

Media information

Capacity building impact on Euronews

SNV tells the stories of poverty reduction worldwide

Tirana, 20 October 2009- SNV and the international, multi-lingual news channel, Euronews, have entered into a media partnership called 'Making a Difference' to raise awareness of its work worldwide and invite like-minded partners to work with us in the future. The initiative comprises five short video reports which will be broadcast on air and online. The series will expose the world's biggest problems affecting people around the globe, such as the energy crisis, water, sanitation and hygiene shortages, the gap between rich and poor and the impact of the global financial crisis on developing countries. Each vignette will highlight local solutions by featuring the response of interesting, engaging individuals and organizations that are "making a difference".

The vignette series will be launched at the 4th European Development Days 2009 (Stockholm, 22-24 October 2009), and will be broadcast on Euronews from October 19th until 27th December.

If you can't watch the vignettes on television, you can also see them online on www.snvworld.org and on www.euronews.net. They will be also posted on SNV youtube channel: <http://www.youtube.com/user/SNVWorld>.

Balkans is featured in one story called "Creating ownership in Albania" and you can see it here:

<http://www.youtube.com/watch?v=ECUHO6F9twI&feature=channel>