Schweizerische Eidgenossenschaft
Confédération suisse
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Swiss Agency for Development and Cooperation SDC

Norway G | M | F Balkan Trust for Democracy

Awarded Grants – *Support to Improved Media Environment in Serbia* (2026-2030)

1. Center for Research, Transparency and Accountability CRTA - **Media Shield - Strengthening Evidence-Based Media Monitoring and Analysis in Serbia**; €34,975; July 1, 2026 - September 30, 2026
The project aims to strengthen independent, evidence-based monitoring and analysis of Serbia's media environment by advancing analytical infrastructure for tracking media narratives, political representation and information trends across online media, enabling a more comprehensive and methodologically robust analysis than currently available through commercial or publicly accessible solutions. As such, the project will enhance the capacity to generate reliable evidence on media narratives and representation.

2. The Independent Journalists` Association of Serbia - **Truth Has a Byline: Protecting Journalism in the AI Era**; €34,980; October 1, 2026 – September 30, 2027
The project aims to strengthen both policy and newsroom responses to the growing use of AI in journalism by advancing transparent AI-use standards, protecting journalists' authorship and economic rights, and promoting meaningful human editorial responsibility, while analyzing and contextualizing relevant European regulatory developments and professional practices, and adapting them to Serbia's media and legal context.

3. Association of Independent Electronic Media (ANEM) - **PWG 2.0 - From crisis response to a sustainable journalist protection system**; €39,200 January 1, 2027 – December 31, 2027
The project aims to strengthen Serbia's institutional system for protecting journalists by using ten years of experience of the Permanent Working Group for the Safety of Journalists (PWG) to assess the effectiveness and limitations of the existing model and develop evidence-based recommendations for its improvement. Through monitoring, legal and policy analysis, national and local consultations, coalition coordination, institutional dialogue and adaptive advocacy, the project seeks to move beyond case-by-case crisis response toward more stable coordination, clearer responsibilities, stronger national and local contact points, and more consistent application and targeted improvement of legal and procedural safeguards.

4. Association of Local Independent Media "Local Press" - **Recognizing Local Media for Better Public Information; €32,939;** October 1, 2026 – September 30, 2027.
The project aims to strengthen the sustainability and public-interest role of independent local media in Serbia by generating evidence on public media co-financing, ownership transparency, media pluralism and the phenomenon of "phantom media", and by advocating for the formal recognition and legal definition of local and regional media within Serbia's policy and legislative framework.

5. **Independent Journalists' Association of Vojvodina (NDNV) - Mapping and Safeguarding Media Pluralism in the Languages of National Minorities in Serbia;** €33,334; October 1, 2026 – September 30, 2027.
The project will produce an updated evidence base on minority-language media in Serbia by researching, mapping and analyzing media pluralism, financing mechanisms and access to information for national minority communities in Serbia. Findings will serve as evidence-based advocacy inputs and recommendations for Serbia's media reform, also ensuring that minority-language media are meaningfully reflected in Serbia's alignment with European Union media standards.

6. **Partners for Democratic Change Serbia (Partners Serbia) - Safeguarding Media Freedom in Serbia's Digital Governance Ecosystem; €32,290;** October 1, 2026 – September 30, 2027.
The project aims to strengthen the media sector's role in shaping Serbia's emerging AI and digital governance framework, ensuring that media freedom and freedom of expression concerns are reflected in AI regulation and Serbia's alignment with the EU digital and media acquis.

7. Slavko Curuvija Foundation - **Safeguarding the Right to Freedom of Expression through Judicial System in Serbia; €29,740;** October 1, 2026 – September 30, 2027.
Through systematic monitoring, legal analysis and targeted advocacy, the project aims to contribute to more consistent judicial protection of freedom of expression, while strengthening institutional accountability in media funding by cross-referencing public allocations with documented media-law violations and ethical breaches.

8. SHARE Foundation - **Aligning Serbia's Media Space with the DSA ahead of EU Accession; €33,880;** October 1, 2026 – September 30, 2027.
The project aims to prepare Serbia's media environment for alignment with the EU Digital Services Act (DSA) ahead of EU accession by developing an independent evidence base combining a DSA legal and institutional gap analysis with monitoring of systemic online risks in the media ecosystem and advocating for future legislation compatible with key DSA standards.

9. **Center for Research, Transparency and Accountability CRTA -** Media Monitoring for Accountability; €54,980; October 15, 2026 – July 15, 2027.
The project aims to strengthen independent scrutiny of Serbia's media environment by generating systematic, policy-relevant evidence on foreign influence, anti-Western anti-EU narratives and manipulative information patterns affecting media accountability, public debate and Serbia's European integration context.