



REPORT OF THE BOARD OF DIRECTORS FOR THE YEAR 2020-2021

Dear MediaMundis, dear project partners, dear supporters,

What a turbulent and in every respect unusual year lies behind us! For MediaMundo, too, our very first business year was marked by a global pandemic. However, as a digital organisation we were very well positioned from the very first moment in terms of working and communicating from home and beyond regional borders. And so, it came that, against all odds, we worked quickly towards our official NGO registration at the beginning of the year. A big thank you goes to all the many passionately committed people who have supported us so energetically in mastering the small and large challenges of COVID19 and the German bureaucracy!

In the following, we report to you chronologically about the tasks, the objectives and the results of the board's work in the 2020/2021 business year:

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The chief executive: Anna Geisler and Florian Vitello



Our first business year began quite regularly with a general meeting at which we adopted a constitution and elected the board and auditors. We decided to convene a general meeting once a year from then on, which must be held in due time and form. The elected board of directors, consisting of Anna Geisler and Florian Vitello as chairpersons and Julia Fritzsche, Lukas Müller and Diogo Souto Tuna, met weekly in the past financial year in the course of our "MediaMundo Mondays", which function as open board meetings. A quorum was present in each case.

Board work

Even before the official foundation of the association, a lot of preparatory work was done by all those involved. Interested parties were repeatedly mobilised and meetings were organised. These included a workshop in Cologne, where a vision and mission for the association were developed, and another meeting in Cologne, where an internal structure for the association in the form of working groups was established and an organisational chart was drafted. Gradually, more people were able to get involved in the structures that had been created and tasks that arose could be distributed among the working groups. In the end, this led to the board members being assigned the function of managing a working group in addition to their other tasks.

Statutes and foundation

Finally, with the help of Timo Hilleke in particular, a constitution was drawn up, which Timo as a lawyer critically examined. The purpose of the association, which had previously been agreed in the community, was laid down in the statutes so that a board could be elected at the subsequent general meeting. After that, the official recognition could be pushed ahead: Appointments at the notary's office and the local court ensured that the association was entered in the register of associations and recognised as a non-profit organisation by the tax office.



Public relations and communication

This was followed by the presentation of the association to the outside world through the creation of its own website and various social media channels as well as print media for public relations. The first internal training seminars were also offered in this context. While new members were continuously recruited and the association's own external visibility was improved, internal processes were also consolidated. Slack and weekly meetings, namely the MediaMundo Mondays, were established as a platform for communication and, although all of the association's work has taken place online so far, we have been able to grow together as a team and tackle many tasks.

Network: Cooperation with other non-profit organisations

Our founding phase was supported by a grant from the Civil Academy. We have also been able to win our first cooperation partners, including other non-profit organisations such as Leapfrog and Mirador, as well as formats such as YouCoN and the Act.ival.

Strategy and Member acquisition

The first year of our work was accompanied by a continuous process of strategy development, which was characterised by lively discussions on topics such as financing, self-image or membership recruitment. In the process, we succeeded in building up a base of active members and, above all, in establishing the locations in Cologne and Hamburg. In the meantime, MediaMundo as an association is able to implement projects independently. In addition to events in Germany, in which we were able to participate as experts or which we even organised ourselves, we are now in charge of several projects abroad, despite the Corona pandemic. We have our own sustainable bank account at the GLS Bank and can inform about our work and create visibility for our concerns through our own information material such as banners, textiles, flyers and readers in addition to the online presentation.

We would like to thank our colleagues on the board for their committed cooperation. The activities of the individual working groups are described below by the responsible board members.



2. The WG Projects

The Head of the WG Projects, Anna Geisler

Even before the official foundation of the association, there was an exchange in the form of knowledge transfer, facilitating and sometimes even joint project work between MediaMundo and other non-profit organisations. The cooperation always related to national or international initiatives or campaigns with social or ecological goals. This cooperation, which was still loosely organised at the time, was initiated by MediaMundo founder Florian Vitello and forms the basis for the work and self-image of the association. Right at the beginning, these diverse projects were summarised in a project list that is always kept up to date and still shows many possibilities for the future.



Costa Rica: The Orchestra of the Rainforest

The first project abroad was the cooperation with the singer Guadalupe Urbina and a group in Longo Mai, Costa Rica. With the help of a professionally produced video by MediaMundo, a successful crowdfunding campaign was carried out to finance the "Music Centre for the Tropical Forests". In addition to filming the footage with DSLR cameras and a drone, MediaMundo was also responsible for cutting and editing the video, as well as providing general advice on topics such as public relations and crowdfunding and media education workshops with a young women's group from the orchestra.





Guatemala: A Clinic in the indigenous Highlands

Anna Geisler's three-month stay at the clinic in Chocruz, Guatemala, provided the impetus for further cooperation with projects abroad. It took place in cooperation with the Leipzig association Mirador e.V. and the local group Kayib'al. On-site counselling and workshops took place and contacts were made with other people and groups in the country who will support the project in the long term. Since the stay, further workshops on digital topics and fundraisings have taken place, a crowdfunding campaign could also be implemented, and a website was created by a local actor and the employees were trained in updating it. Since the stay on site, contact between Kayib'al and Mirador has also been ensured by MediaMundo. There is also cooperation with the German association Mirador, which was advised by MediaMundo, especially with regard to fundraising. Furthermore, we are in negotiations regarding a cooperation in which Mirador would design and construct a functional building for one of MediaMundo's project partners.



Media education with children and young people in Kenya



In the summer, while searching for cooperation partners, we came across the association Leapfrog e.V., which we support in conducting workshops in the community library in Matare, Kenya, and with which we are currently planning a broader series of further education courses. Among others, two trainers from Nigeria who live in Germany and the media education expert Kefa Oiro, who works locally, are supporting us in this.



Crowdfunding Workshop for COVID19 aid in Ecuador

In Ecuador, we also found reliable partners in the form of Kolping families, with whom we were able to organise a workshop on crowdfunding for the local groups. We are currently starting another cooperation with the Lungelo Youth Centre in South Africa.



The impact of the pandemic on project management



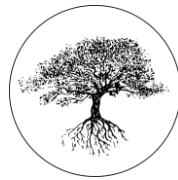
Our work was also severely restricted in part by the outbreak of the Corona pandemic. This applies, for example, to a planned on-site stay in a national park in Vietnam, which was supposed to make further training offers on digital topics possible on site. Our planned seminar series on "Digital Self-Defence" in Cologne and Hamburg, which were planned in cooperation with the Friedrich Ebert Foundation, unfortunately also had to be cancelled, unfortunately.

Digital Empowerment Day and internal digital Empowerment

Nevertheless, we were able to run a similar format online with our "Digital Empowerment Day". In addition to all the larger projects and partnerships, short consultations took also place again and again in a wide variety of places where our expertise was of great value to all involved. In order to make the most of this, in addition to external webinars on topics such as public relations, cyber security, hate speech, GDPR-compliant data processing, sustainable digital work and much more, we also held internal training sessions so that all members could benefit from our shared knowledge.

Result:

In summary, the WG was able to initiate and realise projects all over the world. We succeeded in establishing cooperation with organisations in Guatemala, Costa Rica, Ecuador, Kenya and South Africa. In addition, valuable advisory and training work was also done in Germany.



Prospect:

In the upcoming year, we would like to integrate more people into project management in order to expand our range of projects. Along with this, it is our goal to carry the project work more into the entire association in order to make the mission more tangible for everyone. In order to become more attractive for partnerships, we are planning to expand our team of experts to cover even more topics. We hope to be able to establish new and enriching project partnerships all over the world and on a wide variety of topics in the next few years and thus support more people and organisations in their work..

3. The WG Communication

The Head of the WG Communication Julia Fritzsche

The work of the Communications WG mainly consisted of setting up and reorganising publicity channels and internal structures. In doing so, we set the following priorities:



Public relations in general

For a quick recognition value, a consistent corporate identity is essential. Building on an old colour concept and logo, the team developed a fresher look for the online presence with the old logo and a colour scheme consisting of three colours.

Another essential component is print materials that can be handed out at real events. So, we ordered the first MediaMundo flyers and a banner as well as team textiles. A reader in German, English and Spanish is available in digital format.



Newsletter

It was particularly important to us to keep our members up to date on current developments. That's why Florian and Julia started the monthly MediaMundo newsletter even before the official founding of the association, which consisted of announcements of dates, reports on workshops and projects and various tips on MediaMundo's topics such as media and digitalisation. The newsletter is sent using the GDPR-compliant tool Send-in-blue. However, the regularity was temporarily discontinued due to internal restructuring within the AG. The future orientation of the newsletter is also still in question. Currently, 54 people have subscribed to the newsletter (as of April 2021).



Website

Almost simultaneously with the confirmation of the official foundation, our website www.mediamundo.world was launched. Our member and media computer scientist Romy is continuously updating it and is currently developing it further towards more storytelling. Basic features of search engine optimisation are already present in the editorial part but are also being further developed in the backend. The translation of the website into English is in progress.

Instagram and other Social Media Channels

Last summer, work began on setting up a Facebook and LinkedIn page, an Instagram and Twitter channel for a comprehensive internet presence. The focus last year was on Instagram, especially to reach the target group of "future members". Our Twitter channel serves as an international presence as it is in English. It is planned to also switch the Instagram channel to mainly English soon, with possible translations to German and Spanish. This account is currently followed by 231 individuals and organisations (as of April 2021). The LinkedIn page will also be revived in English and will be maintained by Sarah. There is also a YouTube channel from earlier times with the first videos from our projects.

Internal Communication

Active and regular members are added to our internal communication platform Slack by the Funds & Social Team. This consists of different, thematic channels that members can join. Google Drive is used for collaborative work and saving documents. Together with the Education and Fundraising & Social WG, we organise monthly gamenights and internal trainings - digitally, of course!

The following goals and priorities have been set for the expansion of the work area and a good team atmosphere:

- Teambuilding through gamenights, get-to-know-you rounds such as the profile evenings, soon possibly also cooking together, etc.
- Highlight association structures and make responsible persons visible through organigrams to facilitate communication, especially for newcomers.
- Profiles to have an overview of all (active) members
- Long-term goal: Improve communication structures, shorten communication channels, include linguistic aspects (topic: English language)

Internal communication is oriented towards respectful interaction with each other, in which constructive criticism and learning from each other is desired, but anti-tolerant behaviour or



statements are not tolerated. For this purpose, at the first MediaMundo boot camp in April 2021, it was decided to establish an anonymous complaints office consisting of two members, not part of the board, who will be elected at the general meeting.

Result:

All in all, we have created the basic structures for a comprehensive media presence. We are particularly pleased about the increasingly frequent requests for digital training. This confirms our direction and that we can already be found on the net.

Prospect:

As in any honorary office, new people come and go all the time. Especially the WG Communication has had some personnel changes in a very short time. We are looking forward with confidence to a newly formed team of new members that will continue to develop the structures we have created with our new WG leader Johanna.

4. The WG Funds & Social

The Head of the WG Fundraising & Social Lukas Müller

The WG Fundraising & Social deals with tasks from the areas of fundraising, recruiting, onboarding and team building. Throughout the year, there has been and still is a regular meeting of the WG Funds & Social on Thursdays at 8.15 pm, to which all members are cordially invited. Here, the tasks of the four areas are discussed in a small team and individual tasks for the week are distributed.



Fundraising

For us as an association, it is of immense importance that we can cover our running costs as well as project costs. Therefore, in the middle of last year, we started researching funding opportunities in a small team. In the end, we submitted four applications for public funding. In the process, we were able to gain our first important experiences as fundraising experts. This also includes the preparation of the necessary documents, which are required as standard documents and thus accelerate the application process since then. At the end of 2020, the focus within the WG was placed on a different way of acquiring financial resources: Membership fees from committed and supporting members.



Recruiting

MediaMundo e.V. is still in the process of being established. Structures are being thought out and created and areas of responsibility are being defined. With a larger number of committed people, key people can be appointed for these areas. In the course of the year, concrete recruiting requests from the other WGs were made to the Funds & Social team. On this basis, we researched a list of different volunteer platforms and created about ten different job advertisements in slight variation and placed them on different platforms. These job advertisements very quickly had the desired effect: Since the end of last year, the team has grown considerably. As a result, it was now possible to focus on strengthening individual WGs in the recruiting process. It was now possible to expand each working group by at least 1-2 people. At the end of 2020, the opportunity arose to recruit an intern for MediaMundo. The decisive questions for this were clarified in the board at that time. Although the internship did not materialise at that time, the preparation at that time now paved the way for our current first intern at MediaMundo. Leonie is responsible for tasks in the areas of communication, projects and education as well as translation and funding research for our projects in Africa. The internship is 20 hours per week from the end of April to the beginning of June.

Onboarding

The onboarding process serves to structure the first steps for interested persons on their way to becoming fully committed members of MediaMundo. Due to the fact that we decided at the end of last year to focus more on growing the team and establishing membership, applications in the sense of classic fundraising took a back seat. Instead, the plan is that by establishing a membership of committed people and especially of sustaining members, a reliable flow of money will emerge that is independent of the difficult-to-influence assessment of funding applications.

Thus, at the end of the year, in cooperation with the Law and Finance WG, we focused on creating the necessary documents for new members. These include the documents now summarised in the new onboarding guide (including guides on how to use Slack and Drive, mission, vision) and in particular the membership application. On Drive, the documents for new members are collected in a folder and also made available to them.

As soon as the WG receives a response to the advertisements placed by email, the team discusses who will contact this person. The interested person then receives an initial email with further contact options and initial information. In a subsequent longer telephone conversation, the vision, the mission, the pillars of our work and the AGs and their areas of responsibility are explained. This conversation takes place before or after an interview of the interested person with our board chairpersons. Afterwards, the same person from the Funds & Social team takes over the final steps of onboarding by granting access to Drive and Slack and sending a welcome message on Slack and clarifying any final questions. Within the first



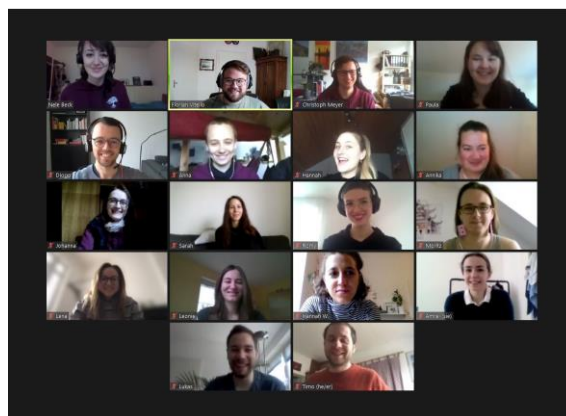
few weeks, contact is made again to get feedback from the new person on their first impression, possible ambiguities and initial tasks. This concludes the onboarding process.

As an overlapping element of the areas of responsibility of the Communications WG and the Funds & Social WG, a new team was established at the beginning of the year 2021 to specifically take care of internal communication. This was preceded by an exchange between the responsible persons and interested parties from both WGs. Here, the wishes and requirements were formulated. In this way, some team-building tasks were outsourced to this new internal communication team. This made it possible for the Funds & Social team to focus even more on recruiting/onboarding and teambuilding measures.

Team building was and remains a major challenge for a young, growing digital association. In fact, we have only seen each other in the team once so far, back then for the initiation meeting in November 2019 in Cologne. Since then, MediaMundo has been operating online. In addition, our members come from the most diverse places in Germany - and recently also the world. This is immensely enriching, but also sometimes difficult. The goal of the Funds & Social WG has been to form a team that knows and appreciates each other and enjoys spending time together. In order to create closeness between us members despite Covid-19 and the physical distance, we started last year with regular (approx. 1 per month) digital gamenights.

The key channels used for internal communication are Google Drive, Zoom, Mustard Call and, last but not least, Slack. The latter service has served us since the beginning for the coordination and announcement of information and appointments, for internal coordination and direct exchange via channels, group chats and private chats. Slack thus represents the core of our internal communication.

Various team-building events took place during the year. These include digital games such as city-country-river, wanted posters, Skribbl, pantomime, Among Us and simple exchange. For a few weeks now, we have been offering more and more frequently to linger in the virtual room after planned calls and talk together over a drink, play games, get to know each other. This offer is increasingly and gratefully accepted.





Result: In autumn 2020, the strategy was changed to focus on onboarding and recruiting. This resulted in a rapid increase of the number of volunteers. This was a partial success. Now the focus is on increasing financial resources through sustaining members. Team building is proving difficult due to the long distance and the digital way of working. However, the social offers are increasing due to the creation of the Internal Communication Team. The offers have also been steadily better received recently.

Prospect: There has already been talk about integrating project-related classic fundraising into the project management of the respective project. This would allow the project information to be used directly by the people involved in the project to find funding opportunities. Similarly, the Funds & Social WG would be able to focus more on recruiting, onboarding and team building alongside the continued servicing of non-project related funding opportunities. After the successful establishment of onboarding for volunteers, the conditions for the successful recruitment of funding members should now be created.

5. The WG Finance & Law

The Head off the WG Finance & Law Diogo Souto Tuna

Last year, the Finance & Legal Working Group dealt with the fundamental development of the association's structures. First and foremost was the organisation of the general meeting and the entry in the register of associations, which Timo Hilleke accompanied and carried out to a large extent. I would like to take this opportunity to thank him for his commitment.



In the months after the foundation, we took care of basic things. The registration with the tax office, the granting of non-profit status and the entry in the transparency register took place. After an intensive debate with all members, we decided to open a bank account with GLS Bank, as this is most in line with MediaMundo's social and ecological values. The GLS Bank also offered us the opportunity to work together with the payment service provider Twingle, which means that we can now offer a donation widget on our website. Among other things, this allows us to accept international donations by credit card.

In the current year 2021, the focus so far has been on building a membership and donor database. In the meantime, after intensive debate, we were able to complete the membership form including the direct debit mandate. Currently, we are still working on the membership



database and the integration of direct debit mandates into the bank account. We would also like to be able to issue donation receipts digitally in the future - we are in contact with the tax office about this. In addition, the corporate tax declaration for 2020 is still pending.

Other planned projects for the future are the establishment of data protection structures and the introduction of a digital membership form including a backend on the website. The forms are also to be translated into other languages where legally possible.

As of 04.05.2021, 11 members have officially joined the association, there have been no changes so far, as the membership database is still under construction.

In the early days, until the opening of the association's account at GLS Bank, I administered the association's funds in trust on my private bank account. I transferred the entire balance of € 245.76 at that time to the association's account in two transfers. This balance was mainly made up of the initial membership fees of the founding members.

In the current business year 2021, cash receipts amounting to € 1,051.16 are compared to expenses amounting to € 835.74 as of the fixed date 04.05.2021. The high turnover can be explained by the textile campaign, which was carried out at cost price with the members. Currently, the money on hand as of the fixed date 04.05.2021 is € 215.42 in the bank account of the GLS Bank. There are no cash balances. According to § 2 of our statutes, the funds of the association were used exclusively to fulfil the purpose of the association.

No membership fees have been collected yet. The collection of the first dues will take place in the course of May 2021, as preparatory work (registration of direct debits & pre-notifications) must still be carried out for this.

At this point I would like to encourage all old members and also the new ones to officially join the association in order to join the common idea of MediaMundo e.V. and to be able to actively exercise their voting rights.

According to § 2 of our statutes, the purpose of our association is:

- a) the promotion of development cooperation,
- b) the promotion of education, national and professional training including student aid, as well as
- c) the promotion of an international spirit, tolerance in all areas of culture and the idea of international understanding.

In summary, it can be said that our association has also developed positively in the past year. This is due in particular to the many volunteers, whom we would like to thank at this point.



The association would also like to thank those who have made our work possible through their unselfish donations.

Let us wish our association a good future together.

