

Project Fiche – IPA National programmes / Component I

1 IDENTIFICATION

Project Title	Strengthening Media Freedom
CRIS Decision number	2012/022-967
Project no.	12
MIPD Sector Code	9. Support and other activities
ELARG Statistical code	01.36
DAC Sector code	15153
Indicative total cost (VAT excluded)¹	EUR 3.2 m
Indicative EU contribution	EUR 3.0 m
Management mode	Centralised management
<i>Centralised mngmt:</i> EU Delegation in charge <i>Decentralised mgmt:</i> Responsible Unit or National Authority/Implementing Agency	EU Delegation to the Republic of Serbia
Implementation management	Ministry of Culture and Information
Implementing modality	Stand-alone project
Zone benefiting from the action(s)	Republic of Serbia

2 RATIONALE

2.1 PROJECT CONTEXT: ISSUES TO BE TACKLED AND NEEDS ADDRESSED

The project will enforce the freedom of expression, democratisation of media and application of EU standards in the media field. The project will support implementation of the “Strategy for

¹ The total project cost should be net of VAT and/or other taxes. Should this not be the case, clearly indicate the amount of VAT and the reasons why it is considered eligible.

Public Information System Development in the Republic of Serbia by 2016” (The Media Strategy). The project will concentrate on aligning national media legislation with EU Directives. In addition, a grant scheme is provided to support independence and increase professionalism of journalists and other media professionals.

The Media Strategy sets out guidelines for the development of public information system in the Republic of Serbia by 2016, with the basic goal to further strengthen established democratic relations in the Republic of Serbia.

Strategy aim is to define most important development directions for public information system in the Republic of Serbia and for parts of this system, in order that the development of media freedom and media market may contribute to further strengthening of the democratic relations in the society. Enhancement of the public information system implies as well harmonization of the legal framework and practice with international and European regulatory framework and experience, state obligation to respect and apply them, as well as the strengthening of capacities of all participants in the public information process to work in the public interest, for the welfare of citizens and all social groups.

The Strategy defines as well the role of the printed public media and news agencies, that are worst hit by the crisis in the media sector. The Strategy clearly defines principles and prerequisites for further development of electronic media and media on the new technological platforms, as well as special position of the public service in the system of public information.

The Media Strategy envisages:

Establishing a draft law regulating the media b) Establishing a draft law regulating the field of electronic media c) Establishing a draft law on public RTV services d) Harmonizing regulations regulating media concentration and ownership transparency with EU rules e) Adopting new regulations regulating the status of the NA Tanjug PE f) Adopting new regulations regulating the status of FPI Radio Yugoslavia and FPI Yugoslav Review g) Harmonizing legal regulations fully or partially regulating the field of public information h) Reviewing the potential for changes in: The Advertising law; Law on the Right For Free Shares and Financial Reimbursement for Citizens in the Privatization Process; Law on Value Added Tax; Customs Law; Law on the Control of State Aid i) Removing the state from the ownership of all public media j) Pursuant to the SAA, the application of the Law on the Control of State Aid; k) Reviewing the potential for introducing a media literacy program in the educational process l) Supporting the implementation of analyses within the domain of media literacy and media values and encouraging the production of content regarding media literacy m) Stimulating the use of media and information and communication technologies.

Within the media field in Serbia it is necessary to ensure improvement of the democratisation and accession process.

The project will ultimately lead to an improved legislative framework that will further regulate media field in the Republic of Serbia (adoption of EU norms and values in the media). The project will also lead to the strengthening freedom of expression and development and of investigative journalism. The project is in line with the recommendations of the European Commission (EC), as articulated in the Analytical Report accompanying the EC’s Opinion on Serbia's application for membership of the European Union, (October2011), where it is stated

that – (“Serbia will have to make additional efforts to align with the EU acquis in the area of media and to implement it effectively in the medium term”-).

2.2 LINK WITH MIPD AND NATIONAL SECTOR STRATEGIES

The Multi-annual Indicative Planning Document (MIPD 2011-2013) refers to the media as a cross-cutting issue that contributes to the overall democratisation of Serbia, and may include intervention such as support to freedom of expression, media professionalism (p. 14). The project will support these objectives through implementation of the Media Strategy and support to investigative journalism through grant scheme program.

One of the priorities for the Civil Society, Media and Culture sector in the Needs of the Republic of Serbia for International Assistance in the period 2011 – 2013 (NAD) document is to “Create new opportunities for improvement and diversity of media environment that will further strengthen protection of human rights and democratic values”. This implies creation of a regulatory framework and legal conditions for the media to operate freely and responsibly, access to media in terms of diversification and contents and development of a digital environment which suitably supports freedom of expression. The project will contribute to this priority by supporting the implementation of the Media Strategy.

2.3 LINK WITH ACCESSION PARTNERSHIP (AP) / EUROPEAN PARTNERSHIP (EP) / STABILISATION AND ASSOCIATION AGREEMENT (SAA) / ANNUAL PROGRESS REPORT

The project results will contribute to the achievement of the following medium term priority of the European Partnership (EP): “*Start implementation of the EU framework for electronic communications and continue alignment with the EC Acquis for the audio visual sector*”. The project will foster alignment through the development of media legal framework, investigative journalism, EU standards and professionalism of journalists and other media professionals.

The Stabilisation and Association Agreement (SAA) stipulates that: “*The Parties shall cooperate to promote the audio-visual industry in Europe and encourage co-production in the fields of cinema and television. Cooperation could include inter alia programmes and facilities for the training of journalists and other media professionals, as well as technical assistance to the media, the public and private, so as to reinforce their independence, professionalism and links with European media...*” (Article 104). The project will contribute to this goal by training media professionals and providing funds for the production of digital audio visual materials.

The Annual Progress Report 2011 (EC opinion on Serbia’s application for membership, COM (2011) 668) stipulates, under political Criteria (p. 8) that “*The newly adopted media strategy*

aims at substantially clarifying the legal and market environment in which media outlets are operating.” In addition, Chapter 3 (Ability to assume the obligation of membership), states (p. 11): *“Further adjustments of the legal and institutional framework, in particular strengthening of administrative and implementation capacity are needed”*. The project will contribute to the further adjustment of the legal framework by aligning it with the *acquis* and European standards and by strengthening capacities of the public administration and judiciary to implement new laws.

The National Plan for Integration (NPI), in Chapter 3.10 (Information Society and Media) specifies: *“...it is necessary to provide full implementation of legislation aligned with the Acquis in the field of information society and the media...”* This will be supported by the development of legislation in line with European standards and by providing training for all relevant stakeholders for its proper implementation.

2.4 PROBLEM ANALYSIS

As a candidate country, Serbia is committed to fully align its legislation with the *Acquis* and with European standards.

The Media Strategy was adopted by the Government in September 2011 along with the Action plan. The Strategy identifies the main directions for future development of a public information system in Serbia by 2016. It sets the stage for effective transposition of the Audio Visual Media Services Directive (AVMSD) into domestic legislation and offers a long term positive solution to problems highlighted in the Media study, which was produced by independent European media experts in 2010.

The Media Strategy Action plan, in 9 out of 13 planned activities, envisages alignment of Serbian media legislation with EU directives and European standards and instruments. The Media Strategy Action plan envisages the following activities:

1. Establishing a draft law regulating the media (up to 18 months)
2. Establishing a draft law regulating the field of electronic media (harmonization with the AVMSD) (up to 18 months)
3. Establishing a draft law on public RTV services (up to 18 months)
4. Aligning regulations on media concentration and ownership transparency with EU rules (up to 18 months)
5. Adopting new regulations regulating the status the NA Tanjug PE (the national press agency) (up to 18 months)
6. Adopting new regulations regulating the status of FPI Radio Yugoslavia and FPI Yugoslav Review (up to 15 months)
7. Aligning legal regulations fully or partially regulating the field of public information (up to 12 months)

8. Reviewing the potential changes in the following laws: Advertising Law; Right for Free Shares and Financial Reimbursement for Citizens in the Privatization Process; Value Added Tax; Customs; and, Control of State Aid
9. Removing the state from ownership of all public media (at the latest within 24 months after confirming the legal basis). The Republic of Serbia shall withdraw from the ownership in all public media for which the law shall envisages otherwise. The institutions of new public RTV services shall be regulated by a special law on public RTV services.
10. Application of the Law of on the Control of State Aid (as of 1 January 2012)
11. Reviewing the potential for introducing a media literacy program in the educational process (10 months)
12. Supporting the implementation of analyses within the domain of media literacy and media values and encouraging the production of content regarding media literacy (indefinitely)
13. Stimulating the use of media and information and communication technologies (indefinitely)

The transposition of AVMSD into Serbian legislation is a very difficult process since there are several conflicting laws relevant to the media. Furthermore, not all media laws fall under the competence of the Ministry of Culture and Information. For example, AVMSD deals with advertising and it needs to be embedded within the Law on Advertising that falls under the competence of the Ministry of External and Internal Trade and Telecommunications.

The current legal framework relevant for the media in Serbia includes the Law on Public Information (2003), the Law on Broadcasting (2002), the Law on Free Access to Information of Public Importance (2004), the Law on Advertising (2005) and the Law on Ratification of the European Convention on Transfrontier Television (2009).

The project will build capacity of public authorities, journalists' associations, self regulatory body, judges and prosecutors to properly apply new media laws in their daily work and help citizens to protect their rights to the freedom of expression and information, intellectual property, human dignity in order to meet EU standards.

Press Council of Serbia is the only active self-regulatory body in the Republic of Serbia. The Council was established as an independent, self-regulatory body constituted by media industry representatives and journalists' professional associations. The project will strengthen the Council's role and further activities by building the stronger relations between the journalists and the audience and by supporting the education of Council's members.

Due to the economic crisis media outlets struggle to survive with limited capacities and resources, producing programmes of poor quality. The proposed project's grant scheme is designed to strengthen freedom of expression and to improve professionalism of journalists and media professionals.

The grant scheme envisages investigative reporting projects for the media focusing on rule of law to increase free flow of information and improving citizens' rights for accurate,

professional and objective information. The target groups are local, regional and national print, broadcast and online media, news agencies, journalists and their professional associations.

2.5 LINKED ACTIVITIES AND DONOR COORDINATION

The project builds on the existing EC supported activities in the media field, ensuring sustainability and further development in this sector. Since 2001, EU support to Serbian media amounted to €17 million, mainly through the CARDS Programme, which aimed to contribute to the development of a stable, open democracy in Serbia where all citizens are informed properly by the media about the issues that are of relevance to them. Previous EU support was directed primarily to advanced training courses for journalists, development of high-quality media production (especially at regional and local levels), investigative reporting, strengthening the public service broadcaster, enforcement of media legislation.

The IPA I 2008 project “Support for media capacity in the area of EU Integration” helped strengthen the capacity of the media at national, regional and local levels to inform the public about all aspects of EU integration. The European Integration Fund had high impact on the media coverage of EU issues according to the results of BBC mid-term media monitoring: - more stories had an overall neutral message regarding the EU, overall amount of media coverage of EU issues on TV has increased by 46%, print by 81%, online by 12% since the baseline. The number of EU stories on radio was more than doubled. Out of 24 supported projects 5 projects received different media awards in 2011. Topics that were covered are human trafficking (3 awards), regional reconciliation, EU in Serbia, small and medium enterprise development and placing them on EU market, comparative analysis of city administration service in Belgrade and 3 EU capitals, housing problems of Roma in the town of Pozarevac, etc.

The IPA I 2010 project “Assistance to the digital broadcasting switchover in Serbia” supports the introduction of European digital television standards in Serbia by developing an institutional and legal framework and improving technical conditions for the switch. The next stage foreseen in this project is the raising of awareness of other characteristics of the digital environments especially freedom of expression and human rights.

In March 2010, the EC funded project “Preparation of the Media Study for the National Media Strategy of the Ministry of Culture of Serbia” started. This project produced the Serbian Media Study that was the foundation for the national Media Strategy. Following the adoption of the Media Strategy, this project will support implementation of the strategy.

The success of the “Strengthening Media Freedom” project will depend upon the efforts of the Ministry of Culture and Information, and also on professional organizations, civil society, international media organisations and the donor community.

Since 2001, within its mandate, the OSCE Mission has been one of the Government’s main partners in implementing the overall media reform. The aim of that process is to develop free, vibrant and professional media that would consolidate democracy in Serbia by better informing citizens on issues of public interest, inspiring public dialogue and giving a platform for diversity of opinions.

In collaboration with the Serbian Government, the Mission supported the launch of the media reform process and helped to draft the initial package of media laws. These included the 2002 Broadcasting Law, the 2003 Law on Public Information, the Law on Telecommunications from 2003, the 2004 Law on Free Access to Information of Public Importance, the draft Law on Transparency of Ownership and Media Concentration (finalised in 2009) and amendments to the Law on Advertising (launched in 2010).

In order to promote democratisation, tolerance, the rule of law and conformity with OSCE principles, standards and commitments, the Mission also advises on the implementation of legislation in areas covered by the mandate, including the media, and monitors the proper functioning and development of democratic institutions.

As assisting the Government in carrying out the media reform is one of the main pillars covered by the OSCE mandate, the Mission will continue to work on the media legislation issues as long as it is present in the country.

Continuation of the media legislation reform, envisaged by the Media Strategy, is extremely wide and demanding undertaking. As the OSCE Media Department has unrivalled expertise in media law, strategy development, and all sectors of the Serbian media environment, further cooperation and close coordination with the OSCE, as well as its continuous assistance to the Government will be necessary for successful alignment with international and EU standards and best practices.

Some of the key projects in 2011 included:

- Strengthening journalistic reporting skills
- Monitoring of implementation of key media legislation
- Support to the Judicial Academy in Training of Judges on Media Legislation
- Monitoring and reporting on the freedom of the media in Serbia
- Public campaigns - EXIT, World Press Freedom Day, Right To Know Day
- Support to networking of journalist associations from the region
- Supporting the Press Council to become fully functional body

2.6 Lessons learned

This PF was developed based on insights from the adopted national Media Strategy and experience gained from ongoing and implemented projects.

The experience from the corresponding components of the IPA I 2008 and 2010 supported projects will be used in developing training curricula and other activities of this particular project.

The IPA I 2008 project "Support for Media Capacity in the Area of EU Integration" aimed to strengthen the ability of the Serbian media to cover all aspects of European Union integration. The project included a "European Integration Fund" which was aimed at supporting media production on various themes related to the EU accession process, and enhanced the quality of programming and reporting on EU issues. Twenty five Serbian media outlets, representing all sectors of industry (newspapers, TV, radio, internet), tackled a broad range of subjects including human trafficking, rural poverty, religious intolerance, unemployment, economic development, environmental protection, etc. The BBC provided journalistic and production expertise and advice in relation to production and editorial values through the programming making process.

The extent of the content generated by the Media Fund can be seen through some surprising statistics:

- 174 different TV programmes or series
- 81 hours of TV broadcasting time
- Almost 6,000 individual TV broadcasts (including repeats)
- 8,000 news agency pieces
- 176 hours of radio programming
- Almost 5,000 citizens involved in 72 debates.

The project, which was due to end in December 2011, has been extended by one year as a result of the success of the project. The extension will include two new rounds of journalism training, in eight Serbian towns and cities.

Also, criteria for awarding grants will be improved based upon experience from the previous EU project. The size of the grants was adjusted according to previous experience. It seems that not all potential beneficiaries have the capacity to absorb a EUR 100,000 grant. The scale was therefore adjusted to EUR 50,000 – 150,000.

3 DESCRIPTION

3.1 OVERALL OBJECTIVE OF THE PROJECT

Respect of freedom of expression and successful implementation of EU media standards.

3.2 SPECIFIC OBJECTIVE(S) OF THE PROJECT

The purpose of the project is to support the implementation of the Media Strategy and related Action plan and to increase professionalism of journalists and media professionals.

3.3 RESULTS

The proposed project will aim to achieve the following results:

Result 1: Legal framework in the media sector aligned with EU standards according to the Serbian Media Strategy and action plan, key stakeholders consulted and trained on the new legal framework and support provided with implementation of the new laws.

Indicators:

- Legislative drafts in line with the Media Strategy.
- Number of consultations, round tables and trainings for journalists and key stakeholders responsible for the implementation of Media strategy including self regulatory body, judges and prosecutors in order to apply new media laws according to European standards and AVMSD, freedom of expression and code of ethics.

Result 2: Strengthened freedom of expression and increased professionalism of journalists and other media professionals by improving quality and relevance of media programmes, corresponding to the needs of a democratic society for accurate, professional and objective information in the field of a rule of law.

Indicators:

- Call for proposal launched and approved under the grant scheme.
- Programmes/ reports/news stories published/ broadcasted by media in Serbia focusing on rule of law, in particular on: good governance, transparency and accountability of public administration, human and minority rights, fight against corruption and organised crime- exercising freedom of expression, free flow of information and investigative journalism, achieving a maximum impact and reaching a wide target group.
- Sustainable production of quality media programmes in the area of rule of law.

3.4. MAIN ACTIVITIES

Result 1

Activity 1.1: Support drafting of legislation and organising wide stakeholder consultations on legal drafts in line with the Media Strategy as well as providing support to implementation to the new legal framework and relevant roadmaps, such as: regulation of the state ownership within the media sector and transformation of media, regulation of state financing of the media in line with state aid rules, the transparency of media ownership and prevention of media concentration, regulation of the media operating according to the public service standards and media in the languages of minorities, the advertising market etc.

Activity 1.2: Organise round tables/panels/discussions and tailor-made training programmes for target groups (e.g. journalists and journalists' professional associations, self-regulatory bodies, judges etc.).

Result 2

Activity 2.1: To design and launch grant scheme focusing on Rule of law in particular on: good governance, transparency and accountability of public administration, human and minority rights, fight against corruption and organised crime.

Activity 2.2: Manage the grants contracts.

Activity 2.3: Monitoring and evaluation of the activities that are being supported.

The Project will be implemented through one service contract and one grant scheme. Activities related to Result 1 will be implemented by one service contract. When drafting the Inception report the consultant will in close cooperation with the Ministry of Culture and Information, EU Delegation and other relevant stakeholders identify scope of activities under the result 1 that could fit in the framework of the project taking into consideration the Media Strategy and activities of the national authorities before the project kick off. Activity related to the Result 2 will be implemented through a grant scheme which will be managed by a service contract.

3.5 ASSESSMENT OF PROJECT IMPACT, CATALYTIC EFFECT AND CROSS BORDER IMPACT (WHERE APPLICABLE)

The project will have an impact on democratisation and Serbia's EU integration process by the implementation of the Media Strategy. The project will aim to enforce the freedom of expression, democratisation of media and appliance of EU standards in the media field.

The project will ensure significant contribute to the overall objective of full compliance with EU standards. Also, the project will contribute to a free and independent media, free flow of information, human rights and dialogue thus enhancing political, social and economic development of Serbia.

Catalytic Effect

The synergy between project activities, multiplication and implementation of their results on the local level will contribute to the democratisation of Serbian society.

Cross Border Impact

The results of the project will contribute to cross border cooperation, increased knowledge and information, tolerance and understanding between neighbouring countries and friendship of peoples.

3.6 SUSTAINABILITY

The implementation of planed activities and the achievement of the expected results will firmly set Serbia on the EU integration path. Legal alignment with EU standards in the media sector and overall capacity building will become an integral part of Serbia's democratisation process thus ensuring sustainability. The capacity building activities will secure proper

implementation of regulations as well as sustainability of introduced changes. A participatory approach in drafting new laws will provide a sense of ownership thus maintaining results. Financial sustainability will be secured through the national budget while the Ministry of Culture and Information will be responsible for monitoring and implementing new laws.

3.7 ASSUMPTIONS AND PRE-CONDITIONS²

The general precondition for the implementation of this project is political and social stability, as well as continued commitment of Serbian Government to EU integration.

The Government, relevant line Ministries and other key stakeholders, have to demonstrate commitment and the political will to develop and improve the legal, strategic and financial framework for the development and sustainability of the media. In order to obtain the commitment of all relevant parties, a participatory approach will be utilised, all relevant stakeholders identified and their active involvements secured. Availability and co-operation by the local partners as well as the capacities of the media to prepare project proposals are strong preconditions.

4 IMPLEMENTATION ISSUES

In terms of contract sequencing, service contract will be signed first thus assure the proper management of grant funds under Result 2 of this project.

² Assumptions are external factors that have the potential to influence (or even determine) the success of a project but lie outside the control of the implementation managers. Such factors are sometimes referred to as risks or assumptions but the Commission requires that all risks shall be expressed as assumptions. Pre-conditions are requirements that must be met before the sector support can start.

4.1 INDICATIVE BUDGET

Indicative Project budget (amounts in EUR) (for centralised management)

PROJECT TITLE			SOURCES OF FUNDING									
			TOTAL EXPENDITURE	IPA CONTRIBUTION		NATIONAL CONTRIBUTION					PRIVATE CONTRIBUTION	
	IB (1)	INV (1)	EUR (a)=(b)+(c)+(d)	EUR (b)	% (2)	Total EUR (c)=(x)+(y)+(z)	% (2)	Central EUR (x)	Regional/Local EUR (y)	IFIs EUR (z)	EUR (d)	% (2)
Activity 1 and 2												
Service Contract 1	x		1,200,000.00	1,200,000.00	100							-
Activity 2												
Contract 2 Grant scheme	x		2,000,000.00	1,800,000.00	90	200,000.00	10					-
.....												
TOTAL IB			3,200,000.00	3,000,000.00	94	200,000.00	6					
TOTAL INV												
TOTAL PROJECT			3,200,000.00	3,000,000.00	94	200,000.00	6					

NOTE: DO NOT MIX IB AND INV IN THE SAME ACTIVITY ROW. USE SEPARATE ROW

Amounts net of VAT

(1) In the Activity row, use "X" to identify whether IB or INV

(2) Expressed in % of the **Total** Expenditure (column (a))

4.2 INDICATIVE IMPLEMENTATION SCHEDULE (PERIODS BROKEN DOWN BY QUARTER)

Dates indicated in the schedule cannot go beyond the contracting and execution deadlines in the financing proposal

Contracts	Start of Tendering/ Call for proposals	Signature of contract	Project Completion
Contract 1 (Service Contract)	T+1Q	T+4Q	T+12Q
Contract 2 (Grant Scheme)	T+5Q	T+7Q	T+12Q

4.3 CROSS CUTTING ISSUES

4.3.1 *Equal Opportunities and non discrimination*

Apart from compliance with European standards in respect to equal opportunity, environment and minority and vulnerable groups, the project will *i.a.* foster promotion of freedom of expression and human rights principles and their genuine understanding and acceptance by the wider population.

Equal opportunity for men and women to participate in the project will be ensured in the selection process. Gender equality principles will be considered in all project activities.

4.3.2 *Minorities and vulnerable groups*

The Ministry of Culture and Information already supports media production in minority languages as well as projects aimed at the protection of the right to information among people with disabilities, and has developed a wide network of those beneficiaries. As the project aims to strengthen the capacity of the media, special attention will be paid to informing the public in minority languages and to ensuring equal access to information.

Civil Society/Stakeholders involvement

Building on past experience in the programming of IPA I 2008, 2009 and 2010 funds, the thematic priorities of the Call for Proposals have been identified through the consultation process with civil society organisations through the SEKO coordination mechanism during the process of programming EU funds for determining sector areas/topics for the grants scheme for IPA 2012.

ANNEXES

Documents to be annexed to the Project fiche

- 1. Logframe**
- 2. Description of Institutional Framework**
- 3. Reference list of relevant laws and regulations only where relevant**
- 4. Details per EU funded contract(*) where applicable:**
- 5. Project visibility activities**

ANNEX 1: Logical framework matrix in standard format

LOGFRAME PLANNING MATRIX FOR Project Fiche		Project title and number		
Strengthening media freedoms		Contracting period expires 3 years after signature of Financing Agreement		Execution period expires 5 years after signature of the Financing Agreement
		Total budget	EUR 3.2 m	
		IPA budget:	EUR 3.0 m	
Overall objective	Objectively verifiable indicators (OVI)	Sources of Verification		
Respect of freedom of expression and successful implementation of EU media standards.	<ul style="list-style-type: none"> • Positive assessment of democratisation processes in Serbia • Positive assessment of the human rights status in Serbia 	<ul style="list-style-type: none"> • EC Progress Report • OSCE Report • Government Progress Reports on EU accession 		
Specific objective	Objectively verifiable indicators (OVI)	Sources of Verification	Assumptions	
The purpose of the project is to support the implementation of the Media Strategy and related Action plan and to increase professionalism of journalists and media professionals.	<ul style="list-style-type: none"> • Number of media legislation in line with European standards • Outputs/results of financed activities contribute to attainment of the media freedom, freedom of expression 	<ul style="list-style-type: none"> • Official Gazette - Laws, bylaws • Beneficiary reports 	<ul style="list-style-type: none"> • Political and social stability • Continued commitment of Serbian Government to EU integrations • Commitment and will of Serbian Government to develop and improve legal, strategic and financial framework for the development of the media • Co-operation by the local partners • Capacities of the media to prepare project proposals 	
Results	Objectively verifiable indicators (OVI)	Sources of Verification	Assumptions	
<p>Result 1: Legal framework in the media sector aligned with EU standards according to the Serbian Media Strategy and Action plan, key stakeholders consulted and trained on the new legal framework and support provided with implementation of the new laws.</p> <p>Result 2: Strengthened freedom of expression and increased professionalism of journalists and other media professionals by improving quality and relevance of media programmes, corresponding to the needs of a democratic society for accurate, professional and objective information in the field of a rule of law.</p>	<ul style="list-style-type: none"> • Legislative drafts in line with the Media Strategy. • Number of consultations, round tables and trainings for journalists and key stakeholders responsible for the implementation of Media strategy including self regulatory body, judges and prosecutors in order to apply new media laws according to European standards and AVMSD, freedom of expression and code of ethics. • Call for proposal launched and approved under the grant scheme. • Programmes/ reports/news stories published/ broadcasted by media in Serbia focusing on rule of law, in particular on: good governance, transparency and accountability of public administration, human and minority rights, fight against corruption and organised crime- exercising freedom of expression, free flow of information and investigative journalism, achieving a maximum impact and reaching a wide target group. • Sustainable production of quality media 	<ul style="list-style-type: none"> • Legal documents regulating this area • Training programme • Training materials /Training Report <ul style="list-style-type: none"> • Call for proposal <ul style="list-style-type: none"> • Beneficiaries' progress reports • Media monitoring report (press clipping) 	<ul style="list-style-type: none"> • Political will to amend legal framework • Willingness of public authorities and media professionals to co-operate; • Availability and co-operation by the local partners <ul style="list-style-type: none"> • Cooperation of public authorities • Willingness of media professionals to co-operate • Capacities of media to prepare project proposals 	

	programmes in the area of rule of law.	<ul style="list-style-type: none"> • Reports from the monitoring unit • Steering Committee meetings 	
Activities to achieve results		Means / contracts / Costs	Assumptions
<p><u>Result 1</u> Activity 1.1: Support drafting of legislation and organising wide stakeholder consultations on legal drafts in line with the Media Strategy as well as providing support to implementation to the new legal framework and relevant roadmaps, such as: regulation of the state ownership within the media sector and transformation of media, regulation of state financing of the media in line with state aid rules, the transparency of media ownership and prevention of media concentration, regulation of the media operating according to the public service standards and media in the languages of minorities, the advertising market etc. Activity 1.2 Organise round tables/panels/discussions and tailor-made training programmes for target groups (e.g. journalists and journalists' professional associations, self-regulatory bodies, judges etc.).</p> <p><u>Result 2</u> Activity 2.1: To design and launch grant scheme focusing on Rule of law in particular on: good governance, transparency and accountability of public administration, human and minority rights, fight against corruption and organised crime. Activity 2.2: Manage the grants contracts. Activity 2.3: Monitoring and evaluation of the activities that are being supported.</p>		Service contracts for EUR 1.2m will cover Activity 1 and grant management in Activity 2 Grant contract for EUR 2.0m for Activity 2 (out of which 200.000 co-financing) Grants from EUR 50,000 – 150,000	<ul style="list-style-type: none"> • Commitment of line Ministries and public authorities • Cooperation of media professionals • Capacity of media to develop projects

ANNEX II - Description of Institutional Framework

The mandate of the Ministry of Culture and Information is regulated by the Law on Ministries, Article 15. Under this law, in the media field, the Ministry is responsible for development and improvement of the public information system. These activities are performed within Media sector with three internal units: Department for Normative Affairs, Department for Exercising the Rights for Access to Information and Media Pluralism Development and Department for work with foreign media representatives and foreign information institutions.

Total number of employees in the Ministry is 121.

The Media Department is in charge of implementation and monitoring of this project.

Project management unit within the Media Department is responsible for protection and improvement of the right to information and media pluralism and its work includes:

- Monitoring, recommendations and implementation of measures for protection of public interest in the media field;
- Providing conditions for protection and improvement of the right to information of minorities and vulnerable groups (disabled);
- Providing conditions for protection and improvement of the right to information in Serbian language for the Serbian minority in the region (neighbouring countries);
- Calls for proposals for projects in the public information and media field.

The Steering Committee will be established when the project implementation starts and the precise membership will be decided in the early stage of project implementation. The Steering Committee members shall include inter alia the Contractor, the Contracting authority, and the beneficiary Ministry of Culture and Information. The Steering Committee will be chaired by the Ministry of Culture and Information.

ANNEX III - Reference to laws, regulations and strategic documents

Current legal framework relevant for the media in Serbia, among other, includes Law on Public Information (Official Gazette 43/03,61/05,71/09, 89/10), Law on Broadcasting (Official Gazette 42/02, 97/04, 76/05, 79/05, 62/06, 85/06, 86/06), Law on Free Access to Information of Public Importance (Official Gazette 120/04, 54/07, 104/09, 36/10), Law on Advertising (Official Gazette 79/05) and Law on Ratification of the European Convention on Transfrontier Television (Official Gazette 42/2009).

Current legal framework relevant for Information Society, among other, includes, Law on electronic communications (Official Gazette 44/10), Law on electronic signature (Official Gazette 135/04), Law on electronic document (Official Gazette 51/09) Law on Personal Data Protection (Official Gazette 97/08, 104/09), Law on Electronic Commerce (Official Gazette 41/09), Law on Ratification of the Convention on Cyber Crime and the Law on Ratification of the Additional Protocol to the Convention on Cyber Crime (Official Gazette 19/09).

European Partnership (EP): Fulfil all obligations arising out of membership of the Council of Europe; Short Term Priorities, Political criteria, Human rights and protection of minorities. Continue efforts to improve education system; establish better links between vocational and higher education and the labour market and economic needs; strengthen administrative capacity and improve coordination among relevant bodies; Short Term Priorities, European Standards, Education and research - Improve the education system with the aim of increasing skills which fostering employment opportunities and long-term economic growth – EP, Medium- term priorities, Economic criteria. Start implementation of the EU framework for electronic communications and continue alignment with the EC acquis for the audio-visual sector - EP, Medium- term priorities, European Standards, Sectorial Policies, Information society and media.

Stabilisation and Association Agreement (SAA); The Parties shall cooperate to promote the audio-visual industry in Europe and encourage co-production in the fields of cinema and television. Cooperation could include inter alia programmes and facilities for the training of journalists and other media professionals, as well as technical assistance to the media, the public and private, so as to reinforce their independence, professionalism and links with European media, etc. - SAA, Article 104, Cooperation in the audio-visual field. The Parties shall also cooperate with a view to further developing the Information Society in Serbia Global objectives will be preparing society as a whole for the digital age, attracting investments and ensuring the interoperability of networks and services. - SAA, Article 105.

(Council of Europe) Recommendation CM/Rec (2009)5 of the Committee of Ministers to member states on measures to protect children against harmful content and behaviour and to promote their active participation in the new information and communications environment;

(Council of Europe) Recommendation Rec (2006)12 of the Committee of Ministers to member states on empowering children in the new information and communications environment;

Resolution Towards a new notion of media (MCM (2009)011) – 1st Council of Europe Conference of Ministers responsible for Media and New Communication Services A new notion of media?

The Multiannual Indicative Programming Document (MIPD 2011 – 2013) “Cross cutting intervention may include support to freedom of expression and to the professionalization of media, support to civil society, electronic communications and information society, the promotion of regional cooperation, human rights and the mainstreaming of climate change considerations into other policy sectors” (pg. 14).

“The specific objectives that IPA assistance will focus on are/ Achievements will be measured with the help of the following indicators: ...Improved environment for civil society, with more effective dialogue between civil society and the government and more effective civic participation in policy processes” (pg. 17).

Media Strategy Action plan foresees aligning of Serbian media legislation with following European standards: 1) European Convention on Human Rights and Fundamental Freedoms; 2) The European Charter for Regional or Minority Languages; 3) Resolution on the right of reply; 4) Declaration on freedom of expression and information; 5) Declaration on freedom of expression and information; 6) Recommendation on media pluralism and diversity of media content; 7) Declaration on the Protection of the role of media in democracy in the context of media concentration; 8) Recommendation on the protection of journalists in situations of conflict and tension; 9) Recommendation on hate speech; 10) Recommendation on the media and promoting a culture of tolerance; 11) Recommendation on the right of journalists not to disclose their sources of information; 12) Declaration on the role of media, civil society in promoting social cohesion and intercultural dialogue; 13) Declaration on the provision of information on criminal cases through the media; 14) Recommendation on the provision of information relating to criminal proceedings through the media; 15) Declaration on freedom of political debate in the media.

Recommendation on the right of reply in the new media environment; and it envisages alignment of media legislation with following EU Directive and instruments: 1) Directive on Audio-visual Media Services Directive (AVMS Directive); 2) Protocol on the system of public broadcasting in the Member States of the European Union; 3) Communication Commission rules for the application of state aid public service broadcasting; 4) The decision of the media program; 5) Recommendation for the protection of minors; 6) Conclusion on the principles of Community audio-visual policy; 7) The decision of interactive media content; 8) Recommendation on the protection of minors and human dignity; 9) Recommendation on the development of competition; 10) Resolution on enhanced exchange of information; 11) Resolution on the implementation of recommendations for the protection of minors; 12) Recommendation of the European Parliament and the Council of 16 November 2005 on film heritage and competitiveness of related industrial activities.

ANNEX IV - Details per EU funded contract (*) where applicable

This project will be implemented through one Service contract (Technical assistance) (Contract 1) and one Grants scheme (Contract 2)

Concerning the Service contract (Indicative budget 1.200.000 EUR):

Tasks expected from the contractor:

Activity 1.1: Support drafting of legislation and organising wide stakeholder consultations on legal drafts in line with the Media Strategy as well as providing support to implementation to the new legal framework and relevant roadmaps, such as: regulation of the state ownership within the media sector and transformation of media, regulation of state financing of the media in line with state aid rules, the transparency of media ownership and prevention of media concentration, regulation of the media operating according to the public service standards and media in the languages of minorities, the advertising market etc.

Activity 1.2 Organise round tables/panels/discussions and tailor-made training programmes for target groups (e.g. journalists and journalists' professional associations, self-regulatory bodies, judges etc.).

Activity 2.1: To design and launch grant scheme focusing on Rule of law in particular on: good governance, transparency and accountability of public administration, human and minority rights, fight against corruption and organised crime.

Activity 2.2: Manage the grants contracts.

Activity 2.3: Monitoring and evaluation of the activities that are being supported.

Concerning the Grants scheme (Contract 2):

•Grants ranging from €50,000 to €150,000 will be allocated to local, regional and national print, broadcast and online media, journalist professional associations with the aim to increase media production of public importance covering the following themes (components):

production of relevant high quality media programmes focusing on Rule of law in particular on: good governance, transparency and accountability of public administration, human and minority rights, fight against corruption and organised crime.

Proposals will be assessed according to the quality and relevance of the contents that are to be produced through the grant.

BUDGET JUSTIFICATION TABLE*

Project Fiche Title:	<i>Strengthening Media Freedom</i>
Implementation Modes (types of contract):	<i>1 Grant Scheme</i>
Justification for the selection of implementation modes:	<i>There is a need for expert support in implementing media strategy and aligning of legal framework.</i>
Estimated Duration:	24

<i>I. Grant Contract</i>			
List of activities	Required Input (days)	Total Fees	Comments
<i>Grants</i>		2,000,000.00 €	
<i>Total Grant</i>	0	2,000,000.00 €	
TOTAL EXPENDITURE		2,000,000.00 €	

* *This table contains a rough estimation of the required effort and resources required for the implementation of the project and is subject to changes and modifications*

** *Cost per unit includes the costs of materials, manpower, rental of machines and any other associated costs with works*

ANNEX V: Project visibility activities

A proactive communication and dissemination policy is important in order to increase the visibility of the media reform, ensure the commitment of the media community, relevant stakeholders as well as general public to the necessary and demanding changes and to gain its feedback.

A professional communication plan will determine target groups, key messages, the appropriate channels of delivery and the resources required. Target groups will include opinion leaders and influential figures, as well as those beyond government and the media who have a stake in the action, or are affected by it.

Communication tools should be planned out carefully in a way that the maximum synergy is used through different communication products such as press releases, press conferences, promotional items, photographs, audio-visual productions, public events and visits and information campaigns.

The communication plan has to be executed in a manner that all activities are conducted timely, information are used accurately, activities are well coordinated and all actions are appropriately planned in terms of resources spent and expected impact.