



Lietuvos Respublikos
FINANSŲ MINISTERIJA

Iceland 
Liechtenstein 
Norway grants 
Norway grants

2014-2021 EEA and Norwegian Financial Mechanisms

Media Coverage Analysis Report, 2024

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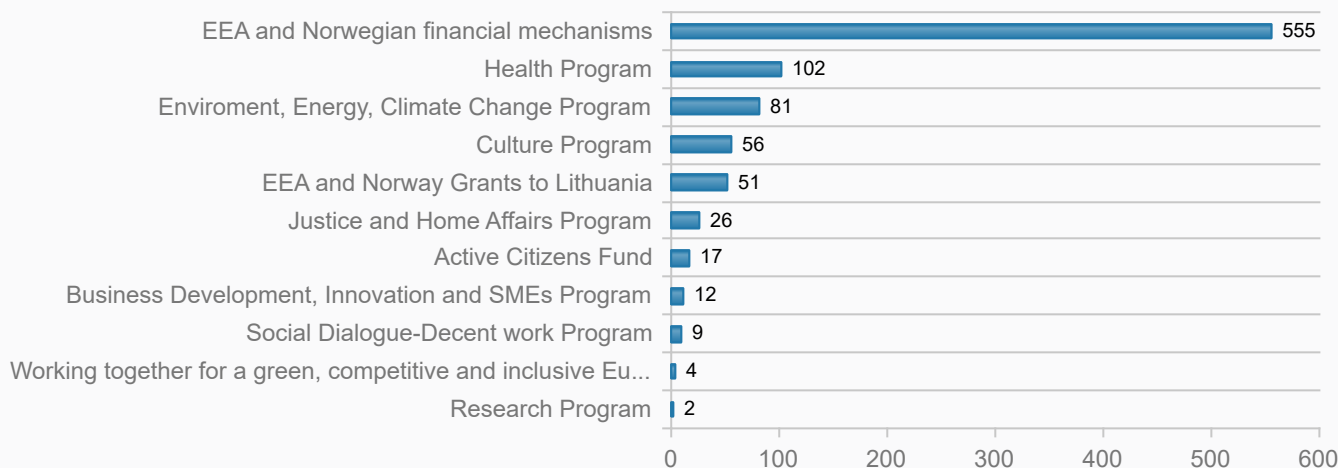
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Overview

In the period of analysis, from January to December 2024, **590** news items published by the Lithuanian print, online and audio-visual news outlets, as well as news agencies, with references to EEA and Norwegian financial mechanisms were identified and analyzed. The relevant media coverage was assessed in terms of qualitative and quantitative parameters.



The following keywords of interest generated no media coverage:

- Civil society
- EEA and Norway Grants to Lithuania: creating and preserving values

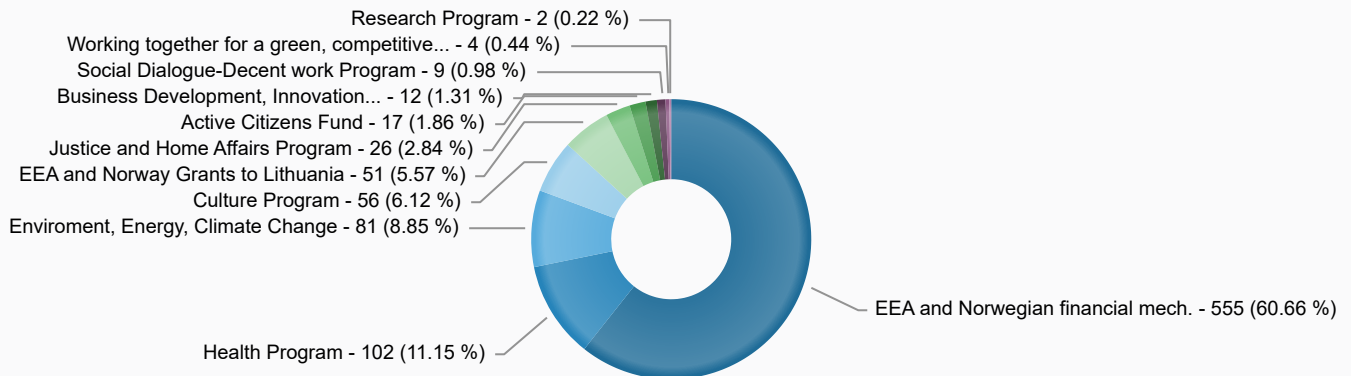
- The favorability variable (tone) shows the extent to which an analyzed object is associated with words, formulations or phrases or facts that provide a favorable or unfavorable impression. Headlines, subheadings, introductions and captions are taken into consideration when processing the data. The favorability variable indicates the subjective interpretation of data analysts, but the analysts evaluate news reports as if they are just ordinary readers.

- The number of real users of online news portals is provided by Gemius. All the reach figures are based on a survey of a representative panel of the Lithuanian residents conducted by Norstat. In addition, Mediaskopas circulation database is used in the analysis. The general reach figure is calculated by adding up the reach figures of particular media sources, and depends on how many mentions are recorded in one or another media outlet.

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Share of communication

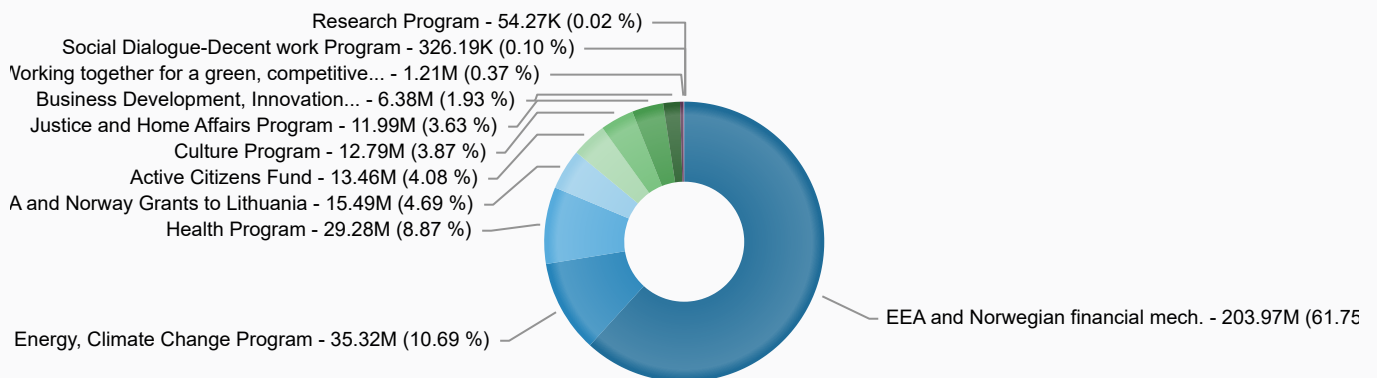


In 2024, compared to 2023, the total amount of information decreased by 10.3% (from 658 topical reports to 590). 60% of all the mentions were composed of references to the **EEA and Norwegian financial mechanisms** (555 messages). These mentions also reached the largest audience (203.97 million contacts). The Health Program came second in terms of mentions (102) but third in terms of reach (29.28 million), while the Environment, Energy, Climate Change Program was third in terms of mentions (81) and second in terms of reach (35.32 million). The least mentioned programs this year were Research and Working together for a green, competitive and inclusive Europe (2 and 4 mentions, respectively).

The following keywords of interest generated no media coverage:

- Civil society
- EEA and Norway Grants to Lithuania: creating and preserving values

Share of general reach

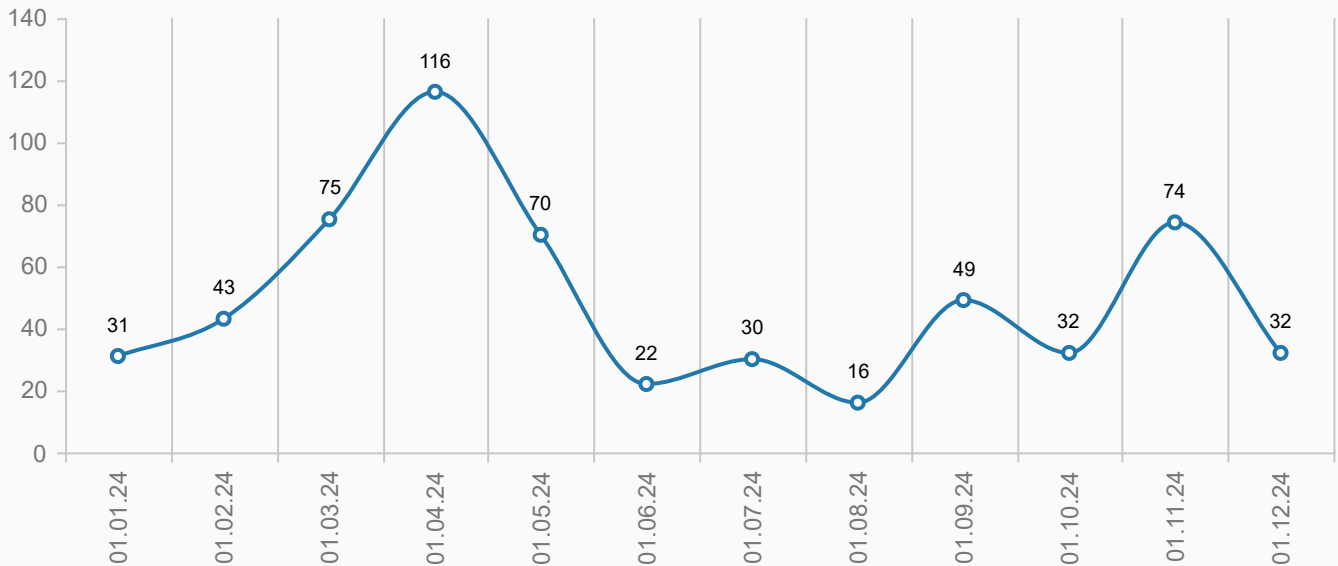


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General dynamics of mentions

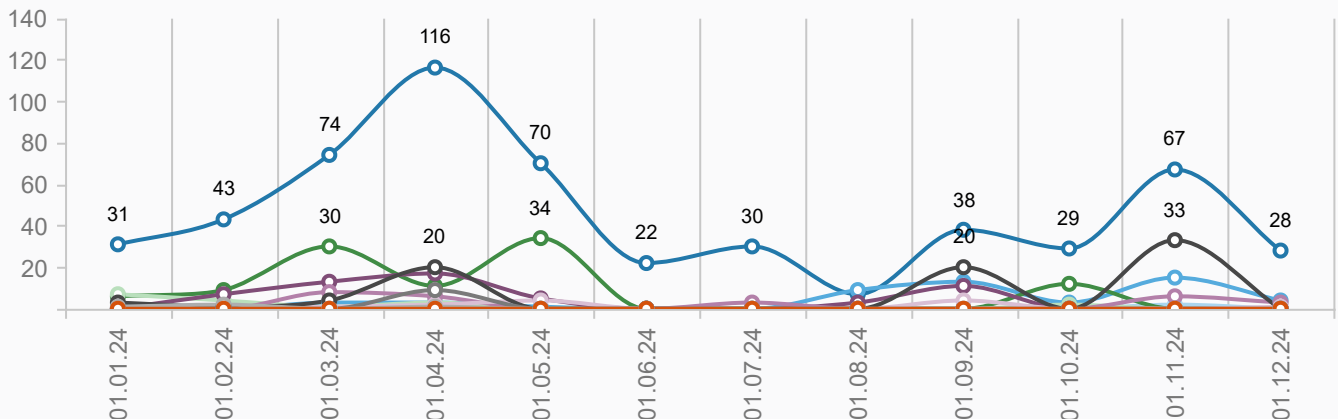
The dynamics of mentions show the change in the number of relevant stories on a monthly basis.



An analysis of the dynamics of mentions reveals that April 2024 was the most active month in terms of coverage, surpassing February 2023. This spike was driven by numerous news items, most prominently those concerning the implementation of the project "Development of the Lithuanian Early Warning System for Nuclear Hazards," funded by the Norwegian Financial Mechanism program for Environment, Energy and Climate Change. Additionally, significant attention was given to the necessity of adapting to climate change, highlighted by the implementation of the ClimAdapt-LT project, which is financed through the 2014–2021 European Economic Area and Norwegian Financial Mechanism.

Dynamics of mentions by topic

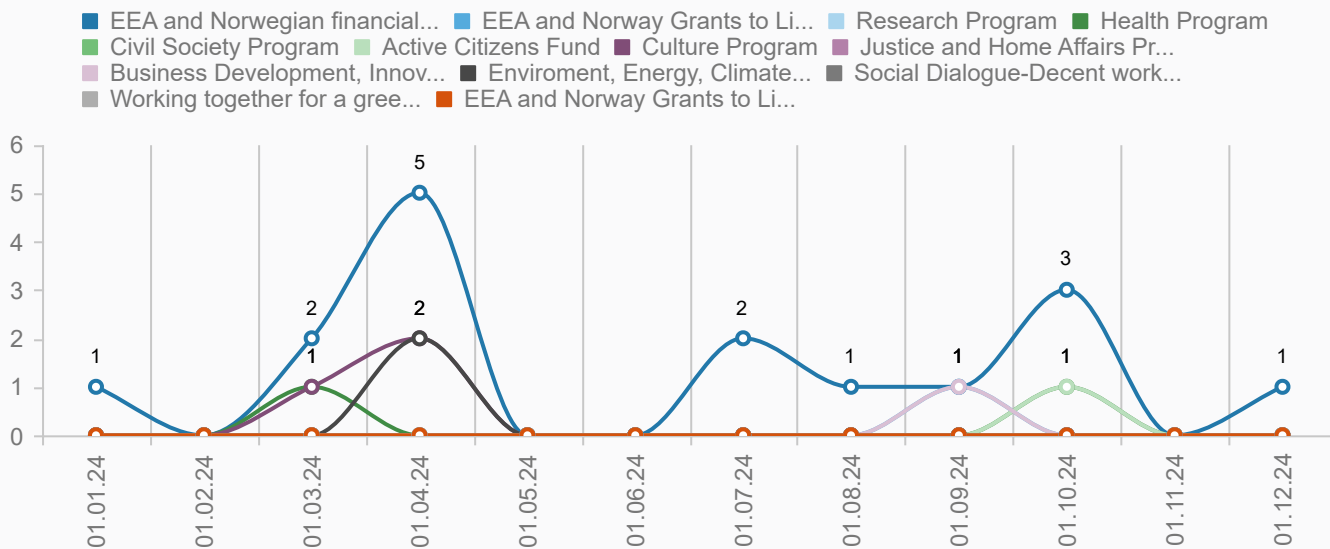
- EEA and Norwegian financial... ■ EEA and Norway Grants to Li... ■ Research Program ■ Health Program
- Civil Society Program ■ Active Citizens Fund ■ Culture Program ■ Justice and Home Affairs Pr...
- Business Development, Innov... ■ Enviroment, Energy, Climate... ■ Social Dialogue-Decent work...
- Working together for a gree... ■ EEA and Norway Grants to Li...



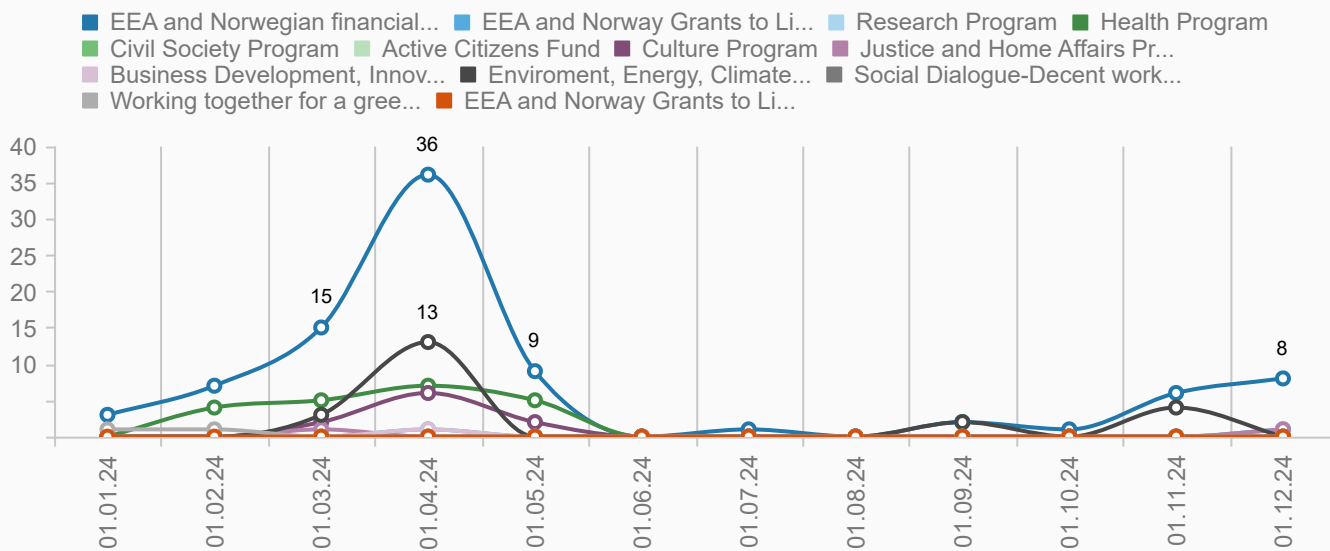
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Dynamics of mentions in national publications



Dynamics of mentions in regional publications



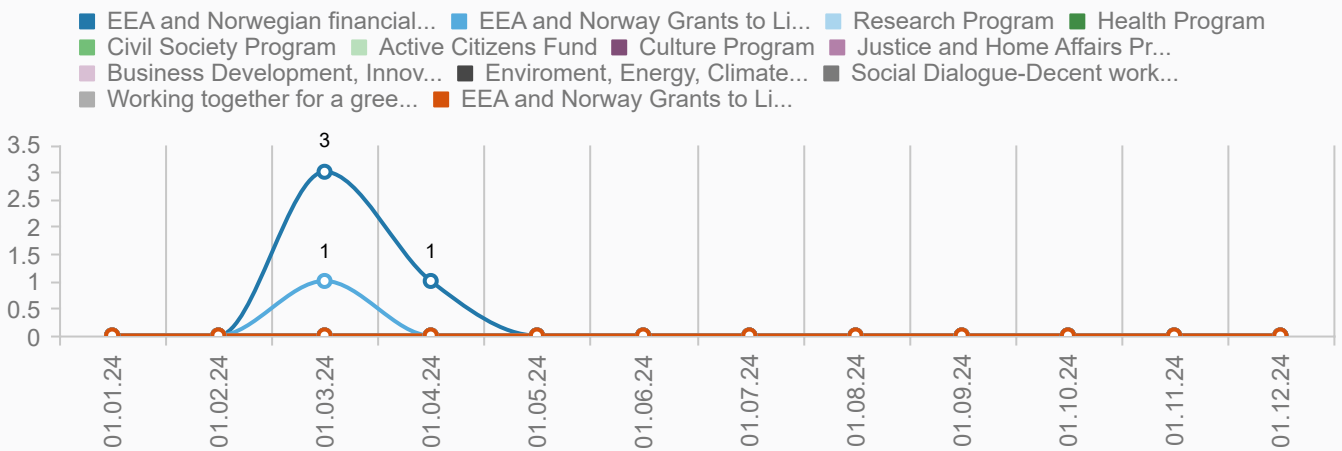
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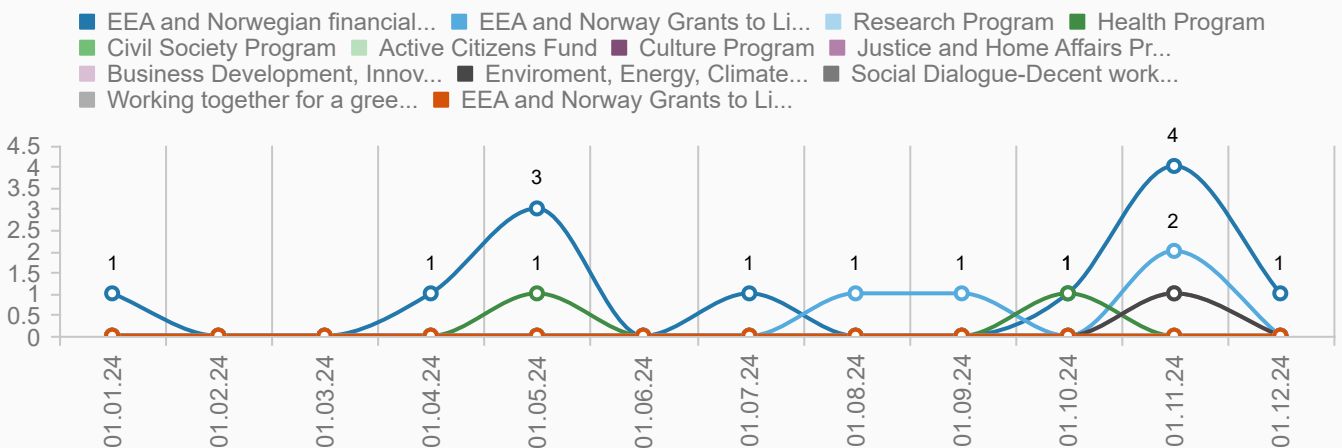
Dynamics of mentions in TV broadcasts



Dynamics of mentions in radio broadcasts



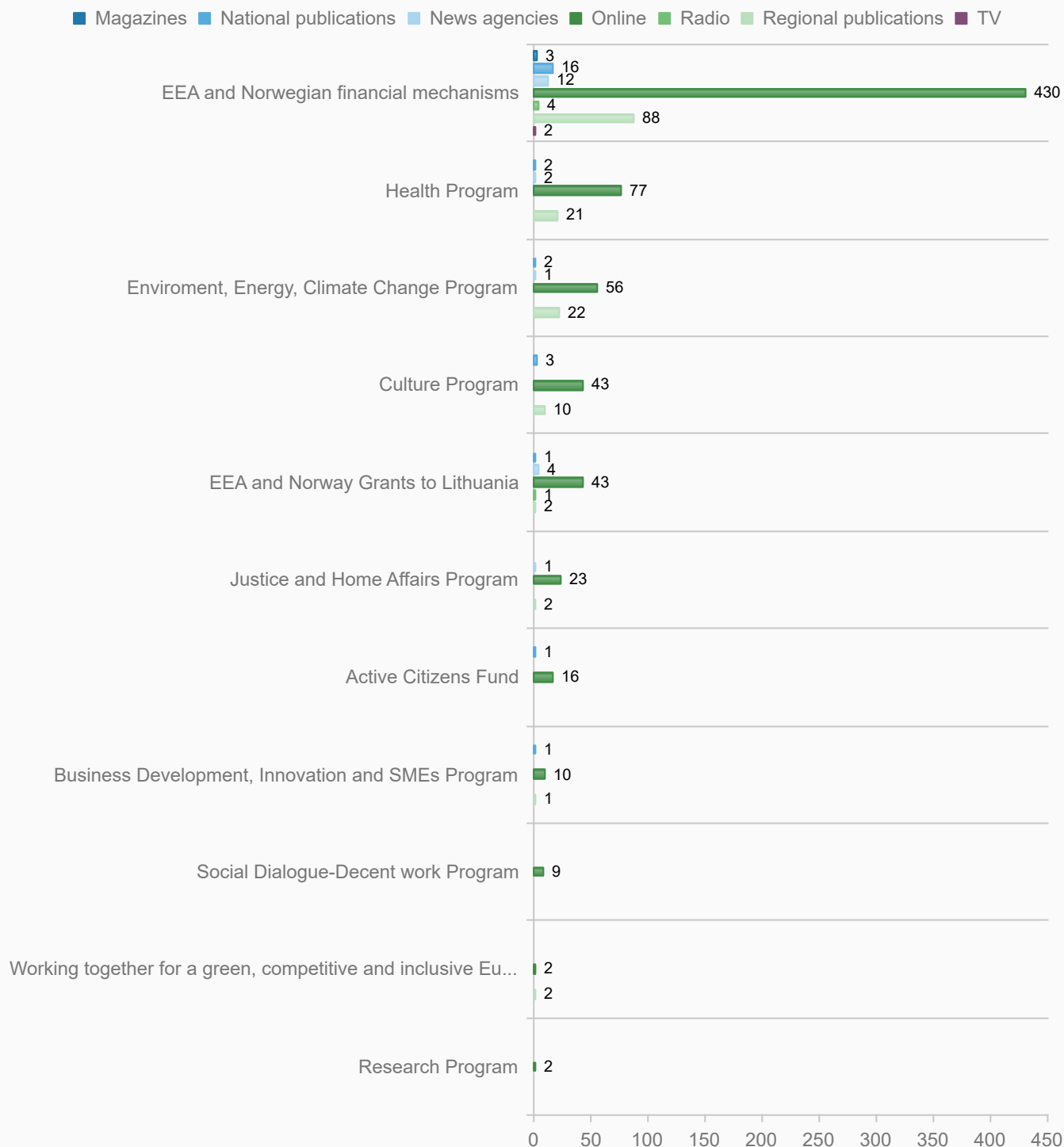
Dynamics of mentions in news agencies



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Mentions by media type

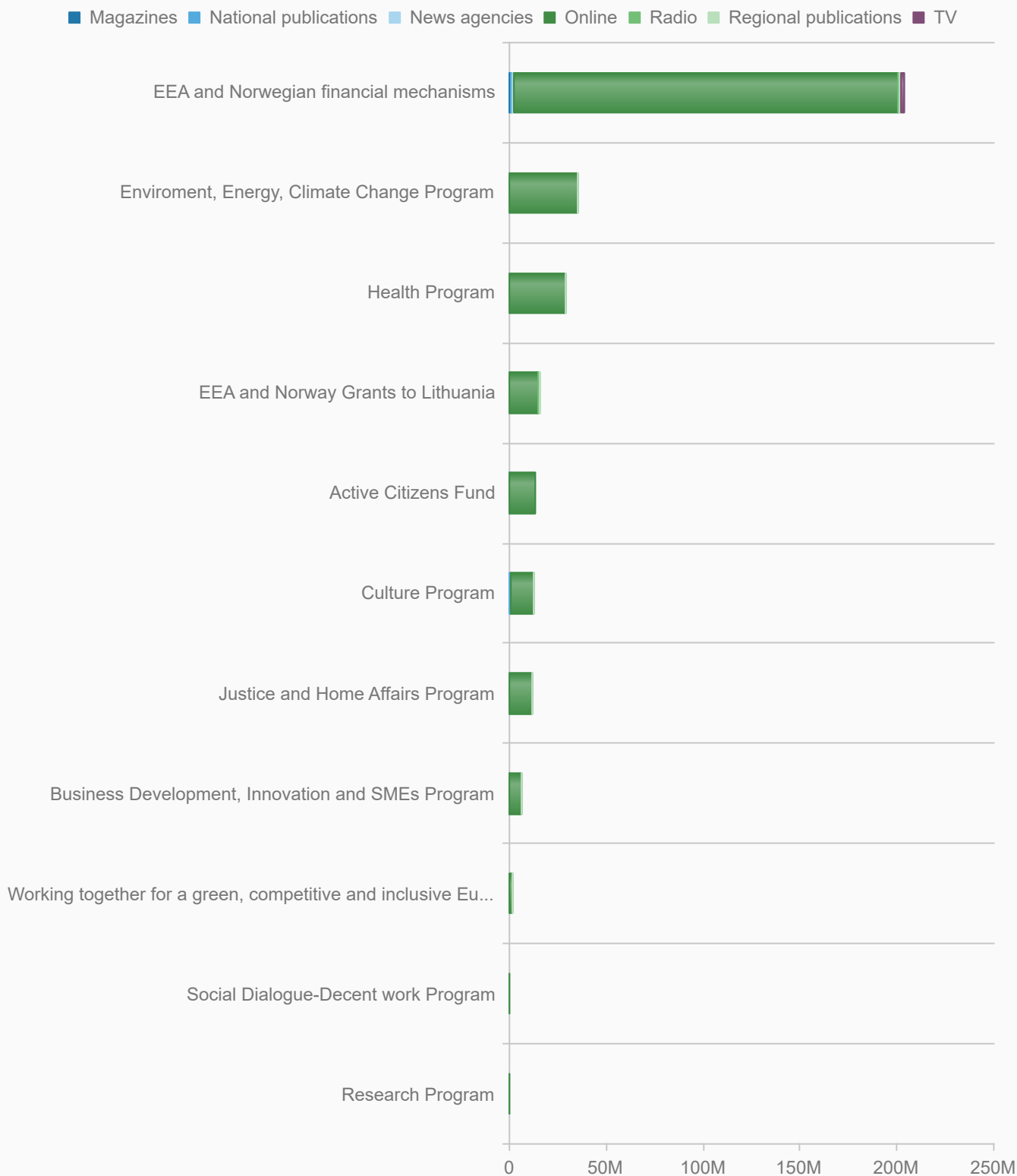


As in previous years, the most active communication regarding the objects of analysis took place on **online portals and in regional publications**. Once again, the highest reach on the internet was achieved by EEA and Norwegian financial mechanisms. This topic was followed by the Environment, Energy, and Climate Change Programme and the Health Programme, which replaced the Active Citizens Fund and the Culture Program in second and third places, respectively.

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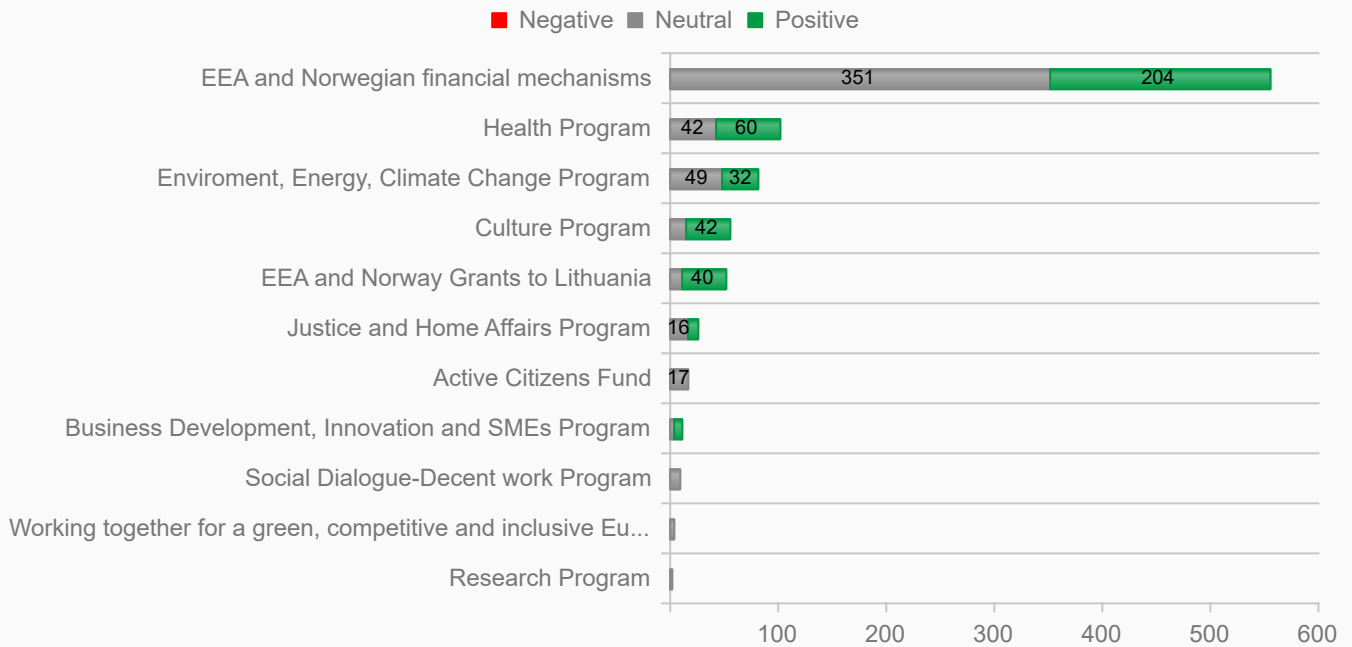
General reach by media type



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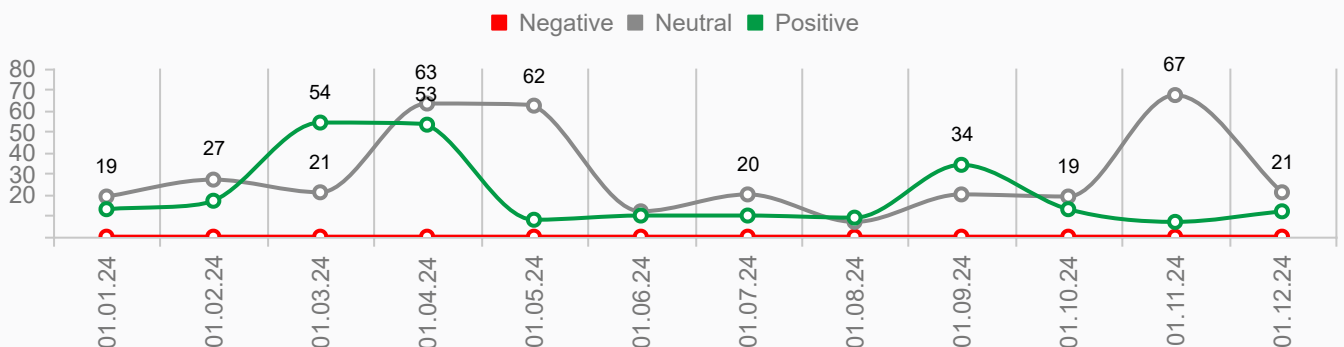
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Mentions by tone



The tone distribution analysis reveals that positive mentions constituted a significant share of communication. Positive sentiment was observed across seven topics, with the EEA and Norway Grants generating 204 positive mentions (compared to 219 in 2023 and 402 in 2022). For several topics, positive coverage outweighed neutral mentions. Notably, for the third consecutive year, no negative information was recorded.

Dynamics of mentions by tone

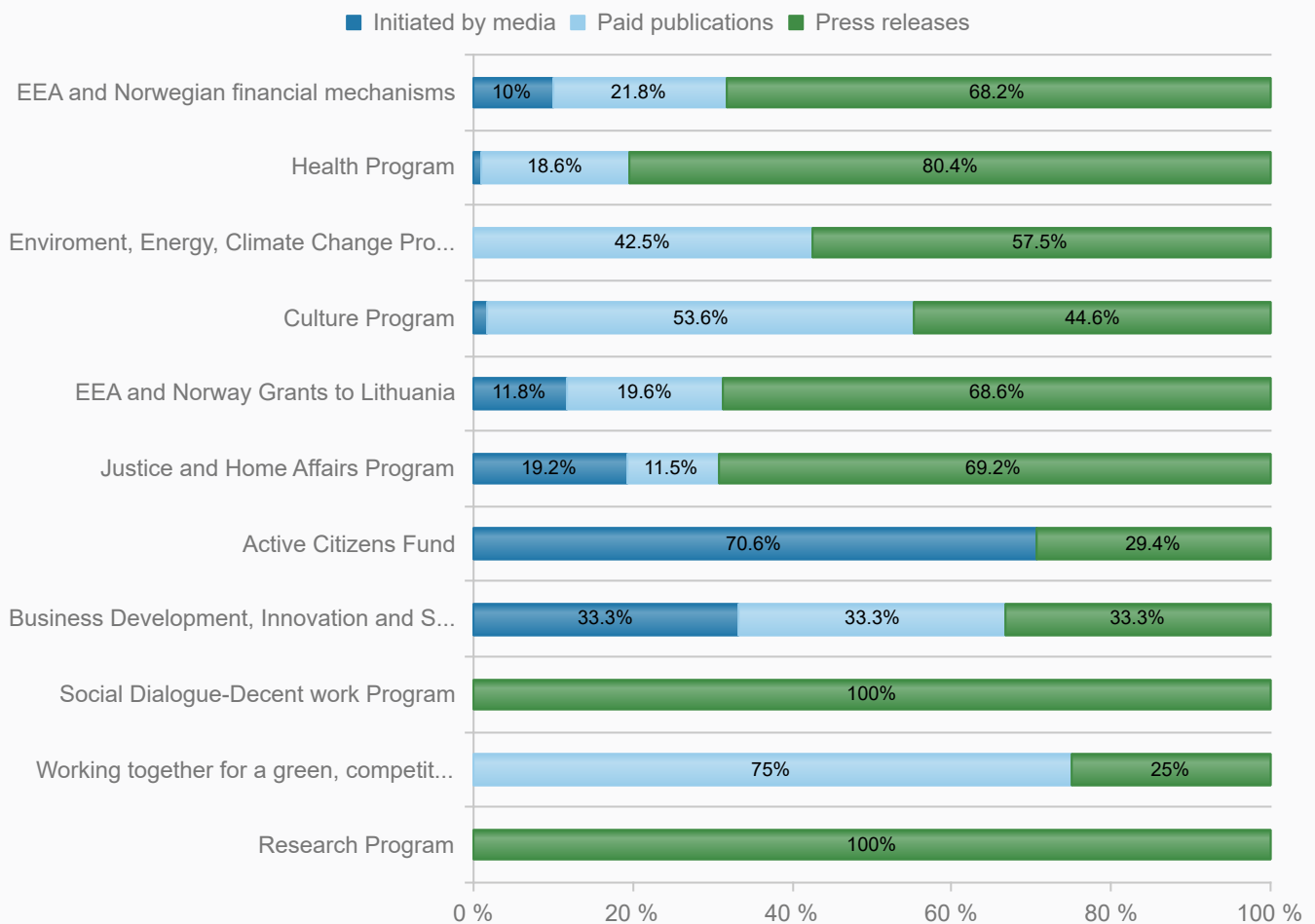


The categorization of publications by tone demonstrates the number of mentions portraying companies in a negative, neutral and positive context. Tone shows the extent to which companies are associated with words, formulations or phrases or facts that provide a favorable or unfavorable impression. Headlines, subheadings, introductions and captions are taken into particular consideration.

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Mentions by publication type

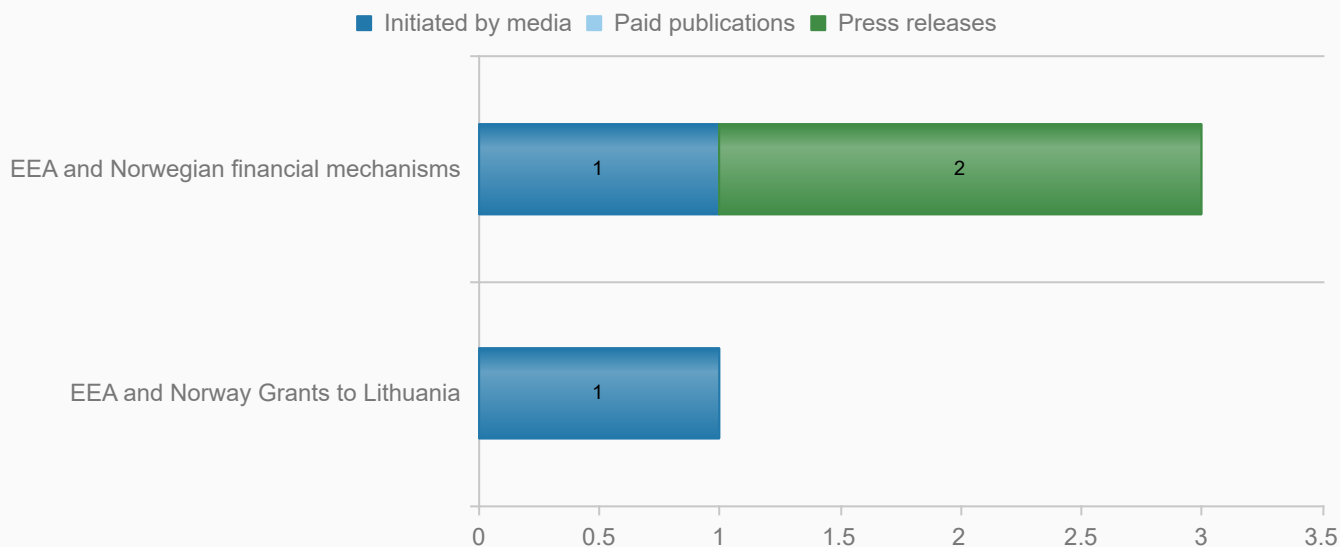


In terms of the type of publication, there has been a decline in organic content and an increase in outsourced publications. 68.6% of publications were articles based on press releases (61.9% last year), 9.5% were media-initiated (19.27% last year), and the remaining 21.9% were labelled as paid articles (18.82% last year).

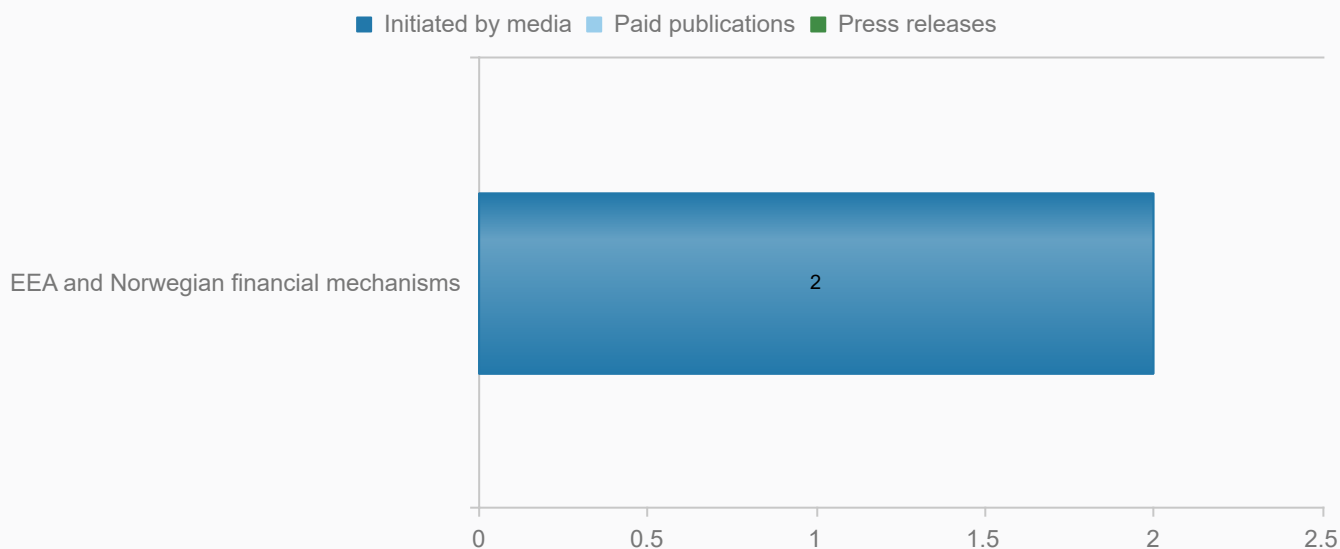
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Mentions by publication type in radio broadcasts



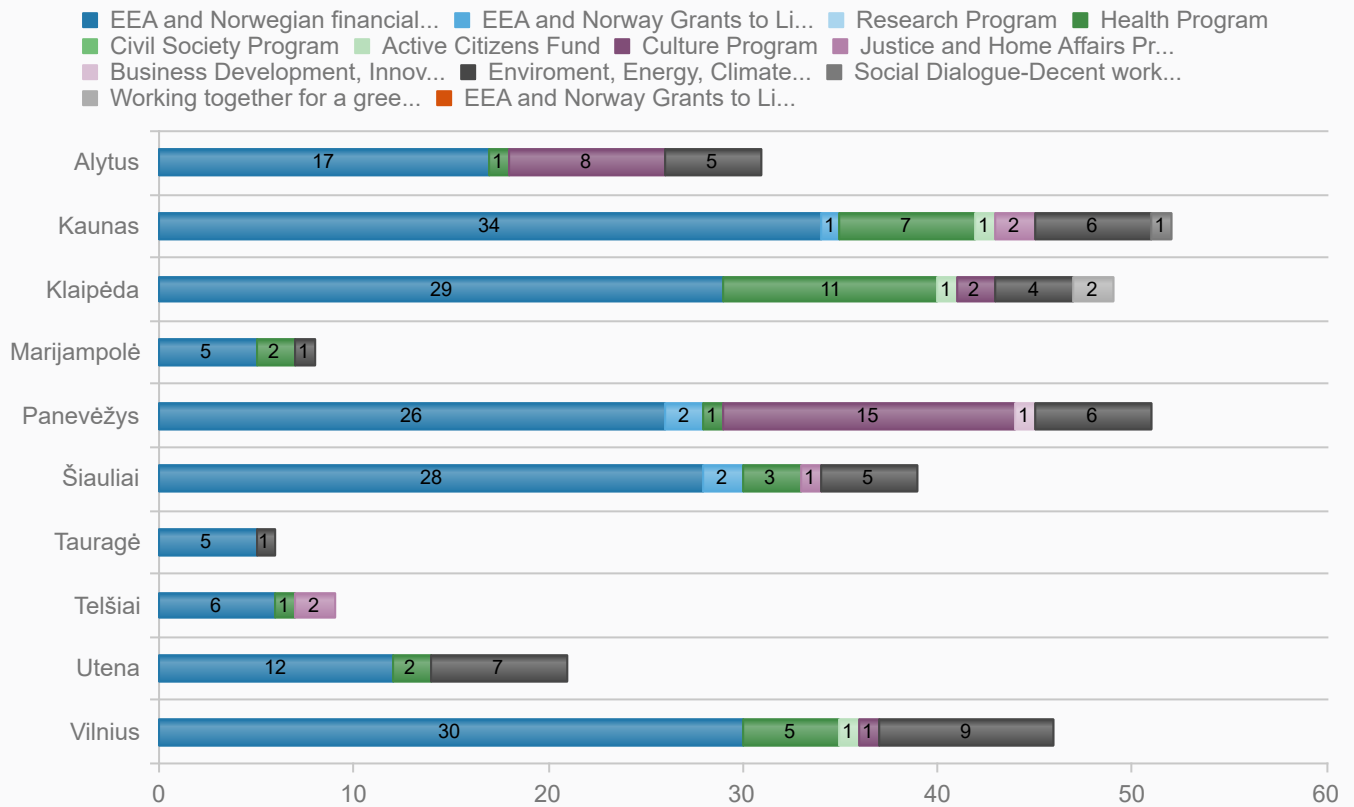
Mentions by publication type in TV broadcasts



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Mentions by region

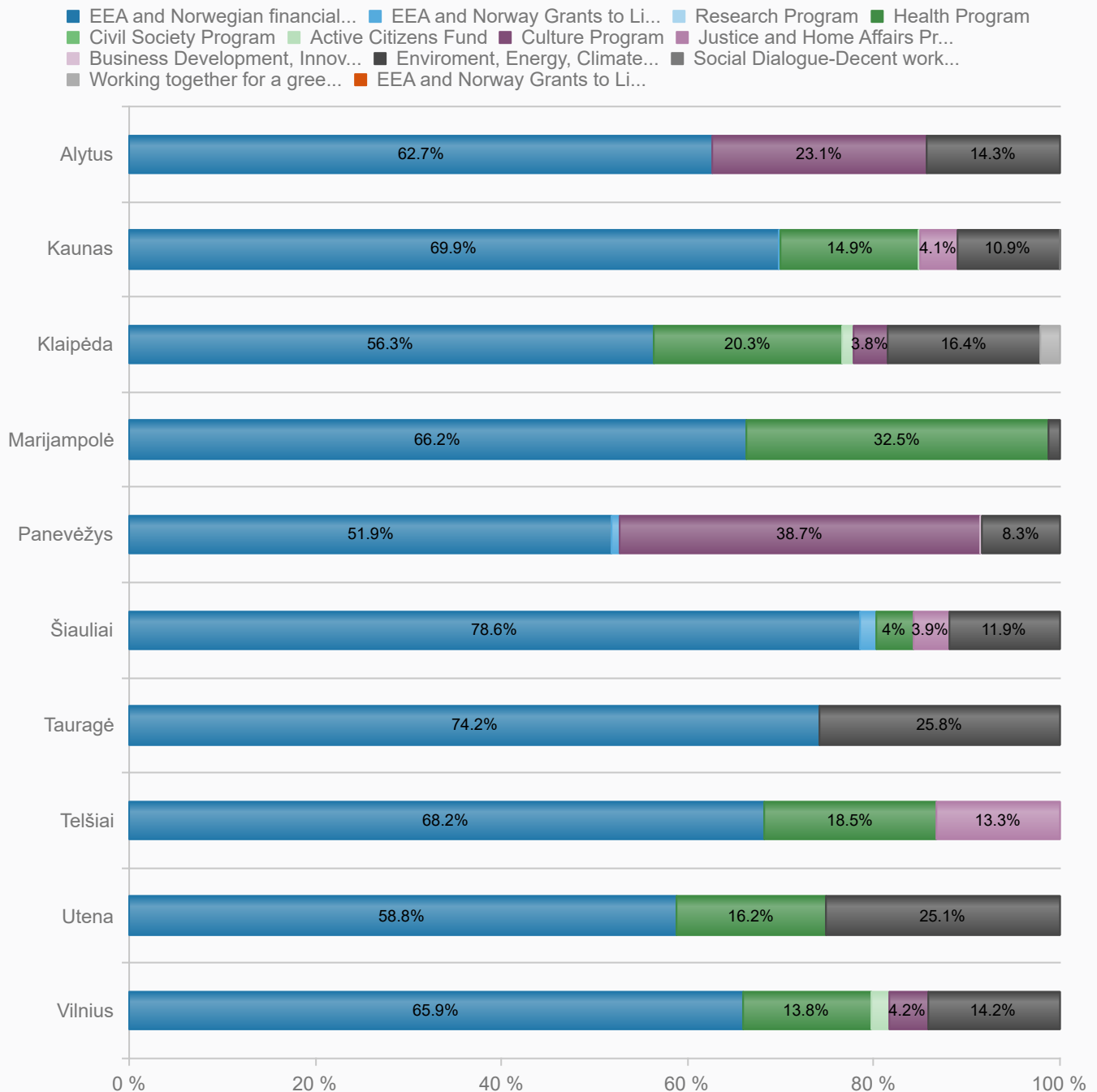


In 2024, Kaunas regional media rose from second place in 2023 to claim the top spot in terms of mentions by region. Panevėžys regional publications ranked second, while last year's leader, Klaipėda, dropped to third place. Tauragė regional media, by contrast, published the fewest relevant articles.

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Contacts reached by region



The distribution of audience reach across regions highlights the prominence of the EEA and Norwegian financial mechanisms as the leading topic in all areas. Šiauliai regional media achieved the highest audience engagement, reaching 7.7 million contacts. Meanwhile, the Culture Program made a notable impact in Panevėžys, attracting 561,090 contacts.

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Key quotes

Monika Kemežytė-Vaitiekūnienė, the head of the Norway Grants program:

"This program helps companies such as Astra LT implement ambitious projects that contribute not only to the modernization of their operations, but also to a stronger position in the global market".

Sandra Remeikienė, Deputy Director of the Central Project Management Agency, speaking about the program Environmental Protection, Energy, Climate Change:

"The program laid the foundation for addressing issues related to Lithuania's climate change challenges, but the activities must be continued. Environmental protection and responsible treatment of nature are the beginning of a long journey, not the end."

Edgaras Geda, Head of the Civil Protection Board of the Fire Protection and Rescue Department (PAGD):

Geda states that the situation within 100 km of the Belarusian border has substantially improved due to the Norwegian Financial Mechanism investments in the siren network won at the initiative of PAGD - from the initial warning of 35% of the population, about 77%, or some 800,000 residents in this most dangerous zone, have been reached.

Vaida Česnulevičiūtė-Markevičienė, Deputy Minister of Finance:

"By financing projects and initiatives in important and sensitive areas through financial mechanisms, the EEA countries and Norway significantly contribute to the creation of Lithuania's social and economic well-being. We will continue to invest the funds allocated in the new period in such a way as to implement fundamental changes in the planned areas and to use the potential of cooperation with partner countries by adopting their good experience and knowledge."

Vytaras Radzevičius, one of the founders of the Merkinė Factory, journalist and traveller:

"Rejoicing on this day, we let spring into nature and our hearts. This year, for us, it is also the culmination of a big stage, the project Merkinė Factory. And the end of something is also the beginning of something new, building on the ideas implemented and the traditions already created over the years," Radzevičius reviewed the work done on stage, stating that it was the Culture program of the European Economic Area financial mechanism that allowed free cultural events to be organized in Merkinė.

Sandra Remeikienė, Deputy Director of the Central Project Management Agency, on the closing of the Culture program:

"With this film screening, we symbolically conclude a four-year journey implementing cultural projects of the European Economic Area Financial Mechanism. As many as 69 projects participated in this journey, whose activities contributed to the main mission of the program - more and more diverse culture in the regions, thus improving the quality of life for all of us."

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Main topics communicated

- On Wednesday, a warning system check will be carried out throughout Lithuania. When it begins, sirens will sound for 3 minutes – from 11:52 a.m. to 11:55 a.m., the Fire Protection and Rescue Department (FPRD) reports. According to the department, residents will also receive informational notifications about the ongoing check on their mobile phones. When it begins, all residents must immediately turn on the radio or television and listen to the information announced and follow the instructions provided. FPRD indicates that 197 new sirens were installed in Lithuania this year as part of the project "Development of the Lithuanian Early Warning System for Nuclear Hazards" financed by the Norwegian Financial Mechanism program "Environment, Energy, Climate Change".
- The Ministry of Health has updated the Procedure for the Provision of Psychological Well-being and Mental Health Promotion Services, expanding the possibilities of assistance for residents, foreseeing that emotional well-being consultants and art therapists will begin to provide services in public health offices. The model and study program for the provision of emotional well-being consultants' services were developed within the framework of the implementation of the 2014–2021 European Economic Area (EEA) Financial Mechanism Programme "Health". Pilot projects are being implemented in 14 Lithuanian municipalities.
- The Belarusian nuclear power plant in Astravets is located more than 40 km from the Lithuanian capital Vilnius and only 20 km from the eastern border of the country. The plant constantly poses a threat to the population of Lithuania due to a possible radiological or nuclear accident. In order to strengthen the safety of the population, ensure their warning and preparedness for emergency situations, the implementation of the project "Development of the Lithuanian Early Warning System for Nuclear Hazards" No. LT05-5-VRM-TF-001, financed by the Norwegian Financial Mechanism program "Environment, Energy, Climate Change", was launched three and a half years ago.
- It is predicted that by the end of this century, heat waves and tropical nights will increase, the plant vegetation season will lengthen, and the number of cold days will decrease. The impact of climate change will be associated with increased mortality and morbidity from cardiovascular diseases in the future, and heat stress and thermal discomfort will become increasingly troublesome. The health care system also needs to prepare for this. The Klaipėda city municipality has a climate change adaptation plan, for which, as one of the most sensitive to climate change, it was prepared during the implementation of the project "ClimAdapt-LT", financed from the 2014–2021 European Economic Area and Norwegian Financial Mechanism Program.
- Domeikava residents are not losing hope that the halfway houses that began operating at the end of last year will be removed from their neighborhood. As BNS reported, ten convicts currently live in the halfway house. All of them have found jobs, two of them volunteer in local non-governmental organizations. The halfway house network in Lithuania is being developed through the implementation of a project financed by the Norwegian Financial Mechanism.

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Mentions by media outlet

Source	Total
Sc.bns.lt	42
15min.lt	41
Delfi.lt	36
Bns.lt	33
Lrytas.lt	21
Etaplius.lt	20
Kauno.diena.lt	19
Diena.lt	19
Tv3.lt	18
Infolex.lt	17
ELTA	15
Jonavoszinios.lt	12
Sekunde.lt	9
Vz.lt	9
Manoteises.lt	8
Ukininkopatarejas.lt	8
Alfa.lt	8
Elta.lt	8
Inovacijuagentura.lt	8
Lietuvos rytas	6
Alkas.lt	5
Panevėžio balsas	5
Respublika.lt	5
Ukmergės žinios	4
Madeinvilnius.lt	4
Banga	4
Dainavoszodis.lt	4
Atviraklaipeda.lt	4
Lietuve.lt	4
Emedicina.lt	4
Silutesnaujienos.lt	4
Gimtoji žemė	4
Valstietis.lt	4
Suvalkietis	4
Dzukuzinios.lt	4
15min.lt Prenumerata	3
Pamarys.eu	3
Elektrėnų kronika	3

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Source	Total
Kaunožinios.lt	3
Manokrastas.lt	3
Anyksta.lt	3
Mokslolietuva.lt	3
Ukzinios.lt	3
Voruta.lt	3
Statybunaujienos.lt	3
Kauno diena	3
Valstiečių laikraštis	3
Panevezys.lt	3
Rokiskiosirena.lt	3
Mūsų žodis	3
Vrm.lrv.lt	3
Pajūrio naujienos	3
Vilnis	3
Sidabrė	3
Regionunaujienos.lt	2
Rinkos aikštė	2
Radviliškio kraštas	2
Auksinė varpa	2
Klaipėda	2
Šilokarčema	2
Gzeme.lt	2
Plungė	2
Mūsų Ignalina	2
Traku-zeme.lt	2
Dainavos žodis	2
Aina.lt	2
Bernardinai.lt	2
Šilutės naujienos	2
Vakarų ekspresas	2
Snaujienos.lt	2
Psichika.eu	2
Šviesa	2
TV3 / Žinios	2
Manonamai.lt	2
Elektrėnų žinios	2
Alytausnaujienos.lt	2
Zarasai.lt	2
Sekundė	2
Lzvaigzde.lt	2

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Source	Total
Rinkosaikste.lt	2
Verslo žinios	2
Kaunieciams.lt	2
Trakų žemė	2
Alijonava.lt	2
Palangos tiltas	2
Delfi.lt Plius	2
LRT radijas / Ryto garsai	2
Savaitė	1
Kazluruda.lt	1
Silales-artojas.lt	1
Žeimenos krantai	1
Alytaus naujienos	1
Kalvotoji Žemaitija	1
Šilalės artojas	1
Alio Jonava	1
Panevėžio kraštas	1
Šiaurės rytai	1
Ūkininko patarėjas	1
Lsveikata.lt	1
Zarasuose.lt	1
Kuršėnų krašto žinios	1
Zemaitijosgidas.lt	1
Rokiškio sirena	1
Santarvė	1
Merkio kraštas	1
Verslimama.lt	1
Lietuvos sveikata	1
Utenos diena	1
Mūsų laikas	1
Tavovaikas.lt	1
Akistata	1
Dzūkų žinios	1
Vakaro žinios	1
Širvintų kraštas	1
7md.lt	1
Laikrastisplunge.lt	1
Silokarcema.lt	1
Švenčionių kraštas	1
Kaimo laikraštis	1
LRT radijas / Žinios 12:00	1

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Source	Total
Kmintys.lt	1
Kurjeris.lt	1
Tėvynė	1
Zarasų kraštas	1
Lietuvos bendrosios praktikos gydytojas	1
Radiocentras / Žinios 09:00	1
Giruzis.lt	1
Šiaulių kraštas	1
Kaišiadorių aidai	1
Savivaldybių žinios	1
Taurageszinios.lt	1
Skrastas.lt	1
15min.lt Spaudos centras	1
Inovacijos.lt	1
	590

Contacts

ADDRESS

UAB Mediaskopas
Dominikonų St. 11
01131, Vilnius

PHONE

+370 652 26704
+370 662 24584

E-MAIL

analysis@mediaskopas.lt

COMPANY CODE

124636456

VAT CODE

LT246364515