SNAPSHOT

YEAR 2 RESULTS: UNTIL NOVEMBER 2021

"Building Trust in Media in South East Europe and Turkey - Phase 2"
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3 PROJECT COMPONENTS

1. Strengthening Media and Information Literacy (MIL) through formal & informal education

2. Improving the capacities of media outlets and young reporters to counter disinformation

3. Strengthening media accountability & good governance through sustainable self-regulation mechanisms
ACTIVITY: DEVELOPING POLICY & STRATEGY DOCS

Results:
- Multistakeholder consultations held
- Policy and Strategy Documents published, endorsed by authorities, and shared among stakeholders

ACTIVITY: PILOTING MIL IN FORMAL EDUCATION

Results:
- Workshops with teachers held and MIL Curricula and teaching material developed, printed (3000 copies), and disseminated
- Teacher training programme held in 10 selected primary schools: 120 teachers trained
- Mentors trained and assigned to schools selected
- Steering Committee to monitor the piloting set up
- Monitoring & Evaluation tools developed
Multistakeholder consultations held
Policy and Strategy Documents published and shared among stakeholders
Policy and Strategy endorsed by authorities of the Sarajevo Canton

Results:
- Workshops with teachers held and MIL Curricula printed (400 copies) & disseminated and OER platform for teachers developed
- Training held for librarians in 35 schools to act as focal points in 2022 training for teachers
- Community of Creative Teachers & Librarians set up
- Steering Committee to monitor the piloting set up
- Monitoring & Evaluation tools developed
38 youth organisations from Albania, BiH, Montenegro, North Macedonia, Serbia, Turkey, as well as Kosovo* (as defined by UNSCR 1244, 1999) trained to adopt MIL in their policies and daily activities

- Regional Network of Youth Organisations set up: 27 youth organisations signed the Memorandum of Understanding
- Strategy for Implementing MIL in daily activities
- Regional Network promoting MIL online

- Training of Trainers: at least 8 youth organisations trained
- MIL actions with youth: at least 8 youth organisations across the region implementing training with youth
Media & Information Literacy in informal education

Component 1

**SEE MEDIA & INFORMATION LITERACY PLATFORM**
- Regional platform for stakeholders: sharing the MIL state of play in the region
- Promotional videos in local languages
- National pages for Albania and BiH

**MIL CLICKS IN BOSNIA AND HERZEGOVINA**
- National BiH MIL CLICKS page created with more than 100 contents developed & shared
- #ThinkBeforeSharing

**MIL MOOC FOR BOSNIA AND HERZEGOVINA**
- MIL Massive Online Open Course localised in BiH for lectures at University
- At least 194 university students enrolled
I have already included some of the new tools I have learned in my daily work, and I look forward to extending my knowledge to my colleagues. It is also nice to know that we can count on support from colleagues in the media field and organizations.

Katarina Vasiljevic, Journalist, Glas Sumadije (Serbia)

Testimony of a project beneficiary:

...I have already included some of the new tools I have learned in my daily work, and I look forward to extending my knowledge to my colleagues. It is also nice to know that we can count on support from colleagues in the media field and organizations.”

At least 5 journalistic pieces produced using new skills
In 2020 and 2021, 5 online seminars held for 154 participants (journalists, editors, etc.).
- Needs-assessment interviews and feedback interviews held
- 5 new modules on fact-checking added into P24 Akademi - organisation's digital learning scheme

Results:
- 82% of trainees empowered with tools for science journalism verification
- 92% of trainees empowered to use at least one open-source digital tool

FACT-CHECKING INITIATIVES IN TURKEY

ACTIVITY: ORGANISING SEMINARS ON FACT-CHECKING WITH P24

BİLİŞSEL TUZAKLAR

Research: Exploring the relationship between fact-checkers & media outlets

P24 to set up a mediation & communication channel among fact-checkers & media
Ethical self-assessment audits in media outlets

Component 2

Journalism Trust Initiative (JTI)

- Journalism Trust Initiative principles of transparency, professionalism & good governance used for ethical self-assessments in the media

Synergies between EU funded projects

- 5 media in Serbia and 5 in Albania coached by the Ethical Journalism Network to perform self-assessments
- 4 media in Serbia and 4 in Albania completed the self-auditing
- In North Macedonia, 11 media and in Montenegro 6 media engaged to conduct the self-assessment exercise

Promoting the JTI & the ethical audits

- 1 promotional online campaign with infographics
- Podcast series
- Promotion in events & festivals
The results of workshops: local campaigns launched by journalists’ organisations in October 2021, expanding visibility of the organisations, increased membership of freelancers, new communication channels, etc.
2. Creating the Youth Newsroom

SETTING UP THE SEE YOUTH NEWSROOM WITH CROA

- 38 journalists trained to cover EU and UNESCO events, and international, meaningful topics
- Journalists mentored by a professional journalist to report for the SEE Youth Newsroom
- At least 50 articles published & 15 events covered

Trainers include: UNESCO Programme Specialist Saorla McCabe, Chequeado (fact-checker from Argentina), EFJ, etc.

SEE YOUTH NEWSROOM IN ACTION

THE UNESCO WORLD PRESS FREEDOM CONFERENCE
- 11 journalists from the SEE Youth Newsroom covered the WPFD Conference 2020 and 2021

THE UNESCO REGIONAL MIL CONFERENCE IN SEE 2021
- 8 journalists from the SEE Youth Newsroom covered live the conference on MIL in Sarajevo

#THINKBEFORESHARING ONLINE CAMPAIGN
- The SEE Youth Newsroom joins forces with the YEAs to counter disinformation online with MIL

The SEE Youth Newsroom platform

Platform for publishing articles, available in all local languages in the region
Component 2

Translating and Disseminating: "Journalism, 'Fake News' & Disinformation"

UNESCO Model Course for journalism educators and trainers translated by local media organisations

Handbook in the Albanian language promoted online and printed in 1500 copies and disseminated among stakeholders, including in North Macedonia and Kosovo*

UNESCO Handbook for Training of Journalists translated into...

ALBANIAN

TURKISH

THE B/H/S LANGUAGES

MACEDONIAN

TRANSLATING & DISSEMINATING THE UNESCO PUBLICATION
3 Supporting media self-regulation mechanisms

Albanian Media Council

Albanian Media Council relaunched in February 2020

- 6 complaints about press code violations received in 2020 and 26 in 2021
- Monitoring staff trained and 24 online media monitored - 1572 potential press code violations recorded into newly created database
- New complaints mechanism: 30 media, members and non-members, added a banner on their website to help citizens file complaints
- The council membership increased to 29 members
- Visibility: 30+ media articles per year, participation in online events, social media & website activity
Supporting media self-regulation mechanisms

### Press Council in Bosnia and Herzegovina

- 903 complaints about potential press code violations received in 2020 and 523 in 2021 (6 meetings of the Complaints Commission)
- Research conducted the relationship between journalism and social media (60 surveys from media)

### Component

- Press Code of the council adapted to the digital age through the efforts of a Working Group
- Capacity-building with the council members
- Online discussion on hate speech with advertisers and ads agencies
- Visibility: publishing press releases and statements, social media campaigns, etc.
In 2021, 5 complaints about potential press code violations received and handled

Visibility: 20+ media articles, social media activity and campaign

"Guidelines on Journalistic Due Diligence" developed by a Working Group (the council & the ombudspersons)

Guidelines promotion: press conference at the EU Info Center in Podgorica, event at the University of Montenegro, and social media campaign
140 complaints about potential press code violations received in 2020 and 95 in 2021 (at least 10 Complaint Commission sessions)

Registry of Professional Online Media launched
152 new media members as of September 2021

Professional Media Contest: quality coverage of the pandemic rewarded

Visibility: "Diversity and inclusiveness in the reporting about the pandemic" promotional video
3. Supporting media self-regulation mechanisms

Press Council in Serbia

- 163 complaints about potential press code violations received in 2020 & 64 in 2021 (at least 9 Complaints Commission meetings)
- 77 inquiries received from local governments to know the violations lodged against 1,063 media (for allocation of public funding)
- 6 online media monitored: 2829 potential code breaches recorded ("Reporting on Children" report & Monitoring report developed)
- Media Literacy Lexicon created, printed (500 copies) and promoted in an online campaign
- Travelling exhibitions organised in 2 schools: around 2,900 pupils

Visibility: Publishing the Complaints Commission sessions on YouTube (at least 1750 views), publicising complaints decisions on social media and website, social media promotion of Media Literacy Lexicon, travelling exhibitions social media channel, etc.
Supporting media self-regulation mechanisms

**Press Council of Kosovo* (Under UNSCR 1244)**

- 197 complaints about potential press code violations received in 2020 and 130 in 2021 (at least 10 meetings of the Complaints Commission)
- All decisions published on the council's website
- 5 meetings with media held and new members: total of 45 members

- Brochure about the complaints procedure in Albanian, Serbian, and English
- Developing a data base of all the members of the council
- Visibility: website updates, social media activity, publishing press release, etc.
Supporting media self-regulation mechanisms: regional cooperation

**REGIONAL DECLARATION OF PRESS COUNCILS**

**REGIONAL CONFERENCE OF PRESS COUNCILS HELD IN SARAJEVO IN NOVEMBER 2021**

- Joint Declaration to strengthen media ethics in the digital ecosystem adopted by the press councils
- First-ever declaration of council in SEE and Turkey translated into all local languages
- Recommendations for media professionals, public authorities & institutions, & internet platforms

**COOPERATION MEETING OF PRESS COUNCILS**

- At least 5 webinars held by the press councils to discuss about media ethics in the region
- At least 6 cooperation meetings held the strengthen joint efforts & regional ethics in journalism
- 2 online cross-regional campaigns held
Celebrating Global MIL Week in South East Europe

REGIONAL WEBINAR HELD IN 2020
- "Media and Information Literate Youth" webinar held on 21 October 2020 gathered at least 170 participants

REGIONAL CONFERENCE HELD IN 2021
- "MIL for the Public Good" Regional Conference held on 21 October online & in the UN house in Sarajevo
  - 5 panels with 200 participants & more than 250 views on YouTube

Social media campaigns

#THINKBEFORESHARING
- 2 campaigns against conspiracy theories & disinformation joined by all partners

#THINKBEFORESHARING FOR YOUTH
- Youth promoting MIL online

#ESSENTIAL WORKERS
- EFJ regional campaign for journalists

LOCAL CAMPAIGNS BY PARTNERS

COMMUNICATION & VISIBILITY
COMMUNICATION & VISIBILITY

**Project website**

- **MAINSTREAMING PROJECT OUTPUTS**
  - Project outputs gathered: at least 25 outputs published

- **NEWS: PROJECT UPDATES & RESULTS**
  - Project website news sections highlighting at least 28 project results

**Social media & partners' websites**

- **#TRUSTINMEDIASEE**
  - Project hashtag shared online by UNESCO & project partners
  - At least 128 project posts by @UNESCOEU in 2021
  - Partner project updates on social media

- **PROJECT PARTNERS' WEBSITE ACTIVITY**
  - Partners sharing results and updated on their websites
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#TrustInMediaSEE