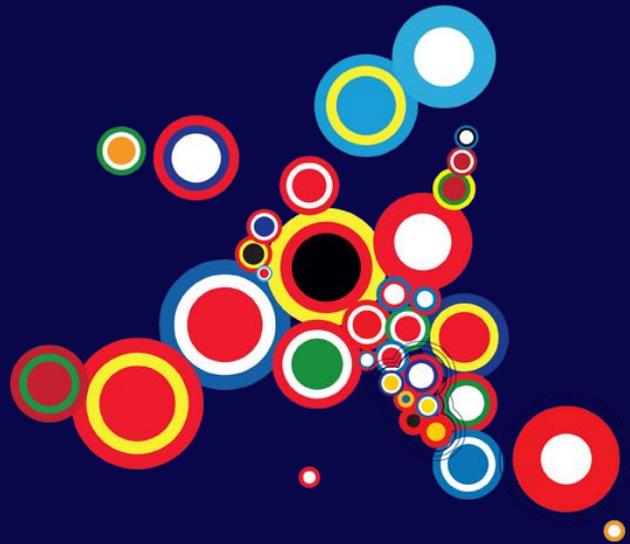




## INSTRUMENT FOR PRE-ACCESSION ASSISTANCE (IPA II) 2014-2020

### MULTI-COUNTRY

Regional Training and  
Support Programme to  
improve Quality and  
Professionalism in  
Journalism



#### **Action summary**

The action contributes to enhance the quality and trustworthiness of news available to citizens in the Western Balkans. New generations of young and mid-career journalists will be trained to master how to provide quality news. Existing capacities in mid-career training will be upgraded and enhanced. A regional network will support the promotion of better journalism by involving media, CSOs as well as EU and local training and academic institutions. Mainstream and Public Service Media will, through the action, be engaged in publishing investigative stories thus making such stories available to the larger public. The standards and awareness of such journalism will be further consolidated through the continuation of the regional EU Award Scheme for Investigative Journalism.

<b>Action Identification</b>			
<b>Action Programme Title</b>	IPA II Annual Multi-Country Action Programme 2017		
<b>Action Title</b>	Regional Training and Support Programme to improve Quality and Professionalism in Journalism		
<b>Action ID</b>	IPA 2017/039-402.01/MC/Investigative Journalism		
<b>Sector Information</b>			
<b>IPA II Sector</b>	9. Regional and territorial cooperation		
<b>DAC Sector</b>	15153 Media and free flow of information		
<b>Budget</b>			
<b>Total cost</b>	EUR 2 200 000		
<b>EU contribution</b>	EUR 2 000 000		
<b>Budget line(s)</b>	22.020401 – Multi-country programmes, regional integration and territorial cooperation		
<b>Management and Implementation</b>			
<b>Management mode</b>	Direct management		
<i>Direct management:</i> <b>European Commission</b>	DG NEAR – Unit D.5 Western Balkans Regional Cooperation and Programmes		
<b>Implementation responsibilities</b>	DG NEAR – Unit D.5 Western Balkans Regional Cooperation and Programmes		
<b>Location</b>			
<b>Zone benefiting from the action</b>	Western Balkans (Albania, Bosnia Herzegovina, the former Yugoslav Republic of Macedonia, Kosovo*, Montenegro, Serbia) and Turkey <sup>1</sup> .		
<b>Specific implementation area(s)</b>	N/A		
<b>Timeline</b>			
<b>Final date for contracting including the conclusion of delegation agreements</b>	31 December 2018		
<b>Final date for operational implementation</b>	31 December 2021		
<b>Policy objectives / Markers (DAC form)</b>			
<b>General policy objective</b>	<b>Not targeted</b>	<b>Significant objective</b>	<b>Main objective</b>
Participation development/good governance	<input type="checkbox"/>	<input type="checkbox"/>	<b>X</b>
Aid to environment	<b>X</b>	<input type="checkbox"/>	<input type="checkbox"/>

\* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo Declaration of Independence.

<sup>1</sup> The involvement of Turkey is limited to Result 5 (EU Investigative Journalism Regional Award Scheme)

Gender equality (including Women In Development)	<input type="checkbox"/>	<b>X</b>	<input type="checkbox"/>
Trade Development	<b>X</b>	<input type="checkbox"/>	<input type="checkbox"/>
Reproductive, Maternal, New born and child health	<b>X</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>RIO Convention markers</b>	<b>Not targeted</b>	<b>Significant objective</b>	<b>Main objective</b>
Biological diversity	<b>X</b>	<input type="checkbox"/>	<input type="checkbox"/>
Combat desertification	<b>X</b>	<input type="checkbox"/>	<input type="checkbox"/>
Climate change mitigation	<b>X</b>	<input type="checkbox"/>	<input type="checkbox"/>
Climate change adaptation	<b>X</b>	<input type="checkbox"/>	<input type="checkbox"/>

# 1. RATIONALE

## PROBLEM AND STAKEHOLDER ANALYSIS

Qualitative and trustworthy news and journalism available to citizens is a key priority in the support to freedom of expression and media in the enlargement process. The main problems/challenges in the Western Balkans are: poor professional skills of journalists; limited training capacity at beneficiary level for mid-career journalists; lack of human and financial resources in the media sector; editorial reluctance to publish investigative stories in mainstream and Public Service Media (PSM); and limited penetration of investigative stories published. The present analysis is based on the “Feasibility Study for the Establishment of a Regional Programme in Media and Journalism Training”, conducted between September and December 2016 and during which more than 80 media professionals<sup>2</sup> were consulted in all the 7 IPA Beneficiaries. In addition the analysis draws on the findings of the Baseline assessment of the “*Guidelines for EU support to media freedom and media integrity in the enlargement countries 2014-20*”.

### *Media sector lacking professionalism and sustainability*

The Western Balkans are facing serious setbacks and threats in the field of freedom of expression and media. This is due to a complex of interacting factors and dynamics. In general, the media markets in the IPA II beneficiaries, since the start of their transition, have been characterised by too many outlets coupled with a limited advertising market due to weak economic activity. This has left the majority of the media outlets in an unsustainable economic condition. In parallel, a culture allowing a free and independent media supported by professional journalism had to be built as part of the transition process.

Independent media was partly established or developed by the support of international donors in the first years of the transition process. The withdrawal of donor support left the media financially fragile, forcing them to turn for financial support to political or financial groups as a survival option. As a result, the majority of media in the Western Balkans are controlled by, or subject to, pressure from different political and financial interest groups. In many cases ownership is not transparent.

As for the PSM, media legislation and regulatory reforms were put in place through the support of international institutions. However there has been limited progress in terms of structural and managerial reforms of the PSM institutions. This in turn has resulted in limited progress in the quality of journalism and news reporting.

### *Limited capacities at beneficiary level for mid-career training of journalists*

In the first years of the transition, international donors supported establishing and promoting professionalism in journalism and media through training, support to journalists associations and building media institutes/centres. These organisations also became key players in media development in general in the region (e.g. in 1999 South East European Network for the Professionalisation of the Media (SEENPM)<sup>3</sup>, a regional network of these institutes/centers was established). Training capacity at beneficiary level was built, but only maintained through donor support to training programmes. The financial crisis in 2009 came at a time when majority of donor support to mid-career training had been phased out. The deterioration of the financial situation of the media made it impossible to generate income from mid-career training. As a result systematic mid-career training schemes disappeared throughout the region. Only scattered ad-hoc media training has been available in the last 8-10 years. The result is poor professional skills of the generations of journalists recruited to the media in this period – even at the level of basic news reporting.

The formal education in journalism in the Western Balkans is weak in professional journalism skills largely due to journalism studies being mainly theoretical. This in turn is explained by lack of a professional background of the majority of professors/teachers combined with limited equipment for practical training at the universities. Despite several curricula reforms and, on paper, quite relevant curricula, this remains the

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<sup>2</sup> The complete list of people interviewed (e.g. journalists, editors, representatives of CSOs and private media, Public Service Broadcasters and Regulatory Agencies, University professors, etc.) is annexed to the Feasibility Study

<sup>3</sup> <http://seenpm.org>

situation. When it comes to investigative techniques, the situation is even worse. It scarcely appears in the curricula (typically 5 out of 180 ECTS<sup>4</sup> in a Bachelor of Arts programme) and few teachers have a professional background to provide updated education in investigative skills, methods, etc.

It should be mentioned that in the past 10 years some top-level training in investigative journalism was introduced in the Region. Nowadays the most comprehensive scheme is run by the Balkan Investigative Reporting Network (BIRN)<sup>5</sup> which is providing training, professional and financial support to ensure investigative stories of high quality are produced and published. However, as reported in the feasibility study, BIRN is experiencing problems in sourcing qualified applicants for their training programmes. This confirms that the scope of basic and advanced mid-career training (which is a pre-condition for journalists to have the sufficient qualifications for investigative journalism) has declined over the last 8-10 years and such training could effectively complement the current training offer present in the region. The present programme will be positioned between the basic journalism training of the academia and the top-level training scheme with the goals to increase the number of professional trained and to assist good applicants to progress in their education/ career.

*Insufficient skills level, resources and editorial support for good journalism is limiting availability of qualitative and trustworthy journalism for the benefit of citizens*

Qualitative journalism is a cornerstone in a professional and independent media sector. It is a necessary supplement to the daily news reporting in order to provide the public with trustworthy and objective analysis of the more complex phenomena in society – for example decisions of authorities, corruption, organised crime as well as key issues of daily life. Practising investigative journalism requires, in addition to the basic skills of quality news reporting, advanced researching skills and special techniques and knowledge. New disciplines such as Computer Assisted Reporting (data journalism), big data etc. have become part of modern journalism and new ones are added with the rapid development of technology and new media, and the corresponding explosion of data and information available.

In addition to a high level of professional skills, quality journalism requires time, manpower and financial resources. Where the daily news reporter may produce several stories in a day, an investigative journalist might need months to research a story and have facts and legal aspects checked.

All analyses show that qualitative and trustworthy journalism is weak in the Western Balkans and more or less absent in the mainstream media. The reasons are several, all deducible from the above: Poor level of professional skills, absence of continued mid-career training, poor human and financial resources in the mainstream media and indirect, or direct, outside influence preventing publishing of stories critical to owners' interest and or people in power.

Investigative journalism established at the present time in the region has still a relative limited audience. Most of the stories are published on the specialised portals and only reach a broader public, when stories (selectively) are picked up by mainstream media. In order to reach a broader public with qualitative and trustworthy journalism, the challenge is to engage mainstream media and especially the PSM in production and publishing of stories. Promotion of the understanding of such journalism as a method and not defined by (controversial) topics could create a more positive attitude in these media<sup>6</sup>.

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<sup>4</sup> European Credit Transfer and Accumulation System

<sup>5</sup> <http://birn.eu.com>

<sup>6</sup> In synthesis, the methodology of investigative journalism can – and should be – applied to all sectors of society and all issues of public interest and not only to corruption and organised crime. Well researched and reliable information on issues such as environment, gender equality, health, education, consumer rights are important to enable people to make their own assessment of how these issues are handled by the responsible authorities or may influence their daily lives. This concept is further developed in the feasibility study.

The main stakeholders most affected by these problems are the journalist community, the providers of mid-career training, the mainstream and PSM outlets. A regional programme will have to address the capacity of local training providers, an organizational framework for a regional training programmes, framework of agreements with mainstream and PSM for participating and publishing the stories.

## **OUTLINE OF IPA II ASSISTANCE**

The problems/challenges identified will be addressed by a regional programme supporting capacity building at beneficiary level and specialised regional training in quality news and professionalism in journalism, which will offer the mainstream and Public Service Media participation of their journalists and quality stories to be published.

The action will focus on building new generations of young mid-career journalists trained in quality journalism and as a direct outcome of this, enhanced publishing of quality investigative stories in mainstream and PSM. A regional network will support the development and regional exchange of investigative skills by involving journalists, EU and local training providers as well as academic Institutions; capacity for mid-career training in quality news reporting will be enhanced. The existing EU Award for Investigative Journalism will be continued as an integrated part of the action.

The direct beneficiaries will be the journalists trained (via improved professional skills and regional network), the participating media outlets (via qualified staff and quality stories to publish) and the public (via access to quality and trustworthy investigative stories).

## **RELEVANCE WITH THE IPA II MULTI-COUNTRY STRATEGY PAPER AND OTHER KEY REFERENCES**

Respect of freedom of expression is one of the main criteria to assess the aspirations of an IPA II beneficiary to become a member of the European Union. It implies a commitment to democracy, good governance and political accountability. Accordingly, no IPA II beneficiary can join the EU without guaranteeing freedom of expression as a basic human right (Article 49 of the Lisbon Treaty). The EU commitment to Freedom of Expression is further detailed in to the *EU Human Rights Guidelines on Freedom of Expression Online and Offline*.

Support to media freedom is stressed as an important target in the Indicative Multi-Country Strategy Paper 2014-2020<sup>7</sup> (MCSP): “The IPA II beneficiaries must guarantee an open and pluralistic media landscape which allows for a culture of critical and independent journalism”.

## **LESSONS LEARNED AND LINK TO PREVIOUS FINANCIAL ASSISTANCE**

Over the last 5 years the EU has developed a comprehensive approach for the IPA assistance to freedom of expression and media in the area covered by the EU enlargement policy. Beyond registering and addressing media related problems as human rights issues (e.g. violence against journalists), the scope of the scrutiny has been expanded to other aspects relevant to free expression in media (judiciary, policy dialogue between media professional organisations and governments, media economy and sector regulation etc.). Today, the approach considers freedom of expression as a human rights issue as well as a pivotal aspect of good governance.

According to the logic of the EU enlargement policy, the European Commission both helps identify shortcomings and offers assistance in their rectification by using dedicated IPA funds. In order to deliver assistance in a systematic manner and to achieve sustainable results, the "*Guidelines for EU support to media freedom and media integrity in enlargement countries, 2014-2020*" were developed in a process of consultations with stakeholders from the IPA II beneficiaries (i.e. through 3 “Speak up!” Conferences held in the past years).

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<sup>7</sup> C(2014) 4293, 30.06.2014

In line with these guidelines, the EU has put in place several initiatives to support media freedom and integrity. The programmes currently ongoing at regional and beneficiary level cover a wide range of issues with a strong focus on supporting regional media networks and improving the enabling legal and regulatory environment for the exercise of the rights of freedom of expression and media. Support to quality independent journalism is one of the main priorities addressed with grants schemes and the establishment of the regional *EU Awards for Investigative Journalism in the Western Balkans and Turkey*.

As a result of the positive ROM assessment conducted after the 2015 edition of the Award it has been decided to further finance it through the present action and to introduce a new separated sub-category in the 2016 contest for the best investigative story done by young journalists. This strengthens the relation of the EU award with the enlargement process and its "pedagogical nature" and highlights the link with training/professionalization needs of journalists which are at the core of the present action. In addition, the inclusion of the Award scheme in the action will give it further legitimation thanks to the broad coalition of stakeholders engaged in promoting excellence in journalism. Last but not least, the ROM review acknowledged that the EU financing of the scheme has an important visibility dimension and ensure the impartiality and sustainability of the Award.

The current EU awards scheme for investigative journalism, during the first two years, rewarded 63 investigative journalists from the region. The majority of the stories awarded were however produced by the NGOs specialized in investigative reporting, illustrating the lack of skilled staff and editorial policies for this type of journalism in mainstream and Public Service Media in the Western Balkans. Also in the Baseline assessment of the Guidelines for EU support to media freedom and media integrity it is noted that "many fine investigative stories unfortunately did not reach the expected range of audiences". This action aims at broadening the number of journalists capable of such journalism as well as the outreach of qualitative stories to the broader public through the involvement of mainstream and Public Service Media.

## 2. INTERVENTION LOGIC

### LOGICAL FRAMEWORK MATRIX<sup>1</sup>

OVERALL OBJECTIVE	OBJECTIVELY VERIFIABLE INDICATORS	SOURCES OF VERIFICATION	
To contribute to the promotion of free and professional media in the Western Balkans	Ranking of the Western Balkans in the World Press Freedom Index and EC Enlargement Package for 2016	Media monitoring reports from independent organisations DG NEAR Enlargement Package	
SPECIFIC OBJECTIVE	OBJECTIVELY VERIFIABLE INDICATORS	SOURCES OF VERIFICATION	ASSUMPTIONS
To enhance quality and trustworthiness of news and journalism available to citizens	Number of mainstream and Public Service Media publishing quality news and investigative stories Number of investigative stories published Public recognitions of quality news and investigative journalism	Media monitoring reports from independent organisations Monitoring of the Guidelines for EU support to media freedom and media integrity Audience measurement	Media owners allow editorial freedom, Alternative independent media platform improve their outreach No political intervention in PSM and private media
RESULTS	OBJECTIVELY VERIFIABLE INDICATORS (*)	SOURCES OF VERIFICATION	ASSUMPTIONS
<b>Result 1:</b> New generations of young mid-career journalists trained in quality news and investigative journalism	Number of journalists trained disaggregated by sex	Programme website and interim reports; Annual reports and websites of training providers	
<b>Result 2:</b> Enhanced production and publishing of quality news and investigative stories in mainstream and Public Service Media	Number of investigative stories published	Interim programme reports Media monitoring reports from independent organisations Monitoring of the Guidelines	Editors and media owners allow stories to be published on a continuous basis Editors and media owners allocate resources to quality and investigative

<sup>1</sup> Some of the results and objectively verifiable indicators are directly derived from the Guidelines for EU Support to Media Freedom and Media Integrity which are monitored every second year.

		for EU support to media freedom and media integrity Assessment from TA programme to PSM	journalism on a continuous basis
<b>Result 3:</b> Enhanced local capacity for mid-career training in quality news reporting and investigative journalism techniques	Training courses offered by local training providers alone or in partnership with media/CSOs/Academia in the Western Balkans	Annual Reports and websites of training providers Media monitoring reports from independent organisations	Media owners and editors support journalists participation in training courses
<b>Result 4:</b> Standards of quality journalism consolidated through Regional Award Scheme	Number of awards issued in the Western Balkans and Turkey	Award ceremonies reports Partners websites Press coverage	The credibility of the Award (criteria and juries) maintained Sufficient number of journalists submits qualified stories.

## DESCRIPTION OF ACTIVITIES

### **Result 1: New generations of young mid-career journalists trained in quality news and investigative journalism**

This result will be achieved by a training programme combining training schemes at beneficiary and regional level.

Training centres will implement the activities in each of the six Western Balkan beneficiaries. The implementers – to be selected through a call for proposals – would ideally be a partnership between local providers of professional mid-career training for journalists (e.g. Media Institutes, Journalism faculties, etc.) and other key stakeholders (media outlets, CSOs, Journalists Professional Associations, etc.) and will be responsible to put in place all the organisational, logistical and administrative requirements to implement the activities. The training centres will receive support/ coaching to establish and implement *training schemes* at beneficiary level in basic and advanced skills for quality news reporting and investigative skills. This training will be organised by the centres at beneficiary level in their local language using experienced trainers from the Western Balkans. The training at beneficiary level is designed to bring the participants to an agreed entry level for the regional training.

A *regional training scheme* will complement the schemes at beneficiary level focusing on advanced and specialised skills. The regional training will make use of distance learning platforms and other online tools – including social media – to promote a regional community of practice. The training on a regional level will be carried out by senior media professionals and top trainers from the region as well as from EU Members States Journalism Schools<sup>9</sup>. The quality of the international partnership will be assessed in the evaluation of the proposals.

The content of the regional training will be determined based on the demands from the region. The regional level will involve the languages of Albania, the former Yugoslav Republic of Macedonia and Bosnia and Herzegovina/Croatia/Montenegro and Serbia.

Each training cycle will ideally last half year. In the 3 years programme period 5 cycles will be implemented. The first half year of the programme period will be used for planning, setting up curricula at regional and beneficiary level and implementation details and negotiating agreements with local media.

### **Result 2: Enhanced production and publishing of quality news and investigative stories in media at beneficiary level**

After the conclusion of the trainings, the participants will have to research and produce investigative stories. The programme shall provide financial support to cover the expenses for researching and producing the stories. The training centres shall appoint a coach/mentor for each participant. This could be experienced investigative journalists from independent CSOs/ media outlets in the IPA II Beneficiaries.

When the stories are ready (within a set deadline) they will be published. In the case mainstream and Public Service Media have agreed to join, they will have exclusive rights to the story. Agreements between training centers and media outlet should be established at beneficiary level in order to ensure the publishing of quality investigative stories produced in the framework of the training programmes described above. Stories will be published, where possible, in local languages in order to improve their dissemination and accessibility for the general public.

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<sup>9</sup> The feasibility study contains a mapping of the main European Journalist Schools that could be associated to the programme. An option would be to have a cooperation agreement with the European Journalism Training Association (EJTA).

The upcoming “Regional Technical Assistance Programme in favour of Public Service Media in the Western Balkans<sup>10</sup>” will implement a regional mechanism that makes it more likely that PSBs engage in training for and production of investigative programmes. There is also solid emphasis on the regional collaboration as a mean to ensure that the produced investigative stories are distributed. For this reasons in the implementing phases it would be important to ensure synergies between the 2 programmes.

If a media for whatever reasons declines to publish the story, it will be published on alternative platforms. This could be a portal for the programme and/or existing portals for investigative journalism at beneficiary level. A combination of the two would be preferable. In addition, in order to mitigate the risk that stories are not published, the programme might foresee a sub-granting component that could finance quality journalism outputs. Existing as well as new platforms shall have the possibility to apply for grants for bigger investigative projects (e.g. series of articles, TV-programme, Web-TV, etc.) on the condition that they include training and coaching activities for involved journalists.

### **Result 3: Enhanced local capacity for mid-career training in quality news reporting and investigative journalism techniques**

By involving in this programme providers of professional mid-career training – to be selected through a call for proposals – their capacities will be enhanced. The providers will be upgraded to be able to offer more advanced training at beneficiary level. As one of the problems identified was the lack of professional mid-career training for the last decade, the re-establishing of such training at beneficiary level is a precondition of laying the ground for those journalists to move forward to investigative journalism. In a long-term perspective the systemic collaboration between training providers at beneficiary level and other media stakeholders should prepare the ground for the institutionalisation (e.g. in the local Universities/ Journalism Schools) and future sustainability of the training capacities.

### **Result 4: Standards of quality journalism and visibility to outstanding achievements consolidated through Regional Award Scheme**

This result will be achieved through the continuation of the on-going regional *EU Investigative Journalism Award in the Western Balkans and Turkey*. The Award scheme aims at celebrating and promoting outstanding achievements of investigative journalists as well as improving the visibility of quality journalism in the Western Balkans and Turkey. The activities will follow the formats already implemented with minor adjustments based on the ROM assessment of the first cycle of the award scheme. The improvements will regard mainly a stronger focus on the training needs of journalists which are at the core of the present action. Synergies and complementary actions will be promoted between the training component (result 1) and the Award scheme (result 4).

N.B: This is the only component of the present action for which Turkey is eligible.

## **RISKS**

### **Specific Objective**

An overall risk for the action would be an increase in the level of control of and pressure on mainstream media and PSB. This would further limit the scope and resources available for independent and quality journalism. At the same time it would reinforce censorship and self-censorship among editors and journalists.

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<sup>10</sup> Currently in the tendering phase (Europeaid 138352)

## Results

In Serbia and Montenegro, there have been grave examples of smearing campaigns against individual journalists that have published stories critical to the Government, leading politicians or strong financial interest groups. If this phenomenon continues or spreads, it will enhance the atmosphere of fear and uncertainty among independent journalists. A risk would be that such developments would keep journalists and editors from joining the action activities.

Some journalists may be prevented from joining by their employers. Many media have limited news staff and may find it difficult to spare personnel. Mitigation measures would be negotiating with the editors/owners demonstrating their benefit in having more qualified staff and exclusive rights to stories.

Editors/owners may be sceptical about a commitment to publish the story. Mitigation measure would be to promote the understanding of investigative journalism as defined by its methodology and not by specific topics. This will allow flexibility in choosing the topics with respect to the situation of the individual media outlet. If a media outlet would decide not to publish the story when it is ready, the programme shall ensure alternative ways of publishing (e.g. programme website, other media outlets, financial support via subcontracting to media willing to publish the story).

## **CONDITIONS FOR IMPLEMENTATION**

The most significant main conditions for implementation of the action are already in place. All relevant Beneficiaries, excluding Turkey, have a legal framework ensuring that the exercise of the freedom of association and expression is formally guaranteed and some local capacities for training in quality news and investigative journalism exist.

## **3. IMPLEMENTATION ARRANGEMENTS**

### **ROLES AND RESPONSIBILITIES**

The training centres will be responsible for the activities at local level (planning, implementation, monitoring and reporting).

The project coordinator will take overall responsibility for financial management, monitoring and reporting.

It is suggested that in each of the Western Balkans' beneficiaries a "National Programme Committee" (NPC) is established, consisting of the main local providers of mid-career training and other stakeholders (e.g. Representatives from journalists associations, associations of publishers/private broadcasters/editors, PSM, independent media outlets) The NPCs should appoint 1-2 members for a Regional Programme Committee (RPC). The NPC shall have an advisory and supervision function to support to the implementation of the activities and to ensure close coordination with other initiatives in the same field.

Regional Steering Committee to be established, with the participation of the six NPC. The Regional Steering Committee shall establish the common criteria and procedures for selection of participants, quality levels, agreements with media at local level as well as formats for the training components of the action. The regional steering Committee will be responsible for planning, monitoring and reporting of the regional activities.

### **IMPLEMENTATION METHOD(S) AND TYPE(S) OF FINANCING**

For all activities of the action the method of implementation will be direct management following a call for proposals to be launched in Q2 2018. One or two grants contracts with a network of academic, CSOs or media organisations are expected to be signed by Q4 2018.

Main actions supported by this call for proposals are related to the creation or development of regional networks for training and support actions to improve quality and professionalism in journalism.

The co-financing arrangement at the moment foresees a 90% co-financing. A sub-granting component up to 10% of the value of the entire programme might be included in the guidelines of the call for proposals.

N.B.: For the sake of sound management the present call for proposals can be combined with other calls of the Civil Society Facility or Multi Country Programme (e.g. having a specific lot dedicated to "Promotion of Investigative Journalism").

The reason this implementation method is recommended is to ensure maximum local ownership and capacity building, cost-efficient implementation and the best conditions of sustainability.

#### **4. PERFORMANCE MEASUREMENT**

##### **METHODOLOGY FOR MONITORING (AND EVALUATION)**

The European Commission may carry out a mid-term, a final or an ex-post evaluation for this action or its components via independent consultants, through a joint mission or via an implementing partner. In case a mid-term or final evaluation is not foreseen, the European Commission may, during implementation, decide to undertake such an evaluation for duly justified reasons either on its own decision or on the initiative of the partner. The evaluations will be carried out as prescribed by the DG NEAR Guidelines on linking planning/programming, monitoring and evaluation. In addition, the action might be subject to external monitoring in line with the European Commission rules and procedures.

Monitoring of the indicators for the general and specific objective will partially be assessed by the annual DG NEAR Enlargement Package and will be included in the assessment of the "*Guidelines for EU support to media freedom and media integrity in the enlargement countries 2014-20*" that is conducted every second year.

A further assessment of PSM's capacity and will to invest in quality news reporting is foreseen in the framework of the Technical assistance programme for PSM in Western Balkans<sup>11</sup>.

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<sup>11</sup> See footnote 10

## INDICATOR MEASUREMENT

Indicator	Baseline <sup>12</sup> (0 + 2016)	Target 2020	Final Target (2020)	Source of information
Ranking of the Western Balkans in international media freedom indexes	Values of World Press Freedom Index and European Commission progress report for 2016	Tbd		Media monitoring reports from independent organisations DG NEAR Progress Reports
Number of mainstream and Public Service Media publishing quality news and investigative stories	25-50	50-75		Media monitoring reports from independent organisations Monitoring of the Guidelines for EU support to media freedom and media integrity
Number of investigative stories published	100-150	200-250		Interim programme reports Media monitoring reports from independent organisations Monitoring of the Guidelines for EU support to media freedom and media integrity Assessment from TA programme to PSM
Public recognition of quality news and investigative journalism	Tbd	Tbd		Audience measurement Monitoring of the Guidelines for EU support to media freedom and media integrity
Number of journalists trained (disaggregated by sex <sup>13</sup> )	150-200	350-400		Programme website and interim reports; Annual reports and websites of training providers

<sup>12</sup> The figures for the baseline are estimations based on the interviews with local stakeholders conducted during the Feasibility Study. Thus there has not been a systematic mapping in all the Beneficiaries, so the stated figures shall be taken as estimation of the quantitative level for each Indicator. The values stated for the Target 2020 reflects the contribution from the Programme added to the baseline values. New initiatives in the field of training and publishing during the Programme period may add to this

Training courses offered by local training providers alone or in partnership with media/CSOs/Academia in the Western Balkans	25-50	50-75		Annual Reports and websites of training providers Media monitoring reports from independent organisations
Number of awards issued in the Western Balkans and Turkey per year	21	21		Award ceremonies reports, local partners websites Press coverage

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<sup>13</sup> Value disaggregated by sex is not available

## **5. CROSS-CUTTING ISSUES**

### **GENDER MAINSTREAMING AND EQUAL OPPORTUNITIES**

There is no data available on the regional level as to the distribution between men and women in the target group for the programme. Generally the conditions for making a career in the media used to favour men. The recruitment process shall include encouragement of young women journalists to apply and – with respect for professional qualifications – ensure a gender balance in the final selection of the participants. The trainings will include attention to how to pursue a gender perspective and care will be put in the future monitoring of the action to collect gender disaggregated data regarding the number of journalists trained.

The training curricula at local and regional level must reflect non-discrimination principles and will include a gender-sensitive approach as well as awareness of minorities and vulnerable groups. Specific requirements in this regard will be inserted in the guidelines of the call for proposals.

### **MINORITIES AND VULNERABLE GROUPS**

In the IPA II beneficiaries there are several minority groups and minority media as well. They will be invited to participate as well some of the stories will be published in their own language.

### **ENGAGEMENT WITH CIVIL SOCIETY (AND IF RELEVANT OTHER NON-STATE STAKEHOLDERS)**

The programme design is based on broad consultation with media NGOs, media related CSOs and private media outlets in the beneficiaries. Consultation has taken place by face-to-face interviews during the feasibility study in September – October 2016.

### **ENVIRONMENT AND CLIMATE CHANGE (AND IF RELEVANT DISASTER RESILIENCE)**

The action has no direct or indirect link to EU environmental *acquis*.

It should be mentioned though, that environmental and climate change issues would be relevant topics for investigative stories produced by the action and thus raising awareness of the general public on these issues.

Climate action relevant budget allocation: EUR 0.
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## **6. SUSTAINABILITY**

It is unlikely that all results of the action will continue beyond the implementation period. However, substantial aspects of the results are expected to remain, namely:

Result 1: The journalists completing the training programme will have mastered the basic and advanced skills of quality journalism and thus will be able to continue practising to the extent that opportunities are provided by the media outlets; The participants to the regional training scheme and the community of practice will remain as an opportunity to maintain contact, exchange experience and cooperation.

Result 2: The stories that have been published as result of the action will have established a broader perception of quality investigative reporting, contributing to increase media literacy among the general public.

Result 3: By improving the collaboration between local training providers, EU training Institutions and other media stakeholders, the programme will built some local institutional sustainability of the training capacities (e.g. in local Universities/ Journalism Schools).

## **7. COMMUNICATION AND VISIBILITY**

Communication and visibility will be given high importance during the implementation of the action. The implementation of the communication activities shall be funded from the amounts allocated to the action.

All necessary measures will be taken to publicise the fact that the action has received funding from the EU in line with the Communication and Visibility Manual for EU External Actions. Additional Visibility Guidelines developed by the European Commission (DG NEAR) will have to be followed.

Visibility and communication actions shall demonstrate how the intervention contributes to the agreed programme objectives and the accession process. Actions shall be aimed at strengthening general public awareness and support of interventions financed and the objectives pursued. The actions shall aim at highlighting the relevant target audiences, the added value and impact of the EU's interventions and will promote transparency and accountability on the use of funds.

The action will have a very high visibility in the Western Balkans as one of the main objectives of the action is to publish the stories produced in mainstream and Public Service Media. At the same time the annual award ceremonies of the *EU Investigative Journalism Award* can be considered a high visibility intervention involving the EU Delegations at the highest level.