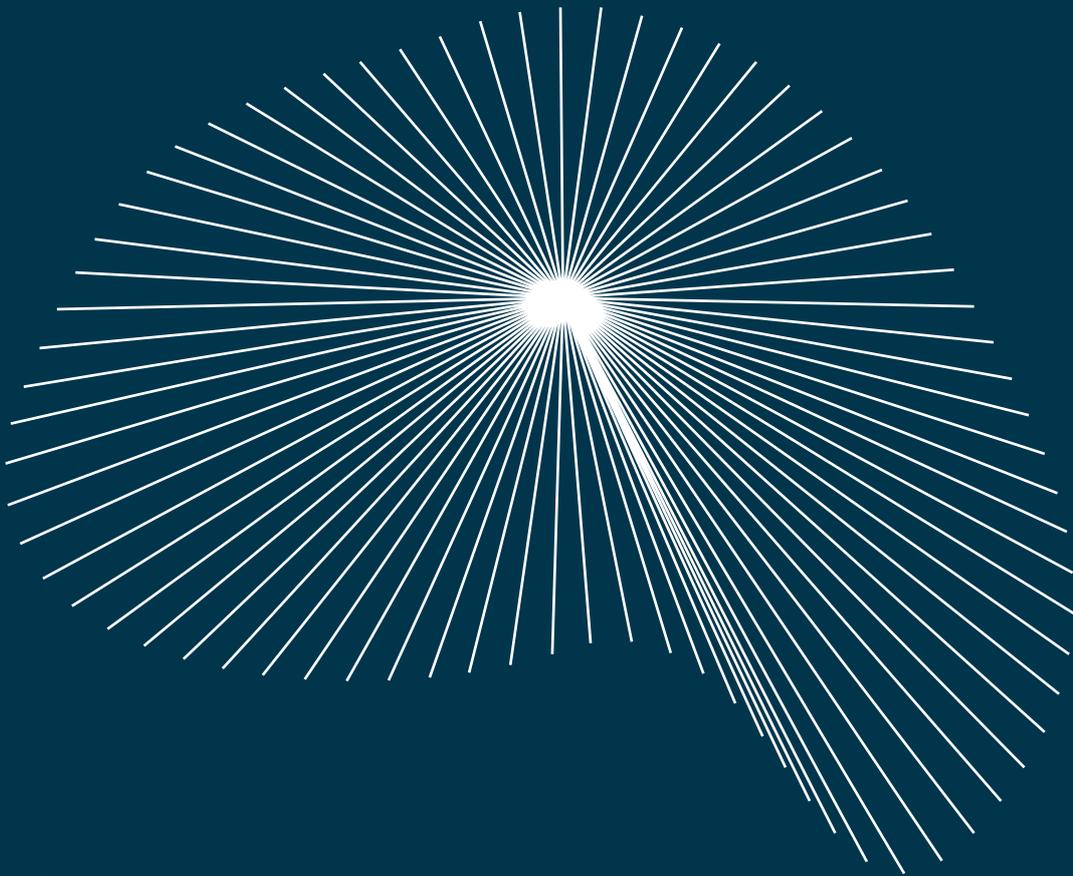


# STATUS REPORT 2016



**CAFEBABEL**  
Europe in real life

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# OUR ACTI— VITIES

## OUR MISSIONS

### EUROPEAN CITIZENSHIP

European citizenship is at the heart of Cafébabel's missions; speaking to young people about Europe, keeping citizens informed and discussing the Europe we would like to build together are all part of our original ambitions.

### PARTICIPATIVE MEDIA

With our participative media, we defend the freedom of expression and encourage participation through writing and diffusing non-institutional content. All of our content is available for volunteer translators to work on, which allows our readers to read the magazine in 6 different languages.

## OUR PROJECTS

### MEDIA EDUCATION

Each year we train editors, contributors and translators in journalistic practices through our long-distance activities and our specific projects.

### EUROPEAN REPORTING

In sending both amateur and professional journalists in the field, we support unique European reporting. Projects such as **EU TOO!** or **Beyond91** demonstrate the quality and originality of these initiatives.

### INTERNATIONAL

Since 2010, we have been developing collaborative European projects that allow us to internationalise our activities and involve our local teams in the evolution of our project. Contacting organisations abroad allows us to enrich our practices.

# THE TEAM



*Led by the director, the team is capable of developing projects all over Europe without getting disoriented!*

A motivated team to develop European citizenship!

- 6 staff members
- 8 *service civique* volunteers, of which 2 are in Brussels
- 9 board members
- Network consisting of 1,500 volunteer contributors

Cafébabel's strength is its team... and its indispensable network of babelians, ready to follow us in our adventures.

None of this would be possible without the efficient teamwork that we owe to the European editorial board.

# PARTICIPATIVE MEDIA

## HOW DOES IT WORK?

On the Cafébabel website anyone can pitch an idea for an article. However, before the article is published, the editorial line and angle of the article have to be agreed upon. Each citizen can publish an article on their profile and share their ideas, opinions and experiences. The citizen can then ask to have their work published in a thematic group and the magazine section of the website. The editors receive these requests and get back to the contributors to let them know whether changes need to be made, or if the article is suitable for publication. If an article is not published in the magazine section, a banner is displayed to indicate that it wasn't verified. In this case, the article is only visible on the contributor's profile and not in the magazine.

Any volunteer with a Cafébabel profile can translate an article into their mothertongue and create a translation portfolio. The articles available for translation are displayed in the 'articles available for translation' section of the 'participate' page. Contributors can then choose to translate a subject they are interested in. Editors then receive the translations, check them, correct them and publish them.

Finally, members of the network can communicate with one another via the website. Editors, translators, writers, local team members, photographers, readers; anyone with a profile on Cafébabel can send a private message using their profile. Editors also use this system to supervise contributors, reach out to them, help them with the editing process or the translation of an article, or simply thank them for their contribution.

## PUBLISHING PARTICIPATIVE

### ARTICLES

We have published 2,227 articles in the magazine in their original languages. Each article revolves around a current European theme, and is classified under various sections such as: culture, economics, world, society, politics, travel as well as the 'Mind the Gap', 'Meet My Hood' and 'Behind the Numbers' columns. Each article has its own creative format. It can be brief, focused, an opinion piece, an interview, a video, a photo gallery, and so on.

Over 80% of these contributions have been published in six languages: German, English, Spanish, French, Italian and Polish. This means that a large part of these 2,227 articles have been translated in five languages. 3,749 translations were published in the magazine in 2016.

The number of articles published in the magazine doesn't take into account the activity of the contributors network. Articles published in various groups don't get professionally edited like those in the magazine, but young citizen journalists are supervised on a day-to-day basis by our editorial team in Paris. Since 2013 our website has allowed more spontaneous contributions and encouraged contributors to gather on a thematic group or geographical location.

## REPORTING IN THE FIELD

The editorial activities became diversified when a larger reporting project was underway, and Cafébabel undertook one major project in 2016. We sent 20 amateur journalists to do field work for four days in four European cities. The journalists teamed up in international groups of five and were welcomed by our local teams to discover and analyse European realities 'on the group', as well as exchange their multicultural points of view. The project EU Too! was created to analyse the tendencies of anti-establishment politics, stemming from the left and right. For us, it was a way to meet those on the margins of EU politics; those who reject and contest it.

## THEMATIC GROUPS

To reinforce the participative aspect of the website, articles that aren't published in the magazine (and therefore not vetted by an editor) are available to read in the 'community' section of the website. Contributors can publish their content (translations, articles, etc.) on their personal profiles and suggest placing them in a relevant thematic group. The groups and the contributors leading them take on an editorial role: they select content, correct articles, enrich the articles or suggest changes. The best contributors, or those that bring a fresh and interesting European perspective, are selected for publication in the magazine. These are the articles that are edited by our team of professional journalists/editors.

Our editorial team makes sure to clarify the intention of a group and its members' motivation before the group is created. They help the participants all along the way, and accompany them as well as make sure that Cafébabel's editorial line is respected.

This system allows us to work more easily with civil society projects. It allows us to reach out to educational projects that share our values and publication tendencies.

Many groups were created in 2016, and touched on various subjects from addressing Brexit to gender issues across Europe.



## FOCUS : MIND THE GAP

Mind the Gap was launched in 2016, and focuses on feminism and gender issues. The goal of this project is to address these themes through European stories, highlighting different lifestyles through a young, pan-European perspective. The aim is to bring awareness to gender inequality.

# KEY NUMBERS 2016

**6** publication languages

**5,976** articles published on Cafébabel

**2,227** articles published in the magazine

**20** local teams across Europe, 1 new team in Aarhus (Denmark)

**20** trained journalists on the ground, 4 reporting projects in groups

**1** media partnership Beyond 91

**1** European collaborative project with 22 young participants from 8 different countries.

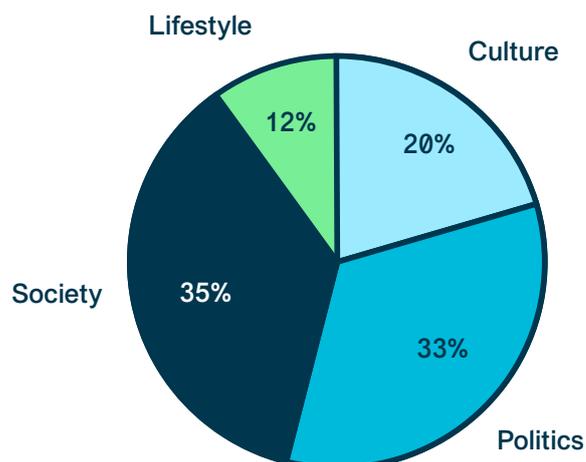
**1,5K+** volunteer contributors

**250K** unique visitors on average per month

**22K** followers on the Cafébabel Facebook pages

**14K** followers on the Cafébabel Twitter pages

## DISTRIBUTION IN OUR FOUR MAIN SECTIONS:



# LOCAL TEAMS

Outside of the magazine, contributors can team up to create local teams and publish content that revolves around that location. At the end of 2016 we had: 20 teams, of which 10 were active, and about 120 contributors.

The editorial team tries their best to integrate the content created by the local teams in the magazine. These teams are visible on Cafébabel's homepage and most teams have their own pages on social media. Valuing content from these local teams is one of our ways to motivate citizen journalists.



# EU TOO!

Through the *EU Too!* project, Cafébabel went to meet those on the margins of EU politics; those who reject and contest it. Whether its questions on TTIP/TAFTA, immigration, environment, the digital world or European values, all of these unhappy European citizen have something in common: they are rejecting European politics. We met these disliked, underrepresented, disillusioned citizens in their homes, in the street, in their neighbourhoods to see their lives and what was grinding their gears. We listened to them and gathered their voices to establish (or reestablish) a link between their demands

and European institutions, in order to include them in the European debate. In 2016, we sent 20 amateur journalists on a reporting assignment for four days in four European cities. The journalists formed five international groups and were welcomed by Cafébabel's local teams and local fixers to discover and analyse European realities on the ground, and change their multicultural points of view.

This is the meaning we wanted to attach to *EU Too!*, because those disappointed by Europe are also European citizens!





*EU TOO! participants in Budapest*

# TALKING ABOUT CO— OPERATION

After the success of our seminars—where participative media organisations gather—in 2011, 2012, 2013, 2014 and 2015, Shake Up Europe! invited us to test the experience again in 2016 with Talking About Cooperation.

In 2016, we emphasized the development and framing of volunteers by accentuating the training

offered to young leaders that lead Cafébabel's local teams all across Europe. We organised a three-day training course in Budapest in January 2016 to teach them how to manage European projects and international cooperation. *Talking About Cooperation* gathered 22 young leaders from eight different countries that work for various organisations that focus on citizen media.



*Talking About Cooperation workshop*

# BEYOND 91

After the successful projects *Beyond the Curtain* and *Balkans & Beyond*, Cafébabel Berlin decided to take on *Beyond 91*. This project is a series of seven long-form articles in countries of the old Soviet bloc. 25 years after the fall of the Soviet Union, the Berlin team wanted to give a voice to the “Perestroïka generation”. Seven accounts without borders that show the outlook of 14 different journalists and photographers coming from Russia, Ukraine, Moldova, Belarus, Latvia, Estonia and Lithuania.

As the Soviet Union steadily imploded, these so-called “Perestroïka babies” were growing up on the far side of the Iron Curtain. From Russia to Ukraine, from Moldova to the Baltic States, these “new kids on the Eastern Bloc” were all experiencing something similar: a Soviet upbringing, one that split their time between Young Pioneer camps and queuing in front of empty supermarkets. Until 1989. While becoming teenagers in a society experiencing chaotic transition, they quickly had to learn what freedom really meant to an era of accelerated capitalism.

BEYOND  
91  
BY  
CAFÉBABEL

POST  
PERESTROIKA  
BABY!

# #ASK

Project #ASK is designed to address to develop eParticipation as an instrument to foster young people's empowerment and active participation in democratic life – by turning the traditional model of stand-alone eParticipation platforms on its head. Instead of expecting youth to search for and find pre-existing discussion platforms, #ASK will go directly to the conversations that young people and politicians are already having – in isolation from each other – on the popular online social media network Twitter – which has been described as “the SMS of the

Internet” and boasts more than 284 million users. Whilst a growing number of politicians/policymakers use Twitter, they rarely intersect and engage with young people. Stuck in the traditional top-down communication mode, they tend to ‘push out’ views – often in large and difficult to digest formats. At the same time, whilst young people use Twitter, their discussions are often fleeting and unstructured, responding to issues as they arise rather than feeding into and informing policy discourse.



#ASK (Augmenting Social talk) is a Twitter based platform to empower, engage and activate young people in the European Union's democratic life.

Share your views on Europe?

Engage with your EU policy-makers?

Use #ASK and make your voice count!

It's time to TWEET up!  
Follow us on Twitter  
@ASK\_youth\_UK

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CAFÉ BABEL  
UX Passion  
21c

This project has been funded with support from the European Commission. The publisher cannot be held responsible for the views or the content of the articles and the Commission cannot be held responsible for any copyright issues that may arise from the reproduction of the content.

# THE BOOK: XYZ

Six languages, 20 local teams and more than 1,500 contributors a year – it's clear that cafébabel has come a long way since it was founded in 2001 by a handful of Erasmus students in Strasbourg. As Europe's first participatory online magazine, our work has so far been exclusively published digitally. For our 15th anniversary, we wanted to shake things up a bit by giving ourselves an unprecedented challenge: we wrote a book. A real one! With paper and ink and everything. You've got to admit that's pretty cool. XYZ is a viewpoint showcasing how the Euro-Generation sees Europe "in real life".

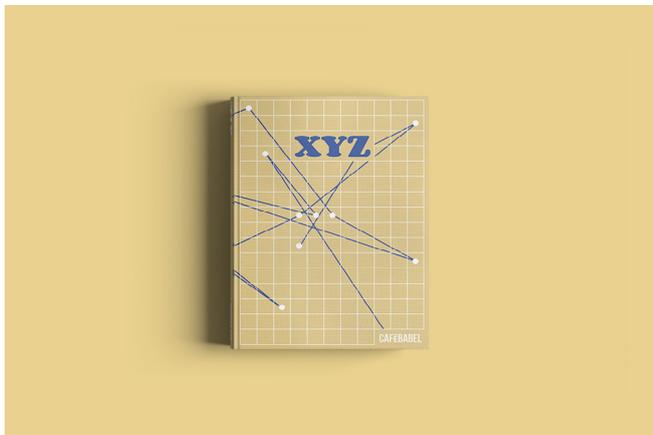
XYZ is a conversation between text and photography, where contemporary photojournalists reinterpret articles that have been published by our writers over several years of hard reporting across the Old Continent.

XYZ is a reflection on European identity addressed to three generations: X, Y and Z. It's a bridge between those who knew Europe as it was yesterday, those who inhabit it today, and those who might define what it will become tomorrow.

The book came out of a desire to present readers with an alternative format to compliment our online content, which has been our sole way of working for our 15-year existence. We wanted to produce a beautiful, lasting object – in contrast to our usual interactive, online media. The publication of such a work is equally a way of extending the life

of our content, celebrating the hard work of our contributors. In this way, we also hope to prove that the kind of participatory online journalism that cafébabel produces is synonymous with journalistic quality. Finally, in order that the book better mirrors the multilingual nature of our magazine, the English translation of each report will be published alongside its original language version.





XYZ book



# WE WERE THERE!

Babel International's team took part in several external events in order to increase its visibility and broaden its network. Here are some examples:

- YoFest 2016: The Strasbourg team took part in the 2016 YoFest in Strasbourg. Classical media partnership (visibility exchange, event promotion on social media) and wrote two articles.
- European Youth Award 2016: The Vienna team took part in EYA 2016 in Graz. Classical media partnership and one article.
- EVS Film Festival: Participation in the 4th edition of the EVS Film Festival organised by Erasmus+. Classical media partnership and coverage of the event through an article and a video.
- European Conference on Plurilingualism: Participation in the 4th edition of the European conference on plurilingualism in Brussels. Presentation of CB at a conference for this event.
- Festival de Cognac: One team member of Cafébabel Berlin participated in the literature festival in Cognac. Visibility exchange on social media and a presentation of CB at the event.
- European Rendezvous in Strasbourg: Creating a partnership with RDV européens de Strasbourg. Classical media partnership as well as sending a journalist on the ground for 2 days to cover the event.

One article and presentation of CB in a conference.

- Athens Democracy Forum: President of Cafébabel participated in Athens Democracy Forum, organised by the New York Times. Presentation of CB at location.
- Europanova: Classical media partnership and participation in the Europa conference. A journalist presented CB at a round-table.
- Millennials Festival: One journalist participated at the Millennials Festival in Sienna. Our journalist took part in a round-table discussion and presented CB.
- Civis Media Prize: One journalist participated at the Civis Media Prize in Berlin as a member of the jury.
- A Soul for Europe: President of CB and one journalist took part in conference, organised in Berlin. Presentation of CB.
- Médecins du Monde: Participation and intervention of one of our journalists at the MDM general assembly. Presentation of CB.
- Maison de l'Europe: Collaboration for the presentation of Sébastien Vannier's book at the Maison de l'Europe in Paris.
- European Alternatives: Participation at the Transnational Media Forum in Berlin, organised by European Alternatives. Presentation of CB at a round-table discussion.

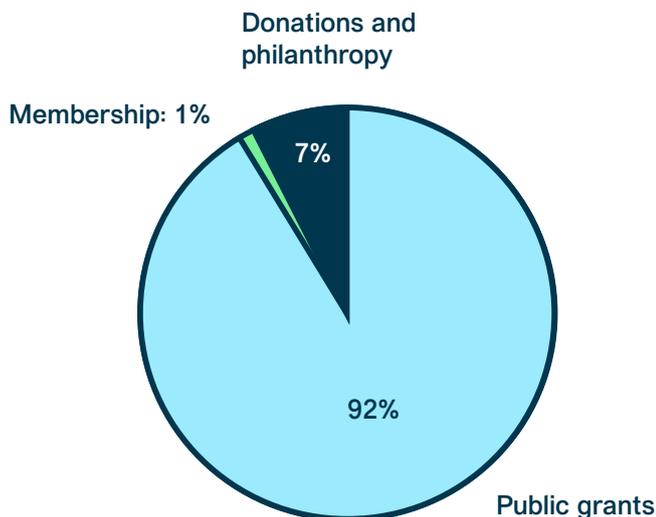
# FINAN— CIAL REPORT

## MAIN INDICATORS:

Revenue: 326 090 €  
Operational costs : 300 235 €  
Payroll: 240 211,26 €  
Government grants: 298 547 €  
Result: 25 856 €

## ORIGINS OF OUR

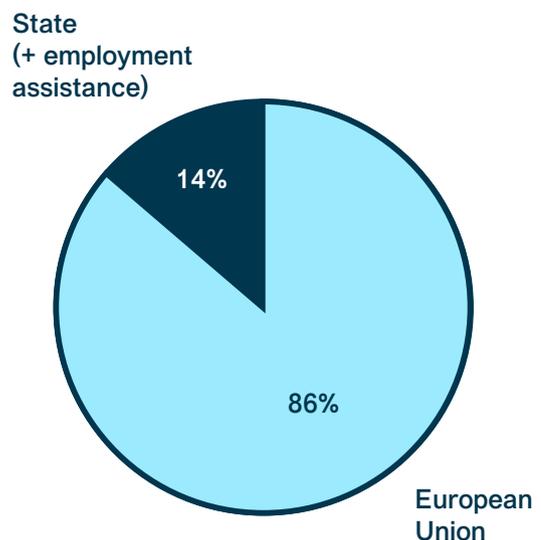
## FINANCIAL RESOURCES:



## OUR ECONOMIC MODEL

Most of our funding comes from government grants, which we use to develop our activities, even if we have to find subsidies that require different project applications. Our operation grants are about 50% and we try to diversify our resources. We hope to find an economic model that depends 90% on public funding and self-financing. We are thinking about new ways profit models and how to develop our private finances.

## PUBLIC FUNDING:



# WHERE TO FIND US?

If you want to know more, don't hesitate to visit the Cafébabel team!

**226 rue Saint Denis**

**75002 Paris**

Visit our website and become a participant:

**[www.cafebabel.com](http://www.cafebabel.com)**

Subscribe to our newsletter:

**[contact@cafebabel.com](mailto:contact@cafebabel.com)**

and follow us on social media

**[Facebook and Twitter](#)**

