



CALL FOR APPLICATIONS

Innovation Hub: Green Transition in the Western Balkans

Deadline for application:
11 May 2025
23:59 CET



Are you a journalism student, young journalist, content creator, or mid-career journalist from the Western Balkans, passionate about innovative media solutions? Do you want to help shape the future of media coverage on the green transition of the Western Balkans economies, utilizing renewable energy sources, energy efficiency, circular economy practices, etc. and hold stakeholders accountable in the process?

Apply now for the **Innovation Hub**, a unique opportunity to collaborate with senior media professionals, business development experts, and green transition specialists. This two-day, onsite workshop will explore and develop new ideas, topics, and digital solutions to elevate the media's watchdog role in the just green transition.

Date: 7-8 June, 2025

Location: Subotica, Serbia

Target Participants: Western Balkans

Language: English

About the Innovation Hub

The workshop is part of the OSF-WB supported project **Greening the Narratives: Advancing Awareness of the Green Transition in the Western Balkans**. It aims to bring together students, journalists, and content creators from the Western Balkans, 15 participants, and Europe, 10 participants, to explore innovative approaches to reporting on the green transition. Participants from Europe will be supported through the Media Innovation Europe 2.0 project.

During this workshop, participants will:

- **Develop impactful ideas and digital solutions** for coverage of the just green transition;
- **Collaborating** with peers, media professionals, and green transition experts from the Western Balkans and Central Europe;
- **Building actionable content strategies and digital solutions / business models** to enhance transparency and public awareness of the green transition.

The workshop is designed to be the first step in creating practical solutions to media challenges. The best ideas, whether individual or collaborative, may be supported through **Thomson's Validation Booster programme**. Some content ideas could even be considered for the **Fellowship programme**, which is also part of the **Greening the Narratives** project.

What you will gain

- **Mentorship:** Receive personalized guidance from business development experts and senior journalists;
- **Training:** Participate in two day hands-on sessions covering just green transition, creative writing, solution journalism, idea validation, and more;
- **Networking:** Build valuable connections with peers, experts, and professionals from the region;
- **Collaborative Experience:** Work in small teams to develop and pitch digital solutions and content ideas;



- **Next-Level Support:** The best ideas will receive support through Thomson's **Validation Booster programme**, with potential opportunities for a **Fellowship**.

How the Workshop Works

- Day 1: Introduction to the green transition and its challenges, followed by a brainstorming session to generate new ideas and topics (brain dump idea sorting), idea napkin.
- Day 2: Participants will be divided into two streams:
 - Content Producers will receive training in creative writing and solution journalism;
 - Business Idea / Digital Solution Developers will undergo the initial validation process (SWOT, PEST, Business Model Canvas);
 - The day will end with a pitch session where teams present their solutions, ideas, or topics.

Who should apply

We are looking for **15 participants from the Western Balkans**, including:

- **Young and mid-career journalists** eager to innovate and learn new skills;
- **Journalism students** ready to tackle emerging, impactful issues;
- **Content creators** with a fresh perspective on storytelling;
- **Media outlets founded by CSOs** focusing on social issues;

This workshop is ideal for those who want to enhance their skills in solution journalism, creative writing, and business model development for media.

How to apply

Interested candidates should submit their application by 11 May, 23:59 CET, including:

- A **brief CV**;
- In the body of the email **highlight the stream you are interested to attend**:
 - content development or
 - development of digital solutions and innovative business models;
- A **motivation letter** explaining why you are passionate about the green transition and how you would benefit from participating in the Innovation Hub.

For more information and to apply please write to: IlchoC@thomsonfoundation.org

Don't miss this opportunity to help shape the future of media coverage on the green transition!

Travel and accommodation

Selected participants will have their travel and accommodation expenses covered by the organizers.



About the project

The project “Greening the Narratives: Advancing Awareness of the Green Transition in the Western Balkans” supported by Open Society Foundations – Western Balkans (OSF-WB) aims to demonstrably widen public awareness and adoption of the green transition in the Western Balkans. The project’s main objectives are to increase transparency of the renewable energy sector, promote public awareness, and support the democratization and decentralization of energy markets through more robust media coverage. The project consists of the following interconnected activities designed to enhance media reporting on the Green Agenda.

- **Innovation Hub:**

The Hub will help identify new actors and journalistic solutions, articulate these into media outputs that are able to bring media coverage of green transition to a new level.

- **Validation Booster:**

A 6-month programme focused on testing and validating new ideas. It involves online workshops, mentorship, and peer learning to equip participants with the tools and knowledge for media product validation which is essential for sustainability of reporting and also safeguards against any potential market saturation or fatigue within the existing media actors when it comes to green topics.

- **Covering Green Transition:**

It will consist of a fellowship for journalists and content producers providing them with expert knowledge, skills and networking opportunities to enable more nuanced and robust reporting on the green transition. The fellowship will include workshops, e-learning resources, mentorship, collaborations, and production grants.