

## PARTNERSHIP PROGRAMME

The EBU's Partnership Programme reflects the core principle of solidarity that underpins our association. In boosting collaboration, strengthening support and enabling all Members to benefit from the EBU's activities, it reinforces our unique community of public service media organizations.

The Partnership Programme is a clearly identified fund from the EBU's earmarked reserve that drives an action plan for eligible Members. It complements other solidarity initiatives across the EBU, including European Commission-funded programmes and EBU Academy Regional Hubs.



### KEY OBJECTIVES

- Propose relevant and impactful support to eligible Members facing financial, strategic, technical, political or other challenges
- Facilitate Member engagement
- Empower less advantaged Members
- Promote and defend public service media
- Defend Members in crisis situations
- Reinforce the EBU principle of solidarity

### ELIGIBILITY CRITERIA

The Partnership Programme is intended primarily to serve EBU Members with limited financial resources or challenging political circumstances. Depending on the type of services provided, activities can be fully or partially funded by the Partnership Programme.

The Partnership Programme assesses eligible Members using multiple indicators that include:

- World Bank statistics
- EBU membership fee units paid
- A Member's operating expenditure as a proportion of national GDP

As Member circumstances can change more rapidly than official available data, the Programme can also consider cases on a discretionary basis.

### KEY ACTIVITIES

1. Facilitate **engagement** at EBU meetings and in key strategic initiatives
  - Support the participation of Member representatives at EBU Assemblies and key strategic events (DTI regional workshops, EBU Creative Days, News Xchange, etc.)
2. Accelerate access to **knowledge**
  - Collaborate on peer-to-peer learning visits
  - Share learnings from EBU reports and research through on-site presentations (news reports, MIS research, industry trends, etc.)
  - Propose dedicated regional workshops
3. Raise **awareness** of public service media with institutional/political stakeholders
  - Collaborate with strategic partners at regional events on public service media value and social impact (partnerships with SEEMO, OSCE, Council of Europe, UNESCO, etc.)
  - Propose outreach initiatives in conjunction with Members
4. Provide dedicated **lobbying support** and interventions during crisis situations, when relevant in collaboration with institutional partners (Council of Europe, OSCE, UNESCO, etc.) or civil society partners (IFJ, EFJ, Reporters Without Borders, SEEMO, etc.).

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## FOR MORE INFORMATION

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To learn more about EBU Member opportunities through the Partnership Programme, please contact our Member Relations team:

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