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INNOVATION. MEDIA. **MINDS.**

EU SUPPORT TO PUBLIC
SERVICE JOURNALISM
IN WESTERN BALKANS

#EU4MediaMindsWB

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INNOVATION. MEDIA. MINDS.

EU SUPPORT TO PUBLIC SERVICE JOURNALISM IN WESTERN BALKANS

OBJECTIVES & MAIN COMPONENTS:

Implemented from:

September

2023

2024

2025

2026

August

TOTAL BUDGET OF
3.3M €

with 900,000 €
exclusively for grants

Financial support plays a pivotal role in:

Co-financing newly
developed project
ideas

Addressing specific
needs and challenges
faced by public service
media and media
professionals in the
Western Balkans

GRANTS:
TOTAL OF EUR
900,000

UP TO
60,000 €

Innovation Projects

- mobile journalism sets for reporting
- production
- trainings
- equipment
- regional staff exchanges

Regional Co-production

- to foster collaboration and a shared regional perspective
- for stories of regional importance with contributions from journalists in other regional PSM

International Mobility

- for job shadowing across the European Union
- to enhance professional skills and knowledge on modern EU standards and practices in journalism

UP TO
20,000 €

UP TO
5,000 €

(For both PSM and Media Professionals)

Public Service
Media (PSM)

UP TO
30,000 €

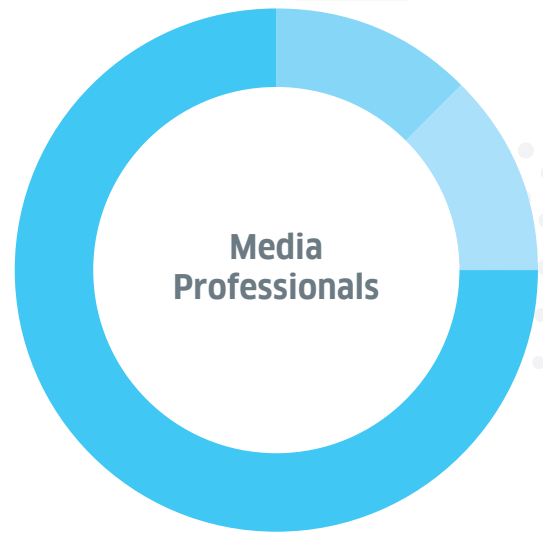
Independent Investigative Media

- promote independence and diversification on crucial cultural and social topics
- support independent research and production groups to create content that will be broadcasted by a partner PSM

UP TO
5,000 €

Seed Grants

- to kickstart innovative ideas generated during program activities
- financial support exclusively in conjunction with individually tailored consulting, training, and/or mentoring programs



Final beneficiaries:

- Audience
- Journalists
- Policymakers

Target audience:

- Western Balkan Public Service Broadcasters
- Top management
- Middle management
- Journalists, with a focus on young professionals
- Technical staff

KEY COMPONENTS



Focus on public service broadcasters with three objectives:

- 1 Elevate public service media content production
- 2 Foster an environment of creativity, innovation and regional cooperation
- 3 Ensure that public service media remain at the forefront of quality journalism

MAIN PROGRAM ACTIVITIES

2023

- Kick-off meeting

2024

- In-house needs assessment in selected PSMs
- PSM study visit to EU broadcasting institutions
- Restricted call for proposals for innovation projects
- Implementation of innovation projects
- In-house consultancy
- Technical assistance
- Workshops for innovation projects
- Capacity building workshops (ToT, innovation labs, hackathons)
- Partners Conference
- Education sessions on writing grants proposals
- Focus groups
- Secondment (Job-Shadowing)
- Call for seed-funding for journalists & technical staff
- Implementation of seed-funding projects
- Call for independent production groups & independent investigative media
- Implementation of grants for production & investigative media
- Call for grants for regional co-production

2025

- Implementation of grants for regional co-productions
- Road-show event: Presentation of results from first round projects
- Study-visit to EU broadcasting institutes
- Restricted call for proposal for innovation projects
- 2nd round call for innovation grants
- 2nd round call for international mobility grants
- Implementation of innovation projects
- In-house consultancy
- Workshops for innovation projects
- Capacity building workshops including ToT
- Focus groups
- Implementation of seed-funding grants

2026

- Road-show: Presenting Program results
- Final evaluation report of the Program activities

ABOUT DW AKADEMIE

DW Akademie is Deutsche Welle's center for international media development, journalism training and knowledge transfer. Our projects strengthen the human right to freedom of expression and unhindered access to information. DW Akademie empowers people worldwide to make independent decisions based on reliable facts and constructive dialogue. DW Akademie is a strategic partner of the German Federal Ministry for Economic Cooperation and Development. We also receive funding from the Federal Foreign Office and the European Union and are active in more than 70 developing countries and emerging economies.

ESTIMATED RESULTS

- Improved PSB management skills, internal structures and workflows,
- Improved programming and public interest content,
- Improved skills and innovation techniques of media professionals, with a focus on young journalists, multipliers and trainers, concerning quality journalism audience involvement, and
- Engagement and expanded cooperation and networking capacity of PSM

PARTNERS

Seven PSMs

Albania	RTSH	Radio Televizioni Shqiptar
Bosnia and Herzegovina	BHRT	Radiotelevizija Bosne i Hercegovine
	RTVFBiH	Radio-televizija Federacije Bosne i Hercegovine
Montenegro	RTCG	Radio Televizija Crne Gore
Kosovo*	RTK	Radio and Television of Kosovo*
Serbia	RTS	Radio Televizija Srbije
	RTV	Radio Televizija Vojvodine

*This designation is without prejudice to positions on status and is in line with UNSCR 1244.

ABOUT THE GOETHE-INSTITUT E.V.

As the cultural arm of the Federal Republic of Germany, the Goethe-Institut runs 159 institutes in more than 98 countries, with 70 years of experience in supporting international cultural relations, strengthening education, creating educational exchanges, fostering creativity, and reinforcing vital civil societies. The Goethe-Institut has a long-standing presence and is a recognized and trusted Institution in the Western Balkans, with offices in Serbia, Bosnia and Herzegovina and North Macedonia. The regional center for the Western Balkans is the Goethe-Institut Athens.

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