PROJECT FACTSHEET

Funded by the European Union

Initiative for Media Quality and Resilience



Duration: 01.02.2024 - 31.03.2027

Countries:
Armenia

EU contribution: € 400 000

Total budget: € 530 370

Implementer:
Media Initiatives Center (MIC), Yerevan Press Club (YPC), Media Diversity Institute (MDI), International Media Support (IMS)

Project description:

The “Initiative for Media Quality and Resilience” empowers media organizations to manage and perform professionally, independently and sustainably; supports them to develop more reader-relevant, analytical, reliable and responsible content; and ensures participation of civil society, media and public authorities in the progress and reformation of the media ecosystem.

For implementing this project, MIC leads a consortium, the members of which are Yerevan Press Club, Media Diversity Institute and International Media Support (Denmark).

The project builds the audience trust in the media by introducing robust mechanisms for self-regulation that are based on clear ethical principles, including transparency and accountability. Actions are implemented to promote media literacy, thereby giving audiences the confidence to navigate an increasingly confusing and overloaded information space.

The project offers journalists and media opportunities for capacity-building that enable them to acquire new skills through formal training, then apply these skills to practice by developing and distributing public interest content. It also helps them to operate safely by introducing measures to enhance the security of their digital platforms and ensure the physical well-being of their staff.

Expected results:

1. Media organisations are able to operate as professional, independent and sustainable businesses
2. Media organisations and actors develop more reader-relevant, analytical, reliable and responsible content
3. Civil society, media and public authorities participate in collective efforts to reform the media ecosystem