



European
Commission

EU SUPPORT TO MEDIA IN THE WESTERN BALKANS

#EUWBmedia

September 2019



OVERALL EU SUPPORT 2014-2020  €20 million approx.

EU REGIONAL INITIATIVES IN PLACE  €11.5 million

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**.

€1.5M

EU-funded project led by the **International Federation of Journalists** to assist RTSH, BHRT, RTK, MRT, RTCG, RTS

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.

€1.5M

EU-funded project implemented in partnership with **UNESCO**

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.

€4M

EU financial support scheme implemented by the **European Endowment for Democracy**

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.

€2.5M

EU-funded project implemented in partnership with the **Council of Europe**

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.

€2M

Regional Training and Support Programme implemented by the **Balkan Investigative Reporting Network**

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



MONTENEGRO

Towards more professional and credible investigative journalism in Montenegro

€125,000



Dealing with ethics and fake news

€115,000



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

News and digital literacy project: Where fake news fails

€371,000



EU support to the media regulator – supply of equipment

€840,000



SERBIA

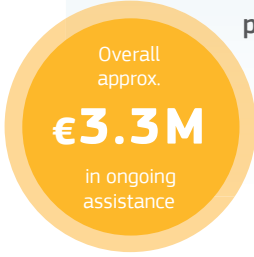
Technical assistance contracts to two Public Broadcasters (RTS and RTV)

€697,000



9 long-term grants to media in the field of investigative and creative media production and rule of law

€2,500,000



KOSOVO

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



KEY AREAS OF SUPPORT



ENABLING THE MEDIA ENVIRONMENT



MEDIA PROFESSIONALISM



SPECIFIC SUPPORT



BETTER STANDARDS