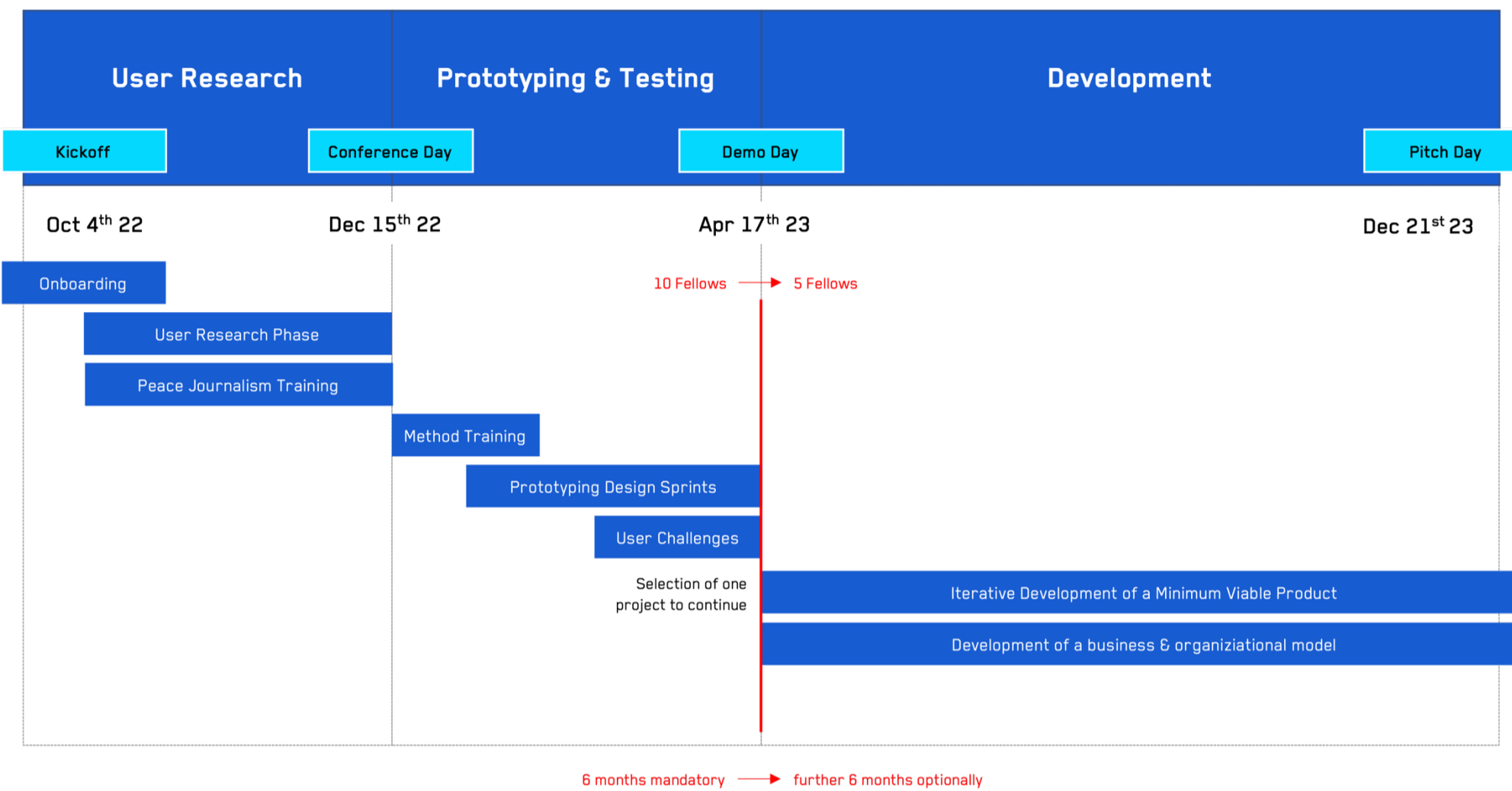


# PROGRAM PLAN



The Media for Peace Fellowship is sectioned into three distinct phases: (1) The User Research phase of 3 months, (2) The Prototyping & Testing phase of 3 months, and (3) The Development phase of 6 months.

In the first weeks of onboarding the participants will connect with the other project fellows, the Media Lab Bayern team and all tools and methods they will use during the project time. A max. of 10 fellows will work in varying group team settings throughout the program. During the onboarding weeks the participants will also meet the coaches and mentors that will guide and support them throughout the program.

After the team is all set, the participants will research the needs, motivations, current problems, and potential solution themes of the media users in Afghanistan and Lebanon (User Research phase). During this time they will be trained in the topic and methods of peace journalism. At the end of the User Research phase the participants will attend a conference day where they will present their findings and works to a broader crowd.

With the data and insights they gathered the participants will start building multiple prototypes and testing them with real users on a weekly base (Design Sprints). In an iterative way they will further develop potential solutions that cater the needs they elaborated in the user research. With the last couple of weeks developing the prototypes, the Media for Peace team will challenge the participants to reach out and bring in the first people using their product/platform as early beta users. On Demo Day on April 17th 2023 the Media for Peace team will select the most promising and successful prototype for further development in the development phase. The selected project will be continued with up to max. 5 fellows who want to proceed working on it until the end of 2023.

During the development phase the participants will develop a minimum viable version of their product/platform. They will get coached to develop a functioning and stable business model, and, they will build a working organizational model. At Pitch Day on December 21st 2023 the participants will pitch their project to a broader crowd. After the program ends, they will have everything set up to run a new media

# WEEKLY SCHEDULE

MON	TUE	WED	THU	FRI	SAT	SUN
<p><b>Sprint Planning</b></p> <p>***</p> <p>90 min</p> <p>10:00 am (CET) 11:00 am (EET) 12:30 pm (AFT)</p>	<p><b>Daily Standup</b></p> <p>***</p> <p>30 min</p> <p>10:00 am (CET) 11:00 am (EET) 12:30 pm (AFT)</p>	<p><b>Daily Standup</b></p> <p>***</p> <p>30 min</p> <p>10:00 am (CET) 11:00 am (EET) 12:30 pm (AFT)</p>	<p><b>Weekly Retro</b></p> <p>***</p> <p>120 min</p> <p>10:00 am (CET) 11:00 am (EET) 12:30 pm (AFT)</p>	<p>Self-orchestrated project time</p> <p>or</p> <p>Self-orchestrated weekend time</p>	<p>Self-orchestrated project time</p> <p>or</p> <p>Self-orchestrated weekend time</p>	<p>Self-orchestrated project time</p> <p>or</p> <p>Self-orchestrated weekend time</p>
<p><b>Team Coaching</b></p> <p>***</p> <p>90 min</p> <p>01:00 pm (CET) 02:00 pm (EET) 03:30 pm (AFT)</p>	<p>Self-orchestrated project time</p>	<p><b>Workshop or Networking Session</b></p> <p>***</p> <p>90 min</p> <p>10:30 am (CET) 11:30 am (EET) 01:00 pm (AFT)</p>	<p>Self-orchestrated project time</p>			
<p>Self-orchestrated project time</p>		<p>Self-orchestrated project time</p>				

The program is designed in a way that will push the participants to work out new insights and results every single week – a week being called 'Sprint'. They will check-in with the Media for Peace program manager on 4 out of 5 workdays. They will attend various meetings with the other fellows. Mondays they will start a Sprint by planning the week as a group in a moderated 90 minute planning workshop. Following up, the participants will have a workshop, coaching, or input session within the group/team they will be working throughout the week. After 30 min check-ins (Daily Standup) in the morning on Tuesdays and Wednesdays, they will have a workshop or networking session each Wednesday. There they will meet interesting people, broaden their network, learn relevant skills and techniques or co-create new digital products/services with experts worldwide. In a weekly retro session the participants will gather with the other fellows and reflect on the results of the week. The Media for Peace team estimates the weekly workload with a total of 40 hours. The blue blocks in the schedule highlight fixed and mandatory sessions the participants will have to attend each week. The grey boxes highlight time slots where they can manage their work self-orchestrated and in coordination with the other fellow team members.

*For the case that times and dates change, all participants will get notified immediately by our team.*

*For any questions, please contact Mate Raspovic via [mate@media-lab.de](mailto:mate@media-lab.de) or phone: +49 89 689 99 289*