

## **Awarded Grants – Media Fund Serbia<sup>1</sup>**

1. The Independent Journalists` Association of Serbia - **Decision vs Official Note**; €27,000 November 1, 2024 – October 31, 2025.

The overall goal of this project is to contribute to the creation of a favorable environment where media freedom and freedom of expression can be fully exercised without interference. To achieve this, the project focuses on enhancing the institutional framework and practice that protect journalists' rights and safeguard media freedom.

2. Independent Journalists' Association of Vojvodina - **Building Local Capacity to Combat Threats and Uphold Journalistic Rights**; €26,930 December 1, 2024 – November 30, 2024.

The overall goal of the project is to raise the capacities of the media community, primarily in multi-ethnic communities in Serbia through strengthening the existing network of trustees in cooperation with legal expert, by educating them to recognize, report and respond to threats and hate crimes, SLAPP lawsuits and other forms of discrimination.

3. The Journalists` Association of Serbia - **Where does the Media reform take us one decade later** €27,000

November 1, 2024 – October 31, 2025.

The overall goal of the project is to enhance transparency, accountability, and understanding of media project co-financing in Serbia. The project aims to improve public access to information and promote fair and effective distribution of public funds to the media sector.

4. Union of Journalists of Serbia - **The Role of Trade Unions in Strengthening the Work and Professional Capacities of Journalists and Media Workers**; €12,000

November 5, 2024 – November 4, 2025.

The goal of the project is to continue the debate on establishing social dialogue in the media sphere in Serbia in order to move towards signing a branch collective agreement, as stipulated by the Media Strategy.

5. Association of Media - Making ALL Media Visible; €26,978

November 5, 2024 – November 4, 2025.

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<sup>1</sup> The Media Fund Serbia is a program implemented by the Balkan Trust for Democracy of the German Marshall Fund of the United States, supported by the Royal Norwegian Embassy in Belgrade/Norwegian Ministry of Foreign Affairs (NMFA) and the Swiss Development Cooperation Office in Serbia (SDC).

The overall goal of the initiative is to contribute to the establishment of a transparent, functional, sustainable, and fair media market protected from political influence, as stipulated in the effective Media Strategy.

6. Association of Local Independent Media “Local Press” - **Local independent media in focus;** €27,000

November 1, 2024 – October 31, 2025.

The project aims to strengthen and involve independent local media in regulating the media scene in Serbia and to support them in identifying, reporting, and publicly informing about daily pressures and occasional threats that hinder their work.

7. Association of Independent Electronic Media - **Enhancing safety of journalists through innovative monitoring and education;** €26,990.

November 1, 2024 – October 31, 2025

The project is to increase the safety of media workers through monitoring the implementation of the Media Strategy and producing educational articles and video content on established web/mobile phone app and promote a stronger partnership and cooperation between the competent institutions and media and journalistic associations.

8. Slavko Curuvija Foundation - **Towards Accountable, Transparent and Effective Media regulation in Serbia;** €29,885

January 1, 2025 – November 30, 2025.

The project aims to advocate for transparency, efficiency and effectiveness of Serbia’s Regulatory Body for Electronic Media (REM), keep stakeholders, the media community and the public alerted on all key developments and mobilize the broader media community and civil society to protect human rights in TV broadcasting.

9. SHARE Foundation - **Path to Resilience: Advancing Cybersecurity of Local Media in Serbia;** €30,000

March 17, 2025 – December 15, 2025

This project will increase the internal capacities of ten local media actors for risk mitigation and resilience when it comes to preventing and responding to cybersecurity incidents. The project will conduct a comprehensive cyber security training for a group of local/civic media in Serbia to make them more resilient to digital risks and challenges, as well as provide recommendations to improve their cybersecurity posture in the future.

10. Balkan Investigative Journalist Network Serbia- BIRN - **Journalism in the Digital Age: Strengthening Investigative Approaches to Digital Rights;** €27,000

March 17, 2025 – December 15, 2025

The overall goal of this project is to enhance the investigative capacity of local media

and empower journalists to cover underreported digital rights issues, while ensuring greater public access to reliable and diverse information. By increasing the visibility and reach of in-depth reporting, the project aims to reinforce trust in independent media and encourage institutional accountability.

11. Center for Investigative Journalism – Foundation - **Seeing Clearly: From Local Realities to National Stories**; €26,695

March 17, 2025 – December 15, 2025

The project will produce seven investigative stories, four of which will be based on local topics, focusing on key social issues like human rights, justice, and climate challenges. Research will yield the most relevant topics, focusing on their causes, consequences, and broader implications. The produced video explainers will be distributed through targeted outreach campaigns, aiming to reach 500,000 views per video, and engage audiences in informed discussions on pressing topics.

12. Hourglass - **Public interest stories: pluralism of views for informed citizens**, €24,040

March 17, 2025 – December 15, 2025

The project aims to enhance public understanding of critical reforms in Serbia focusing on legal and policy changes related to fundamental rights. It is to foster public debate, improve media pluralism, and ensure citizens are informed about the implications of these reforms in a context where media capture and political influence hinder objective reporting.

13. Civic Association Sumadija's Center for Civic Activism Res Publika - **The Investigative Voice: Strengthening Local Journalism and Civic Engagement in Šumadija**; €26,840

March 17, 2025 – December 15, 2025

The project will strengthen investigative journalism in Kragujevac and the Šumadija region by enhancing collaboration between Res Publica and Glas građana Šumadije, two local citizens' associations. It will empower local journalists to produce in-depth, data-driven, and ethically responsible investigative reports on public interest issues through mentorship, skills development, and network-building. Investigative storytelling will be combined with strategic digital outreach, using multimedia content to maximize audience reach.

14. VREME Fond - **Health Under Scrutiny: Investigating Serbia's Healthcare Crisis in Collaboration with Local Journalists**; €26,850

April 1, 2025 – November 30, 2025

The project aims to strengthen local investigative journalism in Serbia by collaborating with local journalists on in-depth investigations into critical healthcare issues. Through hands-on reporting, mentorship, and workshops, Vreme Fond aims to equip local

journalists with the skills to uncover critical issues while producing impactful stories that drive public awareness and accountability.

15. Partners for Democratic Change Serbia – **Strengthening the Anti-SLAPP Protection in Serbia;** €18,231

May 9, 2025 – October 8, 2025

The project aims to expand the space for civil society by improving protection of civil right defenders, activists, journalists and the media facing strategic litigations against public participation (SLAPPs). This project intends to strengthen the impact of the Anti-SLAPP Working group to enable adequate protection to the victims of SLAPPs throughout Serbia.

16. Press Council – **Media Ethics Lab: Youth Fact-Checkers from Nis;** €14,975

August 1, 2025 – November 30, 2025

The project aims to strengthen media literacy and ethical awareness among young people by equipping them with the knowledge, tools, and motivation to critically engage with media content by combining interactive, expert-led training, peer collaboration, and digital innovation. High school and university students will be empowered to critically assess media content, understand the importance of ethical journalism, and become informed advocates for responsible journalism in their communities.

17. Youth Initiative for Human Rights Serbia (YIHR) – **Artificial Intelligence in Journalism 101: Online Audiovisual Learning Hub to Combat Disinformation;** €24,970

August 1, 2025 – November 30, 2025

The proposed project aims to strengthen media literacy and critical thinking in Serbia by equipping journalists, students, and the public with practical knowledge of AI tools used in modern media, strengthening their skills in verifying sources, detecting manipulated content, and analyzing data, while also exploring ethical considerations such as algorithmic bias.

18. European Roma Institute for Arts and Culture Serbia (ERIAC) – **Digital Resilience and Media Literacy Youth Initiative;** €25,000

August 1, 2025 – November 30, 2025

The project aims to strengthen media literacy, informed citizenship, and democratic resilience in Serbia by empowering Roma and non-Roma youth to critically engage with digital content and counter hybrid threats, through four modules including: misinformation and fact-checking; AI bias and role of algorithm; recognizing and combating online anti-gypsyism and building emotional resilience. The initiative develops critical thinking and media literacy skills among marginalized youth while fostering cross-sector collaboration with educators, civil society actors, and media professionals.

19. Podcast Support – **Innovation in Narrative Podcasting for Media Literacy in Serbia;** €23,958

August 1, 2025 – November 30, 2025

The project proposal focuses on training podcast creators in research-based storytelling, solutions journalism, and narrative complexity. This project fosters critical media literacy by empowering both creators and audiences to engage with media more thoughtfully and responsibly. Through tailored mentorship, hands-on production, and strategic outreach, it delivers a high-quality podcast series and a scalable model for independent media development and audience engagement in Serbia.