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MEDIA INITIATIVES AND PARTNERSHIP SUPPORT

Media Initiatives and Partnerships Support is a four-year activity that helps Serbian citizens to safely and smartly navigate an increasingly complex media and information landscape. By helping citizens to become better informed and more capable of effectively participating in modern economic, social and political life, the activity will increase informed citizen participation, thereby increasing the resiliency of democratic actors and contributing to USAID’s overall goal of a more prosperous and democratic Serbia committed to European integration and self-reliance.

ACTIVITIES

- Increase public awareness and knowledge about key media and information literacy issues and concepts.
- Strengthen the ability of media consumers to critically assess digital content and communicate safely and responsibly in the digital sphere with an emphasis on the education system.
- Enlarge the body of public knowledge and understanding of media, digital, and information related issues and trends.
- Foster cross-sectoral partnerships among citizens, government, corporate, and civil society actors to advance dialogue and engagement on digital rights and responsibilities.

RESULTS

- Launched the “Influence Academy” attended by 13 regional influencers to teach them about media and digital literacy, online behavior, and journalism standards. Participants became peer-educators and continued delivering workshops for elementary and high school students across Serbia as part of a newly established partnership with the mobile network operator AI Serbia.
- Increased citizens' digital and literacy skills, online security, and digital literacy through Digital Expedition caravan launched in cooperation with the Office of the Prime Minister and UNDP in 2021. The caravan visited 18 towns across Serbia enabling 35,000 citizens to learn about online security and digital literacy, e-Government, and online commerce.

- Implemented a public outreach campaign to increase parents' understanding of media literacy that reached 76 percent of the population. The campaign included a Media literacy handbook for parents, created in collaboration with the Ministry Information and Telecommunications, and other education material that were widely distributed. Also, a series of TV spots were aired on 20 national and cable broadcast outlets and in Cineplexx cinemas.
- Enabled more than 1000 high school students to visit 15 digital companies in Belgrade, Novi Sad and Nis to better understand the digital environment and gain first-hand experience on how they can apply their knowledge at the workplace. In 2022, 40 teachers joined those visits in support of their students.
- Provided financial and mentoring support for 18 school teams to develop innovative digital educational resources for their schools and local communities. One of the teams, from the First Kragujevac Gymnasium, won the European Training Foundation's Innovative Teaching & Learning Award 2022 for their "Escape Room" project, named one of the best innovative solutions for learning in the world.

ADDITIONAL INFORMATION

PROJECT FUNDING

U.S. Agency for International Development (USAID/Serbia)

PROJECT IMPLEMENTATION

Propulsion Fund

KEY COUNTERPARTS

Ministry of Information and Telecommunications; Institute for Improvement of Education; Commissioner for Information of Public Importance and Protection of Personal Data, National Academy for Public Administration; Institute for the Evaluation of Quality of Education; Ministry of Education

WHERE WE WORK

Nationwide

PROJECT DURATION

August 2019 – August 2023

TOTAL FUNDING

\$3,000,000

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