



Auswärtiges Amt

elda european leadership and debate academy

lead & debate academy mena
2024



executive summary

Lead & Debate Academy (LDA) trains and empowers around 150 Arab and German young leaders from 4 countries/regions to become future political leaders.

We, the elda, are more than ever convinced that a peaceful future is only possible through empowerment and inclusion of pluralistically inspired young leaders and the strengthening of democratic change in societies.

The participants are young leaders or would be leaders from Lebanon, Jordan, Palestinian territories and young leaders from Germany (age: 18-29) who want to drive democratic change in Middle Eastern societies by engaging democratically. We empower, activate and connect Arab young leaders with like-minded young leaders from Germany.

The program consists of three phases, starting with a digital summer school, then continuing with live trainings in Lebanon, Jordan and Germany and ending with a final networking week in Berlin and a public debate event. The participants will not only learn and enhance their communication and leadership skills but also develop their own digital video formats to further visualize their topics on social media.

project phases

Phase 0: Participant acquisition and selection | 26.06.2024-15.07.2024

In order to participate in the program, an application phase will precede the measures. In the application, in addition to their CV and letter of motivation, applicants should create their own video in which they present themselves and a solution for how young people in their region can be more motivated to participate in politics. In addition, the application form identifies and asks participants what they think is needed to get other young adults interested in political discourse. In this way, the project team can ensure that the participants' expectations are congruent with the planned measures and learning content and thus adapt the content to the needs of the participants. In addition, we will create a catalog of values that must be read and confirmed - with a focus on democratic values such as freedom, especially freedom of expression, justice and equality.



We already focus on the needs of young women during the selection process - not only by ensuring a sufficient number of female participants, but also by designing the topics.

We offer 20-30 places for participants from Germany.

Phase I: Online seminars: Digital Summer School | 15.07.2024-15.08.2024

In Phase I, min. 150 participants will be taught by proven experts in the areas of storytelling, democratic debate culture, rhetoric and non-verbal communication. The focus is on applying these skills in the spirit of democratic discourse in order to consolidate democratic values and culture on the one hand and contribute to positive change on the other. The first phase therefore focuses on the digital and media preparation of the theoretical knowledge taught.

As part of the masterclasses, we would also like to offer a protected space for female participants only. There should be time for the female participants to discuss relevant topics among themselves and develop solutions for the biggest challenges together.

Following this phase, the participants apply for the second phase by means of a short video or an alternative digital medium.

Masterclasses:

Tuesday, 16. July 6 – 9 pm	Kick Off & MC 1: Input Chris
Tuesday, 23. July 6 - 9 pm	MC 2: Sabine Advocacy? Policy Making in MENA?
Thursday, 25. July 6 – 9 pm	MC 3: Jessica storytelling & rhetorics: create the perfect speech
Tuesday, 30. July 6 – 9 pm	MC 4: Q&A Rowan & Jessica
Thursday, 8. August 6 – 9 pm	MC 5: Chris how to debate: winning every argument
Tuesday, 13. August 6 – 9 pm	Kick Out & MC 6: Input Steffi: Self- Empowerment

Deadline for applications for phase 2: Tuesday, 06. August

Hand in your own video (up to 2 min) with a speech on a topic for young adults that needs to be discussed!



Phase II: Face-to-face seminars | Berlin, Amman & Beirut |

Berlin: 9. – 11.09.2024 > for German participants

Beirut: 16. – 18.09.2024 > for Lebanese participants

Amman: 19. – 21.09.2024 > for Palestinian and Jordanian participants

In Phase II, the selected participants (up to a maximum of 20) will be trained in presence, with a team in Germany and a team in Lebanon and Jordan. The aim is to train the participants to present their own topics convincingly and coherently in front of the camera and to develop their own social media formats for publication. This enables the project to have a wide media reach. Furthermore, it creates digital meeting places for joint exchange and democratic discourse. Once the videos have been published, 50% of the decision to take part in the final phase will be made by a jury based on predefined criteria (reach of the video, quality of the content, digital preparation, storytelling, promotion concept, etc.) and 50% by the likes received. In this way, we want to ensure that the content reaches the target group outside of the participants as widely as possible. The creators of the selected clips (up to 10 participants) will be invited to Phase III of the project as finalists.

Phase III: Final Week | Berlin | 2.12.2024 - 6.12.2024

In the final seminar of Phase III, the finalists - from the MENA region and Germany - will meet in Berlin. In Berlin, they will receive targeted individual support in coaching sessions, take part in networking events with German politics, media, administration, business and non-profits, and compete in a public debate format at a festive closing event. Here, they are allowed to present a topic of their own choice that particularly addresses the issue of political participation of young people and/or offers an innovative solution. In a moderated debate, their arguments must be presented convincingly and coherently to a public audience. A jury ultimately decides on the winners.

The participants are encouraged to document and publish this phase. Professional documentation and publication will also be organized.

about elda

A functioning democracy requires more than procedural rules or accountability. Democracy is a process of value-driven interactions. It rests on attitudes and on the arts of debating and civil engagement. In short: democracy is not possible without leadership and public communication.

Since 2014, elda – european leadership and debate academy addresses these issues by engaging young leaders from South-Eastern Europe in an innovative learning experience, offering skills and instilling attitudes that empower a new generation of responsible and active citizens.

For more information, please visit
www.eldacademy.org



elda team

For over 12 years, Stahlmedien coaches and consults international companies as well as CEOs, MPs and MEPs and international NGOs. Stahlmedien develops sustainable, social campaigns as well as innovative learning experiences. The Berlin-based consultancy also offers week-long seminars and handmade interactive projects that empower a new generation of responsible and active citizens all over Europe.

Stahlmedien CEO Christian Stahl also founded elda – European Leadership & Debate Academy, which cooperates with the Federal Foreign Office of Germany to drive social change and empower and engage young leaders from civil society, media and politics in South-Eastern Europe. In 2012, Stahlmedien received the Innovation Award of the German Federal President, “Land der Ideen”, for the digital debate platform sagwas.net. Furthermore, Stahl is a lifelong member of the debating society Oxford Union.

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