

**Project title:** FUNDME – Formal Association of Non-Profit Digital Media

**Project leader:** Udruga za promicanje medijske kulture, umjetnosti i tolerancije „Lupiga – svijet kroz obične oči“

**Partner 1:** Kurziv – Platform for Matters of Culture, Media and Society

**Partner 2:** Faktograf – Association for the Informed Public

**Project implementation period:** September 1, 2022 – January 31, 2024

**Project total value:** 29.992,40 €

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**Link to relevant internet pages:** <https://lupiga.com/>

#### **Project summary:**

The project partners and at least three civil society organizations (CSOs) will establish a national alliance of CSOs that are publishers of electronic non-profit media. The alliance aims to support its members in financial, managerial, and advocacy capacity-building while serving as a resource for knowledge and experience exchange. Alliance members are predominantly minority media outlets, reflecting geographic, thematic, and identity diversity.

The implementation of the project will strengthen the advocacy and oversight role of CSOs in media policy and foster an environment where minority media can be established, grow, and respond to the needs of their users, citizens, and the broader public.

#### **Key Activities:**

- Organizational development to enhance the partners' capacities for legal protection of journalistic work, fundraising, and public advocacy.
- Mentorship to support an initiative with the potential to evolve into a formal umbrella or network organization, transferring experience gained in establishing the non-profit media alliance.
- Participatory development of brief analyses and the creation of an evidence-based advocacy plan.
- Implementation of advocacy activities, utilizing existing tools and mechanisms for monitoring decision-making processes.

#### **Expected Outcomes:**

- Increased public awareness of the importance of sustainability in the non-profit media sector.
- Long-term societal change through the strengthened impact of non-profit media.
- Enhanced CSO oversight of public authorities' transparency.
- Improved visibility of CSOs' work in the non-profit media sector.

The project contributes to the strengthening of civil society in Croatia by supporting institutional and network-based operations of associations in the non-profit media sector. Over time, it will amplify the influence of non-profit media on transparency and increase the public visibility of their work.