



## MEDIA INITIATIVES AND PARTNERSHIP SUPPORT PROGRAM

Changes in the way information is generated and disseminated offer new opportunities and challenges for consumers of that information. The purpose of the Media Initiatives and Partnerships Support program is to help Serbian citizens to safely and smartly navigate a complex media and information landscape to become better informed and thus more capable of effectively participating in modern economic, social and political life. The Program raises citizens' understanding and knowledge about key concepts, skills and issues relevant to media digital and information literacy. The activity is undertaken in partnership with institutions, educators, the media, non-profit and corporate sectors.

### ACTIVITIES IN SERBIA

MIPS has four objectives:

1. Increasing public awareness and knowledge about key media and information literacy issues and concepts.
2. Strengthening media consumers' abilities to critically assess digital content and communicate safely and responsibly in the digital sphere, with an emphasis on the education system.
3. Enlarging the body of public knowledge and understanding of media, digital and information related issues and trends.
4. Fostering cross-sectoral partnerships among citizens, government, corporate and civil society actors to advance dialogue and engagement on digital rights and responsibilities.

The Activity is coordinated with the Government of Serbia's media and digital literacy efforts, complements and expands on media literacy activities currently underway, and seeks to institutionalize these efforts with Serbian institutions and society.

## **ADDITIONAL INFORMATION**

### **PROJECT FUNDING**

U.S. Agency for International Development (USAID/Serbia)

### **PROJECT IMPLEMENTATION**

Propulsion Fund

### **KEY COUNTERPARTS**

Ministry of Trade, Telecommunication and Transport; Republic Agency for Electronic Communications and Postal Services (RATEL)

### **PROJECT SPAN**

Nationwide

### **PROJECT DURATION**

August 2019 – August 2023

### **TOTAL FUNDING**

\$3,000,000

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