

Support for Ukrainian Refugees through Media



With funding from the Government of Japan, UNESCO implements this project under its mandate to foster media development and support media in crisis preparedness and response.

With millions of refugees from Ukraine across Europe, access to reliable and relevant information for the displaced persons remains a challenge.

Mainstream media are key to keeping Ukrainian refugees updated on humanitarian assistance and other topics of interest and concern to them.

Main Project Components

Baseline Study and Survey

The project implementation is guided by research on the media habits and information needs of the Ukrainian refugees in the three countries, interviewing almost 700 displaced persons in total.

Mapping of Stakeholders

Government institutions and the UN multi-partner, multi-sector response actors in the three countries are also surveyed and included in project events and activities, fostering a greater diversity of sources for refugee-related media coverage.

Audience Consultative Mechanisms

Establishing channels for refugees and host communities to provide suggestions and complaints about news coverage or programmes regarding displaced Ukrainians, ensures the inclusion of their views in the media content and dialogue with the editorial teams.

This project assists Ukrainian refugees in the Republic of Moldova, Romania and Slovakia and the host governments in their refugee response through media.

The initiative is made possible by funding from Japan. It is UNESCO's contribution to the inter-agency Regional Refugee Response Plan for the Ukraine Situation, coordinated by UNHCR.



Media Capacity Development

Workshops and mentoring sessions on solutions journalism and ethical and conflict-sensitive reporting are held to strengthen the editorial practices of host-country media in covering refugees and related issues. This to promote fact-based and objective reporting on refugees, while avoiding self-censorship and sensationalism.

Integration of Displaced Ukrainian Media Professionals

The project helps integrate displaced Ukrainian media professionals into the editorial teams of the beneficiary media, allowing them to participate in the preproduction and production of Ukrainian content. At the same time, they receive on-the-job training and coaching, to help them enhance their skills.

Media Content for, with and by Ukrainian refugees

Based on the findings of the baseline study, the participating media produce and broadcast content for the refugees on education, labour, housing, health, gender-based violence, child protection, services for people with specific needs and the possibility of returning to Ukraine when circumstances allow.

Multi-Stakeholder Networking and Partnerships

Through its activities and events, the project provides networking and partnership opportunities among media organizations and other stakeholders, promoting cross-sector collaboration.



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Through this project, UNESCO is strengthening fact-based information exchange between refugees and host citizens as audience members.



In doing so, it fosters social cohesion. The project supports media in their portrayal of the diversity of viewpoints, and governments in their response to the refugee flows.

Tawfik Jelassi
UNESCO Assistant Director-General
for Communication and Information

Partners

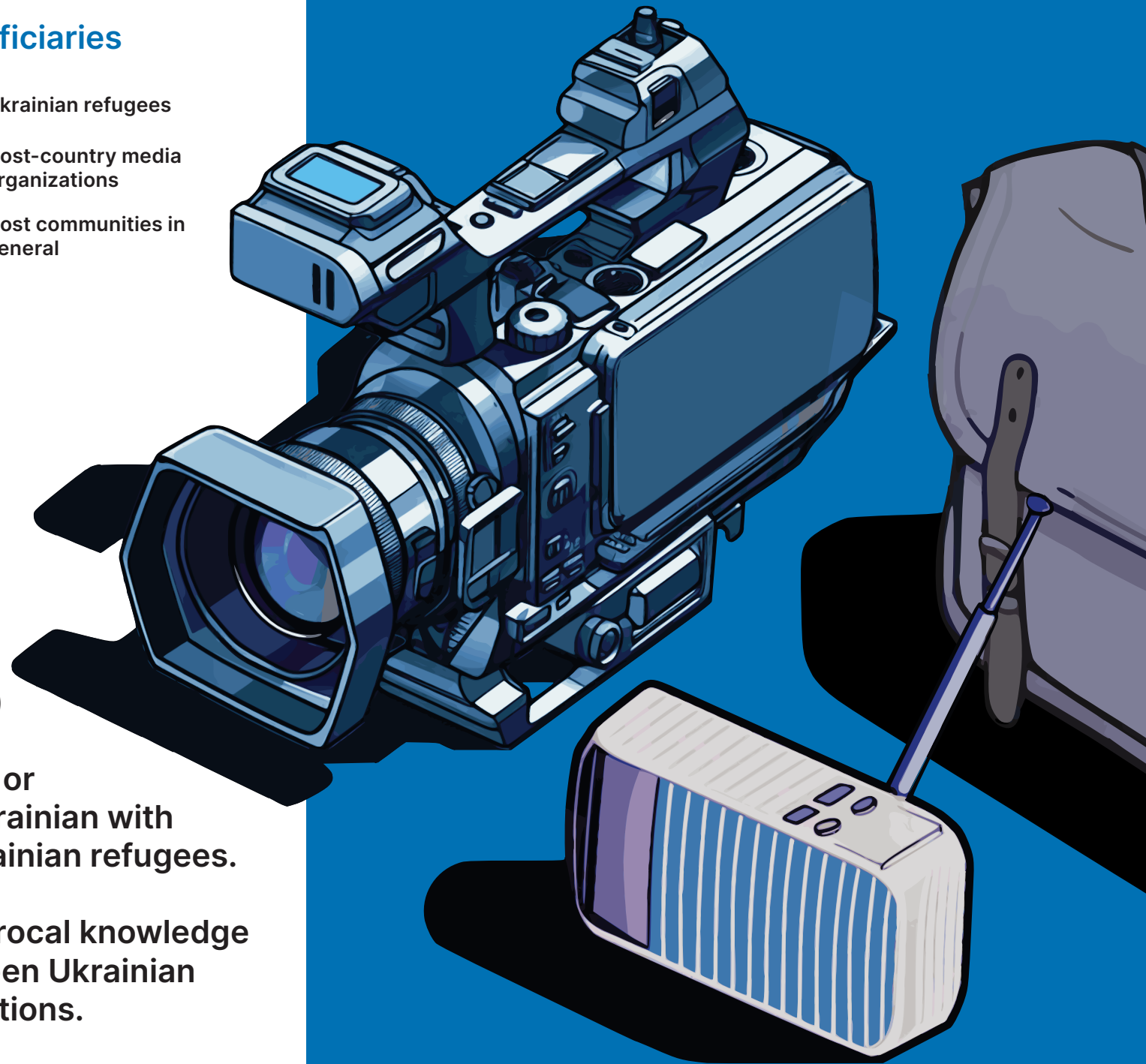
-  Public service broadcasters
-  Media development NGOs
-  UN entities
-  Humanitarian agencies
-  International experts
-  INGOs

Beneficiaries

-  Ukrainian refugees
-  Host-country media organizations
-  Host communities in general

Key Outcomes

- 1** Targeted host-country broadcasters (national and local TV and/or radio) serving public interest reinforce news segments or create programmes in Ukrainian with content designed for Ukrainian refugees.
- 2** Media help improve reciprocal knowledge and understanding between Ukrainian refugees and host populations.



Phase I Beneficiary Countries



Republic
of Moldova



Romania



Slovakia

Partners



CENTER FOR
INDEPENDENT
JOURNALISM



The first phase of the Support for Ukrainian Refugees through Media project covers a 12-month period, beginning in February 2023. UNESCO seeks to broaden the initiative to include more countries with similar needs and continue it beyond February 2024.

UNESCO defends and promotes freedom of expression, media independence and pluralism, as well as the development of inclusive knowledge societies based on universal access to information and the innovative use of digital technologies.

As part of its mandate to foster media development, UNESCO supports media in crisis preparedness and response. For more information about UNESCO's activities in this field, please visit:
<https://www.unesco.org/en/media-crisis>.

