Annex 1

**Recommendations**

1. Media for children must involve children in all phases of production, from conception to final product. In doing so, those producing media need to respect the right to non-discrimination and inclusion by making efforts to include children across age groups, gender and social situations.

2. Media for adults must include the voices of children when addressing issues pertaining to children, and when a children’s perspective on any given issue is relevant.

3. Children must receive training and resources to participate in media, both through opportunities for vocational media training and through activities in school and in communities, and in terms of producing a high quality product capable of reaching a wide audience. The subject of ‘media’ needs to be integrated into the school curriculum.

4. The media sector must increasingly be sensitised and informed, and must take responsibility for informing itself, about children’s rights to express themselves be heard and participate, and the sector should be enabled to use the guiding principles of the Convention on the Rights Child’s to shape its work.

5. In light of the standards set in the Convention on the Rights of the Child, media must be systematically monitored and evaluated by both adult and child groups and the findings from must result in active follow-up by relevant actors.