

Think-and-Do Tank for  
healthy media in Europe

# 2020 Activity Report

THINK: **MEDIA 4 EUROPE**



DO: **STARS 4 MEDIA**



# Main Achievements

In 2020, we became Europe's MediaLab (Fondation EURACTIV). In view of the current health and economic crises, this non-profit organisation advocates for media independence and media pluralism in Europe, helping to spread novel business models for news media in Europe: [press release \(October 2020\)](#).

## THINK: Media Policy

In March 2020, we initiated an Open Letter co-signed by 28 MEPs and media stakeholders, calling on the European Commission to support a "Coronavirus Media Action Plan": [Health, trust and journalism: a Coronavirus Plan for the Media](#).

Bundling scattered efforts supporting the media sector under "NEWS" will sustain the media sector's transformation, wrote MEPs and media experts including Christophe Leclercq: ["Media recovery beyond regulation: a NEWS bundle across Creative Europe and Horizon, like MEDIA"](#).

Transparency and scrutiny over algorithmic content selection are needed through **Indicators of trustworthiness**: [Opinion by Christophe Leclercq, Marc Sundermann and Paolo Cesarini](#).

Newsletter Special Issue: [Media Action Plan and Democracy Action Plan: NEWS and coalition building](#)

## DO: Media innovation Projects



- In 2017, we initiated Stars4Media, the exchange programme for media professionals to accelerate media innovation. Since November 2019, we are implementing this project with our partners (VUB, EFJ, WAN-IFRA).
- During the first Stars4Media edition, the jury members selected [21 Initiatives](#), involving **105 media professionals from 42 media outlets in 17 countries**. Based on the results, the jury assigned [five Prizes](#) focusing on Trust, Cross-border cooperation, Data, Diversity, and Reacting to the Coronavirus.
- We continued with the "European Data Journalism Network" connecting 28 newsrooms, and producing data-driven coverage on European topics.

## Media Innovation & Policy Events



In February and in April 2020, we organised **two "media policy apéros"** to mobilise media stakeholders and key policy makers notably from the European Commission and the European Parliament.

The **Media4Europe conference** in October 2020 was the opportunity discuss media innovations, and inform what are the media sector's needs. It gathered key media stakeholders, MEPs and [Stars4media](#) participants: [press release](#) and [video](#).