



PULSE OF EUROPE – Media Trips to EU

CALL FOR PROPOSALS

(amended, adapted to Covid-19 pandemic)

The EU funded project „Pulse of Europe – Media Trips to EU“ invites journalists of Serbian electronic, print and internet media to participate in the amended programme of activities, adapted to the ongoing situation related to Covid-19 pandemic. Due to travel restrictions imposed across Europe, media trips to EU countries can not be implemented for the time being. The project invites journalists to take part in online activities which will be organised in place of media trips until the end of 2020. Those activities envisage exploring a specific topic in one of EU countries (or more, if the topic requests it) via Zoom meetings with interlocutors abroad and in Serbia, which will be a base for writing/producing media content. *Journalists whose proposals are accepted and who will participate in this phase automatically acquire the right to participate in a media visit to the same EU country in 2021, in order to make a follow up of their article published on the basis of online activities.* The contents of this Call for proposal and the selection procedure remain the same as originally issued in the beginning of March 2020. Media trips to EU countries will be organised as soon as Covid-19 pandemic is over and travel restrictions lifted.

About the project:

The project „Pulse of Europe – Media Trips to EU“ is funded by the European Union and implemented in Serbia by the Consortium led by the Goethe Institute in partnership with Independent Journalists' Association of Serbia and Center for Cultural Decontamination. The project is managed by the EU Delegation to the Republic of Serbia. The overall objective of the project is to raise awareness, public knowledge and understanding of Serbia's accession process/negotiations with the EU among Serbian citizens. The project aims to explain to Serbian audience via media reports how Member States successfully addressed issues now affecting Serbia as parts of the EU integration process. To that aim, the project will organise tailor-made trips for Serbian media to EU Member States, international organisations and other countries and regions in the Western Balkans*. In that way, media will have the opportunity to exercise investigative reporting about the European integration process and its impact on ordinary life of citizens, among others, by comparing best European practices with efforts done within Serbian society to implement reforms. The project has started in February 2020 and will last until August 2022.

The Call for proposals is open for all Serbian media under condition of:

Only media reporting in Serbian to a Serbian media audience and adhering to the Code of Ethics and internationally recognised standards of professional and ethical journalism are eligible to apply. This relates in particular to values and standards in relation to truthfulness and accuracy, fairness, integrity, independence, humanity, accountability and impartiality.

Journalists working with media eligible for the Call will be provided:

- The comprehensive list of sectors selected to be covered by the project, in accordance with the present state of play of Serbian EU integration process. The list can be amended during the project implementation.

* Media trips will be organised as soon as travel restrictions in Europe are lifted



- Preparatory meetings and individual mentoring of journalists:

The project team will organise online meetings (interviews, mini-conferences) between selected journalists and national experts dealing with EU policy relevant to the theme, representatives of respective EU Member State embassy and EU Delegation to Serbia project managers/head of sectors.

Individual mentoring of journalists will be enabled on the case by case base, by the project team which will provide overview of sources of information on the EU as well as EU related documents and research publications (from the database of the Publications Office of the EU). If needed, the project team will give assistance to selected journalist in preparatory phase of their work, in finding appropriate interlocutors or establishing contacts with institutions (abroad and in Serbia).

- Technical conditions necessary for journalists to make their features/reportages online, e.g. – the project will organise online meetings with interlocutors in EU country (ies) they would cover by their journalistic work.

Journalists are expected to:

- Submit a proposal of subject/theme they would cover in a specific EU country. It is eligible that one theme is explored in different countries. Comparative approach is highly recommended. Themes related to Covid-19 pandemic are acceptable.

- Submit the draft synopsis of their article/reportage/feature (selection of institutions, business and other entities to visit, list of interlocutors).

- Have a basic level of English language knowledge.

- Obtain the approval of their editors to participate in the programme.

- Inform the project team after their work is published/broadcasted/put on line.

Selection of proposed subjects/themes/media will be done by the Selection committee. Selected journalists will be eligible to travel to EU country which they have covered by their on line reporting once travel restrictions are lifted, for a follow up of their feature/reportage.

All technical preparations related to organisation of on line meetings, including engagement of interlocutors from EU countries, coordination and simultaneous interpretation, will be done by the project team.

The Call for proposals is open until 31 December 2020.

How to apply:

Application form is available [here](#). Applications (in Serbian language) should be sent to the following address: office@mediatrips.eu.

Selection procedure: independent Selection Committee that consists of 3 representatives of the Consortium (one member per each organisation) and 2 independent members will decide on the applications. The EU Delegation is in no way involved in the selection procedure.

Selected journalists will be informed on the outcome within 15 days after the application.



SECTORS/AREAS TO BE COVERED BY JOURNALISTIC REPORTING

1. Democracy and governance (public administration reform; management of public finances)
2. Rule of law and basic rights (justice and home affairs; fight against corruption; human and minority rights; migration management, border management and functioning of FRONTEX)
3. Environmental protection and climate change (pollution; water treatment; waste waters; circular economy; renewable resources – wind parks; environmental impact of meat production)
4. Urban development and planning (land use change/ urban sprawl; population and employment concentration, markets, agglomeration economies, knowledge spillovers; social and cultural change; improving social inclusion; reducing urban and rural poverty)
5. Transport and energy (connectivity agenda; Energy Union; energy efficiency)
6. Competition and innovation (state aid; SMEs; innovation; science)
7. Employment and social policy (job market; pension system reforms; gender equality; work safety)
8. Education and human resources development (dual education, vocational education, HR)
9. Agriculture and rural development (IPARD; agricultural product quality policy – quality schemes; preparations for structural funds and cohesion fund)
10. Food safety and consumer protection
11. Regional cooperation (CBC) and transnational cooperation
12. Culture and media (cultural heritage; European identity; fight against fake news and misinformation)
13. Public health.