

THIRD PARTY PROJECT OVERVIEW – IMPACT4VALUES

CALL 1 – SMALL AND MEDIUM PROJECTS

MEDIUM PROJECTS

15. Association for Independent Media Culture: Promotion of The Charter of Fundamental Rights of the European Union on H-Alter (www.h-alter.org)

Contact	Dijana Pribačić Jurić urednik.halter@gmail.com
Funding awarded	54.591,40 Eur
Project duration	18 months (1.1.2024–30.06.2025)

The aim of this project is to **increase media coverage** of topics related to **fundamental human rights**, particularly in response to current issues such as the treatment of refugees, migrants, and asylum seekers, access to abortion, SLAPP lawsuits, domestic violence, the integration of Roma communities, and others. Over the course of **18 months**, H-Alter will publish **153 original articles** written by H-Alter journalists and contributors, some of whom have many years of experience covering these and similar topics. Additionally, young contributors will write some of the articles under the mentorship of an editor. H-Alter currently has an average of **10,000–15,000 readers per month**, more than **24,000 followers** on its Facebook page, and its content is frequently republished or referenced by other media outlets. Another aim of the project is to systematically promote the work of **civil society organizations (CSOs)**, contributing to their role in building a democratic society in line with **EU values**.

Expected Project Results:

1. **Increased media and social media representation** of topics related to fundamental human rights and the EU Charter of Fundamental Rights:
 - **153 original articles** published on the aforementioned topics, reaching an average of **approximately 10,000 readers per month**.
 - At least **40 mentions, citations, or full reprints** of the articles in other media outlets.
 - Promotion of the articles on **Facebook**, achieving an average reach of **300 users per post**.
 - **150 new followers** of the project holder's Facebook page by the end of the project.
2. **Promoted work of civil society organizations** addressing topics from the EU Charter of Fundamental Rights:
 - Promotion of the work of at least **30 CSOs** on the project holder's portal and social media platforms.
 - A total of **2,000 reactions** (likes, comments, shares) to media posts about the work of CSOs on the portal and Facebook page by the end of the project.
3. **Improved competencies of young journalists** in covering topics related to the EU Charter of Fundamental Rights and civil society:

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. The programme Impact4Values is co-funded by the Government Office for Cooperation with NGOs.



- Training of **3 young journalists**, equipping them to independently produce original content on the project's focus topics.
- Publication of at least **30 articles** written by the trained young journalists.