



Protocol
on Regional Cooperation in Education and
Training
among members of the European Association of Public
Service Media in South East Europe

supported by:

The Regional Cooperation Council, and
The European Broadcasting Union

Protocol

on Regional Cooperation in Education and Training

among members of the European Association of Public Service Media in South East Europe

whereby the **European Association of Public Service Media in South East Europe**
(hereinafter referred to as **the Association**),

has been registered as a legal entity at:
the General Administration Office of the City of Zagreb, under the registration number 21008442, dated 18 April 2011, with the seat in Prisavlje 3, 10000 Zagreb, Croatia.

The Protocol is supported by:
the Regional Cooperation Council (hereinafter referred to as **the RCC**), and
the European Broadcasting Union (hereinafter referred to as **the EBU**)

PREAMBLE

Whereas the Association is a non-profit international professional association of public service media in South East Europe. Its principal goals are promotion of development of public service media, strengthening of productive contact among professionals who work at the public service media, research and discussion on issues that affect public service media, and assistance to neighbouring public service media.

Whereas the RCC works to promote mutual cooperation and European and Euro-Atlantic integration of South East Europe in order to inspire development in the region to the benefit of its people. The strategic goal of its media development work is to bring about a change which would foster transition and development of the media sector in South East Europe towards free and professional media in the region.

Whereas the EBU is the largest association of national broadcasters in the world, established to promote cooperation between broadcasters and facilitate the exchange of audiovisual content. The EBU works to ensure that the crucial role of public service broadcasters is recognized and taken into consideration by decision-makers.

Whereas participants of an international conference, co-organized by the RCC and the EBU in Sarajevo in October 2010, agreed "to promote and adhere to the values and principles of public service media, as recognized by European institutions, including the Council of Europe and European Union"¹. The participants defined sustainable public service media as those which are the trusted providers of independent, unbiased information, encouraging debate and discussion among citizens. They agreed that the region's public service media should become the engines of technological, economic, political, and cultural development of their countries, supporting integration in the European Union.

Whereas participants of the second meeting of the Education Committee of the European Association of Public Service Media in South East Europe, held in Ankara in January 2011, expressed readiness to cooperate regionally and share know-how in education and training.

THE PARTIES HAVE AGREED AS FOLLOWS:

1 – PURPOSE

- 1.1 This Protocol establishes a framework for cooperation in the field of education and training among the South East European public service media, members of the Association.
- 1.2 The purpose of this Protocol is to confirm the commitment between the present and future members of the Association to develop sustainable cooperation in education and training, in order to fulfill the public service remit of the members of the Association.
- 1.3 This Protocol is not intended to create legal rights or obligations, either in the relationship between the Association members or with the RCC or the EBU, but is a statement of best intents of the Parties.

¹ Conclusions of the international conference, Addressing Europe's Digital Divide: Towards Sustainable Public Service Media in South East Europe, Sarajevo 14-15 October 2010; <http://www.rcc.int/pages/0/30/international-conference-on-digitalization-and-sustainability-of-public-service-media-in-south-east-europe>

2 – OBJECTIVES

The Parties aim to achieve the following objectives:

- a) Raise professional standards and quality, efficiency and editorial independence of public service media;
- b) Foster and strengthen reliability, diversity and respect for all layers of society, including underprivileged, minority and disabled groups;
- c) Enhance cooperation and initiatives in education and training;
- d) Raise awareness of the importance of education and training within individual public service media as well as at the regional level;
- e) Identify best practices and innovation, especially in sharing expertise in programme development and service delivery;
- f) Actively contribute to building common training and education policy;
- g) Explore opportunities and pursue joint initiatives to promote greater competitiveness of public service media;

With the aim to:

- Enable staff at all levels to meet present and future challenges;
- Strengthen the contribution of the public service media to the development of modern democratic societies in South East Europe.

3 – COOPERATION

The cooperation under this Protocol shall be pursued by means of activities/ actions in the areas described in Annex 1, which forms an integral part of this Protocol.

4 – IMPLEMENTATION

Cooperation under this Protocol shall be conducted on the basis of the following principles:

- a) Appointment by every Party of contact points to coordinate cooperation in education and training at the regional level within the framework of the Educational Committee of the Association;
- b) Regular attendance and contribution by each contact point to the meetings and activities of the Committee;
- c) Regular meetings of the Education Committee of the Association twice a year;
- d) Reporting of the Chairperson of the Committee to the South East European Committee of the Association semi-annually;
- e) Yearly review of the implementation, including discussion of possible difficulties and improvements;
- f) Information sharing on recent developments, policies, new practices in the field of education and training;
- g) Regular input on education and training by the EBU to ensure the Association members are up-to-date with the best practices of the members of the EBU;
- h) Facilitation by the RCC and the EBU of regional cooperation between the members of the Association, where appropriate.

5 – MONITORING AND EVALUATION

Cooperation shall be monitored and evaluated as appropriate on a mutual cooperative basis thus permitting, as necessary, the adjustment of the agreed activities in light of any needs or opportunities becoming apparent in the course of their implementation.

6 – FINANCIAL IMPLICATIONS

- 6.1 Cooperation shall be subject to the availability of funds and, respectively, to the applicable rules and regulations of the Association.
- 6.2 Costs arising from the implementation of this Protocol shall be borne by the Party that has incurred the cost, including costs that are directly associated with the participation in meetings, unless the host indicates readiness to cover the costs.
- 6.3 Activities implying provision or transfer of funds or resources from one to another Party or Parties fall outside the purpose of this Protocol.

7 – OTHER AGREEMENTS

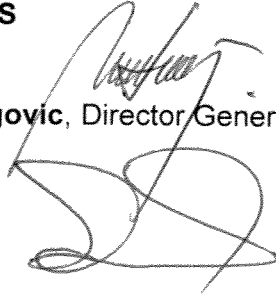
This Protocol is without prejudice to cooperation which may be put in place pursuant to other agreements between the Parties.

8 – FINAL PROVISIONS

- 8.1 This Protocol will be signed by all the Parties and will enter into force upon the date of the signature.
- 8.2 This Protocol shall remain in force until 31 December 2016 and may be extended by written agreement of the Parties.
- 8.3 This Protocol may be amended by mutual written agreement of the Parties. Any extensions or amendments shall be in writing and shall enter into force on a date determined by the Parties.
- 8.5 This Protocol may be terminated at any time by either Party upon six (6) month written notice. The expiration or termination of this Protocol shall not affect the validity or duration of any arrangements made under it or established pursuant to Annex I to this Protocol.

SIGNATURES

For BHRT
Mehmed Agovic, Director General



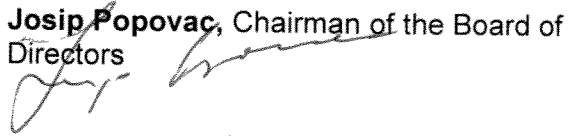
For BNR
Valery Todorov, Director General



For BNT
Vyara Ankova, Director General

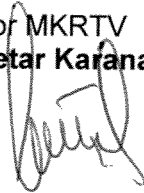
for

For HRT
Josip Popovac, Chairman of the Board of Directors

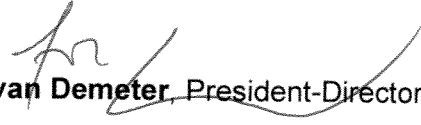


For MKRTV
Petar Karanakov, Executive Director

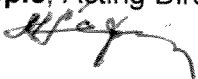
for



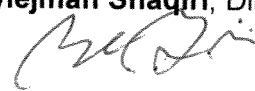
For RR
Andras Istvan Demeter, President-Director General



For RTCG
Slavko Sepic, Acting Director General

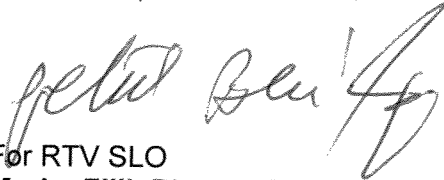


For RTK
Sylejman Shaqiri, Director General



For RTS
Aleksandar Tijanic, Director General

For RTSH
Petrit Beci, Director General



For RTV
Sinisa Isakov, Director General

for



For RTV SLO
Marko Filli, Director General

for



For TRT
Ibrahim Sahin, Director General



on behalf

For EBU
Ingrid Deltenre, Director General



For RCC
Hido Biscevic, Secretary General



Done in Sarajevo, on
30 September 2011

In fifteen (15) original copies in English, each signatory keeping one (1).

ANNEX I

ACTION PLAN

The Parties,

Knowing that public service media of South East Europe share a common border, common concerns and many areas of mutual interest,

Not forgetting that there is a wide range of areas where public service media can work more closely together in pursuit of mutual interests, especially in

Overcoming together many obstacles and difficulties,

Whereas benefitting from a more coordinated approach in overcoming common challenges and exploring future opportunities, especially in

Learning together how to remain competitive and excellent, by

Educating and training our human capital, through

Developing them to be creative and competitive by fruitful and coordinated training actions, especially by

Growing together to new, modern organizations, and by

Evaluating and appreciating the unique knowledge and expertise of every single member, and sharing them together to the benefit of all,

Agree to pursue the following:

I.1. ACTIVITIES ON ENHANCING PUBLIC SERVICE REMIT

- I.1.1 Strengthening editorial independence, market competitiveness and media ethics
- I.1.2 Investigative journalism education, with focus on anti-corruption, and with participation of relevant journalists and editors from each public service media of the region
- I.1.3 Minority journalists' education – targeting journalists and editors who cover minority issues, with a purpose of training them to cover a wide range of topics
- I.1.4 Addressing prejudices – to change often negative perceptions and stereotypes among the peoples in the region about their neighbours
- I.1.5 Promoting safety, stability and security in the region

These activities, in the form of workshops, thematic roundtables, conferences or projects can be organized jointly with the RCC and the EBU, other relevant institutions and civil society.

I.2 ACTIVITIES ON ENHANCING SUPPORT

- I.2.1 The Education Committee will submit for approval to the South East European Committee of the Association proposals on conferences and workshops on issues of common and public interest, and all the relevant events to be organised to the benefit of the Parties and through possible partnership with the RCC and the EBU, as well as other institutions, civil society and associations that share and promote values of public interest.
- I.2.2 The Education Committee will actively participate in Association's activities, by submitting project ideas and proposals for EU- and possible other donor-funded projects for approval and consideration of the Association's Executive Committee and within the framework of the Association's activities.
- I.2.3 This cooperation will take account of comparative advantages, respective competences and expertise of the Parties - avoiding unnecessary duplication, while searching for added value and making better use of existing resources. The Parties will acknowledge each other's experience and standard-setting work, as appropriate, in their respective activities.

I.3 – ACTIVITIES ON SHARING KNOWLEDGE

- I.3.1. The Education Committee shall meet twice a year to exchange information on the respective annual work programmes, focusing on the planning and priorities of the activities foreseen in South East Europe. Information on recent development, policies, new practice in the field of education and training will also be shared on a regular basis.
- I.3.2. The Education Committee shall organise a minimum of three workshops annually on the topics of common interest to the Parties and in consultation with chairpersons of other working groups of the Association, as appropriate. The topics of the workshops and the delivery modes (host, logistics, duration, date) will be addressed and agreed upon by Education Committee members. Possible topics will include multimedia, HDTV, 3DTV and social media platforms.
- I.3.3. Each Party shall invite other Parties to participate in all relevant events organised within the framework of the Association's activities in South East Europe.

I.4 – ACTIVITIES TO STRENGTHEN VISIBILITY

- I.4.1 In order to strengthen visibility of common education and training activities and issues, the Parties shall use all available communication platforms to transparently inform and engage the public and relevant partners.
- I.4.2. The Parties will proclaim an Education and Training Year for all the members of the Association within the timeframe of this Protocol.

I.5 – MANAGEMENT OF THE ACTIVITIES

- I.5.1 The contact points are:

Chairperson of the Education Committee:
Ms Nela Gudelj
Head of Education Centre, HRT
Prisavlje 3, Zagreb, Croatia
Mobile phone number: +385 99 634 8078
nela.gudelj@hrt.hr

Vice Chairperson
Dr Mesut Ertanhan
Head of Training Department, TRT
TRT Sitesi, OR-AN, Ankara, Turkey
Tel. +90 312 463 39 00/03
Fax. +90 312 463 39 07
mesut.ertanhan@trt.net.tr

I.5.2 Administration of the activities shall be implemented by the contact points. These tasks may comprise:

- deciding on the activities described above and related timetable;
- a collaborative approach to monitoring and evaluation;
- report to the South East European Committee of the Association on status and effectiveness of the cooperation.