

EU4INDEPENDENT MEDIA

Period of implementation: 03.01.2022 - 02.05.2025

EaP countries:

Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova, Ukraine

EU contribution: € 7 999 610

Total budget: € 7 999 610

Implementing organisation(s):

DT-Global leader of the consortium, WAN IFRA, The European Journalism Centre



Social media account links:

Project website:**Project description:**

Independent media in the Eastern Partnership struggle with unfair competition practices, starving outlets of revenue, with political interference and general lack of management skills. To contribute to democratisation and empower citizens in the Eastern Partnership, the project aims to raise the abundance of quality journalism in the independent media sector from Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine.

EU4IM encourages fact based, gender inclusive and reliable public interest journalism exerting its watchdog role. It contributes to boosting the resilience of the media by strengthening its financial sustainability. Our approach is if independent media journalists have the capacity to produce high quality, engaging content, then they will be more competitive in the media market, which will lead to bigger consumption of reliable information and, by extension, greater societal resilience and government accountability. The programme's activities include online and face-to-face trainings, on-the-job and individual mentoring to improve editorial content or enhance management and marketing skills, as well as develop new revenue streams, an increased understanding of audiences, and support necessary technological investments. Furthermore, content production and emergency support, peer-to-peer networking are also offered together with access to research studies and reports on media development activities relevant to the region's stakeholders.

Expected results:

- Increased offer of fact-based, good quality media content, including investigative journalism, in the Eastern Neighbourhood region.
- More professional editorial processes of targeted media outlets, including improved fact-checking policies and higher quality news reporting delivered by its journalists.
- Improved gender equality in the media sector and gender sensitive reporting
- Better trained editorial and management staff in commercial media training and more diversified revenue sources.
- Reinforced network of independent journalists and media professionals being actively used as professional resource and networking platform.