



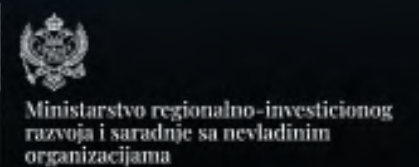
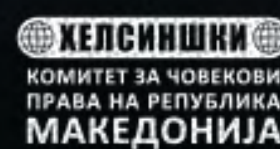
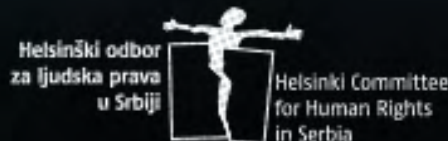
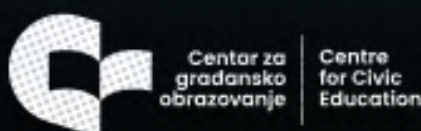
This project is funded
by the European Union

MediaLit

Projects supported through the Call for proposals for the support to projects of local media outlets and civil society organisations (CSO) in Western Balkans

within the programme **MEdIA - Lit**

(Media Enhancement and Information Literacy for Democratic Engagement)



Project title:

Rasina County Media Resilience Lab: Countering Disinformation through Local Engagement

Implementing organization: Center for Investigative Journalism Kruševac – CINK
State: Serbia

The overall objective of the project is to contribute to an enhanced professional capacity of journalists and civil society organizations in Rasina County to exercise the right to freedom of expression and promote media pluralism.

The specific objectives are to empower citizens of Rasina County to recognize and counter misinformation, hate speech, and AI-generated “clickbait” through targeted educational content and Verification Checklists; to support the transition of local media and CSOs from unaddressed hate speech and unethical reporting toward a resilient ecosystem characterized by robust fact-checking, ethical reporting, and gender-sensitive modules; and to formalize a regional network that ensures long-term bottom-up pressure for higher journalistic standards and institutionalizes cooperation between grassroots organizations and local media.

The expected results include 20 journalists and CSO staff trained, one baseline study on local disinformation published, and the production of 12 articles and 6 audio-visual formats.

The project activities include organising capacity-building workshops, conducting local media monitoring and preparing a baseline study, as well as implementing a public awareness campaign and producing media content.

The project lasts 10 months.

Total approved budget is 19,662.70 EUR.

Project title:

When Words Become Weapons

Implementing organization: Center for Media Development and Analysis
State: Bosnia and Herzegovina

The overall objective of the project is to raise awareness within Bosnian and Herzegovinian society about the harmful impact of hate speech based on ethnicity, religion, and sexual orientation, while highlighting its broader social consequences and the importance of an adequate institutional response to reported cases.

Specific objectives are to document victims' experiences and produce a documentary film in order to increase public awareness of the consequences of hate speech and (in)adequate institutional responses, as well as to foster public dialogue between victims and relevant institutions, thereby strengthening the protection of victims' rights and promoting a more accountable institutional approach.

The expected results of the project are the production and release of a documentary film, increased visibility and public awareness of the consequences of hate speech, and the initiation of a public debate on hate speech and the institutional protection of victims.

The project activities include conducting a journalistic investigation, producing, post-producing, and publishing the documentary film, promoting the documentary film, and organising a public promotion event followed by a debate.

The project lasts 6 months.

Total approved budget is 18,091.95 EUR.

Project title:

What makes the world go round? Good talk

Implementing organization: Association for Research and Analysis ZMAI
State: North Macedonia

The overall objective of the project is to strengthen media and information literacy and foster a more resilient and respectful digital public sphere in North Macedonia by reducing citizens' vulnerability to disinformation and hate speech through solution-based, constructive public-interest media content.

Specific objectives are to reach wider digital audiences beyond traditional NGO communities with ten publicly available *Good Talk* episodes that embed practical media and information literacy skills, enabling viewers to recognise and resist disinformation and to identify and reject hate speech while engaging more constructively online; and to generate actionable evidence through a small-scale digital audience analysis that maps key disinformation and hate-speech triggers and informs content design and dissemination, improving the effectiveness of messaging and audience engagement over the project period.

The expected results include the production and publication of 10 professionally developed "Good Talk" YouTube episodes integrating media and information literacy elements, including a "Myth vs Truth" segment; the implementation of a coordinated digital dissemination campaign; the production of 30 short-form reels for Meta platforms, Instagram, and TikTok; the achievement of over 200,000 views on YouTube and over 300,000 views across Meta platforms; and the development of a small-scale digital audience analysis to inform content and support partner organisations under the MEdIA-Lit initiative.

The project activities include evidence gathering and planning, content development and safeguarding, production and publication of materials, digital dissemination and outreach, as well as learning, reporting, and dissemination of results.

The project lasts 10 months.

The total approved budget is 20,000 EUR.

Project title:

The Chronicle of Irresponsibility

Implementing organization: APRODUCTIOND.O.O
State: Montenegro

The overall objective of the project is to contribute to further democratisation in Montenegro, with special focus on the role of media in improving the conduct of institutions in charge of protecting public order and security.

Specific objective is to enhance the role of independent media production to promote solution-based and constructive stories at the local level, on the example of Cetinje's tragedies.

The expected results are to research the accountability of institutions in charge of protecting public security between the two mass shootings in Cetinje; to produce documentary video on the two mass shootings in Cetinje (2022 and 2025) and the response of relevant institutions; and to raise awareness among both the expert and general public regarding the role of media and CSOs in holding institutions accountable and preventing or adequately responding to local security issues.

The project activities include conducting research and analysis of the conduct and responsibility of public security and protection institutions in relation to the two mass shootings in Cetinje over the past two years; preparing the script and conducting interviews with relevant stakeholders from public institutions, family members of victims, citizens of Cetinje, and other actors; and producing a documentary video presenting an overview of the events in Cetinje (2022–2025), the main research findings, and feedback from relevant stakeholders. They also include post-production of the documentary video, such as editing, subtitling, graphic design, and related activities; producing short reels and promotional content for social media; and implementing awareness-raising activities targeting citizens and relevant public stakeholders through traditional and online media, including possible screenings of the documentary at festivals and interested media outlets.

The project lasts 6 months.

The total approved budget is 19 879.00 EUR.

Project title:

Facts over narratives: strengthening Albania's response to geopolitical disinformation

Implementing organization: Albanian Institute of International Studies (AIIIS)
State: Albania

The overall objective of the project is to contribute to critical thinking and increased societal resilience in Albania to disinformation related to NATO, the war in Ukraine, geopolitics and transatlantic relations

Specific objective is to activate a civil society-media-academia network in Albania capable of monitoring, explaining and professionally reporting on geopolitical disinformation through training, monitoring outputs and public awareness activities.

The expected results include the establishment and functioning of a civil society-media-academia monitoring network, improved verification skills and enhanced understanding of geopolitical disinformation among journalists, and increased awareness among citizens from various segments of society of how geopolitical disinformation operates.

The project activities include the establishment of a civil society-media-academia network through a kick-off meeting and the signing of a cooperation agreement; the development of a monitoring methodology for geopolitical disinformation narratives in Albania; the publication of one monitoring brief on NATO, Ukraine, and geopolitical disinformation; the delivery of a one-day professional training for journalists on verification, OSINT, AI tools, and reporting on NATO, Ukraine, and geopolitics; the organisation of a certificate ceremony for participating journalists; the implementation of two media literacy workshops for citizens and students; the organisation of a public lecture or panel discussion with experts on geopolitics and disinformation; and the implementation of a small online awareness campaign based on the monitoring findings.

The project lasts 9 months.

The total approved budget is 19,060.00 EUR.

Project title:

Understanding impact of AI media content on audience's trust

Implementing organization: Media and Civil Society Development Foundation - Media centar (FMC)
State: Bosnia and Herzegovina

The overall objective of the project is to contribute to strengthening media and information literacy by generating evidence on how citizens in BiH critically evaluate media content produced by, or with significant support from, generative artificial intelligence.

Specific objective is to identify citizens' main concerns, expectations, and perceived risks related to the use of AI by media in BiH, and to translate these findings into evidence-based accessible insights that support media and information literacy and inform media professionals and CSOs.

The expected results include the generation of quantitative and qualitative evidence on audience trust and the assessment of the credibility of information and its source in relation to AI-generated or AI-assisted media content, collected through one online survey and five focus groups; the identification and analysis of citizens' main concerns, expectations, and perceived risks related to the use of AI by media, consolidated into a comprehensive research report; and the translation of research findings into accessible outputs disseminated to beneficiaries through one comprehensive report, two analytical articles published on MC Online, and an online presentation for at least 30 media and civil society professionals.

The project activities include project preparation and research design, project inception, development of the research methodology, data collection through quantitative and qualitative methods, implementation of a quantitative survey and online focus groups, data analysis and preparation of the research report, as well as dissemination of findings and knowledge sharing.

The project lasts 7 months.

Total approved budget is 19,497.49 EUR.

Project title:

Gender-Sensitive Journalism for Local Media Pluralism (GEM)

Implementing organization: NGO Info-centre
State: North Macedonia

The overall objective of the project is to strengthen the professional capacity of local and regional media in North Macedonia to exercise freedom of expression, improve access to information, and promote media pluralism through gender-sensitive, ethical, and responsible journalism.

Specific objectives are to strengthen journalists' professional skills in gender-sensitive and ethical reporting and to enhance structured cooperation with civil society organisations working on gender equality, in order to improve the quality, diversity, and public relevance of local and regional media content; and to enhance the institutional readiness of local and regional media outlets to strengthen gender-sensitive internal practices related to newsroom safety and professional standards through peer-to-peer learning and practical tools.

The expected results include improved gender-sensitive journalistic skills, increased quality of gender-sensitive local media content, strengthened cooperation between media and CSOs on gender equality, improved gender-sensitive internal media practices, and the development of practical templates for local and regional media.

The project activities include the selection and pairing of participants, joint training on gender-sensitive reporting, mentored production of gender-sensitive media content, peer-to-peer knowledge sharing within media outlets, assessment of internal gender-sensitive media practices, development of practical templates, and public presentation and dissemination of results.

The project lasts 10 months.

The total approved budget is 15,563.30 EUR.

Project title:

EU Reality Check: What EU Accession Changes for You, 20 Chapters in Plain Language

Implementing organization: Montenegro independent News Agency – MINA
State: Montenegro

The overall objective of the project is to improve citizens' practical understanding of Montenegro's EU accession process and strengthen media and information literacy by providing verified, plain-language, free-of-charge multimedia content that explains negotiation chapters through everyday-life impacts, supporting a more informed and resilient public debate.

The specific objectives are to produce and publish a structured "EU Chapters Explained" content package, including 20 Citizen Briefs with practical explanations, myth–fact clarification, and verification guidance; to produce 10 expert video podcasts or interviews translating complex EU topics into accessible content; to ensure broad public access and reach through free-of-charge availability, media reuse, and social media micro-content, accompanied by impact monitoring; and to strengthen MINA's internal capacity for high-quality reporting on EU standards, reforms, and post-accession implementation measures.

The expected results include the creation of a reusable public-interest content library explaining EU accession in plain language, comprising 20 chapter-based Citizen Briefs and 10 expert video podcasts, each supported by myth–fact explanations and "how to verify" guidance; as well as increased direct reach and engagement (targeting over 100,000 citizens reached) and greater reuse by media outlets and journalists, thereby contributing to more consistent, evidence-based information in the public sphere.

The project activities include setting up an editorial framework and verification protocol; producing and publishing 20 Citizen Briefs (one per chapter) with myth–fact and "how to verify" sections; producing and publishing 10 expert video podcasts with summaries and short clips; distributing micro-content on social media; delivering a free-of-charge access and media reuse package for outlets and journalists; monitoring performance and optimising distribution using PICASA Analytics; and publishing a selected set of outputs in English.

The project lasts 10 months.

The total approved budget is 19,899.60 EUR.

Project title:

Resilient Voices

Implementing organization: Novi Sad School of Journalism
State: Serbia

The overall objective of the project is to strengthen the capacity of young journalists and youth organisation representatives in Serbia to produce, interpret, and disseminate information in a responsible, ethical, and socially accountable manner, thereby contributing to a more resilient, pluralistic, and trustworthy media environment.

Specific objectives are to strengthen the role and visibility of youth-led online media and information portals from different cities in Serbia by supporting their advocacy for media freedom and media pluralism, increasing their resilience to media attacks, disinformation and hate speech, and to enable them to publicly promote these values through a joint awareness-raising campaign focused on the development of critical thinking and responsible approaches to information consumption.

The expected results include increased media literacy, professional resilience, and ethical awareness among 10 young journalists and representatives of youth-led online media and information portals; strengthened capacities of 10 representatives of youth and student organisations to educate young people on media literacy; the direct involvement of at least 100 young people in media literacy education activities; the development of a media literacy manual for youth organisations; the implementation of an online and social media campaign reaching a minimum of 200,000 users; and the organisation of a final conference involving at least 30 participants.

The project activities include a preparatory phase; training for young journalists; training for representatives of youth organisations; monitoring and mentoring of media literacy workshops organised by youth organisations; the implementation of an online and social media campaign; the organisation of a final conference; and final reporting and monitoring of campaign results.

The project lasts 10 months.

Total approved budget is 19,971.70 EUR.

Project title:

Addressing Online Frauds Through Platform Accountability and Citizen Empowerment

Implementing organization: Citizens' Association "Why not"
State: Bosnia and Herzegovina

The overall objective of the project is to strengthen societal resilience to frauds and scams on social media platforms.

Specific objectives are to increase the knowledge, awareness and capacity of citizens and key stakeholders, including decision makers, to recognize and avoid fraudulent content and to understand the needs for effective regulation in this field, especially in terms of effective regulation of large online platforms.

The expected results include increased knowledge and resilience of the public, especially vulnerable groups, regarding fraud and scams spread on social media platforms, as well as improved awareness among the public and decision-makers of existing protection mechanisms and the benefits of regulating large online platforms.

The project activities include the production of two in-depth analyses on fraud and scams, the creation of at least five multi-format content pieces, the implementation of a wide-reaching awareness campaign, desk research and evidence gathering, the production of one in-depth analysis on existing regulation and protection mechanisms, the preparation of a recommendation paper, and the conduct of targeted stakeholder outreach.

The project lasts 9 months.

The total approved budget is 19,642.10 EUR.

Project title:

Local Truth Lab Youth Media Against Disinformation in Lezhë

Implementing organization: Hand to Hand Against Nation Apathy – H.A.N.A
State: Albania

The overall objective of the project is to strengthen media literacy, trust in media, and democratic engagement at the local level in Lezhë by empowering young people to monitor local governance and produce independent, fact-based and solution-oriented media content that counters disinformation and improves public understanding of public institutions and decision-making.

The specific objectives are to enhance the media and information literacy and journalistic skills of young people in Lezhë through practical training and mentoring on fact-checking, verification, ethical reporting, and critical analysis of public information; to support the production and dissemination of free, public-interest local media content created by youth, including investigative, explanatory, and creative formats addressing issues related to local governance, public services, and accountability, in order to counter misleading narratives and disinformation; and to promote constructive, solution-based public debate and increased trust in local media by engaging citizens, local institutions, and media actors around evidence-based reporting and innovative communication approaches that make public information more accessible and understandable.

The expected results include improved media and information literacy skills among participating youth; the production and public dissemination of free, youth-created local media content addressing governance and accountability; increased availability of accurate and accessible local information for citizens of Lezhë; strengthened youth engagement in civic media and local democratic processes; and enhanced trust in local media through transparent and ethically produced reporting.

The project activities include the selection and onboarding of youth participants for a local youth newsroom, the implementation of a media and information literacy training cycle focused on fact-checking, verification, ethical reporting, disinformation analysis, and the critical reading of local government communication and public information; mentored local government monitoring, including the analysis of municipal documents, public statements, and service-related issues relevant to the local community; the production of free public-interest local media content by youth in investigative and creative formats, based on verified information and solution-oriented approaches; the publication and dissemination of media outputs through H.A.N.A.'s media channels and other public platforms to ensure accessibility for local citizens; and the organisation of a public presentation and dialogue event bringing together youth, citizens, local media actors, and institutional representatives to discuss findings and promote constructive public debate.

The project lasts 10 months.

The total approved budget is 16, 652.01 EUR.

Project title:

Empowering young and woman journalist for media literacy, responsible use of AI and solution-based reporting

Implementing organization: Platform for Investigative Journalism and Analyses – PINA, Skopje
State: North Macedonia

The overall objective of the project is to strengthen media literacy and professional capacities of young journalist and woman journalist in order to contribute to responsible, ethical and solution-based local journalism.

The specific objectives are to foster the skills of young journalists in identifying and addressing disinformation, media manipulation, and social media influence through mentored journalistic production, resulting in the creation of solution-based stories; to empower women journalists to critically analyse local media content and produce solution-based stories addressing sensationalism, misleading narratives, and unverified sources; and to improve fact-checking capacities and media literacy, including awareness and ethical use of artificial intelligence as a supportive tool in journalism, as well as the understanding and prevention of gender-based disinformation, through targeted workshops.

The expected results include the implementation of two specialised workshops; strengthened media literacy and fact-checking skills among 24 journalists; the production and publication of 24 solution-based journalistic stories; and increased awareness of media literacy, disinformation, and gender-based media manipulation.

The project activities refer to mentoring young journalists from the Programme for Young Journalists, as well as mentoring women journalists from the Programme for Women Journalists; two targeted workshops to improve fact-checking capacities and media literacy, including awareness and the ethical use of artificial intelligence as a supportive tool in journalism, as well as to enhance understanding and prevention of gender-based disinformation; one event within the framework of the Media Festival Skopje to present lessons learned from the workshops and mentoring process and to discuss key topics such as media literacy, fact-checking, responsible use of AI, and gender-based disinformation, with the format to be defined during the festival preparation process.

The project lasts 10 months.

Total approved budget is 19,207.36 EUR.

Project title:

YOUTH4FACTS – Youth for Factual and Accountable Storytelling

Implementing organization: Network for Youth Activism of Montenegro (MOACG)

Partners: Center for Democracy and Human Rights (CEDEM)

State: Montenegro

The overall objective of the project is to contribute to strengthening media integrity and public trust in media in Montenegro by promoting responsible, ethical and constructive journalism practices among young media professionals and youth content creators.

Specific objective is to enhance the capacities of young journalists, early-carees media workers and youth content creators to identify and counter disinformation and hate speech, and to produce ethical, solution-based media content through targeted capacity building, practical tools and participatory media actions.

The expected results include young journalists, media workers, and youth content creators equipped with practical knowledge and tools for responsible reporting, fact-checking, and the ethical use of digital media; the active application of constructive and ethical journalism principles by young people through the production and public presentation of youth-generated media content; and increased public awareness and dialogue on disinformation, hate speech, and trust in media through youth-led media actions and participatory project events.

The project activities refer to the development of a Youth Media Guide for young journalists and media workers, the organisation of Youth Media Literacy Training, the implementation of a public awareness campaign, the launch of a Youth Media Challenge, the organisation of a Media Showcase Event, and the delivery of a Final Project Event.

The project lasts 10 months.

Total approved budget is 18,940.33 EUR.

Project title:

“Wheel in the Sky - Rota po devel” (Documentary Educational TV Series on Roma Life & Community Dialogue)

Implementing organization: STUDIO MAG
State: Serbia

The overall objective of the project is to strengthen social cohesion, trust in local media and informed civic participation in Obrenovac by providing public-interest documentary reporting and media literacy content that counters stereotypes and hate speech based on ethnicity.

Specific objectives are to produce and broadcast 6 documentary-educational TV episodes (30 minutes each) presenting Roma history, culture, everyday life, education, employment, women’s position, and positive role models, with a future-oriented closing message; to increase community dialogue and reduce prejudice through structured storytelling and public communication around the series topics (education, social dialogue, women’s role, employment and rights); to improve citizens’ ability (especially youth audiences) to recognize stereotypes and harmful narratives by packaging each episode with short “media literacy” explainer content (verification basics, how stereotypes are formed, responsible language).

The expected results are the production and broadcast of six 30-minute documentary-educational episodes on TV MAG, as well as their publication on the RTV Mag YouTube channel with 110,000 subscribers (with monetisation disabled); improved public understanding of Roma history and culture and everyday challenges, including education, employment, and the role of women, while countering stereotypes and hate speech narratives; and strengthened community dialogue through structured communication around the series and engagement with institutions and citizens.

The project activities include research and editorial preparation, including stakeholder mapping, development of episode outlines, ensuring ethics and consent procedures, and preparing the production schedule; field production for six episodes, covering filming, interviews, and observational or supporting visuals with balanced sourcing; studio segments and narration combined with media literacy inserts to provide context, clarity, and responsible language; post-production, including editing, sound design, graphics, fact-checking review, and final packaging for broadcast and online publication, along with short promotional cuts; distribution, outreach, and community dialogue through broadcast and online publishing, targeted outreach, and one live roundtable; as well as monitoring and evaluation, including basic analytics, feedback collection, and the preparation of a short final learning report.

The project lasts 8 months.

Total approved budget is 19, 219.80 EUR.

Project title:

From the Code to Newsroom: Ethics for Digital Reporting

Implementing organization: Montenegrin Media Institute – MMI
State: Montenegro

The overall objective of the project is to contribute to (re)building of public trust in media in Montenegro.

Specific objectives are to support further professionalism of journalists and relevant media/CSO actors in Montenegro through a stronger application of the new Code of Ethics, especially in the online/digital media environment.

The expected results include strengthened capacities of journalists, editors, and media managers to apply ethical standards in online reporting, including on social media, platform-driven distribution, and the responsible use of AI; the promotion of ethical and professional journalism among journalism students through the provision of practical skills, mentoring, and mechanisms for citizen engagement; and raised public awareness of media rights and standards, as well as the importance of professional media in the era of fake news and unverified AI-generated content.

The project activities refer to conducting small-scale research to identify the most common violations of professional and ethical standards in Montenegrin online media, with a particular focus on baseline mapping of online media self-regulation practices related to social media moderation and the ethical use of AI; producing a content study on the most frequent ethical breaches in Montenegrin online media, based on the initial research and accompanied by recommendations for improving compliance with the revised Code of Ethics for Journalists; organising a round table to present the content study to relevant stakeholders, along with a (social) media presentation of the main findings and recommendations; producing five ethical and solution-based local stories with mentoring support for young journalism students; publishing and promoting the stories produced by journalism students through online and social media channels; and conducting various public awareness-raising activities to enhance Montenegrin citizens' understanding of the role and importance of professional media.

The project lasts 10 months.

The total approved budget is 19,281.60 EUR.

Project title:

Gender-Sensitive Journalism for Local Media Pluralism (GEM)

Implementing organization: PRO EDUCA
State: Bosnia and Herzegovina

The overall objective of the project is to strengthen mental health resilience and raise awareness of mental health challenges among journalists in Bosnia and Herzegovina, contributing to safer and more sustainable media working environments.

The specific objectives are to strengthen journalists' mental health resilience and coping skills through workshops addressing burnout, mobbing, harassment, and the development of practical well-being guidelines; and to raise public awareness about journalists' mental well-being and work-related stress through a media campaign, podcasts, and informational posters.

The expected results are linked to improved mental health resilience, knowledge, and coping skills among journalists; strengthened awareness and understanding of journalists' mental health and labour rights within the wider media community; increased public awareness and reduced stigma related to journalists' mental health challenges and workplace abuse; and improved access for journalists and media organisations to practical guidance on mental well-being, workplace abuse, and available psychological and legal support mechanisms.

The project activities include organising five capacity-building workshops for journalists, producing and disseminating three podcasts, implementing a public awareness campaign, and developing practical guidelines for journalists' well-being.

The project lasts 10 months.

The total approved budget is 17,568.71 EUR.

Project title:

The Local Youth Lens

Implementing organization:

The Association for the Advancement of Journalistic Practices INNOVATIVE MEDIA – Skopje

State: North Macedonia

The overall objective of the project is to contribute to enhanced professional capacity of local media to exercise the right to freedom of expression and access to information, and to promote media pluralism at the local level in North Macedonia.

Specific objective is to empower a local media outlet to produce solution based and constructive journalism addressing issues relevant to young people and underserved local communities.

The expected results are increased production of solution-based and constructive local media content addressing issues relevant to young people and local communities; increased participation of young people in local public debate through participatory and interactive Youth Forums; and improved media and information literacy among young audiences, particularly in relation to democratic values as applied to local issues and decision-making processes.

The project activities include the production and publication of regular youth-focused local news content addressing issues relevant to local communities; the development of long reads and in-depth explanatory and solution-based articles focused on local challenges, responsibilities, and possible responses; and the production of multimedia content, including short videos (reels) and infographics, to improve accessibility and audience engagement. They also include the organisation of three interactive Youth Forums featuring discussions and Q&A sessions on topics of relevance for young people; the inclusion of youth voices and perspectives both as sources and creators of media content; and cooperation with youth civil society organisations in the targeted municipalities. In addition, the project will develop a monthly podcast on media and information literacy, explaining democratic processes from the perspective of youth priorities, local issues, decision-making processes, and sources of information, as well as promote and disseminate educational media content through digital channels to reach young audiences in underserved communities.

The project lasts 10 months.

The total approved budget is 17, 041.35 EUR.

Project title:

Youth Media Sprint: Novi Sad Newsroom Lab

Implementing organization: Regional Academy for Democratic Development

Partners: Educons University – Faculty of Digital Production

State: Serbia

The overall objective of the project is to contribute to stronger professional capacity of young journalists and youth newsrooms in Novi Sad to exercise freedom of expression and access to information, and to support local media pluralism.

Specific objectives are to empower informal student and youth newsrooms and young journalists (18 – 35) in Novi Sad to produce solution-based and constructive local stories through practical trainings and a three-month mentorship cycle, with strengthened routines for verification, digital safety, and trust-building.

The expected results are that participants complete an applied learning cycle in local journalism basics (safety, media and information literacy, trust) and specialised skills (solution-based reporting, light watchdog methods, digital skills); that four mentored teams produce four high-quality solution-based local stories focused on Novi Sad; and that two practical manuals and a public portfolio page are published and promoted through civic channels.

The project activities include three educational sessions in the form of interactive workshops on local journalism and the safety of journalists (with a focus on physical and cyber security), as well as on media and information literacy in practice, trust, ethics, and credibility in local reporting. In addition, four specialised hands-on trainings will be delivered, covering solution-based journalism (response, evidence, and limitations pillars), “light watchdog” techniques (including FOI requests and appeals to the Commissioner), digital production and editing tools, and digital skills related to the ethical use of AI and disinformation detection. The project will also implement a three-month mentorship programme involving four groups and four mentors, with each group producing one local story. This will be followed by the production and publication of four stories, a Digital Best Practices Manual (Educons), and a Newsroom Practice Manual (ADD). Finally, a public portfolio page will be created and promoted through CSO websites and informational social media channels.

The project lasts 10 months.

The total approved budget is 19,982.00 EUR.

Project title:

Supporting democratic resilience with professional journalism

Implementing organization: Center for Investigative Journalism of Montenegro CIN-CG
State: Montenegro

The overall objective of the project is to contribute to the democratic development of Montenegro by supporting further professionalism of media.

Specific objectives are to increase the democratic resilience and awareness of the Montenegrin society by producing investigative, solution-based and constructive media stories on main undermining factors.

The expected results include the investigation and publication of media stories addressing the most problematic issues undermining Montenegro's democratic progress and EU accession, as well as increased public awareness of the main challenges that threaten overall democratisation and societal resilience.

The project activities include conducting investigative journalistic research into the main challenges and practices that undermine democratic values and social resilience in Montenegro; producing investigative, solution-based, and constructive media stories based on the findings; informing the public about key issues affecting democratic progress and societal resilience through media, podcasts, and social networks; and preparing an e-book with an English translation to inform international stakeholders about the project's main findings.

The project lasts 10 months.

The total approved budget is 19,621.50 EUR.

Project title:

Alternative Journalism – Challenging the Narratives of Reporting on Marginalized Communities in Online Media!

Implementing organization: Institute of Romani Culture in Albania (IRCA)
State: Albania

The overall objective of the project is to improve the quality, fairness, and inclusiveness of online media reporting on Roma and other vulnerable communities in Albania.

Specific objective of the project is to strengthen the capacities of journalists, journalism students, and online media outlets to produce ethical, culturally sensitive, and human rights–based reporting, with a particular focus on Roma and Egyptian communities.

The expected results include increased awareness of ethical journalism and media literacy, alongside the promotion of high-quality journalistic work and the production of positive, alternative media content. The project will provide a comprehensive analysis of media coverage of marginalised communities and strengthen the professional capacities of journalists and students through targeted training and practical engagement. At the same time, it will enhance collaboration between media and civil society, contribute to the sustainability of ethical reporting practices, and increase the visibility and recognition of the project’s achievements.

The project activities include implementing a series of initiatives to promote ethical journalism, media literacy, and inclusive reporting, beginning with an online launch webinar and the systematic monitoring of media coverage to identify key trends and challenges. Through roundtables, capacity-building trainings, study visits, and cooperation agreements with media outlets, journalists, students, and civil society actors will strengthen their professional capacities, enhance collaboration, and develop culturally sensitive reporting practices. In addition, the project will produce podcasts, launch a journalistic competition, and conclude with a final workshop and award ceremony, thereby ensuring the visibility, sustainability, and long-term impact of high-quality, socially responsible, and inclusive journalism.

The project lasts 10 months.

The total approved budget is 17, 417.30 EUR.

Project title:

Documentary film "Click, Think, Verify"

Implementing organization: Right to Picture and Word (Pravo na sliku i reč)

State: Serbia

The overall objective of the project is to empower citizens to resist false narratives and promote truth and credibility in media, ultimately strengthening democratic processes and community cohesion.

Specific objective is to enhance media literacy skills, especially among youth and the general public, enabling them to identify disinformation (including AI generated content), understand fact-checking, and critically assess media narratives.

The expected results are: 1) Enhanced media literacy among citizens, particularly young people and general media audiences, resulting from strengthened knowledge and practical skills to identify disinformation, including AI-generated content, and verify information sources; 2) Empowered citizens able to resist false narratives through improved capacity to critically assess discriminatory and polarizing content; 3) Strengthened visibility and use of solution-oriented media through increased dissemination of independent, fact-based content and improved access for citizens and institutions to credible, ethical, and solution-oriented media resources.

The project activities include research and content development; interviewee and expert identification; scriptwriting and storyboard development; filming of expert interviews and key scenes; editing and post-production; project promotion through social media platforms; project promotion on televisions.

The project lasts 10 months.

The total approved budget is 18,425.00 EUR.

