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| **1st Open Call – People to People Projects** |
| **Project code & acronym** | ROHU00314 – MEDIA |
| **Project title** | Improving the public information in cross border region |
| **Priority** | P3 - A more sustainable, community-based and effective cross-border cooperation |
| **Specific Objective** | ISO6.3 - Building up mutual trust, in particular by encouraging people-to-people actions |
| **Implementation period** | 12 months (24 March 2025 – 23 March 2026) |
| **Objective** | The project's overall objective is to build links and trust between people on both sides of the border by facilitating the flow of information about the lives of the citizens in the cross-border area. To promote media literacy among young people and build common information resources, by developing media content, which will provide a long-term basis for maintaining good relations and getting to know each other in future. |
| **Partnership** | **Lead Partner:** Asociatia Heti Új Szó Baráti Kör (Romania) |
| **Project Partners:** **PP2 HU**:MAKÓI Szolgáltató Nonprofit Zártkörűen Működő Részvénytársaság (Hungary)**PP3 HU**: Magyar Ifjúsági Szövetség (Hungary) |
| **Total budget** | EUR 213,948.00, out of which ERDF EUR 171,158.40 |
| **Summary** | The project involves partners from Timisoara, Szeged, and Makó collaborating to create media content and sharing it across the cross-border region, creating a bridge between people. The project focuses on media literacy among young people from Generation Z and Millennials. The activities by which the project achieves the project-specific objective are the following:1. The project includes a series of **three one-day workshops in Romania** and **three in Hungary**, all aimed at enhancing the media literacy skills of the youth,with 20 participants from each country.
2. **Two common conferences** will be organised - one in Romania and another in Hungary - bringing media experts together to discuss the current state of media and media freedom, with 40 + 40 people from both countries.
3. Each partner will acquire the necessary **equipment for media content production**.
4. The **media content related to the conscious use of media,** produced by the three partners, **will be distributed** through several channels: local and regional TV, radio, online - YouTube, Facebook, and Podcasts, for 8 months during the project.
5. After the training sessions, **4 reports per month on local events will be produced in both countries**, in line with the project's objectives (TV, report, podcast or written article). The reports will be produced in the country’s language and subtitled in the language of the other country.
6. **Developing a new website** for LP HUSZ BK - a portal in line with today's trends, where written, video and podcast content can be published, providing information on daily events in Romanian, Hungarian and excerpts in English.
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| **Main results** | Project activities will be realised on both sides of the border through the close cooperation of project partners, which will result in direct contact between not only the partners, but also a wider target group. The project is expected to produce a significant cross-border impact on three main levels: social, cultural, and educational.The project aims to achieve several key results:1. Producing media content to share, thus **creating a bridge between people**. If they get to know each other's countries and nations through everyday information, a barrier in their minds is broken down, which also positively affects physical cooperation.
2. **Media content produced and shared** for 8 months during the project and at least 2 years after the project is completed, thus becoming a connecting factor.
3. The three partners **continue to work together** after the end of the project, building on the results achieved during the implementation of the project. Each partner will produce and distribute an appropriate number of articles to its partners, who will distribute them through the usual platforms.
4. **Project transferability** through the generated information channels, as the collaboration’s methodology will be available on the project's website and accessed freely by anyone interested. Besides the immediate effects generated on the involved target groups and area, the project will generate improvements after the project closure, too.
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