EU SUPPORT TO MEDIA IN THE WESTERN BALKANS
#EUWBmedia
October 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.

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 case-law system and media regulatory authorities in the accomplishment for their remits;
Offering training on duties and responsibilities to journalists and other media actors as well as inter-professional exchanges.

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.
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

Overall approx. €950,000 in ongoing assistance

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

Overall approx. €650,000 in ongoing assistance

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

Overall approx. €925,000 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

NORTH MACEDONIA
EU support to the media regulator – supply of equipment
€840,000

Overall approx. €2M in ongoing assistance

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
€311,000

Overall approx. €3.3M in ongoing assistance

SERBIA
News and digital literacy project: Where fake news fails
€371,000

Overall approx. €2M in ongoing assistance

KEY AREAS OF SUPPORT

- ENABLING THE MEDIA ENVIRONMENT
- MEDIA PROFESSIONALISM
- SPECIFIC SUPPORT
- BETTER STANDARDS