

# FACT SHEET

(WHERE) KOSOVO

JANUARY 2018-DECEMBER 2020

SUPPORTING MEDIA AND INDEPENDENT JOURNALISM WITH A HUMAN RIGHTS PERSPECTIVE IN KOSOVO

To promote freedom of expression and strengthen independent journalism as a pillar for a developed and democratic Kosovo.

DONOR

European Union in Kosovo

SUMMARY

This action includes a wide array of topics with a socio-cultural importance, such as gender equality, sustainability and cross-cultural empathy, civic participation, greater access to information, access to resources, and civic and human rights. It directly involves journalists and media organizations willing to work toward the improvement of the human rights situation in Kosovo. It involves discovering and training talents, teaching them how to use media tools more creatively, enabling their individual expression and ensuring awareness raising and large societal outreach. It does so by providing support to media organizations to develop strong and creative media production plans, among other actions, in cooperation with existing and working human rights organizations in the field. In this way, the project not only strengthens media organizations but directly enables individual journalists and editors working within these media to develop individual critical notions about their society, use their media platforms to share these notions as well as develop the technical and knowledge-based capacities to do so.

MAIN OBJECTIVE

The Action aims to inform, engage and empower these communities through media. It aims to serve precisely the interest of the silent, the marginalized, the divided and often the excluded. It aims at mainstreaming in the public discourse viewpoints and positions that counter traditional norms that are discriminatory and put groups of society at risk

SPECIFIC OBJECTIVES

- To support and build the capacities of young independent journalists with a human rights perspective to produce high quality, innovative, creative stories able to reach larger audiences.
- To improve the professional and economic capacities of media organizations and media enterprises; especially their capacities to change traditional perceptions connected to

inequality, and their overall capacity to address human rights related issues that groups at risk in Kosovar society face, while reaching society at different levels.

- To improve the knowledge, expertise and approaches of leading editors of national and local media and to improve their networks and cooperation with civil society organizations in the field of human rights in Kosovo.

#### TARGET GROUPS

- Journalists (independent and/or freelance, employed and/or unemployed);
- Editors;
- Local media organizations and enterprises;
- Human rights activists and organizations;
- Women;
- LGBTI individuals;
- Ethnic minority groups;
- Youth.

#### PROJECT RESULTS

Some of the main results to be achieved during the implementation of the Action or in its immediate aftermath include:

- Thirty (30) young journalists have been part of the Human Rights Journalism Fellowship Program, through which they have received training and mentorship in order to become and lead the next generation of journalism in Kosovo, one with insightful expertise on the human rights situation in the country;
- A total of 19 stories, including multimedia formats i.e photo-essays and video documentaries have been published as part of the Human Rights Journalism Fellowship Program, whilst 10 stories are currently under production;
- Two of the fellows have received prestigious journalism awards with the stories published within the Human Rights Journalism Fellowship Program, while a vast majority of the stories have been republished by both local and international media;
- Two Human Rights Journalism Fellowship Program launch ceremonies aiming at further promoting a stronger human rights perspective in journalism have been held on the 10th of December of 2018 and 2019 (International Human Rights Day);
- Ten (10) media outlets have benefitted from the Media for Human Rights grant scheme, and are currently implementing and developing a strong editorial production in human rights and/or improving their in-house ethics and professional guidelines in order to take into account groups at risk and how to address them accurately and with responsibility;
- Ten (10) human rights/ civil society organizations have been engaged to cooperate with ten (10) media outlets through established partnerships with media organizations and outlets within the Media for Human Rights Program;

- Ten (10) individual journalists, and staff of at 10 media outlets (including reporters, managers, trainees and/or volunteers) have benefitted from the capacity building efforts (training and coaching);
- One Fellowship Tour and Exhibition has taken place on July 2020 drawing a greater attention to the importance of analytical human rights journalism;
- Three (3) conferences/round tables engaging at least 10 national media and 10 local media, and human rights organizations, and raising awareness among the media sector (including local and national media) about the capacities and needs of the media to contribute to the promotion and advocacy for human rights through journalism will take place;

#### MAIN IMPLEMENTER

KOSOVO 2.0

#### PARTNERS

Kosovar Center for Gender Studies (KCGS) and Center for Equality and Liberty (CEL)

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