

## MISSION STATEMENT

***We are MESH Collective, a non-formal educational initiative focused on the common good. Our vision is to power a shift towards a truly open society. We convey sociopolitical content and knowledge on the social web in order to empower young people.***

## WHAT

MESH Collective has pioneered the field of online youth education over the past decade. In an online world of cat videos and slick Instagram accounts, we focus on creating new educational content for young people. Our aim is to enhance the understanding of social issues, alert young people to societal problems and encourage them to get involved and develop their own opinions, thereby setting the course for greater democratic consciousness and awareness.

## HOW

Working together with influential social web creators, we develop initiatives and social video series for foundations, ministries, NGOs and institutions of civic education. Doing this, we always take offline encounters and exchange into consideration, as a counterpart to the fragmented, digital spaces. Being part of **Divimove**, Europe's largest social influencer network, we can also implement pan-european initiatives and campaigns.

MESH bridges the gap between the requirements of the clients and those of the creators on whose social web channels the content is published. These channels allow us to engage directly with young target groups. Occasionally, we develop new channels from scratch, such as the Instagram format **OZON**, created for the youth content network funk, and **Generation Grenzenlos**, developed for the Hertie-Foundation. Our approach is to address topics from the point of view of the target audience by actively involving them in the process. We decode political language and prepare complex content with high journalistic standards but in an accessible way, considering the real-life experiences and viewing habits of our target groups. So, as an example, we encourage discussions on gender stereotypes in the course of a Let's Play (an annotated computer game), or the problems of electronic waste in an animated "zombie apocalypse". This approach allows us to engage with hundreds of thousands of young people, who get to have their say in thousands of comments.

## VALUES

MESH Collective does not do PR or lobbying work. We are open to working on corporate social responsibility topics, provided the company concerned represents these standards in a credible way and does not go against our principles in any other respect.

At the same time, work always has a value, also with public-interest content and productions, which is why we, as a professional production company, are committed to paying our team fairly.

We are a diverse team of people from different backgrounds. Interactions based on trust and respect are extremely important to us. We care about the families, health and happiness of every member of the team - never putting work ahead of these values.

We continually reflect our own work and are quick to implement our learnings. Several of our social video projects have already benefited from support and research from various academic institutions.

## WHY

Uncompromising inclusion, a sense of community, (digital) civil courage, active concern for others and free speech are our core values. We support a society that sees its differences as strengths. MESH celebrates an ethnic, religious, sexual and cultural diversity! We are resolutely opposed to discrimination, stigmatisation, hyper-consumerism, a performance-at-all-costs mindset, fascism, violence and hatred.

