

Creative Europe cross-sectoral NEWS - Journalism Partnerships

CREA-CROSS-2024-JOURPART-COLLABORATIONS
CREA-CROSS-2024-JOURPART-PLURALISM

Deadline:
14th
February
2024

Creative Europe 2024

EUROPEAN NEWS PITCH TRANSNATIONAL PARTNER MATCHING

10th of January 2024, 11.00-12.30 (CET)

Journalism
Partnerships call

Pitching deadline

3rd of January 2024, 6 PM (CET)



European NEWS Pitch
Projects catalogue

Co-funded by
the European Union



Creative
Europe
MEDIA



Transnational cooperation between the Creative Europe Desks of 23 countries

This transnational pitching session is brought to you by the Creative Europe Desks Armenia, Bulgaria, Croatia, Czech Republic, Denmark, France, Georgia, Germany, Hungary, Iceland, Italy, Latvia, Lithuania, Malta, the Netherlands, Norway, Poland, Portugal, Romania, Slovenia, Spain and Sweden.

**Creative Europe
cross-sectoral
NEWS - Journalism
Partnerships Call 2024**



CREA-CROSS-2024-JOURPART JOURNALISM PARTNERSHIPS

Info session

<https://ecconf.webex.com/ecconf/j.php?MTID=mc7ac301ec3a2255f44dc3ac90ceebf6c>

*European Education and Culture
Executive Agency*

A photograph of the European Union flag, which is blue with twelve gold stars arranged in a circle. The flag is being held up by two hands, and it is waving in the wind. The background is a blurred green landscape with trees.

CREA-CROSS-2024-JOURPART



COLLABORATIONS

FOSTERING CROSS-BORDER COLLABORATION
AMONG NEWS MEDIA

- ADDRESS THE STRUCTURAL AND TECHNOLOGICAL CHANGES FACED BY THE MEDIA SECTOR
- DEVELOP COLLABORATIVE TRANSFORMATION, FROM A BUSINESS, TECHNOLOGICAL AND/OR CONTENT POINT OF VIEW.



PLURALISM

ENCOURAGING MEDIA PLURALISM

THIRD PARTY SUPPORT

- FOR ORGANISATIONS OFFERING GRANTS AND TRAININGS TO NEWS MEDIA OF PARTICULAR RELEVANCE TO DEMOCRACY AND CIVIC PARTICIPATION

CREA-CROSS-2024-JOURPART-COLLABORATIONS

EXPECTED IMPACT

INCREASED
INNOVATION
AND CREATIVITY
IN BUSINESS
MODELS,
JOURNALISTIC
PRODUCTION
PROCESSES AND
DISTRIBUTION
PROCESSES

INCREASED
INTEREST IN
JOURNALISM,
AMONG
VARIOUS SOCIAL
GROUPS,
LANGUAGE
GROUPS AND
AGE GROUPS

INCREASED
VIABILITY OF
PROFESSIONALLY
PRODUCED
JOURNALISTIC
CONTENT

INCREASED
MEDIA
COLLABORATION

SECTOR-WIDE
NETWORKS FOR
THE EXCHANGE
OF BEST
PRACTICES
AMONG NEWS
MEDIA
PROFESSIONALS

HUBS FOR SUB-
SECTORS
AROUND
TECHNICAL
FORMATS
(WRITTEN/ONLI
NE PRESS,
RADIO/PODCAST
S, TV, ETC.)
AND/OR
JOURNALISTIC
GENRES (DATA
JOURNALISM,
GENERAL
TOPICS,
SPECIALISED
JOURNALISM

ACQUISITION
AND
IMPROVEMENT
OF
PROFESSIONAL
SKILLS BY
JOURNALISTS
AND OTHER
MEDIA BUSINESS
PROFESSIONALS

CREA-CROSS-2024-JOURPART-COLLABORATIONS

ELIGIBLE ACTIVITIES

- BETTER REVENUE AND MONETISATION MODELS
- NEW APPROACHES TO AUDIENCE DEVELOPMENT, COMMUNITY-BUILDING AND MARKETING
- DEVELOPMENT OF COMMON PROFESSIONAL/TECHNICAL STANDARDS
- NEW TYPES OF NEWSROOMS
- SYNDICATION NETWORKS OR OTHER MODELS TO EXCHANGE CONTENT/DATA BETWEEN NEWS MEDIA ACROSS THE EU
- PROVIDE ASSISTANCE TO SMALL MEDIA ORGANISATIONS

CREA-CROSS-2024-JOURPART-PLURALISM

EXPECTED IMPACT

INCREASED
INNOVATION
AND CREATIVITY

IN BUSINESS
MODELS,
JOURNALISTIC
PRODUCTION
PROCESSES AND
DISTRIBUTION
PROCESSES

INCREASED
INTEREST IN
JOURNALISM,

AMONG
VARIOUS SOCIAL
GROUPS,
LANGUAGE
GROUPS AND
AGE GROUPS

INCREASED
VIABILITY OF
PRODUCED
JOURNALISTIC
CONTENT

INCREASED
RESILIENCE,
PLURALISM AND
EDITORIAL
INDEPENDENCE

INCREASED
RESILIENCE OF
CIVIL SOCIETY
ORGANISATIONS

IMPROVED
UPTAKE OF NEW
TECHNOLOGIES
INTO THE
TARGETED
MEDIA SECTORS

FOSTERING
REPOSITORIES
OF KNOWLEDGE
ABOUT MEDIA
SECTORS
DELIVERING
PUBLIC INTEREST
NEWS

CREA-CROSS-2024-JOURPART-PLURALISM

ELIGIBLE ACTIVITIES

1/3

ONLY FUNDING SCHEMES ALLOWED

- LOCAL AND REGIONAL MEDIA
- INDEPENDENT AND INVESTIGATIVE JOURNALISM
- ORGANISATIONS DELIVERING PUBLIC INTEREST NEWS/PUBLIC SERVICE JOURNALISM

(OPTIONAL) ACCOMPANYING ACTIVITIES:

- DEVELOPMENT OF DEONTOLOGICAL AND GOVERNANCE STANDARDS
- BUDGETARY READINESS
- DEVELOPMENT OF CRITERIA AND INDICATORS FRAMING THEIR SUPPORT
- REPOSITORIES OF KNOWLEDGE
- LEGAL ADVICE
- TRAININGS

FUNDING SCHEMES ARE MANDATORY - ACCOMPANYING ACTIVITIES ARE OPTIONAL!

CREA-CROSS-2024-JOURPART-PLURALISM

ELIGIBLE ACTIVITIES

2/3



WHAT SHOULD THE FUNDING SCHEMES SUPPORT?

- INNOVATIONS IN EDITORIAL PRODUCTION (E.G. FORMATS, CONTENT), COVERAGE AND REVENUE MODELS
- THE IMPROVEMENT OF DISTRIBUTION AND DISSEMINATION OF NEWS
- THE DEVELOPMENT AND ENGAGEMENT OF AUDIENCES AND COMMUNITY-BUILDING STRATEGIES
- THE DEVELOPMENT OF TECHNICAL TOOLS APPLYING TO THE ABOVE TOPICS
- TRAINING ON THE ABOVE TOPICS

CREA-CROSS-2024-JOURPART-PLURALISM

ELIGIBLE ACTIVITIES

3/3

RESPECT WIDELY ACCEPTED PROFESSIONAL MEDIA STANDARDS

MAJORITY OF THE BUDGET USED BY ORGANISATIONS WITHIN THE EU

MUST PROVIDE SUPPORT IN MINIMUM 4 EU COUNTRIES.

CONSIDERING THE NEEDS OF SMALLER NEWSROOMS, AREAS OF LOW PROVISION OF CERTAIN NEWS OR AREAS WHERE MEDIA PLURALISM IS STRAINED, IS ENCOURAGED.

CREA-CROSS-2024-JOURPART-COLLABORATIONS



DEADLINE: 14 FEBRUARY 2024, 17:00 CET

ELECTRONIC SUBMISSION: [F&T PORTAL](#)



- TOPIC BUDGET: **EUR 6 000 000** CO-FUNDING RATE : **80%**
- MAXIMUM GRANT AMOUNT: **EUR 2 000 000 PER PROJECT**
- PROJECT DURATION: **24 MONTHS** (AS FROM START DATE IN GA)

CREA-CROSS-2024-JOURPART-COLLABORATIONS

ELIGIBLE APPLICANTS



A CONSORTIUM COMPOSED OF **AT LEAST THREE APPLICANTS**

FROM A **MINIMUM OF THREE DIFFERENT COUNTRIES** PARTICIPATING IN THE CREATIVE EUROPE PROGRAMME

THE PROJECT COORDINATOR WILL SUBMIT THE APPLICATION ON BEHALF OF ALL PARTNERS



CONSORTIA MAY INCLUDE NON-PROFIT, PUBLIC AND PRIVATE **MEDIA OUTLETS** (INCL. WRITTEN/ONLINE PRESS, RADIO/PODCASTS, TV, ETC)

AS WELL AS **OTHER ORGANISATIONS FOCUSING ON NEWS MEDIA** (INCL. MEDIA ASSOCIATIONS, NGOS, JOURNALISTIC FUNDS AND TRAINING ORGANISATIONS FOCUSING ON MEDIA PROFESSIONALS, ETC).



NATURAL PERSONS ARE NOT ELIGIBLE

*EXCEPT FOR **SELF-EMPLOYED PERSONS OR EQUIVALENT (SOLE TRADERS) IF THE COMPANY DOES NOT POSSESS LEGAL PERSONALITY SEPARATE FROM THAT OF THE NATURAL PERSON***

NATURAL PERSONS CANNOT ASSUME THE ROLE OF THE COORDINATOR

CREA-CROSS-2024-JOURPART-PLURALISM



DEADLINE: 14 FEBRUARY 2024, 17:00 CET

ELECTRONIC SUBMISSION: [F&T PORTAL](#)



- TOPIC BUDGET: **EUR 5 000 000** CO-FUNDING RATE : **90%**
- MAXIMUM GRANT AMOUNT: **EUR 3 000 000 PER PROJECT**
- PROJECT DURATION: **24 MONTHS** (AS FROM START DATE IN GA)

CREA-CROSS-2024-JOURPART-PLURALISM

ELIGIBLE APPLICANTS



SINGLE APPLICANTS OR A CONSORTIUM OF AT LEAST TWO APPLICANTS ARE ALLOWED

FROM **COUNTRIES** PARTICIPATING IN THE CREATIVE EUROPE PROGRAMME

(IF APPLICABLE) THE PROJECT COORDINATOR WILL SUBMIT THE APPLICATION ON BEHALF OF ALL PARTNERS



APPLICANTS ACTIVE IN THE NEWS MEDIA SECTOR, INCLUDING:

- MEDIA ASSOCIATIONS
- NON-GOVERNMENT ORGANISATIONS
- NON-PROFIT ORGANISATIONS
- CIVIL SOCIETY ORGANISATIONS
- PUBLIC AUTHORITIES
- INTERNATIONAL ORGANISATIONS
- UNIVERSITIES
- FOUNDATIONS
- RESEARCH CENTRES
- JOURNALISTIC FUNDS AND TRAINING ORGANISATIONS FOCUSING ON MEDIA
- PROFESSIONALS
- PROFITMAKING ENTITIES
- ETC...



NATURAL PERSONS ARE NOT ELIGIBLE

EXCEPT FOR SELF-EMPLOYED PERSONS OR EQUIVALENT (SOLE TRADERS) IF THE COMPANY DOES NOT POSSESS LEGAL PERSONALITY SEPARATE FROM THAT OF THE NATURAL PERSON

NATURAL PERSONS CANNOT ASSUME THE ROLE OF THE COORDINATOR



Resources & recommendations

Please check carefully the call objectives, the eligibility and award criteria.

All informations concerning the Journalism Partnerships calls and **partners search tools** are available on the Funding & Tenders portal [on this webpage](#).

The European Education and Culture Executive Agency proposed on the 6th December 2023 an **online presentation** specifically dedicated to this call: <https://vimeo.com/892153509>

European News Pitch 2024

- #1 Germany: Neue deutsche Medienmacher*innen e.V. /** Rebecca Roth
- #2 The Netherlands: FONTYS /** Danielle Arets
- #3 Norway: ASSOCIATION OF NORWEGIAN LOCAL NEWSPAPERS (LLA) /** Tomas Bruvik

#1 - NEUE DEUTSCHE MEDIENMACHER*INNEN

Applying to: Action 1. Collaborations

Journalists of colour are important voices in journalism. They are essential for a diversity of perspectives in the European media landscape. However, many of them face racism and threats.

Our network has been **supporting BPoC journalists** for more 15 years and developed a great deal of expertise on **how to build up more inclusive newsrooms**. We would like to leverage our expertise on an European scale.

We see an urgent need to **strengthen journalists who have experienced racism** with retreats, peer to peer support, workshops and advice.

At the same time, we want to **raise awareness within media houses to the importance of diversity and inclusion** by publishing multilingual guidelines for newsrooms, by organizing conferences and by reaching out to the wider media scene through public relations.

#1 - DIVERSITY IN NEWSROOMS



**Neue deutsche
Medienmacher*innen**



Rebecca Roth

roth@neuemedienmacher.de

Looking for:

We are looking for partner organizations that strive for and promote diversity and have a large network in the media industry. Together we will promote discrimination sensitive newsrooms and enhance resilience among journalists who have experienced racism in the media industry.

www.neuemedienmacher.de

#2 FONTYS DANIELLE ARETS

Applying to: Action 1. Collaborations

The European AI Act, introduced in late 2023, is a significant step in comprehensive AI legislation, focusing on protecting citizens from discriminatory AI services. Our collaborative initiative, under Topic 1 Journalism Collaborations, aims to promote **responsible AI integration in journalism**.



While media outlets play a crucial role in accountability, the implementation of the AI Act poses challenges in compliance and governance. Transparency in AI decision-making, especially in complex algorithms, remains a concern. Despite the AI Act's guidelines, experts argue for more comprehensive documentation and thorough risk assessments.

Our project seeks to address these challenges through **innovation, collaboration, and specialized training**, ensuring responsible AI integration in European journalism.

#2 RESPONSIBLE AI INTEGRATION IN JOURNALISM.



Danielle Arets
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Bart Wernaart
b.wernaart@fontys.nl



Looking for:

We are looking for European media outlets, legal experts focused on AI legislation in media and frontrunners in AI driven journalism

#3 - ASSOCIATION OF NORWEGIAN LOCAL NEWSPAPERS (LLA)

Applying to: Action 1. Collaborations

From January 1st, 115 Norwegian local newspapers and Center for Investigative Journalism, have established a **collaboration desk** to assist with more **investigative journalism**. The desk will be staffed with data journalists and researchers who will provide locally adapted basic material within the journalistic topics we choose to collaborate on. Until the summer, public broadcaster NRK is involved in the collaboration.

We want to cooperate with European local newspapers which, for example, will investigate the regional and local consequences of supranational decisions in the EU/EEA. We will test out **AI in the collaboration**. Our national news agency, NTB, has developed an **automated writing tool** intended for journalists in local newspapers. The program interprets statistics, drafts articles and can create hundreds of locally adapted articles from the draft. The program needs to be tested in local newspapers through 2024.

#3 A COLLABORATION DESK TO ASSIST WITH MORE INVESTIGATIVE JOURNALISM



**Tomas
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**Grethe Gynnild-
Johnsen**

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Looking for:

European local newspapers which, for example, will investigate the regional and local consequences of supranational decisions in the EU/EEA.

Supported projects
Journalism Partnerships
2021-2023 calls

NEWS - Journalism Partnerships 2021 projects

Cross-Border Local

Start: 1 March 2022 | EU support: €1,095,998

Stars4media NEWS

Start: 1 Feb 2022 | EU support: €2,386,403

Pix.T for News & Photojournalism

Start: 1 April 2022 | EU support: €732,137

Media Innovation Europe: Energising the European Media Ecosystem

Start: 1 June 2022 | EU support: €1,661,009

The Circle: a European network of media hubs

Start: 1 April 2022 | EU support: €675,298

European Excellence Exchange in Journalism (E3J)

Start: 1 April 2022 | EU support: €982,413

European Focus

Start: 1 March 2022 | EU support: €473,585

More info [here](#)

NEWS - Journalism Partnerships 2022 projects (1/2)

- **CIJ2 - Collaborative and Investigative Journalism Initiative** | EU support: €2,388,989
- **CJEGC - Collaborative Journalism Europe in a Global Context** | EU support: €2,000,122
- **Come Together – Strengthening community media in Europe** | EU support: €1,032,853
- **DJE - Deaf Journalism in Europe through Sign Languages** | EU support: €1,062,639
- **IQMEDIA - a collaborative framework towards business transformation, Innovation, Quality journalism, and advanced digital skills in the Media environment covering Greece, Cyprus, France, and Portugal** | EU support: €934,683
- **MV - Monetising Value, towards financial sustainable independent public-interest journalism** | EU support: €519,896.

NEWS - Journalism Partnerships 2022 projects (2/2)

- **NEWAVES – Collaborative Alliance for Radio Recovery and Boost of Community News Media in Low-density Territories** | EU support: €733,052.
- **NEWLOCAL - New approaches for local media** | EU support: €391,748
- **TEFI - The Eastern Frontier Initiative** | EU support: €1,076,718.
- **WEPOD - WE produce PODcasts. Cross-border Collaborative Podcast Productions** | EU support: €2,440,714.
- **XQ.EUJOY - European Youth Journalism. The why of the news** | EU support: €499,972
- **YoCoJoin - Empowering the Youth: Strengthening Local News Media Services Through the Youth Community Journalism Initiative** | EU support: €923,009.

More information concerning these projects [on this page](#)

NEWS - Journalism Partnerships 2023 projects

COLLABORATIONS

MIE - Media Innovation Europe: Independence Through Sustainability

EthProMedE - Ethical and Professional Media Environment for the Central and Eastern Europe

Do-Jo - Integrated Collaborative Donation Solution for Journalism

SoJo Europe - Constructive News: Fostering Solutions Journalism across Europe

[More info on the F&T portal](#)

PLURALISM

IJ4EU - Supporting Cross-Border Investigative Reporting in Europe as a Public Good

S-INFO - Sustainable Information

[More info on the F&T portal](#)

EU support for the news media sector

This News info sheet presents the EU support dedicated to the European news media sector.

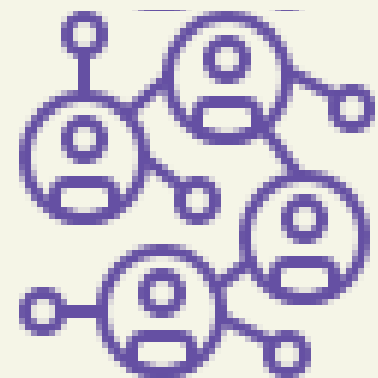
For more info: [please consult this webpage](#)

European News Media Forum 2024

Last December, the **DG CONNECT** - European Commission organized the latest edition of the European News Media Forum in Brussels and online. Main challenges discussed:

- **governance and cooperation**
- **prevention of online threats against journalists**
- **the use of rapid response mechanisms in Europe**
- **the safety of journalists covering events**

[You can watch the replay of the European News Media Forum 2023 here.](#)



Creative Europe Desks Networks

Creative Europe 2024
EUROPEAN NEWS PITCH
TRANSNATIONAL PARTNER MATCHING

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An illustration of a woman in a white shirt speaking into a microphone. To her left is a camera on a tripod. Above her are several colorful speech bubbles. Below her is a network diagram with nodes and lines. At the bottom left of the illustration is a blue waveform graphic.

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Contact your **Creative Europe Desks** in your country to answer your questions, for help and assistance for your application!

<https://ec.europa.eu/culture/resources/creative-europe-desks>

**Thank you
have a good partner search
& take care!**

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