

# AKTIS

## MEDIA PROJECT

### CENTRAL & EASTERN EUROPE

CZECH REPUBLIC

GERMANY

POLAND

UKRAINE

SLOVAKIA

CROATIA

HUNGARY

LITHUANIA

LATVIA

ESTONIA

MOLDOVA

SLOVANIA

AUSTRIA

SERBIA

BOSNIA AND HERCEGOVINA

MONTENEGRO

ROMANIA

NORTH MACEDONIA

BULGARIA

KOSOVO

ALBANIA

GREECE



THE  
**LUSATIA GLOW**  
EUROPEAN INTEGRATION INITIATIVE



**SLAVONIC EUROPE**  
International Network for Slavonic Cooperation



# TABLE OF CONTENTS

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AKTIS	<b>4</b>
OBJECTIVES & BASIS	<b>6</b>
STRATEGIC PARTNERS	<b>7</b>
CONTENT & FORM	<b>14</b>
DIGITAL & INFORMATION METHODOLOGY	<b>15</b>
TARGETED PUBLIC & TECHNOLOGIES	<b>16</b>
ORGANISATION & BUDGET	<b>17</b>
BENEFITS	<b>18</b>
TIMING	<b>19</b>

# AKTIS

## EUROPEAN REGIONAL CROSSROADS


### COVERAGE FOCUS: CENTRAL & EASTERN EUROPE

Each human society is a function of space and culture being the gravitation field of our civilisation. Space frames the society - culture, understood in a broad sense as the unity of Arts, Democracy, Education and Economy, gives the content - and the **human spirit** permeates it as its incessantly vivifying constant.

As a result, the human society can change arbitrarily subject to the variation of its respective values taking on new forms and shaping freely its future and destiny: Space and culture can change their size, constitution and appearance leading to completely new and unexpected formations.

In this sense, the human society is a relative entity endowed with an almost endless range of possibilities. Having all chances and bearing all dangers. What it needs is a compass giving clear orientation.

The starting point - the first mover and the decisive game changer - of each societal evolution, however, is the individual, are the people.



The AKTIS Media Project is the way how to reach the people: It detects, fosters and grows space and culture by giving a platform to the spirit and sending out impulsions - this means giving an action field to the people. Being the human society's virtual face and senses.

A television project starting from and focusing on Central & Eastern Europe and, at the same time, offering a platform for an active and systematic exchange between East & West is a historic event on the European media scene and the unique opportunity for Eastern Europeans to grasp and embrace their roots and identity as well as for the Western Europeans to discover Eastern Europe as a part of the common European history and present.

The basis and, at the same time, the road map of AKTIS (Ancient Greek *ακτις* = ray of the sunlight, English = Glow ) is the LUSATIA GLOW European Regional Crossroads Network (LG) representing the regional crossings of the European civilisation as fixpoints and bridges on the cultural map of Europe.

AKTIS starts from the Lusatian border-triangle of the Czech Republic, the Free State of Saxony and Poland marking in this way as an example and a model the East-West crossing function of the entire LG programme - with AKTIS being its media face and senses.


**AKTIS – STAND UP, CONNECT AND CROSS OVER!**



# I. OBJECTIVES

- European Integration
- Regional cooperation
- Citizens' information
- Cross-border exchange & education
- Digital eco-responsability & inclusion

## II. BASIS

- LUSATIA GLOW - European Regional Crossroads Network (ERCN) - Framework Programme 2023-2024
  - EU Commission proposal 2022 for a Tripartite Declaration between the European Commission, European Parliament and the Council of the EU on European Digital Rights & Principles
  - Starting from the Lusatian Triangle:
    - Free State of Saxony (DE)
    - Czech Republic (CZ)
    - Poland (PL)
  - as of 2024: EU Pilot Project / Preparatory Action (PPPA)
- 

# III. STRATEGIC PARTNERS

- EU
- Public authorities
- National TV channels & media partners
- International TV stations & media partners

## STARTING POINT

LUSATIAN Triangle of Czech Republic, Saxony/Germany and Poland:



### CZECH REPUBLIC

- Joined EU in 2004
- Population: 10 200 000
- Languages: Czech (official), Slovak, Polish, Moravian

### SAXONY

- Joined EU in 1990
- Population: 4 078 000
- Languages: German, Sorbian, Wendish



### POLAND

- Joined EU in 2004
- Population: 38 530 000
- Languages: Polish (official), German, Kashubian, Lemko, Lithuanian, Belarusian



Further strategic partner countries from Central & Eastern Europe, which will be involved in the AKTIS Media project:



## UKRAINE

- EU candidate status (since 2022)
- Population: 45 490 000
- Currency: Ukrainian hryvnia
- Languages: Ukrainian (official), Belarusian, Crimean Tatar, Gagauz, Hungarian, Russian, Rusyn

## SLOVAKIA

- Joined EU in 2004
- Population: 5 414 000
- Currency: Euro
- Languages: Slovak (official), Czech, Rusyn, Hungarian, Polish, Ukrainian



## CROATIA

- Joined EU in 2013
- Population: 4 253 000
- Currency: Croatian kuna
- Languages: Croatian (official), Serbian, Slovene, Czech, Hungarian, Italian, Slovak

# HUNGARY

- Joined EU in 2004
- Population: 9 749 763
- Currency: Forint
- Languages: Hungarian (official), Croatian, German, Romanian, Romani



# LITHUANIA

- Joined EU in 2004
- Population: 2 835 988
- Currency: Euro
- Languages: Lithuanian (official), Russian, Belarusian, Ukrainian, Polish



# LATVIA

- Joined EU in 2004
- Population: 1 842 226
- Currency: Euro
- Languages: Latvian (official), Russian, Belarusian, Ukrainian, Polish, Lithuanian



# ESTONIA

- Joined EU in 2004
- Population: 1 331 796
- Currency: Euro
- Languages: Estonian (official), Russian, Ukrainian, Belarusian, Finnish

# MOLDOVA

- Candidate EU (since 2022)
- Population: 2 603 813
- Currency: Moldovan leu
- Languages: Romanian (official), Russian, Gagauz, Ukrainian



# SLOVENIA

- Joined EU in 2004
- Population: 2 060 000
- Currency: Euro
- Languages: Slovene (official), Italian, Hungarian, Serbian, Croatian, Bosnian

# AUSTRIA

- Joined EU in 1995
- Population: 9 027 999
- Currency: Euro
- Languages: German (official), Slovene, Hungarian, Croatian



# SERBIA

- Candidate EU (since 2009)
- Population: 6 797 105
- Currency: Serbian dinar
- Languages: Serbian (official), Hungarian, Bosnian, Albanian, Croatian, Slovak, Romanian, Rusyn



# BOSNIA AND HERCEGOVINA

- Potential candidate EU
- Population: 5 414 000
- Currency: Convertible mark
- Languages: Bosnian - Serbian Croatian



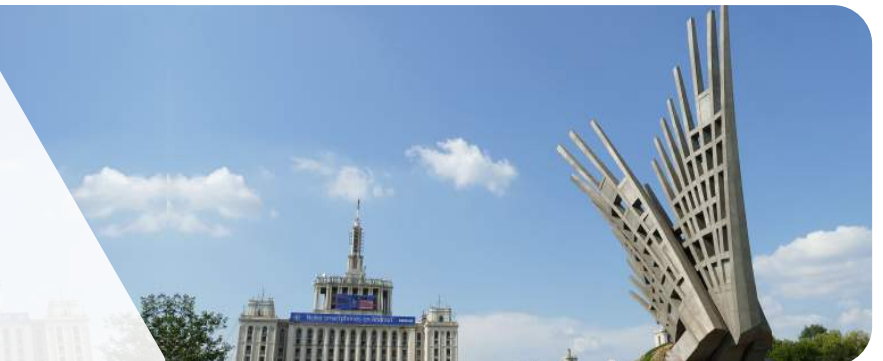
# MONTENEGRO

- Candidate EU (since 2008)
- Population: 620 739
- Currency: Euro
- Languages: Montenegrin (official), Serbian, Bosnian, Albanian, Croatian



# ROMANIA

- Joined EU in 2007
- Population: 18 999 642
- Currency: Romanian leu
- Languages: Romanian (official), Hungarian, Romani, Ukrainian



# NORTH MACEDONIA

- Candidate EU (since 2004)
- Population: 1 836 713
- Currency: Macedonian denar
- Languages: Macedonian / Albanian (official), Turkish, Romani, Serbian, Bosnian, Torlak





# EUROPEAN INTEGRATION MEANS CONTINUOUS INFORMATION

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## BULGARIA

- Joined EU in 2007
- Population: 6 520 314
- Currency: Lev
- Languages: Bulgarian (official), Turkish, Romani



## KOSOVO

- Potential candidate EU
- Population: 1 806 279
- Currency: Euro
- Languages: Albanian / Serbian (official), Bosnian, Turkish, Romani

## ALBANIA

- Candidate EU (since 2009)
- Population: 2 793 592
- Currency: Lek
- Languages: Albanian (official), Greek, Aromanian, Serbian, Macedonian



## GREECE

- Joined EU in 1981
- Population: 10 432 481
- Currency: Euro
- Languages: Greek (official), Bulgarian, Turkish, Romani



REGIONAL CROSSROADS  
COME THROUGH THE SENSES:  
**MIND & EMOTION**



## IV. CONTENT

- LUSATIA GLOW programme implementation: Regional news, information & crossborder education
- Special Focus: Central & Eastern Europe
- Societal dialogue (social, cultural, economic, environmental)
- Country portraits: Reporting from European countries between East and West
- Life Style: Reporting from the European societies between East and West
- European framework (EU, candidate countries, non-EU)



## V. FORM

- A. Event reporting (music, theater, festivals)
- B. Thematic documentary
- C. AKTIS Magazin: Special weekly coverage from the LUSATIA GLOW partner regions throughout Europe
- D. Films:
  - Co-productions with topics on Eastern Europe
  - Re-transmissions (classics, premiers, discoveries)
- E. VIP Interviews
- F. News / current topics





## VI. DIGITAL & INFORMATION METHODOLOGY

The AKTIS Media Project underlines the importance of well-defined Digital Rights & Principles in the service of the European citizens in order to ensure fully-fledged digital 21st century standards to be applied in the framework of all its undertakings and by all its partners.

It is based on the proposal for a Tripartite Declaration on European Digital Rights and Principles initiated and put forward in 2022 by the EU Commission and intended to be signed by the European Commission, the European Parliament and the Council of the EU. Furthermore, it follows the GR491 Handbook of Sustainable Design of Digital Services established by Institutes of Sustainable IT from France, Belgium and Switzerland.



### PEOPLE AT THE CENTRE

Digital technologies should **protect people's rights, support democracy, and ensure that all digital players act responsibly and safely.** The EU promotes these values across the world.



### PEOPLE AT THE CENTRE

Technology should **unite, not divide, people.** Everyone should have access to the internet, to digital skills, to digital public services, and to fair working conditions.



### PEOPLE AT THE CENTRE

People should benefit from a **fair online environment, be safe from illegal and harmful content,** and be empowered when they interact with new and evolving technologies like artificial intelligence.



### PARTICIPATION

Citizens should be able to **engage in the democratic process** at all levels, and have **control over their own data.**



### SAFETY AND SECURITY

The digital environment should be **safe and secure.** All users, from childhood to old age, should be empowered and protected.



### SUSTAINABILITY

**Digital devices should support sustainability** and the **green transition.** People need to know about the environmental impact and energy consumption of their devices.



## VII. TARGETED PUBLIC & TECHNOLOGIES

**AKTIS Media** will target European and international public covering all ages using in particular digital channels.

This approach will, among others, actively contribute to introducing and supporting digital usage and skills as regular communication and entertainment instruments to the broad public as part of the Digital Agenda of the European Union.

The following channels will be the principal backbones of the regular AKTIS emissions:

- Social Media
- Web based emissions
- YouTube
- TV productions exchange agreement with ARTE, Euronews, RTL and other strategic media players such as ARD, ZDF



## VIII. REGULARITY

- Social Media: permanent
- Web based TV: permanent
- Terrestrial TV: 24/7



## IX. ORGANISATION

- A. Supervisory board
- B. Executive committee
- C. Group of advisors
- D. Legal service
- E. TV local staff main starting triangle headquarters  
(Prague-Dresden-Wrocław)
- F. TV staff other partner regions across Central & Eastern  
Europe
- G. Service providers

## X. BUDGET

- 4.8 million € / year
  - Financed 100% via EU
- Budget as of 2024



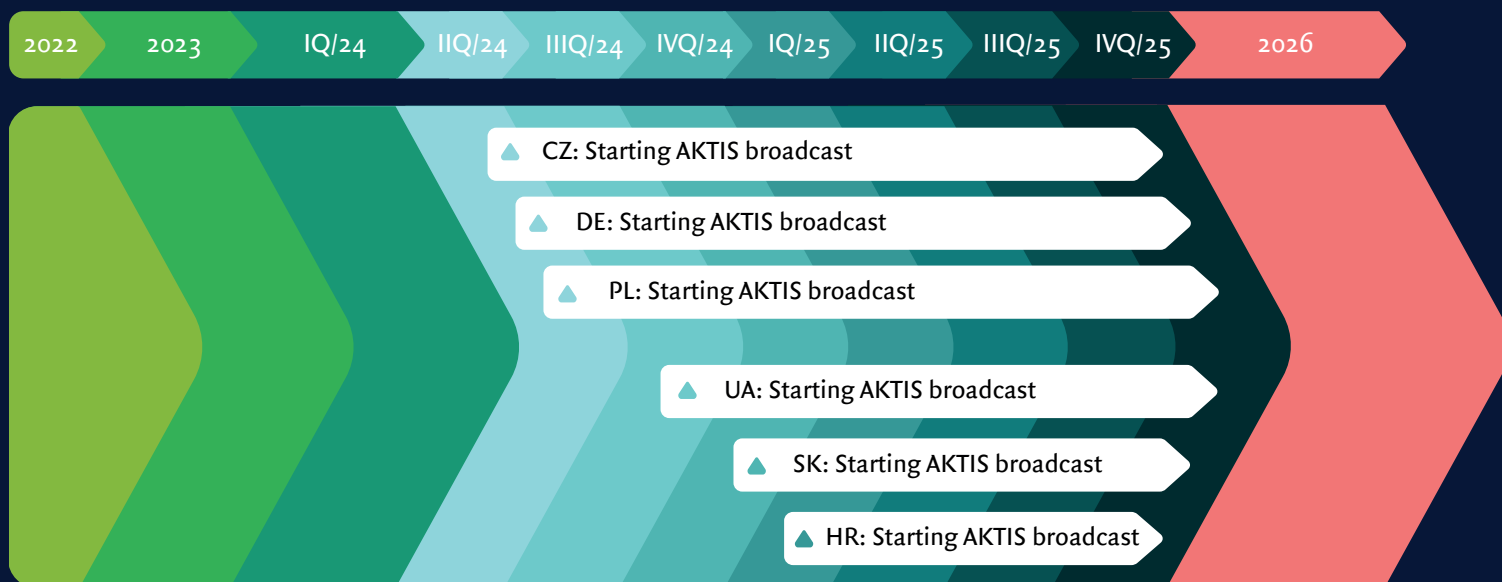


## XI. BENEFITS

- Founding partners CZ-DE-PL:
  - Increased visibility
  - Platform for own projects and initiatives
  - Pool position in Central & Eastern Europe as a team and initiator
- Other partners:
  - Increased visibility
  - Platform for own projects and initiatives
  - Integration in a vast cross-border Media undertaking at European level
  - Other Media partners: Increased visitors numbers, in particular in Central & Eastern Europe
- EU:
  - Contribution to the integration of Central & Eastern Europe
  - Bottom-up structuring of the relationship and the communication between East & West
  - Systematic information and activation of the European citizens
  - Ownership of Central & Eastern Europe in a pan-European initiative

## XII. TIMING

AKTIS – European Regional Crossroads Media Project  
LUSATIA GLOW (LG) Framework Programme  
Roadmap: 2022 – 2025 Focus: Central & Eastern Europe



### PREPARATORY PHASE

Preparing, labeling & assessing the LUSATIA GLOW (LG) EU Pilot Project (PP) by SLAVONIC EUROPE and the EU Institutions (EU Parliament / EU Commission)

### 1<sup>st</sup> PROGRAMME PHASE

Implementation of the LG Framework Programme including the AKTIS TV Project

### 2<sup>nd</sup> PROGRAMME PHASE

EU Preparatory Action (PA)





# HUMANITY

A WALK THROUGH  
SPACE & CULTURE

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## PROJECT INITIATORS AND COORDINATORS:



# SLAVONIC EUROPE

International Network for Slavonic Cooperation

Av. Édouard Lacomblé 26  
1040 Brussels  
BELGIUM

T +32 2 537 05 09

M +32 472 34 01 09

[foundation@slavonic-europe.org](mailto:foundation@slavonic-europe.org)

[www.slavonic-europe.org](http://www.slavonic-europe.org)

