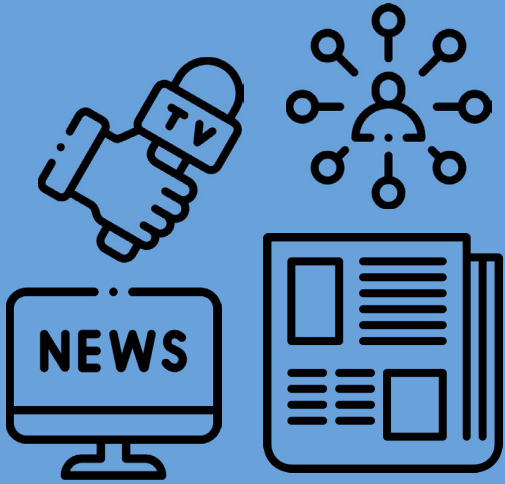


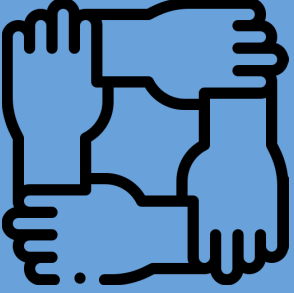



EUROPEAN UNION SUPPORT TO THE MEDIA SECTOR IN SERBIA TO
OVERCOME ECONOMIC CHALLENGES OF COVID PANDEMIC

Total value of the grant	2.4 million EUR
Source of Financing	European Union
Implementing partner	European Endowment for Democracy (EED)
What is the period through which the media can apply?	36 months, until June 2023
Who is eligible for the funding? <div></div>	<p>Any relevant local media, including bloggers, digital platforms, TV stations, radio stations and other news and information outlets. Support individuals and non-registered groups as well as established media.</p> <p>Media eligible include:</p> <ul style="list-style-type: none">• Small, start-up and local-based media initiatives (including digital) based in Serbia• Larger, professional media outlets based in Serbia facing challenges including those due to the COVID-19 pandemic• Journalists, writers, and influencers, including bloggers and social media activists, based in Serbia.• Media related initiatives such as fact-checking, monitoring violence against media and journalists, provision of legal support to journalists, and media monitoring implemented by organisations based in Serbia.
How can media apply?	Applying for support is very simple. Visit the EED website and click on ‘Apply for Support’ to be directed to the secure application portal where prospective grantees can find the application form and guidelines.
What is the deadline for applying? <div></div>	<p>EED reviews requests for support on a rolling basis, so applicants can submit their proposals at any time.</p> <p>Information on the applications procedures is available here: FAQ</p>
Who decides on award of the grants? <div></div>	<p>Funding decisions are made by the EED Executive Committee at its regular meetings following an assessment made by the EED Secretariat in line with the organisational mandate.</p> <p>The Executive Committee is composed of 7 members: 1 Member of the European Parliament, 3 civil society experts, 2 Member States representatives, EED Executive Director.</p> <p>The Executive Committee – that makes the final funding decision - meets roughly every two months. In duly justified cases, they can also take decisions in between their meetings.</p>
Where applicable, media should demonstrate their acceptance of the Journalist Code of Ethics and membership in the Press Council as it will be recommended element for selection criteria	
What type of support may be requested? <div></div>	<ul style="list-style-type: none">• Core and Institutional Funding for media actors• Support to bridge temporary gaps in funding• Rapid response funding in case of crises (such as COVID crisis consequence)• Start-up funding (to new, local, alternative and/or media actors)• Start-up funding (for individual activities of an existing media organisation or actor)• Activities not funded or rarely funded by other donors
What can be financed through this grant? <div></div>	<p>Some of the thematic areas to be funded under this grant fall in the following categories:</p> <ul style="list-style-type: none">• Small initiatives that operate like NGOs• Local media• Larger professional media outlets. <p>Broadly, EED’s media work can be divided into the following thematic areas:</p> <ul style="list-style-type: none">• Ensuring media pluralism• Supporting innovation• Countering disinformation• Investigative journalism and documentation• Media targeting specific audiences <p>If your media does one or more of the above, needs money to start off, develop or survive, and does not have access to other forms of donor funding, then you should apply for EED support.</p>
What is the financial support that can be requested per project? Is co-financing necessary?	<p>EED does not have a formal funding range. General requests for support range between € 10,000 and € 150,000, but lower or higher amounts are also available. On average the support is between € 40,000 and € 60,000.</p> <p>No co-financing will be required.</p>