



SUPPORT TO MEDIA REFORMS PROJECT

The Support to Media Reforms project is a 30-month, \$445,000 activity to support a more favorable regulatory environment for pluralistic media development and the further digitalization of society in an inclusive and safe manner. The activity was developed in response to an agreement between the Organization for Security and Cooperation in Europe (OSCE) and the Government of Serbia, which entrusted the OSCE with a key role in ensuring that Serbia's ongoing media reforms are implemented in line with best international and European standards and practices, and that they allow for free media and freedom of expression.

ACTIVITIES

- Contribute to media reforms by providing technical assistance to public authorities and regulators in policy and legislative development.
- Ensure the effective implementation of media and media-related legislation through capacity development of state institutions and independent regulators (e.g., Republic Agency for Electronic Communications and Postal Services (RATEL), relevant ministries, etc.).
- Help state institutions and the media adapt to the EU's digital single market framework that increases consumer protection and removes barriers to cross-border e-commerce and access to online content.

RESULTS

- The OSCE, in collaboration with the Ministry of Culture and Information, helped Serbia improve its regulatory framework by supporting the adoption of a new National Media Strategy in January 2020 and an accompanying Action Plan in December 2020. The OSCE's facilitation of the process ensured that it was evidence-based, transparent, and inclusive.
- The project has provided expert support to help the Ministry of Culture and Information draft the new Law on Public Information and Media.
- The project provided technical advice to the Ministry of Trade, Tourism, and Telecommunications for the Digital Skills Development Strategy that was adopted in

February 2020. The strategy defines continuing education and training requirements for ICT instructors and university professors and strives to ensure they stay up-to-date with modern ICT developments and trends.

- Support to RATEL's Community Emergency Response Team (CERT) was provided to better plan and execute strategic communications on cybersecurity to the public. Through a social media campaign, RATEL helped raise awareness about cyber security and the role of CERT.
- As a result of all aforementioned efforts, state institutions and the media are now in a better position to adapt to the EU's digital single market framework.

ADDITIONAL INFORMATION

PROJECT FUNDING

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

PROJECT IMPLEMENTATION

Organization for Security and Cooperation in
Europe – Mission to Serbia

KEY COUNTERPARTS

Ministry of Culture and Information; Ministry
of Trade, Tourism and Telecommunications,
Independent regulatory agencies and media
stakeholders

WHERE WE WORK

Nationwide

PROJECT DURATION

April 2019 – December 2022

TOTAL FUNDING

\$444,574

CONTACT

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