

## Partner Search Form

<b>Identification of the applicant</b>	
Name of the organisation	<b>MEDIJSKI CENTAR BETA (BETA MEDI CENTER)</b>
Registered address (street, city, country)	<b>BEOGRAD, DEČANSKA 8/III</b>
Telephone / Fax	<b>011/3602400</b>
Website of the organisation	<b>www.beta.rs</b>
Name of the contact person	<b>Ms. Zlata Kureš, President</b>
Email/Telephone of the contact person	<b>011/3602414</b>
Short presentation of your organisation (key activities, experience)	<p><b>PROJECT ACTIVITIES</b> The Beta Media Center is a non-profit organization founded in 2004 with a goal of strengthening democratic values and the civil sector in Serbia and the region. The BMC also aims to contribute to enhancing the freedom of speech and public accountability, strengthening and advancing the rule of law and the role of civil society in Serbia and the region, bringing media policies in compliance with decisions of the U.N. and the Council of Europe, and EU standards, encouraging development and implementation of professional media standards, and monitoring and promoting European integration processes.</p> <p>The center pursues its goals by realizing various projects aiming at the development of a society of equal opportunities and has so far implemented 38 projects, in cooperation with the EU, the Open Society Foundation, Mantra, USAID, UNDP, IREX, the embassies of Germany, France, the U.S., Switzerland, and others.</p> <p>The BMC closely collaborates with the Beta News Agency, whose journalists in Belgrade and correspondents in Serbia have knowledge and experience to report from all areas of life. The production of the projects, as well as reports on production activities, were released through local media, among which the regional Radio Sto Plus (<a href="http://www.radiostoplus.com">www.radiostoplus.com</a>) station plays an active role, as well as through BETA's services and portals (<a href="http://www.beta.rs">www.beta.rs</a>), Euractiv Srbija (<a href="http://www.euractiv.rs">www.euractiv.rs</a>) and the said media's social networks.</p>



<b>Description of the project</b>	
Action, Measure in the framework of „Europe for Citizens” Programme	<b>Strand:</b> We are interested in all Measures <b>Measure:</b> <b>Title:</b> <b>Context:</b>
Timetable of the project	
Short description of the project, including its aims	<p>All projects within the program whose general goal is to contribute to better understanding of the European Union, its values, history and diversity, as well as those promoting European citizens and advancing civic and democratic participation at the level of the Union.</p> <p>Raising citizens’ awareness of remembrance, common history and values of the EU, whereby peace and EU values and welfare of all its peoples are promoted, boosting the understanding of citizen participation in passing EU policies and promoting social and inter-cultural engagement on the level of the Union.</p>
Role of the partner organisation in the project	The Beta Media Center can produce information exclusively dealing with the projects’ topics that are part of the “Europe for Citizens” Programme, which will offer a broad picture of the conditions in the area in Serbia. The production will include a series of information on the project which is realized through cooperation of journalists and active CSOs.
Comments from the applicant	