

## IT WORKS! EBU MEMBERS' SUCCESS STORIES

<p><b>ARD (Germany)</b></p> <p>“Communicating about the value we create helps fostering a <b>shared understanding</b> about the important role PSM plays for the German society.”</p>	<p><b>BBC (UK)</b></p> <p>“Our content has <b>real impact</b> on what people think, feel and understand. Talking about our Contribution to Society makes the BBC <b>distinctive</b> in a crowded market place.”</p>	<p><b>France Télévisions</b></p> <p>“Contribution to Society helped develop <b>shared goals and values</b> within France Télévisions. This changes <b>the way we talk about us</b> to our stakeholders.”</p>
<p><b>NPO (Netherlands)</b></p> <p>“<b>Being aware</b> of the value we create results in a <b>more positive perception</b> of our organization and a better narrative about our strategic purposes.”</p>	<p><b>ORF (Austria)</b></p> <p>“Contribution to Society creates <b>public awareness</b> about ORF’s <b>national and international value</b> in the context of vivid debates about our future role and remit.”</p>	<p><b>RÚV (Iceland)</b></p> <p>“Our new C2S-based strategy led to higher levels of <b>trust</b>, growing <b>engagement</b> with our content and a more <b>positive attitude</b> towards RÚV among our audience.”</p>
	<p><b>SRG SSR (Switzerland)</b></p> <p>“Our focus on society, democracy, social cohesion and diversity <b>mobilized 7 in 10 Swiss to vote NO to the abolition of the licence fee.</b>”</p>	<p><b>VRT (Belgium)</b></p> <p>“Impact research <b>raised internal awareness</b> about important societal issues. This has helped VRT’s content <b>drive the public debate.</b>”</p>

Let's make  
an impact  
**TOGETHER**

### Contribution to Society Team

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Find out what the EBU can do for you: [www.ebu.ch/psm-contribution-society](http://www.ebu.ch/psm-contribution-society)

**EBU**

OPERATING EUROVISION AND EURORADIO

## PUBLIC SERVICE MEDIA CONTRIBUTION TO SOCIETY: THE MINDSET TO SECURE THE FUTURE OF PSM



Find out what the EBU can do for you

## THE FUTURE OF PSM?



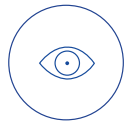
Is your organization ready to face the challenges posed by today's increasingly complex environment? The EBU Strategic Initiative **PSM Contribution to Society** (C2S) supports you in developing a new culture and strategy by helping you transform from a content producer to a value provider.

## HOW DOES THE EBU HELP?



### Member support

Unpack the C2S mindset, build C2S capabilities or upgrade your C2S projects and strategies with our tailored service packages and workshops to accelerate your organization's transformation.



### Awareness activities

Become part of an inspiring story about the benefits our Members bring to society and build a meaningful case for your own organization.



### Knowledge hub

Get inspired by our cutting-edge research as well as other Members' expertise to create action plans that unlock your organization's C2S potential.



### C2S expert community

Share your C2S knowledge and experiences with like-minded peers and keep up-to-date with the latest C2S trends to fine-tune your activities.

## WHO'S ALREADY INVOLVED?

**185**  
C2S champions

**43**  
EBU Members  
+ Associates

**36**  
Countries



## Associates

