

**SECTOR FICHE 3.1.3.1 TO ACTION PROGRAMME 2006 FOR SERBIA**

<b>Title</b>	<b>Support to the Yugoslav Film Archive</b>
<b>Total cost</b>	<b>EC contribution: €2 million (approx)</b>
<b>Aid Method</b>	<b>Project approach - Indirect Centralised management</b>
<b>DAC-code</b>	<b>22030</b>
<b>Sector</b>	<b>Media</b>

**RATIONALE**

**1.1. Strategic framework**

The European Partnership calls for Serbia to support the development of an independent media in line with EU standards and foster the professionalism of journalists and media operators.

The Country Strategy Paper emphasises the importance of media reform and prioritises strategic support designed to bring about durable change in the media landscape.

Assistance under the MIP 2005-6 is aimed at assisting Serbia to establish the appropriate capacity to address the European Partnership priority mentioned above. The objective is to ensure that the citizens of Serbia have access to independent public and private media and to improve quality of programmes and investigative reporting of national and local media in Serbia.

The Feasibility study highlights the importance of culture and audio visual policy and encourages Serbia to take steps to promote the European audio-visual industry and European co-production in the field of cinema and television.

In line with these strategic objectives, the 2006 Media programme will support conservation and access to the Yugoslav Film Archive collection, one of the largest in the world. This archive would provide extensive material for research, investigative reporting and quality production for the media in line with European standards.

**1.2. Lessons learnt**

On the basis of previous experience in management of the Media Fund to support media reform a major obstacle has been the lack of content to produce a quality product that meets EU standards in terms of technical presentation, information, education and entertainment. Unlike EU countries the media community in Serbia has poorly exploited its film heritage as a production resource.

**1.3. Complementary actions**

For many years, the EU has played an important role in Serbia by actively supporting the country's independent media. Since 2001, the EU has been supporting the establishment of the new legal framework in the media sector, participated in the restructuring of the state-run media and helped the independent media to continue improving their professional work standards.

Within the framework of the 2003/2004 Media Programme, the EU has further supported independent media to become self-sustainable businesses, through the Media Centre and TV station B-92. A new Media Fund was also established aiming to stimulate development of quality programmes and investigative reporting of local media. The 2005 Media programme is focusing on support to public and private media in developing quality production and investigative reporting. Special attention is also given to full implementation of the media related legislation.

**1.4. Donor coordination**

A number of international donors are actively involved in providing assistance to the media. Besides the regular bilateral meetings with the Member States, regular meetings with other donors are hosted by the OSCE and Press Now.

#### Other Donors Assistance

<b>IREX</b>	- Support to independent media - Training of media professionals
<b>France</b>	- <b>Support to the Yugoslav Archive</b>
<b>Norwegian Peoples Aid</b>	- Support to professional associations, minority media, media legislation - Training and education
<b>OSCE</b>	- Assistance in establishing media legislation - Training for media professionals, promoting, inter alia, co-operation and confidence between different ethnic communities
<b>Fund for an Open Society Serbia</b>	Support to independent media
<b>Swedish Helsinki Committee</b>	Support to independent media Training in the fields of journalism, media legislation, new technologies and media management Support to independent media and professional associations, media
<b>UNESCO</b>	Support to independent media
<b>Press Now</b>	Support to independent media
<b>Council of Europe</b>	Assistance in media legislation

## 2. COUNTRY CONTEXT

### 2.1. Cooperation related policy of beneficiary country

The delays in adopting a package of media laws have constrained the transition of the media sector in Serbia. Delays by the authorities, to adopt and enforce regulations in the media sector, have hampered progress during the on-going transition period.

In particular, the adoption and implementation of the Broadcasting Law was criticized by local and international media organisations. The new amendments to the Law have been adopted without any consultations with the interested parties, which could lead to future problems in the implementation of the law.

The new deadlines for the transformation of RTS into a public service and for the privatization of local media have been introduced. The amendments also altered the length of terms of the current members of the Broadcast Council and enabled members to serve consecutive terms.

### 2.2. Sector context

The problems related to the legal environment in which media operate have inevitably pushed into the background a number of professional issues such as development of high-quality programming and media production. Of particular importance for professional journalism is access to valid information sources and archives to develop mature programme content. This is particularly the case the production of political or historical documentaries to express and inform on Serbia's changing position within Europe and the transformation of the Balkans region. This is reflected in the MIP which identifies the problem of poor general quality of media content.

As a response to this need and constraint, the Yugoslav Film Archive offers a potential solution. The archive is considered to be one of the five most important in Europe and one of 10 largest in the world. The film collection of the Yugoslav Film Archive is the most important collection of

films in the Balkans region containing over 95, 000 copies of national and international films. The Yugoslav Film Archive also keeps more than 300.000 photographs and posters.

These resources represent an important historical and cultural heritage for the country and region but also a valuable material to develop quality documentaries well positioned in the within the socio-political inheritance of the region. The material can be accessed by quality media operators, that EAR has been supporting to date, to produce media content when strong local and international market appeal. Such support contributes to realizing the MIP objective of supporting a market oriented approach to develop media content and of the production of EU standard quality programming.

The Yugoslav Film Archive has received a donation from French Government for reconstruction of the archival premises and vaults of circa €300,000. In addition the Ministry of Culture of Serbia supported the project to the amount of € 150,000 and an approval of additional €440,000 is in the procedure at Government of Republic of Serbia. With this budget the Yugoslav Archive will construct a new building of 1500 m<sup>2</sup> with acclimatized vaults, two levels below and two levels above the ground, matching the highest standards in archive standards.

### 3. DESCRIPTION

#### 3.1. Objectives

The overall objective is to contribute to the development of media sector in line with the best European practices.

#### Specific objectives/purposes

Support to conservation and access of the Yugoslav Film Archive resources

#### 3.2. Expected results

- Conservation of film resources
- Improved quality and accuracy of information provided to the general public
- Improved quality of media content through access to Film archive resources

#### Main activities

According to the long term development strategy, to make the Archive's materials accessible for researchers and media, a sophisticated and expensive tools like telecine, plotters for digitalization, editing tables, computers, software, etc. would be needed. Support for the restoration, conservation and access to the Archive's collection would be implemented through the supply of technical equipment.

#### 3.3 Stakeholders

The Ministry of Culture and the Yugoslav Film Archive

#### 3.4 Risks and assumptions

<b>Risk/assumption</b>	<b>Likelihood (H/M/L)</b>	<b>Impact (H/M/L)</b>	<b>Counter measures</b>
Delay in finishing the reconstruction of the building	Low	High	Close coordination with the Ministry of Culture and Media
Insufficient interest of the media for Film archive services	Low	Moderate	Developed campaign of Yugoslav Film Archive

### 3.5 Conditionalities

The resources of the archive should be readily available for all interested parties in the former Yugoslavia. To that end an agreed plan of promotion/marketing will be formulated between the Agency, the Ministry of Culture and Media and Archive management prior to the provision of support

An Implementation Agreement will be signed between the Agency and the Ministry of Culture and Media to ensure in the Archive premises will be in good order and ready for installation of equipment

### 3.5 Crosscutting issues

The proposed programme is targeting crosscutting development issues, in particular gender equality and human rights. The Film archive will contribute material for research, investigative reporting and quality production on gender and human rights issues that are relevant for the general public. In particular the project will contribute to the affirmation of minority historical and cultural heritage in the country.

## 4. IMPLEMENTATION ISSUES

### 4.1. Implementation method

Indirect Centralised Management

### 4.2. Budget and calendar

<i>Indicative budget breakdown</i>	<i>€ million</i>
Total budget	2.0
<i>Budget by project components:</i>	
• Yugoslav Film Archive	2.0

<i>Types of Contracts ('Yes')</i>	<i>Grants</i>	<i>Number of grants</i>
Services (Yes)	Grants (No)	
Supplies (Yes)	Financing Agreements	
Works (No)	Twinning (No)	
Operational duration of project in months as from signature of Financing Agreement:		12-36

### 4.3. Procurement and award of grants procedures

All contracts implementing the financing agreement must be awarded and implemented in accordance with the procedures and standard documents laid down and published by the Commission for the implementation of external operations, in force at the time of the launch of the procedure in question.

All programme estimates must respect the procedures and standard documents laid down by the Commission, in force at the time of the adoption of the programme estimates in question.

### 4.4 Performance monitoring

The Agency's Programme Manager responsible for this programme is the first level of regular monitoring and quality control, with inputs and support from the Head of Operations and Head of Centre. The Agency's Monitoring Team, in line with bi-annual monitoring plans for the operational centre, will submit monitoring reports over the programme's life cycle, identifying issues requiring management attention, and assessing efficiency as well as progress towards the achievement of the programme's objectives.

For service contracts, consultants/experts are required to produce reports at inception, interim and final phases, in order to show progress against the targets identified in the relevant terms of reference.

For Twinning Projects under implementation, beside requirements in the Twinning Manual, the Programme Manager should closely oversee project's implementation and monitor its progress. This would provide for a control and steering mechanism to timely redresses project activities whenever necessary.

#### **4.5 Evaluation and audit**

The programme may be evaluated at the interim, final or ex-post stages under the supervision of the Agency's Evaluation Unit - in line with the Agency's Evaluation Guidelines, as approved by the Agency's Governing Board, and Annual Evaluation Programme. Evaluation of Twinning projects will be based upon progress in achieving the benchmarks and mandatory results laid out in the work plans for the Twinning projects.

The programmes may be audited by Court of Auditors - in line with the standard European Commission procedures. All service contractors and beneficiaries of Twinning Grant Contracts will be required to submit audit certificates with their requests for final payment in accordance with the requirements of the 'Practical Guide to contract procedures for external assistance financed from the general budget of the European Communities' and the Twinning Manual.