



EVALUATION REPORT Journalism prize goes international

Agreement number: 2016-D1920750-206287

Targets described in the application

The project with EAPN Solidarity Fund should give the financial support to involve more countries and give the possibility to spread the concept of journalism prize “from below” in further countries. In the project we want to get financial support for 3 international workshops to make participation possible / easier for more countries by financing (partly) the travel and subsistence costs for these meetings.

Targets:

- To spread concept of journalism-prize “from below” (involvement of PEP in the jury, criteria to assess media etc.) and find new countries to implement the prize
- To organize meetings for know-how-transfer.
- To exchange on ideas for further financing of the project and possibilities of implementation in the involved countries

THE PROJECT: IMPLEMENTATION AND IMPACT

What project objectives have been achieved? List the achievements.

The financial support of EAPN Fund made it possible to organize / support 3 international exchange meetings / workshops and start the implementation of the prize in further European countries:

21./22. of September 2016: Workshop in Zagreb (Croatia) with representatives from Austria, Croatia, Hungary, Finland, Iceland, Germany - partly financed by ERSTE Foundation

19./20. of December 2016: Prize giving ceremony and Workshop in Vienna with new interested countries from Macedonia, Romania and Serbia.

30./31. of March 2017: Exchange Workshop in Vienna with representatives from Austria, Croatia, Hungary, Finland, Iceland, Macedonia, Romania, Serbia and Slovakia.



Participants of workshop in March 2017 in Vienna - international participants together with ERSTE-representative and Austrian PEP jury-members

These workshops made it possible to elaborate another project-application with ERSTE Foundation and submit an application in a common project with Austria, Croatia, Hungary, Macedonia, Romania and Serbia, which started on 1st of June 2017. In all these countries the journalism-prize will now be implemented on national level (additionally in Iceland and Finland, which realize the prize with own sources or other fundings).



Who has benefited from these achievements?

These achievements have positive impacts on:

- The stability and structure of young EAPN networks and also the visibility of EAPN networks through public relation, ceremony-event and contacts with journalists.
- The involvement of PEP in national networks and the empowerment of PEP- as they play a key role in the jury for the award
- The support of investigative and critical journalists by this award
- The prize helps to strengthen a respectful view on poverty in media - without clichés, without "social porn" and so also has impact on the public opinion on poverty.
- It also helps to raise awareness of structural reasons of poverty in society.

Have you been confronted with difficulties? If yes, how have you tackled them?

We didn't have difficulties - we could realize everything like we planned. We even reached best case scenario and our ERSTE application was successful.

How do the achievements improve the living conditions of the beneficiaries?

The project helps to raise awareness in society on poverty and social exclusion. Through the journalism prize we have an impact on the way journalists talk and present poverty. This is for sure a long process of years and not a matter of days or months. With this award EAPN networks can contribute to this goal. In the long run the change of view on poverty reduces shame, it encourages people to speak about their situation and to link with others. It empowers people experiencing poverty not to feel ashamed and hide themselves but to participate in society.

What has been the reaction of the target public to the project? If necessary indicate what they have said.

Through the project we can influence and reach directly primarily journalists (and people experiencing poverty). But this strategy helps us to (indirectly and continuously) reach a broader public.

The target group of journalists appreciate the prize – especially because the jury consists of people who really know what poverty means.

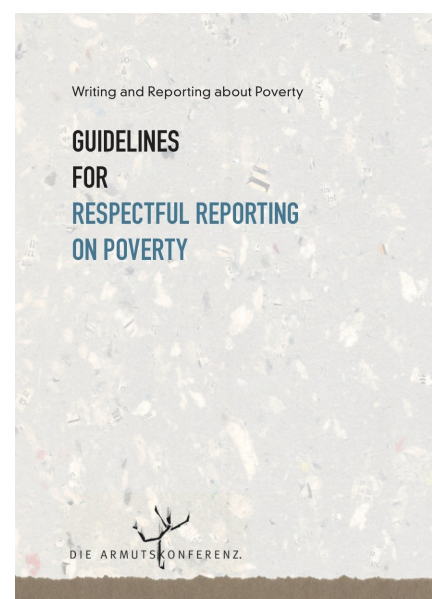
Has the project had a multiplier effect (release of other subsidies, new partnerships, takeover of the project by others, new projects, job creation etc.)? Please specify.

As already mentioned above the project had a great multiplier effect, because we reached the target to successfully apply for a project with ERSTE Foundation, which will finance the real implementation of the prize in the involved countries (Austria, Croatia, Hungary, Macedonia, Romania, Serbia).

Through the funding of ERSTE Foundation we were also able to translate the "*Guidelines for respectful reporting on poverty*" in English. We received positive feedback from our partner-countries, from journalists and from EAPN.

You find the English version here:

http://www.armutskonferenz.at/files/guidelines-poverty-reporting_armutskonferenz_en-2017.pdf





TIMETABLE

What stage has now been reached by your project?

EAPN Fund made it possible to invite and get in touch with further EAPN networks, present the idea and concept of journalism prize "from below" and elaborate project application for ERSTE Foundation (contents, targets, budget). After involving Croatia and Hungary in 2015, we made a big step by involving also Macedonia, Romania and Serbia in the project.

Please give a detailed and realistic timetable for continuation of the project.

Done:

- Project application in April 2017 (based on meeting in March 2017)
- Start of ERSTE Foundation project in June 2017 (goes until May 2018) - working on implementation the prize (building up jury, national kick-off etc.) in Austria, Croatia, Hungary, Macedonia, Romania and Serbia
- International Workshop in October 2017 in Skopje (Macedonia)

Actual process (part of ERSTE funded project):

- National implementation of the prize: election process in the jury, planning and realizing prize-giving event between December 2017 and February 2018
- International Workshop in April 2018 in Belgrade

Further steps and plans:

- ERSTE Foundation is highly interested to go on funding the project in 2018/2019 (depending on their financial resources) > project application in April 2018; project start in June 2018, Workshop in October 2018, prize-givings again between December 2018 and February 2019, international Workshop in April 2019.
- We are looking for other sources and fundings to go on spreading the project in more countries and involve other EAPN networks - we are in talks with EAPN.
- Our target is to invite other interested countries in our prize-giving ceremony in December 2018 and also in international Workshop in April 2019 (depending, if networks can participate on own sources or we need to find additional funding).
- We are developing the idea to have not just national but also an European prize in 2020.
- In the long run we would like to implement the prize in most (all interested) European countries.

Do you see obstacles to continuing the project and what solutions do you plan in order to overcome them?

One obstacle is that we are highly depending on funding of ERSTE Foundation - we get positive feedback that they like the project, but if they stop funding we have a problem (at the moment they are reworking their funding guidelines and reducing financial support for some projects). So we are looking for alternative and additional funding and we are recently exchanging on that with EAPN.



BUDGET AND FINANCING

What expenditure has been incurred to date? Please give a specific breakdown of use of the support granted.

Primarily we financed travel, subsistence and catering costs for the meetings in September 2016 (Zagreb), December 2016 and March 2017 (Vienna). And some personell costs of Austrian Anti Poverty Network to coordinate the project.

You find detailed list of expenditures attached.

What expenditure must you make in future for the project to be a success?

ERSTE Foundation supports the project with 36.000€ to implement the prize in Austria, Croatia, Hungary, Macedonia, Romania and Serbia and the international exchange workshops and coordination. All networks have to invest additionaly own sources or voluntary work to realize the project.

To involve more countries we try to find additional funding (especially on internatinal / European level). In case it can be also possible for some networks to start the project on own sources (or find own national funding).

How do you intend to finance this expenditure? Please explain.

As explained we achieved to find funding with ERSTE Foundation, which is also highly interested to continue. We are in talks with EAPN regarding additional funding.