

Europe's media landscape needs help, especially the small & independent outlets

**The EU needs to do more:
Putting the money where its mouth is**

**How can the EU fund a more viable,
diverse public-interest media
landscape at an unprecedented
scale?**

**Our goal:
1% of EU subsidies**

To do's

- Allies and campaign building
- Fast track workshops organising
- Let's commit today!

Fast-track workshops topics

- Mapping good practices
- Shaping goals
- Identifying criteria
- Listing participants (media orgs., prizes, journalists, civil society orgs)
- Fundraising
- Identifying spokespersons
- Looking for campaigners - ICEs

Next Steps:

- Bringing allies in
- **European Citizens' Initiative**

1 million signatures to support independent media / journalism

Mapping good practices

IPI - Norway and Sweden examples

International Fund for Public Interest Media - Maria Ressa / Mark Thompson

<https://ifpim.org/resources/maria-ressa-and-mark-thompson-to-spearhead-global-effort-to-save-public-interest-media/>

National independent media alliances / unions

- SPIIL (France)
- Network of Digital Publishers (Germany)
- Forum non profit journalism (Germany)

Join now!