



## Partner search form

For Creative Europe project applications

Call	NEWS - JOURNALISM PARTNERSHIPS - COLLABORATIONS
Strand or category	Cross sectoral strand

### Cultural operator – who are you?

Name of organisation	National Association of Media, NAM
Country	Ukraine
Organisation website	<a href="https://nam.org.ua/">https://nam.org.ua/</a>
Contact person	Natalia Chekalo, <a href="mailto:development@nam.com.ua">development@nam.com.ua</a> , +380978874675
Organisation type	Non-governmental organisation
Scale of the organization	The National Association of Media is a nationwide network of over 100 television, radio, and online media outlets throughout Ukraine, including local and hyperlocal newsrooms. The team of the Association consists of more than 20 experienced lawyers, sociologists, journalists, analysts, and media experts.
PIC number	886025355
Aims and activities of the organisation	<p>With more than 25 years of experience, NAM is a leading sectoral organization committed to protecting freedom of speech, fostering a free and competitive media market, and strengthening the sustainability of independent media.</p> <p>NAM's strategic priorities include reducing excessive state regulatory pressure, promoting effective self-regulation and co-regulation, enhancing the resilience of independent media, and encouraging the production of high-quality, socially relevant content. At the same time, NAM supports the alignment of national media laws with European standards and contributes to advancing professional, ethical, and responsible journalism.</p> <p>To advance these priorities, NAM provides targeted training and consultancy for media managers and editors, offers legal support, leads advocacy campaigns, and delivers tailored digital assessments of newsrooms' websites and social media. Additionally, NAM coordinates audience research and community-focused content production, while organizing flagship sector events like the NAM Summit and the "Honor of Profession" journalism contest to promote capacity building and collaboration.</p>
Role of the organisation in the project	Project partner
Previous EU grants received	National Association of Media has not received EU grants yet

**Proposed Creative Europe project – to which project are you looking for partners?**

Sector or field	Media
Description or summary of the proposed project	<p>We are interested in projects focused on building collaborative newsroom models, shared content production, and peer-to-peer capacity building.</p> <p>We can offer our expertise in piloting joint editorial workflows, audience-driven formats, and monetization approaches across media outlets, enabling syndication, exchanging best practices, and testing scalable models for small and local news media.</p>
Partners currently involved in the project	No partners are currently involved in the project. The National Association of Media offers its expertise and is available to join as a partner.

**Partners searched – which type of partner are you looking for?**

From country or region	Any country participating in the Creative Europe Programme
Preferred field of expertise	<p>We are interested in joining a consortium led by an organization with proven experience in supporting the sustainability of news media, fostering cross-border media collaboration, and developing innovative business models. It is important for us that the proposed project is relevant to the needs of media in Ukraine and allows NAM to contribute its added value through sectoral expertise, a nationwide network of independent media, and extensive experience in media development. We are particularly interested in collaborating with a lead partner that has a clear project concept and prior experience in developing and implementing Creative Europe projects.</p>
Please get in contact no later than	28 January 2026

**Projects searched – are you interested in participating in other EU projects as a partner?**

Yes / no	Yes
Which kind of projects are you looking for?	<p>It is important for us that the project assigns a meaningful role to the Association's members – independent television, radio, and online media. This could involve strengthening them through training and capacity building or ensuring their active role as producers and distributors of high-quality, community-relevant content.</p>

**Publication of partner search**

This partner search can be published?*	Yes
--	-----