EU SUPPORT TO MEDIA IN THE WESTERN BALKANS

EUWBmedia

September 2019

SUPPORTING PUBLIC SERVICE MEDIA
Focus on sustainable models for funding, transparent election and functioning of governing bodies of Public Service Media;
Regional synergies and exchanges: integrated newsrooms, editorial guidelines, long-term strategies;
Regional co-production of investigative stories, media content for youth and regional exchange of digitised archive materials.

BUILDING TRUST IN MEDIA
Reinforcing media accountability mechanisms through:
supporting press councils and ethical journalism;
increasing media internal governance, including ethical audits and good governance seminars;
strengthening media and information literacy through trainings and awareness raising campaigns.

REINFORCING JUDICIAL EXPERTISE
Supporting the judiciary in applying the European Court of Human Rights (ECtHR) case-law in the field of freedom of expression;
Training on ethical rules to the media regulatory authorities and media outlets.

PROVIDING DIRECT MEDIA SUPPORT
Core and bridge funding for small-scale initiatives, including individuals and non-registered organisations;
Demand-driven pro-democracy support provided on a rolling basis for new independent media outlets;
Start-up funding for new independent media outlets;
Supporting journalists/bloggers/researchers.

IMPROVING QUALITY AND PROFESSIONALISM IN JOURNALISM
Focus on building new generations of young mid-career journalists and enhancing quality investigative stories in mainstream media;
Support the regional network for journalism education and exchanges between EU and Western Balkans academia, journalism schools and training providers;
Continuation and extension of the successful EU Award for Investigative Journalism that has awarded 64 investigative stories produced by 88 journalists across the region during 2015-2017.

OVERALL EU SUPPORT 2014-2020 €20 million approx.
EU REGIONAL INITIATIVES IN PLACE €11.5 million

SUPPORTING PUBLIC SERVICE MEDIA

BUILDING TRUST IN MEDIA

REINFORCING JUDICIAL EXPERTISE

PROVIDING DIRECT MEDIA SUPPORT

IMPROVING QUALITY AND PROFESSIONALISM IN JOURNALISM

EU financial support scheme implemented by the European Endowment for Democracy

Regional Training and Support Programme implemented by the Balkan Investigative Reporting Network
EU SUPPORT TO MEDIA IN THE WESTERN BALKANS  €8.2 million

EXAMPLES OF ONGOING INITIATIVES

ALBANIA

Towards improved labour relations and professionalism in the Albanian media
€300,000

Media in focus: Strengthening the public broadcaster and the public school of journalism in Albania
€650,000

BOSNIA AND HERZEGOVINA

Mapping human rights in media observing position of citizens, vulnerable layers of society and media community in BiH
€314,000

There is no free society without freedom of media, there is no freedom of media without credible journalism
€311,000

NORTH MACEDONIA

Contributing to strengthening independent, investigative, and publicly beneficial journalism and freedom of expression in Kosovo
€474,000

Supporting Media and Independent Journalism with a Human Rights Perspective in Kosovo
€453,000

Overall approx.
€2M
in ongoing assistance

SERBIA

Technical assistance contracts to two Public Broadcasters (RTS and RTV)
€697,000

9 long-term grants to media in the field of investigative and creative media production and rule of law
€2,500,000

Overall approx.
€3.3M
in ongoing assistance

MONTENEGRO

Towards more professional and credible investigative journalism in Montenegro
€125,000

Dealing with ethics and fake news
€115,000

Overall approx.
€365,000
in ongoing assistance

KEY AREAS OF SUPPORT

ENABLING THE MEDIA ENVIRONMENT

MEDIA PROFESSIONALISM

SPECIFIC SUPPORT

BETTER STANDARDS