

## Berytech Media Training

Climate reporting for Lebanese journalists

*“For journalism to help society self-correct, it’s not enough to be a watchdog to increase awareness or produce outrage about problems. We need new and better recipes. For society and also for journalism to thrive, it needs to be regularly highlighting with rigor new ideas and models that are showing results against our most pressing problems.”*

David Bornstein, co-founder of the Solutions Journalism Network

*“We live in a system that, by default, breeds delusion from multiple sources. This delusion needs to be countered by more accurate, balanced and solutions focused stories that people can also engage in.”*

Bobby Duffy, Director of the Policy Institute, King’s College London

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# 1 Introduction

The scientific data has been clear in the latest year highlighting that the Mediterranean is one of the most vulnerable regions in the world to the impacts of global warming. The Intergovernmental Panel on Climate Change (IPCC) already pointed it out in 2013 and the First Mediterranean Assessment Report (MAR1) published in 2020 shed more light into that alarming situation.

Despite the urgency of the topic, the media does not always give space in their publication to talk about climate change and its interlinkages with all aspects of our lives. When the topic has some space, it is normally in the science and environmental sections highlighting negative aspects such as natural disasters or the backlashes of climate change into the environment.

Furthermore, Lebanon is currently going through one of the worst economic crises in history, adding that to the climate change crisis in the region. That situation is complicating the work of journalists and shadowing climate reporting. In this context, Berytech sees the need to support Lebanese journalists in increasing and improving their climate change reporting skills.

**Berytech** is an ecosystem for entrepreneurs, providing a dynamic environment for the creation and development of start-ups and SMEs, fostering innovation, technology and entrepreneurship in Lebanon. Berytech serves as a nucleus in connecting different stakeholders in the ecosystem and it strives to influence policymakers and legislating bodies to issue laws that benefit the ecosystem.

In collaboration with **REVOLVE** – communication group based in Brussels, Barcelona and Vienna fostering cultures of sustainability, Berytech will seek its first stone supporting the Lebanese media landscape to produce more impactful and constructive climate reporting.

## 2 Description of the media training

Berytech in partnership with REVOLVE will organise two days online training of two hours the 2<sup>nd</sup> and 3<sup>rd</sup> of February 2022 delivered in English followed up by a month of mentorship with weekly check-in with the participants. The training will support Lebanese journalists producing more impactful reporting around the topics touched in the training, focusing on the solutions and innovations developed to tackle economic and environmental challenges.

Facilitated by REVOLVE, the training will offer a space for Lebanese journalists to increase their knowledge about agritech (water, energy, food and environment) and cleantech, in a collaborative environment together with experts in the topic. The training will follow a solutions journalism methodology, going beyond what's wrong around climate change and adding rigorous coverage of solutions. "Solutions stories don't celebrate responses to problems, or advocate for specific ones; they cover them, investigating what was done and what the evidence says worked and didn't work about it, and why. They report on the limitations of a response.", as the Solutions Journalism Network explains.

Trainees are expected to produce a journalistic piece after the training using the weekly mentorship offered as a tool to improve the stories. The author of the best piece coming out of the training will be awarded.

### 2.1 What is expected from participants?

As an outcome of the training and one month mentorship, it is expected from the participants to produce a journalistic piece building up on the knowledge and insights gained focusing on to topics tackled – agritech (water, energy, food and environment) and cleantech. The pieces will be presented in any of the following media formats match the requirements described below:

1. **Online & Multimedia:** an illustrated article (with or without photos, videos, links) or a complex multi-format production mixing video, photos, sound recording created for digital platforms (not a web edition of another media format), including social media.
2. **Print:** a long-read piece or page-length spread with multiple elements.
3. **Radio:** a radio report from 6 to 12 minutes or a coherent series of short reports.
4. **TV:** a video report (6 to 12 minutes) or a coherent series of short videos created for television.

## 2.2 Award evaluation criteria

The pieces produced as an outcome of the training and mentorship will be evaluated by an external jury, who will select the best one according to the criteria established. Evaluation criteria will focus on the journalistic quality and format criteria, the depth of the investigation, the perspectives provided in the story, the publication in a media outlet/platform and whether the journalist has included elements of solution / constructive journalism.

The **best piece** will be awarded with a long-term prize becoming a regular paid freelancer for Berytech producing 2-3 editorials per month. The **second-best piece** will be published in the AMWAJ community space **Tayyarat**, in REVOLVE Magazine and in Berytech's website as well as on the corresponding social media for each platform. Both winners will have a distinguished presence in the following edition of **AMWAJ Tabadul** coinciding with World Water Day 2022 having the platform and opportunity to share with a community of journalists and communicators their insights to produce the winning piece.

## 3 Objectives

The training will initiate journalists to the basic elements needed to cover agritech and cleantech topics considered rather as new media interest in Lebanon. The workshop and mentorship aim:

- To provide tools to journalists to produce solutions driven reporting
- To give insights about success stories on agritech and cleantech in the Lebanese context
- To raise awareness among citizens about the solutions and innovations developed in the fields of agritech and cleantech (agri-food, water, energy, environment)
- To raise awareness among younger generations about the tools available to tackle climate change related challenges
- To connect and engage Lebanese journalists around the topics of innovation in the agriculture, water and energy sectors.

## 4 How to participate

Lebanese journalists with a proven track record or interest in environment and climate change topics are invited to apply to participate in the Berytech media training filling in [this online form](#) by the 5th of January 2022. Applicants will be notified by the 14<sup>th</sup> of January with the outcomes of the selection process.

Each participant should be able to bring different points of view, expertise, and knowledge on the selected topic to the discussion. Selected applicants will take part in the online training the 2<sup>nd</sup> and the 3<sup>rd</sup> during two hours each day and will have a continuous mentorship during the following month as a training follow up.

### 4.1 Eligibility criteria

- Being Lebanese
- Having a high English level
- Being a working journalist in a media outlet of any type
- Minimum 3 years of working experiences as journalist
- Having track record or interest of reporting in innovation in the agriculture, water and energy sectors
- Ability to attend the online training