



Region/country: European Union and EFTA countries

Timeframe/dates: 2007-09

Funder: European Commission

Partners: The project is being conducted by a consortium comprised of the IFJ, Internews Europe, and the Media Diversity Institute

Project Description

The objective of this pan-European Study is to assist in the process of promoting diversity and

fighting discrimination in the media across the 27 EU Member States & 3 EFTA countries (Iceland, Liechtenstein and Norway). The first stage involves researching best practice by identifying the most significant and/or innovative initiatives *by* or *about* the media that combat discrimination and/or promote diversity.

The initiatives will then be classified, their outcome and impact assessed, and any gaps identified. Based on this research, recommendations will be submitted to the European Commission for further action to be taken to help promote diversity and combat discrimination in the media. Included in this process is a seminar involving key stakeholders from the European Commission, the European media, and civil society organisations, to debate and finalise the recommendations prior to publication and submission to the European Commission.