

Project Fact Sheet – NOR – 010

Project Title	“Euro-Speak Online Portal”
Thematic priority area	Independent Media
Implementing organization (and partner if applicable)	European Movement in Albania
NGOs contacts: Address, email, telephones, website	“Gjergj Fishta” Blvd, Building No 3, Ap. 2/1, Postal Code 1001, Tirana, Albania info@em-al.org 00355(0) 4 630 6280 www.em-al.org
Implementation period	Start date: 15/01/2020 End date: 15/05/2021
Budget supported by the Civil Society programme for Albania and Kosovo	€ 33,640.00
Total project budget	€ 33,640.00
Geographical coverage	Shkodër, Elbasan, Durrës, Vlorë, Tiranë, All country through the web
Project objective	The overall aim of the project is to ensure the establishment of a daily online independent analytical media, that will specifically fill the current limited coverage of EU topics, striving to provide quality, independent analysis which goes beyond fact listing or politicized statements.
Targeted beneficiaries	<ul style="list-style-type: none"> - Principal beneficiaries/ target groups are all the citizens and interest groups that will be affected and are affected by EU integration process of the country - Public officials working in local and central public institutions, whose work is related with these topics. - NGO-s (mostly the ones in local level) - Various unions of specific professional categories: workers, farmers, businesses, banking sector – as actors that need information especially regarding specific chapters and technical dimensions. - Media and Journalists
Main activities	<ul style="list-style-type: none"> • Establishing the Project team and Action Plan • Develop Communication Strategy and Plan of the Project • Kick-off event - EuroSpeak • Organise Informative campaign named “On – Off” in



	<p>different regions (Shkoder, Elbasan, Durrës, Vlora, Tirana).</p> <ul style="list-style-type: none"> • Preparing the main articles of the portal • Production of videos/clips • Establish the Dossier of Documentation and Articles related to the first chapters to be opened Chapter 23 and 24 of Albania EU negotiations. • Online Polling and Surveys • Publishing of a digest of Euro-Speak
<p>Project results</p>	<ol style="list-style-type: none"> 1. Quality and independent analysis on EU policies and the EU integration process of Albania offered; 2. Clear and easy accessible information to the Albanian public on the relevant issues related to the country’s European integration process provided; 3. More informed Albanian citizens about the EU policies, including costs and benefits deriving; 4. Partnerships established between media representatives, experts and stakeholders for a long-term continuous, solid and coherent dialogue in covering EU Integration process.