



**EUPRO**

EU SUPPORT TO MUNICIPAL DEVELOPMENT



## 2021 Media competition for the Best Media Reports on EU Financed local development projects implemented by UNOPS in Southern Serbia

### 1. Background

The European Union Support to Municipal Development - EU PRO is a development Programme that contributes to a more balanced socio-economic development of Serbia in 99 local self-governments in two regions of Serbia: Šumadija and Western Serbia and South and Eastern Serbia. The European Union (EU) allocated 25 million Euros for the Programme that has been implemented by the United Nations Office for Project Services (UNOPS) in partnership with the Ministry of European Integration.

EU PRO focuses its activities on the three key pillars:

1. Improving the business competitiveness;
2. Improving the business environment;
3. Strengthening social inclusion and social cohesion.

The direct beneficiaries of the EU PRO are local self-governments, local SMEs, civil society organisations (CSOs) and business support organisations (BSOs), while the final beneficiaries are the inhabitants of 99 municipalities in two regions: Šumadija and Western Serbia and Southern and Eastern Serbia:

- Bogatić, Vladimirci, Koceljeva, Krupanj, Loznica, Ljubovija, Mali Zvornik and Šabac in the **Mačvanski District**
- Valjevo, Lajkovac, Ljig, Mionica, Osečina and Ub in the **Kolubarski District**
- Despotovac, Jagodina, Paraćin, Rekovac, Svilajnac and Čuprija in the **Pomoravski District**
- Aranđelovac, Batočina, Knić, Lapovo, Rača, Topola and Kragujevac in the **Šumadijski District**
- Arilje, Bajina Bašta, Kosjerić, Nova Varoš, Požega, Priboj, Prijepolje, Sjenica, Užice and Čajetina in the **Zlatiborski District**
- Gornji Milanovac, Ivanjica, Lučani and Čačak in the **Moravički District**
- Vrnjačka Banja, Kraljevo, Novi Pazar, Raška and Tutin in the **Raški District**
- Aleksandrovac, Brus, Varvarin, Kruševac, Trstenik and Čičevac in the **Rasinski District**
- Veliko Gradište, Golubac, Žabari, Žagubica, Kučevo, Malo Crniće, Petrovac and Požarevac in the **Braničevski District**
- Velika Plana, Smederevo and Smederevska Palanka in the **Podunavski District**
- Bor, Kladovo, Majdanpek and Negotin in the **Borski District**
- Boljevac, Zaječar, Knjaževac and Sokobanja in the **Zaječarski District**
- Aleksinac, Gadžin Han, Doljevac, Merošina, Ražanj, Svrljig and Niš in the **Nišavski District**
- Blace, Žitorađa, Kuršumlija and Prokuplje in the **Toplički District**

- Babušnica, Bela Palanka, Dimitrovgrad and Pirot in the **Pirotski District**
- Bojnik, Vlasotince, Lebane, Leskovac, Medveđa and Crna Trava in the **Jablanički District**
- Bosilegrad, Bujanovac, Vladičin Han, Vranje, Preševo, Surdulica and Trgovište in the **PČinjski District**

The EU PRO Communications Strategy identifies the media as the key multipliers of information, and hence instrumental for development messages to be accurately distributed to target audiences.<sup>1</sup> The EU PRO Programme will officially end in July 2021.

The EU PRO successor Programme, EU PRO Plus (2021 - 2023) started in January 2021 and will also aim to create a business environment conducive to new investments and job creation, more competitive enterprises, improved work of local self-governments and enhanced social inclusion. This competition is a part of the promotional activities for the new EU PRO Plus Programme as it should report on activities similar to those that will be conducted through the new EU PRO Plus Programme.

## 2. Introduction

Since 2018, the EU through the EU PRO supported development in the Programme local self-governments, namely through:

- **Direct support to over 200 micro and small enterprises with over five million Euros, while 20 business support organisations assisted over 600 enterprises**, thus contributing to the enhancement of their sustainability and competitiveness which will in turn enable job creation.
- **Close to 60 local self-governments' projects supported with 6.8 million Euros**, with the ultimate goal to strengthen overall business environment in Serbia through developing planning and technical documentation, digitisation of geospatial data and improving business infrastructure
- **Total of 37 local infrastructure projects that contributed to better living conditions and 21 projects aimed at enhancing social cohesion have been supported with close to five million Euros** in order to improve social inclusion of the most vulnerable and marginalised groups through the improved access to employment, offering equal opportunities to both men and women.

As the main source of information, the media remains crucial to provide targeted, accurate and timely information on the local development. This includes reporting on the EU PRO locally implemented projects which, in the long run, aim to develop an environment conducive to new investments and job creation, improved work of local self-governments and enhanced social inclusion.

Media outlets are the main link between citizens and decision makers and thus a key channel of communication for the EU PRO programme. It strives to provide support to strengthen media capacities in order to contribute to better information of citizens especially about the EU support to local level extended through the programme. Special focus is placed on reporting about direct benefits for individuals and communities of EU supported projects as well as positive changes these projects generated in everyday life of the population at local level.

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<sup>1</sup> For more information, please visit the official website of the project: <https://eupro.org.rs>.

In order to promote professional and high quality media reporting on the above mentioned issues and to increase general public awareness of positive changes made, EU PRO development Programme in cooperation with the Ministry of European Integration and the Delegation of the European Union to Serbia is organising the Competition for the Best Media Reports on the local development projects financed by the EU and implemented by UNOPS. The competition will contribute to informing the general public on the EU support to local development in order to boost local potentials and improve quality of life of local population, but also to present them future opportunities the EU offers through new development programme EU PRO Plus aimed at further strengthening of local level. The Competition is designed for the media outlets and their journalists registered and working in 99 Programme local self-governments.

### 3. Competition Themes

EU PRO Programme invites all eligible media outlets and their journalists to submit entries for the best print, TV, radio and online, web based media coverage of the EU PRO projects implemented in 99 local self-governments and the impact they have on the everyday life of the local population. The reports should also clearly raise awareness of both local and national stakeholders on the additional EU support provided to socio-economic development of the country that is to be extended through the successor programme EU PRO Plus.

The eligible media reports should focus on relevant topics of public interest linked to the general European Union support provided to improve socio-economic status of the community through EU PRO programme: economic growth, employment, improved quality of life in the spheres of education, health, culture, sport, support to the youth, environment protection, inclusion of the vulnerable and fostering gender equality.

The media outlets applying for the Competition should submit the reports in print, broadcast (TV & radio), and online coverage. The reports need to be produced in the period from April 22 to May 17, 2021, and for the purpose of this competition and published/broadcast by the applicant media outlet. In addition, media outlets may also apply with the best set of the media reports on the EU PRO projects produced and published since the beginning of EU PRO in January 2018 to 17 May 2021.

The print, broadcast (TV & radio) and online, web-based media reports will be awarded in **four categories**:

- **Best TV broadcast** (TV stations, news agencies)
- **Best radio broadcast** (radio stations)
- **Best printed report** (dailies, periodicals)
- **Best report by independent online media editions** (editor-formatted websites or web portals)

The special separate category is the best set of media reports:

- **Best set of three (3) media reports** from 2018 to 17 May 2021 (all formats are applicable)

### 4. Competition Awards

The entries for the competition can be submitted both by the author/reporter or media outlets but solely under the name of the eligible applicant. Regardless of who entered the report, in case that the submission is selected as a winner report, the media outlet will be the recipient of the award.

The European Union (EU) through the programmes will present an award for each of the seven media outlets with the best media report, i.e. winners of the four categories, winner of the special category of the best set of media reports, and the two outlets selected by the Ministry of European Integration and the EU Delegation. All winning media outlets will be awarded with the new audio visual and audio equipment, and computer equipment with or without accompanying software, in the amount of up to 5,000 US Dollars.<sup>2</sup>

The award will be also presented to the best journalist selected by the jury who will receive a laptop.

As part of the awards for journalists who are the authors of seven winning works, the Ministry of European Integration will organise a two-day working visit to Belgrade based relevant state institutions involved in the EU integration process. The visit will be organised in accordance with the epidemiological situation and with respect to all measures.

## 5. Competition Eligibility

In order to be eligible to apply for the competition the applicant media outlets need to fulfil the following criteria:

- Be local or regional dailies or periodicals, news agency services, radio programme, television programme, independent online media editions (editor-formatted websites or web portals) based in one of the EU PRO Programme municipalities
- Be registered within the Media Register, Serbian Business Registers Agency as an integrated, centralised, electronic database on media<sup>3</sup>
- Electronic media should have licence for the provision of audio and audio-visual media services issued by the Regulatory Body for the Electronic Media
- For the four categories, only the work in print, broadcast (TV & radio), and online coverage that has been produced and published/broadcast by the media outlet applying for the Competition in the period 22 April 2021 - 17 May 2021 may be submitted
- For the special category Best set of three (3) media reports, the media reports related to the competition themes and produced in the period from the start of the Programme in January 2018 to 17 May 2021 should be submitted. For this category only one media outlet will be awarded
- The media outlets are not limited in a number of submissions. However, one media outlet can be awarded only for one of the categories and for one media report.
- The winning media outlets after the competition ends will have to submit the precise information on the equipment requested as the awards that will contribute to the improvement of their technical capacities in the value of up to 5,000 US Dollars.

## 6. Application Procedure

The Media Competition will be mainly conducted through an **online platform**, where the detailed information about the application process is available for prospective participants. Furthermore, voting criteria and voting system will be explained in detail, and transparently implemented on this platform.

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<sup>2</sup> The donated equipment will be procured by UNOPS/EU PRO and EU PRO Plus in accordance with organisational regulation and after an expert visit to the media outlet to verify compatibility and necessity for the equipment. EU PRO, EU PRO Plus and UNOPS reserve the right to modify specifications in order to ensure the efficient procurement processes and economy of scale.

<sup>3</sup> Pursuant to the Law on Public Information and Media (pdf), ("Official Gazette of the Republic of Serbia", No 83/2014)

The applicant must submit the application form and upload the media material and all required supporting documents through the online platform as per instructions provided. Applications sent by any other means, by post or email will not be considered as valid.

The applicant must fill the requested form and provide the organiser of competition with all relevant supporting documents. Insufficient information or failure to provide inputs for requested questions in the forms will render the application ineligible for further processing and the application will be dismissed.

Questions related to the Competition themes, requirements, and application procedures may be sent by email not later than 7 May, 2021 by 12.00 o'clock to [euproprogram@gmail.com](mailto:euproprogram@gmail.com), indicating clearly the reference to the Competition. The EU PRO Programme is not obligated to provide further clarifications after this date, as all questions sent to the given date will be answered in the info session forms placed both on the Programme's website social media channels.

Questions that may be relevant to all applicants, together with the answers, will be discussed during **an online info-session** (will be organised on 10 May 2021 at 16.00 o'clock). **Participants are encouraged to participate or alternatively review taped versions of the info-sessions that will be published on the Programme website to ensure their submission is created** in line with the set criteria. In addition to the detailed video info material on the eligibility criteria, the method of applying will be available on the EU PRO website and on social networks.

The info-session/animation will be provided in the form of:

- Infographics animation with the information who is eligible to apply for media competition
- Infographics animation with the information and instructions how to apply and submit the report
- Online Q&A session with EU PRO representative about media competition propositions and rules clarifications
- Infographics animation with the information how to vote

The media material with clearly identified author/journalist should be sent in accordance with the following procedures:

#### **For Print Media Reports**

- Print media outlets must upload on the online platform the scan of the original published article. Acceptable format is PDF with visible date of the article release. If it is not possible to have a visible date in this scan, the author must scan the front page of the newspaper/magazine with the date of release. The entry must include the name of the article, the name of the author, the name of the media outlet, and contact email address and telephone number of the journalist. In case the article is selected for the reward the original publication should be submitted to ensure the date of publication.

#### **For Radio Broadcast**

- Radio stations must upload the audio material on the requested online channel. Acceptable format is MP3. The entry must include named audio material with all other necessary information: the name

of the author, the name of the media outlet, and contact email address and telephone number of the author. Furthermore, the entry must include the proof of broadcasting on the memorandum of the broadcaster.

#### **For Television Broadcast**

- TV stations must upload the video material on the cloud storage suitable for sharing (e.g. YouTube, Vimeo or Google Drive). The uploaded video material should be originally broadcast material, with the visible logo of the broadcaster and if it's possible time of the broadcasting. The entry must include named video material with all other necessary information: the name of the author, the name of the media outlet, and contact email address and telephone number of the author. Furthermore, the entry must include the proof of broadcasting on the memorandum of the broadcaster.

#### **For On-line Media Reports**

- Online media outlets must upload the link to an Internet address where the material (unaltered) for the competition is published. For the sake of authenticity, it is necessary to send a transcript of the entire media story on the memorandum of the media house (PDF). The entry must include the name of the article/video material, the name of the author, the name of the media outlet, and contact email address and telephone number of the author.

#### **For Set of Media Reports**

- Media outlets should upload three (3) media reports thematically related to the Media Competition theme
- Media reports should be published/broadcast in the period from the start of EU PRO implementation in January 2018 to 17 May 2021
- Applicants could be media outlet (print/TV/radio or online media)
- The entry should contain three (3) media reports from the same author or from several authors.

Regarding the winning media outlets, after the Competition ends, they will have to provide the organiser with the information listed in the Annex 1 of this document, related to the awards, i.e. equipment to improve their technical capacities for reporting.

#### **Deadline for Submission of the Application**

The deadline for submission of applications is 17 May 2021 until 5 p.m.

When the media reports are successfully uploaded or posted, the online voting will start on 24 May 2021 at 8 a.m. and will last no later than 28 May 2021 until 5 p.m.

## **7. Pre-Selection Criteria**

Pre-Selection criteria are prepared to define which reports are/are not submitted according to the requirements and criteria of this competition, or are incomplete, or are submitted after the deadline. All

materials which are not in line with the following criteria will be disqualified. This decision will be final.

#### **Criteria for all media:**

- Entries are to be **original work** by eligible media outlet and its journalist
- For the four categories, the reports **must be published/broadcast for the first time** by the media outlet applying in the period 22 April 2021 - 17 May 2021. While for the fifth (special) category media outlets are encouraged to submit three (3) reports produced and published /broadcast in the period from January 2018 to 17 May 2021.

#### **Special criteria for electronics media:**

- Where required and applicable, entries must be accompanied with evidence of copyright permission such as network news footage, licensed or unlicensed music, etc. – items submitted without this information will not be considered as eligible material
- Productions must contain primarily originally produced material (as opposed to stock footage or segments produced by anyone other than the eligible entrant(s), etc.)
- All requested information should be submitted on the memorandum of the media outlets and be approved by the authorised person(s) (owner, or director or editor-in-chief).

The Delegation of the European Union (EU) to Serbia, EU PRO, EU PRO Plus and UNOPS reserve the right to utilise all materials submitted for presentation and media use and to reproduce it for the purposes of further promoting the Competition, the EU support, as well as UNOPS and the Programmes themselves.

## **8. Voting System**

#### **Voting propositions for four (4) categories (the best print/TV/radio/media portal)**

The voting process will start with the conclusion of the registration, in period on 24 May 2021 at 8 a.m. and will last no later than 28 May 2021 until 5 p.m.

#### **Voting mechanism:**

A jury will be composed of the three journalists and Editor-In-Chiefs and an honorary peer vote - generated through online voting by fellow competitors in their respective category. Thus each entry could receive **one, three or five votes/points from the jury member, who will vote for three best stories in each category.**

Each contestant will have the opportunity to vote only for one media entry from their respective category (print/TV/radio/online) and will not be able to vote for its own submission. The media entry that collects the most votes from fellow competitors will be awarded with five (5) points, which will be added to the jury's points. **A maximum of points that one entry can receive is 20 points** (15 points from the jury and five (5) points from other contestants).

To ensure unbiased process the votes of the jury and competitors won't be visible during the process itself but can be provided upon request to the contestants after the process is concluded and winners of the competition announced.

### **Selecting proposition for the fifth category (the best set of report from 2018-2021)**

The award for the fifth category - **set of three (3) media reports** from January 2018 to 17 May 2021 (all formats are applicable) will be selected and awarded by EU PRO, EU PRO Plus and UNOPS.

### **Voting propositions for two special categories**

The winners of **two special categories** will be selected by representatives of the Delegation of the European Union to Serbia and the Ministry of European Integration. Both categories will include all types of media outlets – TV, radio, print media, online media editions selected from the articles/reports already submitted in the first four categories described above.

Important note:

One media outlet may be awarded only once regardless of the type of the award and category.

## **9. Voting Criteria**

Voting Criteria are created for journalists and the jury who will be voting for the media reports. The winners will be chosen on the basis of the relevance to the Competition themes and requirements:

- The media reports should address and **contribute to raising awareness of the topics related to the EU support provided through EU PRO to development of 99 local self-governments included in the Programme**. The list of all individual projects implemented is available on the official [EU PRO](#) website and can be viewed and filtered by geographic location and the theme [here](#).
- The media reports should go beyond mere reporting on events, **be in the form of investigative reportage**, and clearly underline and explain the benefits brought to the local population in the spheres of economic development, reducing unemployment, support of entrepreneurship and SME sectors, education, health, culture, sport, youth, inclusion of the vulnerable, gender equality, etc. as well as overall economic and social development that contributes to improved quality of life.
- **The language** used should not be burdened with administrative and bureaucratic phrases and clichés, but comprehensible thus helping **the ordinary citizens understand benefits gained with EU support in the EU PRO projects** and the opportunities it provides.
- The media reports should meet the journalistic criteria including **research, writing skills, incisive impact, public benefit, ethics, originality, innovation** and **creative flair**, but also if the material is regarded as the initiator of a positive change.

## **10. List of Obligatory Supporting Documents**

The list of the supporting documents that is obligatory to be provided and uploaded on the online platform. Documentation can be in Serbian language:

- Photocopy of the registration documents with the Agency for Business Registration (APR) owner
- Photocopy of the registration documents with the Media Register the Agency for Business Registration (APR)
- Photocopy of the licence for the provision of audio and audio-visual media services issued by the Regulatory Body for the Electronic Media



- Free form statement about company/media publisher liquidity on the media outlet memorandum, i.e. the company bank accounts have not been in the blockade in last three years)
- Free form statement that guaranteeing the media report was published / broadcast for the first time in the requested period for the category which it is applying with the exact date of publication / broadcast
- Free form statement on the media outlet memorandum about copyright permission for such things as network news footage, licensed or unlicensed music, etc.
- The certificates of the tax administration and local government that the applicant has paid all tax obligations until the date of publication of the call (the certificates should not be older than six months from the date of proposal) - original or certified copy of the certificate. As the alternative to these two certificates, the media publishers can submit proof that they are registered in the Registry of Suppliers within APR.

## **11. Annex I - Obligatory Supporting Documents for the Winners**

The winning media outlets will have to provide the precise information on the equipment requested as the awards that will contribute to the improvement of their technical capacities in the value of up to 5,000 US Dollars. It will include a detailed list of the requested equipment with respective technical specification<sup>4</sup> and where time allows at least one pro-forma invoice for provision of requested equipment.

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<sup>4</sup> While striving to meet the requested requirements, EU PRO, EU PRO Plus and UNOPS reserve the right to modify specifications in order to ensure the efficient procurement processes and economy of scale