PROJECT FACTSHEET

Funded by the European Union

SMS Facility – Small Media Support in Western Balkans



Duration: 08.11.2024 - 07.11.2027

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

EU contribution: € 1 300 000

Total budget: € 1 444 444

Implementer:
Centar za promociju civilnog društva CPCD (BiH), Thomson Media gGmbH (Germany), Science & Innovation for Development SCIDEV (Albania), Kosovo Glocal (Kosovo), Centar za demokratsku tranziciju CDT (MNE), Metamorphosis Foundation (NMK)

Project description:

The 'SMS Facility – Small Media Support in Western Balkans' project supports independent media in the Western Balkans and helps strengthen media freedom, diversity, and democracy across the region. It builds journalists' and media outlets' skills and encourages them to work together through the Journalift platform, while making sure efforts are aligned and not duplicated.

Local media often struggle with limited resources, political pressure, and financial uncertainty — this project helps tackle those issues. It promotes innovation, good management, and public-private partnerships to create a stronger, more sustainable media environment.

Using the MOVAT tool, the project tracks media growth and provides tailored support. Gender equality is a core part of all activities.

The main beneficiaries are small local outlets, journalists (especially women and young people), media groups, and public institutions — all working toward better-informed communities and stronger democratic practices.

A special part of the project, the SMS Facility, offers funding, training, and advocacy for around 120 media outlets. It includes two types of grants: one to support high-quality content production and another to help improve technical and organisational capacity.

Expected results:
- Launch of a central online platform in multiple languages to serve as the main place for support and resources.
- Sixty media outlets to receive small grants to help them create quality content.
- Ten outlets to get extra support to upgrade their equipment and/or improve how they work.
- With help from the project, SMS members to publish over 600 media pieces.
- More than 250 journalists to develop their skills to report more professionally and effectively.