

**Innovation. Media. Minds.: Support to Public Service Journalism****Duration:** 01.09.2023 - 31.08.2026**Countries:**

Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia

**Total budget:** € 3 300 000**Implementer:**

DW Akademie

**Website(s):** [goethe.de/ins/gr/de/kul/eup/imm.html](https://goethe.de/ins/gr/de/kul/eup/imm.html)**Project description:**

The 'Innovation. Media. Minds. (IMM)' programme supports public service broadcasters in the Western Balkans in improving content quality, modernising workflows, and strengthening audience engagement. The IMM helps public service media (PSM) to better serve their audiences by enhancing management practices, internal structures, and adapting to a changing digital landscape.

A central goal is to promote independent, high-quality journalism that reflects the needs of diverse communities. Media professionals – from journalists and editors to technical staff – benefit from targeted training, grants, and opportunities for regional collaboration. Special focus is placed on empowering young journalists, trainers, and content creators to foster innovation and uphold professional standards.

Through strategic investments in capacity-building, the programme supports initiatives that increase relevance, accessibility, and public trust in media content. Cross-border cooperation and co-productions are actively encouraged to strengthen ties among broadcasters and promote shared learning.

**Expected results:**

By the end of the programme, public service media across the Western Balkans are expected to show:

- Stronger management skills and more efficient internal workflows.
- Improved editorial structures and modernised production processes.
- Higher-quality programming that better serves public interest.
- Enhanced media professionals' skills, especially young journalists and trainers.
- Increased use of innovative tools and techniques in journalism.
- Greater audience involvement in content creation and feedback.
- A new generation of multipliers who champion quality journalism.
- Stronger ethical and professional standards across public broadcasters.
- Expanded cooperation between public service media in the region.
- More cross-border co-productions and shared media projects.
- A stronger, more connected public media network in the Western Balkans

