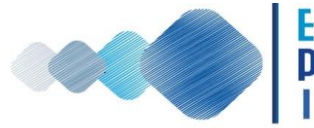


Summary
“EUROZOOM”

Title of the action	EUROZOOM
EuropeAid ID	MK-2011-BIQ-1103041026
Ongoing contract/Legal Entity File Number (if available)	IPA/2011/277-949
Applicant/s	Eurovizn DOO Skopje – Main applicant Co - applicants: EPI – Skopje SEETV – Brussels
Location(s) of the action: — <i>specify country, region(s) that will benefit from the action</i>	Republic of Macedonia
Total duration of the action (<i>months</i>)	12 months
Total eligible cost	EUR 122, 381
EU financing of total budget of the Action	EUR 85, 381
Objectives of the action	<p><Overall objective(s)></p> <p>O1 – Improve understanding of the citizens of the impact, benefits and challenges of the EU accession negotiations</p> <p>O2 – Encourage public debate on specific issues of EU accession negotiations;</p> <p>O3 – Contribute to promotion of the freedom of expression and independent media through un-biased and independent reporting on accession-related issues</p> <p><Specific objective(s)></p> <p>SO – Increase awareness of the citizens and specific stakeholders of reforms resulting from EU accession negotiations</p>





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Target group(s)	Stakeholders in EU accession negotiations in 26 chapters/subheadings of the acquis
Final beneficiaries	Broader public – citizens
Estimated results	R1 – 26 episodes of EVROZUM produced on accession negotiations R2 – 26 EVROZUM episodes are broadcasted on a national TV, 4 local TVs and internet media R3 – Broadcasts are widely disseminated through social media
Main activities	Research and preparation of the episodes; Selection of interlocutors; Preparation of the studio and the advertisement; Recording segments in Bulgaria, Croatia and Montenegro Recording features and interviews in Macedonia Recording in studio Editing and post-production activities Broadcasting of the 26 episodes on one national TV, 4 local TVs and one internet TV Promotion through social media



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