**Supporting Press Councils in South East Europe and Turkey**

**What is the role of a press council?**

- Administration of an agreed code of journalistic ethics
- Investigation of complaints about a breach of the code of ethics

**Why supporting press councils in this region?**

- They promote media quality and reliable journalism
- They help readers to access the media and request ethical journalism
- They give evidence of media accountability

**How are we supporting press councils?**

Through a UNESCO-EU project

**Building trust in media in South East Europe and Turkey**

- The project sponsors activities to:
  - Inform the media users about their role and functioning
  - Improve their digital presence
  - Take part in training about media ethics
  - Network with EU peers
  - Participate in conferences on media ethics

**What do we want to achieve?**

- Improved functioning and long term sustainability of press councils
- Increased number of citizens using press councils by filing complaints
- Increased fit of press councils to the digital era