event to present this publication and start up the first discussions on the issue of Kosovo's war-torn country image and the reality of its society at centric venue in Prishtina, which functioned as the big presentation to the audience and potential audiences of Kosovo 2.0. This overall first publication has served to many visitors interested in the reality of the country for changing their vision receiving a real input and insightful understanding Kosovo's society far from the stereotype. The presentation event served to duplicate the number of contributors and cooperation, as well as online visitors and overall audience.

#2 Corruption

Kosovo 2.0 explored the theme 'corruption' for the second issue of our magazine. The magazine was released on the 9th of December of 2011, on the International Anti-Corruption Day. With both a local and global view, the magazine aimed at examining its reach from the highest levels of government to the most basic threads of society. The articles in the corruption magazine try to broaden the understanding of the phenomena of corruption, a problem deeply affecting the Kosovo's development. The articles are reflecting on the topic 'corruption' from local, regional and international points of view. Some of the stories include how Serb parallel institutions in Northern Kosovo are thriving on an underground economy, how the online efforts in India and Lithuania are empowering ordinary people to fight corruption and how cronyism and a culture of fear are undermining Kosovo's cultural institutions. In addition to in-depth reporting, this issue is also drawing on some of the brightest minds of the region for their perspectives on corruption. Kosovo 2.0 released its second magazine 'Corruption' with a series of promotional events and two workshops, aimed at young professionals and creative youth. The team decided to release the magazine in the most visible way, by selling it on the main boulevard in Prishtina. On the 9th of December, international Anti Corruption Day, from 12.00 to 17.00, Kosovo 2.0 was present with a tent, banners, a stand that gave away free gluehwein, and a DJ. We hired ten young volunteers that approached people on the street to sell the magazines.

#3 Religion

"Religion" was a project composed by a magazine production and a big discussion, in order to bring up to the front a very relevant issue among Kosovo's society, and foster critical debate on current sociopolitical developments. "Religion," published in the spring of 2012, was the first magazine in 2012, and the overall third magazine that Kosovo 2.0 has created. The magazine, ranging 150 pages in total, became a book. It seems as if the symbolic richness and the various possibilities of the theme, really sparked off a working creativity that made this magazine the best of the first three editions. Some articles, touching on the connections between religion and politics, or the discrepancies in regard to women's rights and religious organizations, provoked debates, whereas others, focusing on the rich imagery of religious myths and stories, are merely showing great photographs with incredible local stories. The magazine was released with a large debate, named: "Kosovo 2.0 Talks Religion" During this "talkshow" event, decorated with 100's of carton boxes, covered with images and words, and spiced up with musical interventions by a jazz trio, four speakers were invited, most of them contributors to the magazine. They engaged in short narrations about their work and engaged into discussions with the audience. The Q&A part of the talk show involved a significant amount of discussions and critical questions, pointing at the fact that with the right topic and the right setting, great discussions between complete opponents can be established. More than 300 people attended this event. Currently, the publication is still available for the audience of Kosovo, and is distributed abroad.

#4 Sex

Kosovo 2.0 published on December 14th its fourth magazine edition, focused on the topic of Sex, and other related topics like Gender and Politics, Sexual Orientation and Human Rights in Kosovo and the Balkans. This issue came out with the intention of breaking the silence and the culture of shame, as a medium to break social barriers that do not allow to all the individuals to enjoy equally their sexuality and sexual rights and freedoms, and it has opened the debate about what was established by tradition and the concepts of moral adopted until now. It collects a total of 178 pages, with stories from all over the Balkan region and Kosovo, being the most regional edition. The Sex issue gathers more than 30 articles, in-depth reports and interviews offering a very high-qualified overview of the

region in these matters, from different angles and including different spheres such as Arts, Music, Politics or Culture. Sex / Gender is a largely tabooed topic in Kosovo, and as a result our theme and the approach to LGBT, surely sparked off a lot of reactions from local and international readers. As part of the same project, the magazine was presented on a large debate. However, while preparing the last details of our debate, an extremist group entered into the place, destroying our installations and stage, and beating one of our staff members. Kosovo 2.0 continued with the debate, with more than 200 guests, and through which several sociologists, writers of this edition, and LGBT internationally awarded activists from Kosovo and Serbia analyzed the situation of individual rights in the region, regarding the theme of our last issue. After that, this project provoked many discussions in media, and more insighful debate about homophobia, gender equality and sexual education.

#5 Public Space

On June 3rd, 2013, Kosovo 2.0 celebrated the event "Kosovo 2.0 Invades Public Space" as part of the project "Trendsetting and Invigorating Public Debate" which also included the production of the publication "Public Space". The 'Public Space' publication ended up with 178 pages and 40 stories of very high quality written by 32 contributors of recognized and valuable experience and knowledge. With this issue, we analyze and invite to discuss and value the function of public space within democratic structures, public expression, civil rights, memory, and access to those ones, among others. How cities and public space (or public expression when talking about cyberspace) is distributed conditions also how citizens obtain different levels of access to the democratic structures. With this issue Kosovo 2.0 completes a very deep and insight commentary about Kosovo and the region. To generate a great discussion on this topic, Kosovo 2.0 organized an event at the Adam Jashari square, a centric space in Prishtina. We invited some of the contributors to hold up to 10-minute presentations on their specific magazine article. This included: Ardian Arifaj, discussing on the need for Kosovar media to serve as a space for public debate, Eliza Hoxha, on women's access to the city and participation, Agon Maliqi on protests movements in Prishtina, and Anna di Lellio on war monuments in Kosovo and their symbolism today. Hana Marku, managing editor of Kosovo 2.0, moderated the discussion that lasted more than an hour and a half. Students from the Faculty of Architecture (University of Prishtina - coordinated by a magazine contributor and teacher at the same faculty, Rozafa Basha) presented in one of our two big open tents some of the best and more innovative projects created during their annual course that could contribute to the improvement of the city of Prishtina, and their access to social participation, community building capacity and freedom of expression. Two performers were invited to generate interaction while the event was taking place. The discussions were held in a big stage. More than 200 people attended. The event included in-house live-coverage online.

#6 Balkart

By summer of 2013, Kosovo 2.0 started the project "Balkart" with the objective of producing a magazine on Arts in the region, an issue that aimed to be looking at the way arts and media are used to promote democratic dialogue in the Western Balkans. In the past few years, art in Kosovo and the Balkans region has become a prominent way through which the on-going political, economic and social transformations and reforms of our countries are being examined, discussed or critiqued. Different exhibitions, exchange programs, public discussions have increasingly become new venues where and through which people are engaging in dialogue with one another, but also trying to become actively involved in our environments. For this magazine we had the cooperation of the Culturescapes festival, which shown the interest and the resources to publish as well the magazine in German and present it in other German-speaking countries. The magazine was

produced during the months of June, July, August and September and published on October 9th. The magazine, available in Albanian, English, Serbian and German, has ended up as new book on Arts in the countries of ex-Yugoslavia and Albania, with more than 40 high-quality in-depth journalistic stories. An event was organized in an alternative art venue to present this magazine, and to invite attendees to discuss the issues involved in the magazine in an informal and comfortable atmosphere. There has no been any publication of this kind ever before in Kosovo.

#7 Migration

The "Migration" issue, to be published on the summer of 2014, has got 148 pages and a total of 34 articles, including one photo-essay. The magazine covers the human history of Kosovo's migrations, with special focus on the 90s, as well including the previous decades of the 60s, 70s, and 80s. Enver Robelli analyzes the different waves of migrations, in the cover story of the magazine, "A second home." The changes that the 1999-war provoked in the on the composition of Kosovo's society and the new generations of the 2000s are as well captured through several stories, such as "The next generation," by our former online managing editor, Hana Marku. The "Migration" issue also examines other aspects such as the oppression of different groups of people who had to escape their homelands for a better life, yet to find themselves trapped somewhere else, in stories like "Finding a foothold," on asylum seekers in Serbia, by Valerie Hopkins, or "The long way to safety," by Bradley Secker, on LGBT individuals as refugees in Turkey. Other issues such as visa liberalization, repatriation, education, and arts are covered from the perspective of movement. To this publication have contributed a total of 24 external writers and 11 external photographers from or living in, linked to Kosovo and the region. The magazine will be printed and distributed due to a new agreement, throughout Europe in the United States. Once is printed, the company Ubiquitymags will distribute the magazine to around 20 bookstores in the U.S. In Europe, we have confirmed ten new bookstores in Europe, besides our current selling points in Kosovo and the region, which include distribution points in cities like Berlin, Tallin, Amsterdam, Oslo, Geneva, or Istanbul.

#8 Sports (upcoming)

Kosovar athletes are not allowed to compete internationally as all the others do around the world. Kosovo 2.0 wants to tell their story and spread their cause. You might not like running after a ball, or maybe you just don't like running. But haven't you felt the surge of emotion when your favorite team scored a goal, or when you cheered on friends on the playing field? Didn't you embrace people you didn't even know when you got a win? Sports have that power, but not everyone has access to them in the same way. Six years after the declaration of independence in Kosovo, recognized by more than 100 countries, including most EU members and the United States, Kosovar athletes are still denied opportunities to represent their country in international competitions. There is no Olympic Games for Kosovo. Nor are there world cups or master series for many of Kosovo's athletes where they can compete equally, as all the other athletes from all countries in the world do. It's not only Kosovar athletes that are deprived by this sad state of affairs. Ordinary Kosovars are being denied the right to dream, to enjoy, and to grow up with the aspiration and the ambition of being champions. Kosovo 2.0 is a media platform based in Prishtina, Kosovo's capital, willing to change that. We want to lobby for Kosovar athletes to be allowed to participate in international competitions under Kosovo's flag. We want to

publish an entire magazine, a book, telling the stories that Kosovo's athletes cannot express when on the pitch, the tatami, in the pool. The publication will be sent to the sporting world's most influential, decision-making voices to make them aware of Kosovar athletes' plight. Additionally, it will be distributed to prominent personalities in the hope of inspiring them to take up the cause of Kosovo's sporting men and women. Our publication will serve to document the triumphs history has shown us can happen when the chance is given.

Webstats, Analytics, Facebook and distribution expansion 2013-2014

According to our data base of Google Analytics, www.kosovotwopointzero.com has obtained between the 1st of January of 2013 and the 31st of December of 2013, a total of 105.910 unique visitors. In 2012, Kosovo 2.0 obtained 92.815 unique visitors in total. If we analyze the peaks on the data, we obtained more visitors (and probably many new visitors) coinciding with some specific events during this period: the publication of our first feature stories, the organization of Autobahn 2.0 in Tirana and the launch of the new website at the end of May, the production of live-coverage for several big events, and the launch of our magazines on Public Space and Balkart. Our actions seem to be working in order to achieve our medium-term goals of growth, consolidation, and regional expansion.

Since middle-2013 we have also started published 50% of our posts on our Facebook page in Albanian language with the link of the Albanian version of the piece in the website, in order to specially reach younger generations who usually read news in Albanian directly from their social media channels. Kosovo 2.0 average number of daily readers is of around 2.000 unique visitors per day. Since the beginning of 2013 Kosovo 2.0 main social media distribution channel, Facebook, has experimented a growth of 3.000 more followers, a total in this reporting period of 9.735 followers.

The main original location of our readers is Kosovo, followed by audience from USA, Germany, Serbia, Albania, United Kingdom, Switzerland, France and Macedonia, in this order. This list of international countries can also be interpreted as an indicative of individuals from the diaspora that use our page to keep connected to the current social and political changes of Kosovo. At the same time, Kosovo 2.0 has a big international audience from the international community working and living in Kosovo, due to our translation of contents also in English. Comparing this first data from 2013 to the one in 2012, we can see that we have always a permanent average of a 45% of unique (returning) visitors, and around a 55% of new visitors (which are different new visitors from one year to the other). It means our capacity to maintain and reach a bigger audience is strong.

During the year of 2013, Kosovo 2.0 has made great efforts in order to increase the number of distribution or selling points in Kosovo and in the region. This has resulted in 35 selling points, all Rilindja kiosks around Kosovo, all Meridian Express supermarkets throughout Kosovo and so on. Follow the link for the list of distribution points: <http://www.kosovotwopointzero.com/en/selling-points>. The magazine is also distributed in other countries, including Albania, the Netherlands, Switzerland and Austria. As for distribution, 1.196 "Public Space" issue copies have been distributed in total, and 1.124 copies have been distributed from the "Balkart" issue.

In this period and through the production of all these online and printed contents, Kosovo 2.0 has definitely increased the capacities of the team, especially reaching new audiences, as well as the organizational capacities, as we have developed a bigger editorial plan and kept the quality of our publications. We can say the project has been 100% implemented

and the path has been set towards becoming the center for social, political and cultural commentary in the Western Balkans region.

2014

During the first half of 2014, 54.342 users, 60.2% of which were new visitors, have visited www.kosovotwopointzero.com. Kosovo 2.0 online main visitors come from Kosovo (44.72% of the sessions are done from Kosovo), USA (10.29), Germany (6.04%) and other countries of the Balkan region including Serbia (4.19%), Albania (3.25%), and Macedonia (1.78%).

Cities from which the website has been most visited include as well Tirana, Belgrade, New York, Berlin, Paris, Vienna or Zurich. In 2014, Kosovo 2.0 will reach all these cities and more in an intensive plan of distribution to reach readers across the Balkan region, and beyond to Europe and USA.

The "Migration" issue and next editions of our magazine will be distributed in Europe and the United States. We have already secured distribution in more than ten countries in Europe (from Estonia, to Netherlands, to Turkey, Serbia, Albania, Germany or Switzerland).