



Lietuvos Respublikos
FINANSŲ MINISTERIJA

Iceland 
Liechtenstein 
Norway grants 
Norway grants

2014-2021 EEA and Norwegian Financial Mechanisms

Media Coverage Analysis Report, 2023

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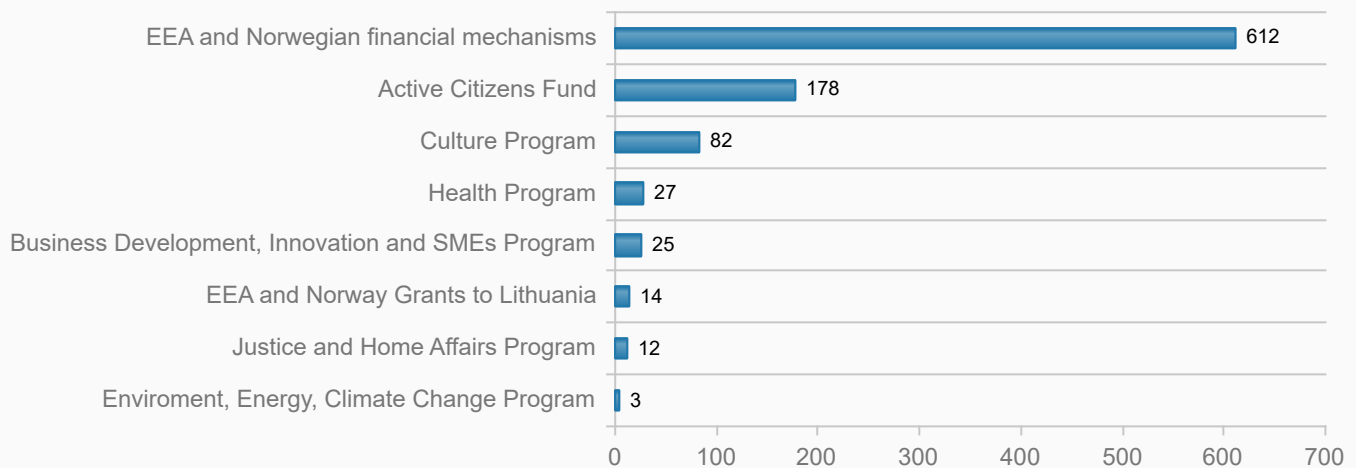
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2014-2021 EEA AND NORWEGIAN FINANCIAL MECHANISMS

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Overview

In the period of analysis, stretching from January to December 2023, **658** news items published by the Lithuanian print, online and audio-visual news outlets as well as news agencies and having references to EEA and Norwegian financial mechanisms were detected and analyzed. The relevant media coverage was analyzed in terms of qualitative and quantitative parameters.



The following keywords of interest generated no media coverage:

- Research Program
- Civil Society Program
- Social Dialogue-Decent work Program
- Working together for a green, competitive and inclusive Europe
- EEA and Norway Grants to Lithuania: creating and preserving values

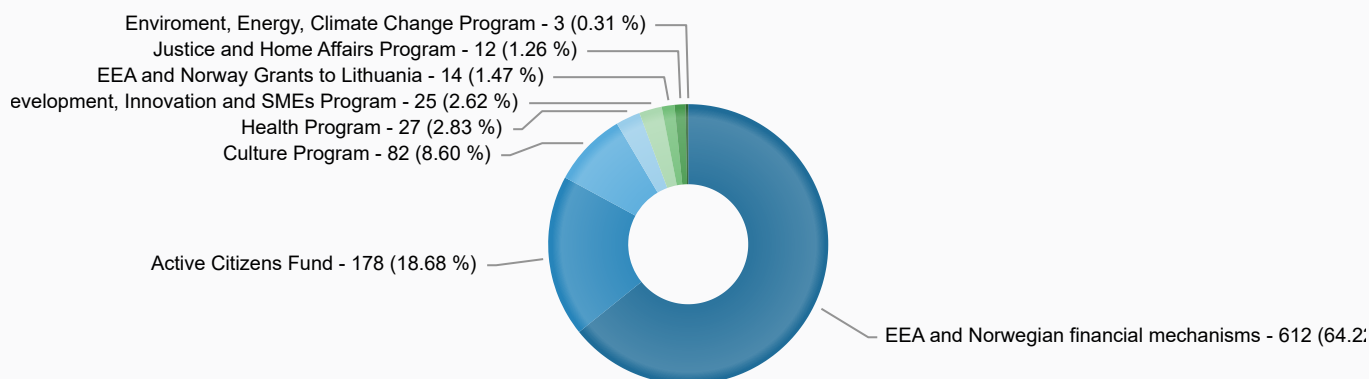
- The favorability variable (tone) shows the extent to which an analyzed object is associated with words, formulations or phrases or facts that provide a favorable or unfavorable impression. Headlines, subheadings, introductions and captions are taken into consideration when processing the data. The 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

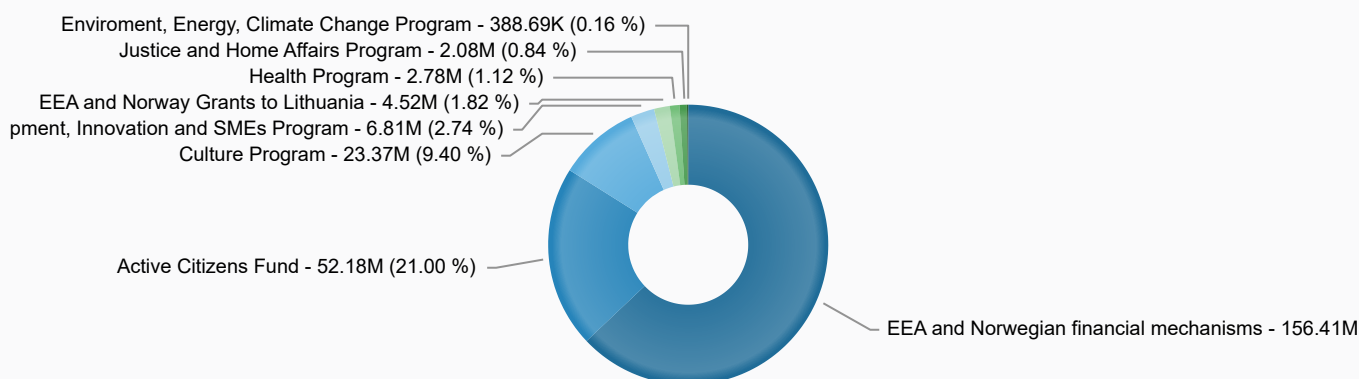


In 2023, compared to 2022, the total amount of information decreased by 16.8% (from 791 topical reports to 658). 64.2% of all the mentions were composed of references to the **EEA and Norwegian financial mechanisms** (612 messages). These mentions also reached the largest audience (156 million contacts). The Active Citizens Foundation came second, both in terms of mentions (178) and audience reached (52.18 million contacts). The least mentioned programmes this year were "Environment, Energy, Climate Change" and "Justice and Home Affairs" (12 and 3 mentions respectively).

The following keywords of interest generated no media coverage:

- Research Program
- Civil Society Program
- Social Dialogue-Decent work Program
- Working together for a green, competitive and inclusive Europe
- EEA and Norway Grants to Lithuania: creating and preserving values

Share of general reach

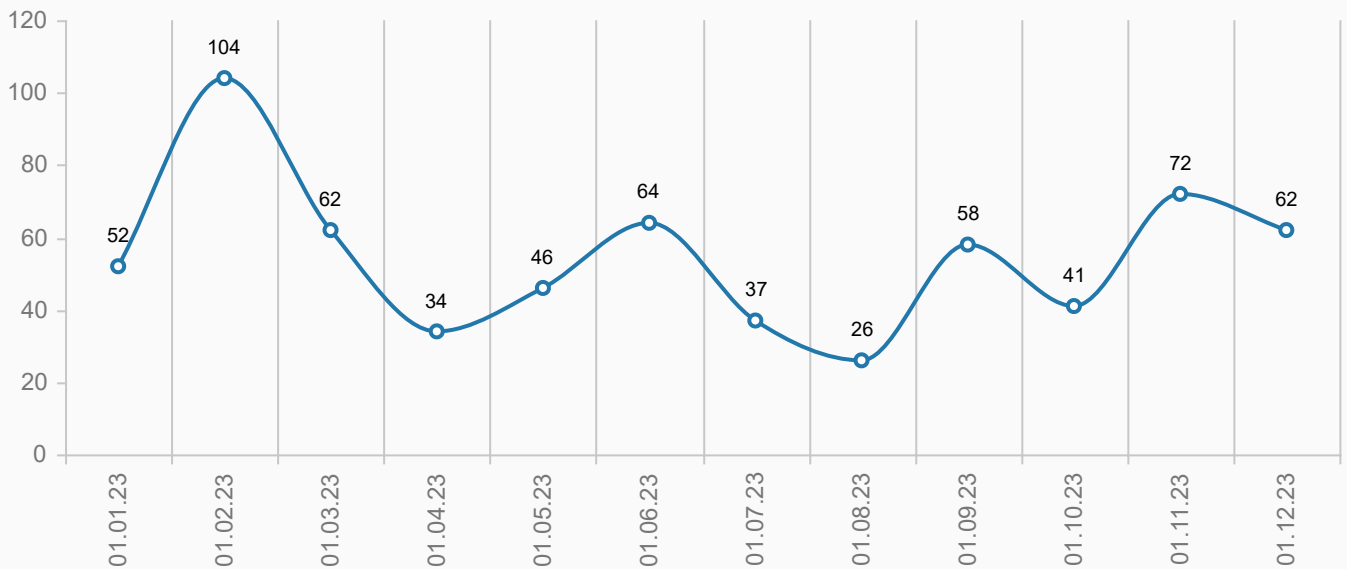


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General dynamics of mentions

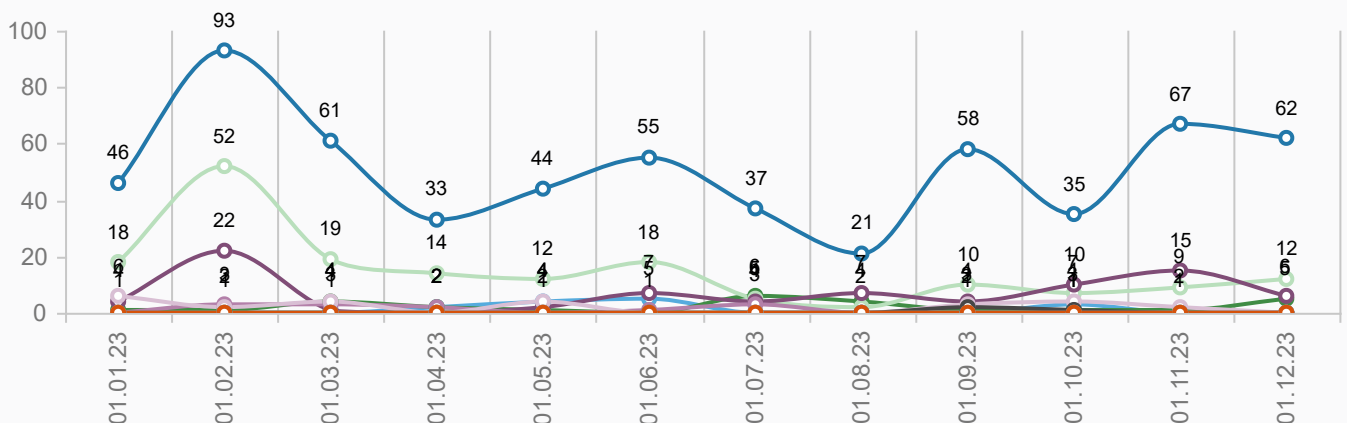
The dynamics of mentions show the change in the number of relevant stories on a monthly basis.



Considering the dynamics of mentions, February 2023 was the most active month coverage-wise (March in 2022). This was due to a newsgroup announcing that the non-partisan political monitoring network "I Know What I'm Electing" was organising a debate between mayoral candidates in February. <...> Know What I'm Electing is a non-partisan policy monitoring network that has been monitoring the pre-election since 2014, with the aim of getting voters to participate actively and consciously in the elections and to strengthen informed dialogue between politicians and voters. To this end, we organise pre-election debates. The activities of the 2023 initiative are supported by the Active Citizens Fund project, part of the EEA Financial Mechanism.

Dynamics of mentions by topic

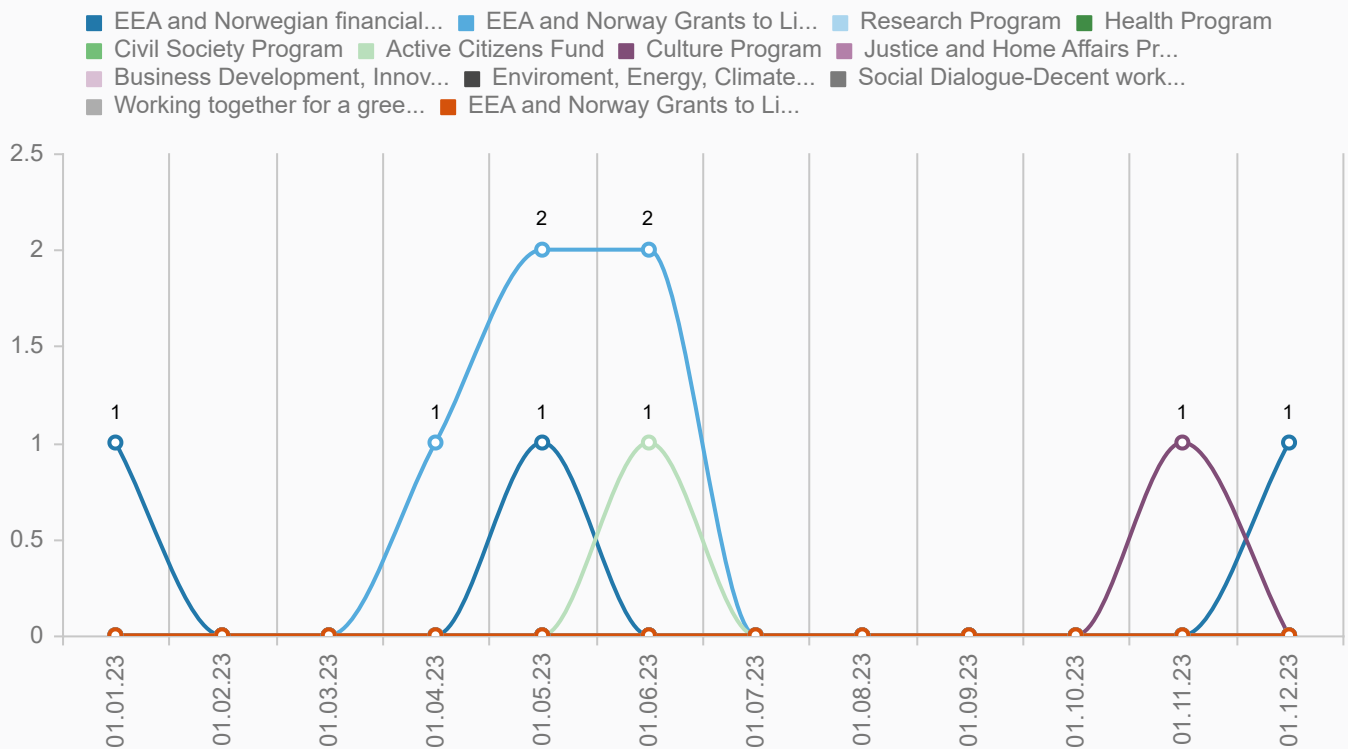
- EEA and Norwegian financial... ■ EEA and Norway Grants to Li... ■ Research Program ■ Health Program
- Civil Society Program ■ Active Citizens Fund ■ Culture Program ■ Justice and Home Affairs Pr...
- Business Development, Innov... ■ Enviroment, Energy, Climate... ■ Social Dialogue-Decent work...
-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



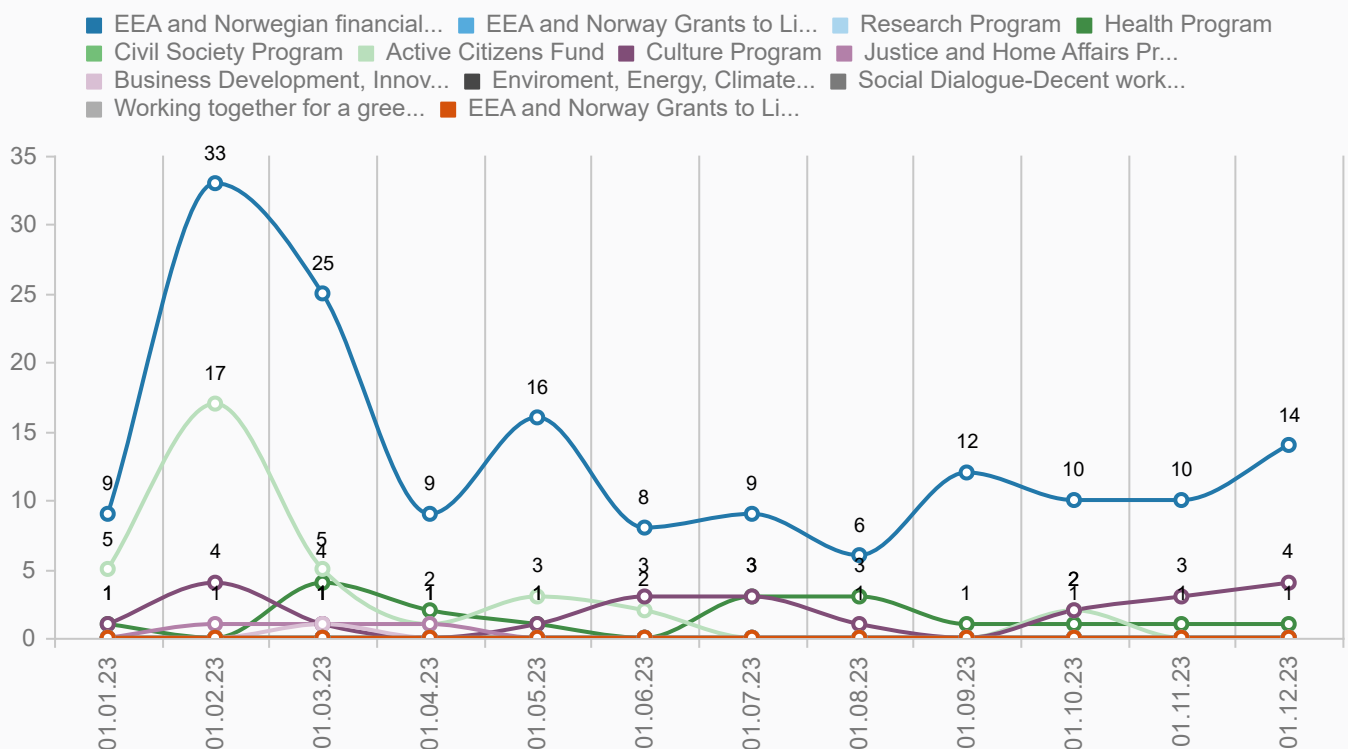
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Dynamics of mentions in national publications



Dynamics of mentions in regional publications



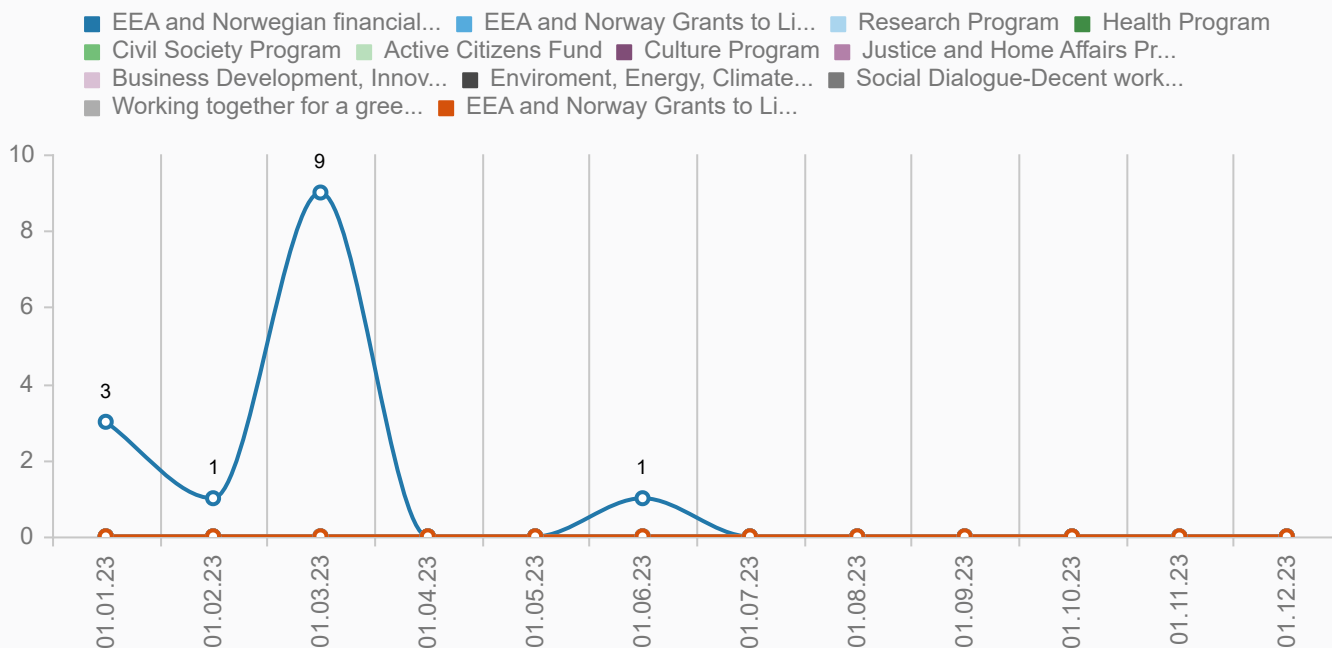
2014-2021 EEA AND NORWEGIAN FINANCIAL MECHANISMS

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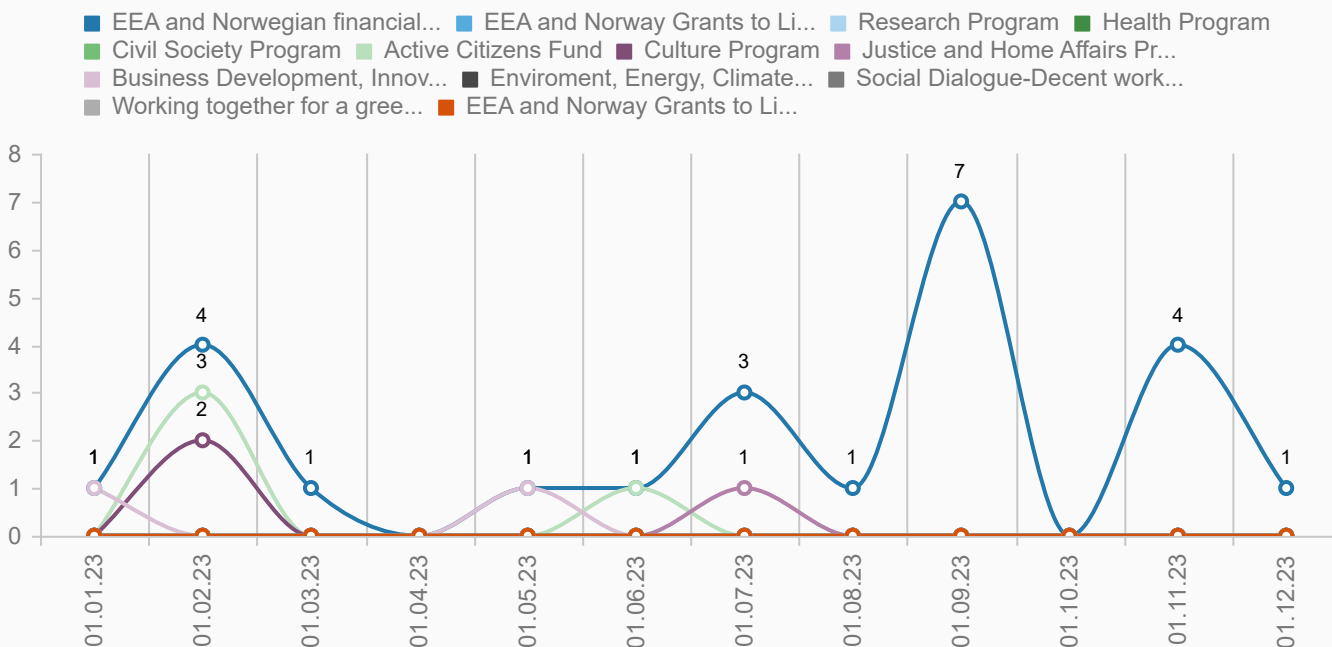
Dynamics of mentions in TV broadcasts

No information on TV broadcasts was found.

Dynamics of mentions in radio broadcasts



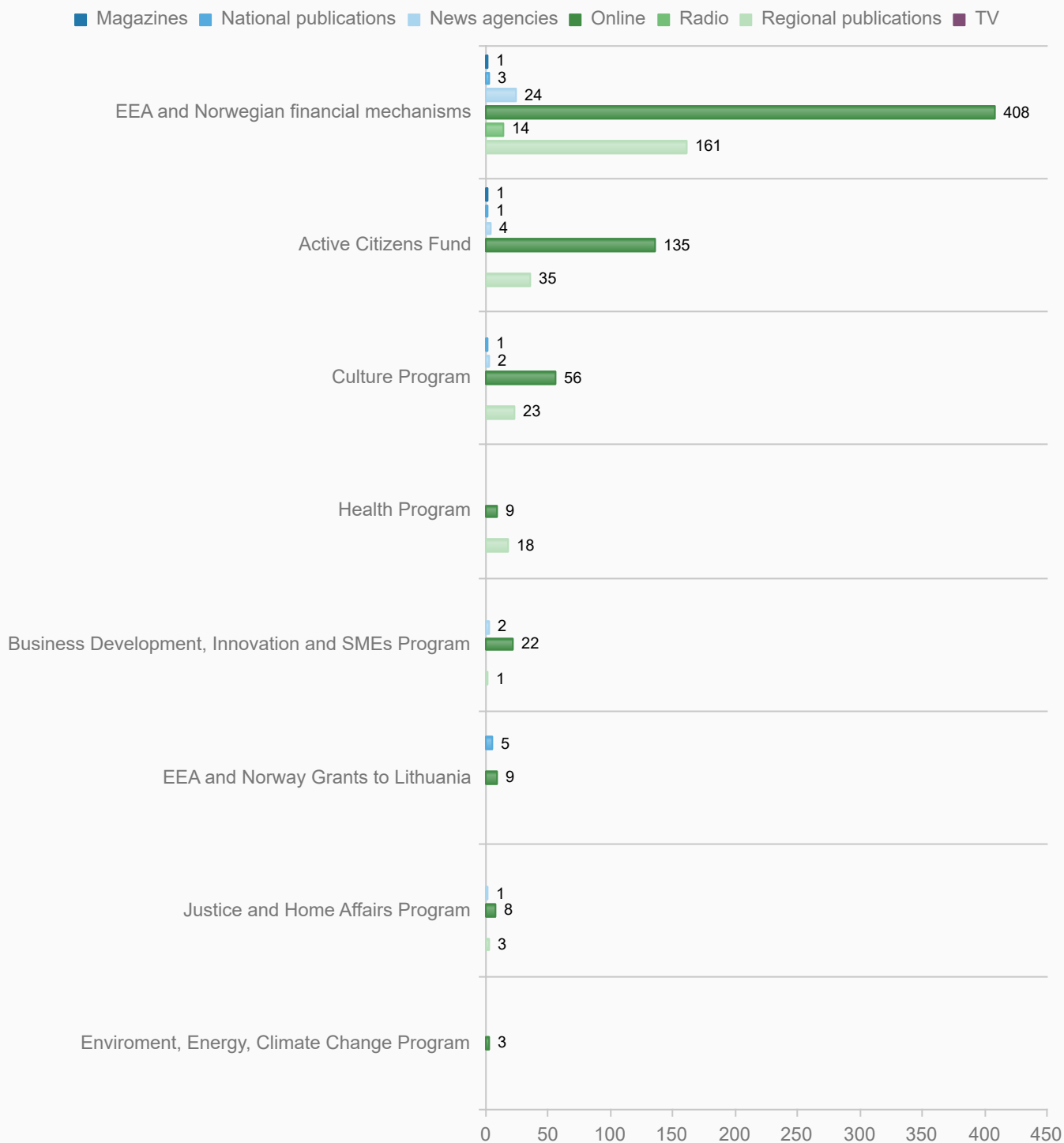
Dynamics of mentions in news agencies



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Mentions by media type

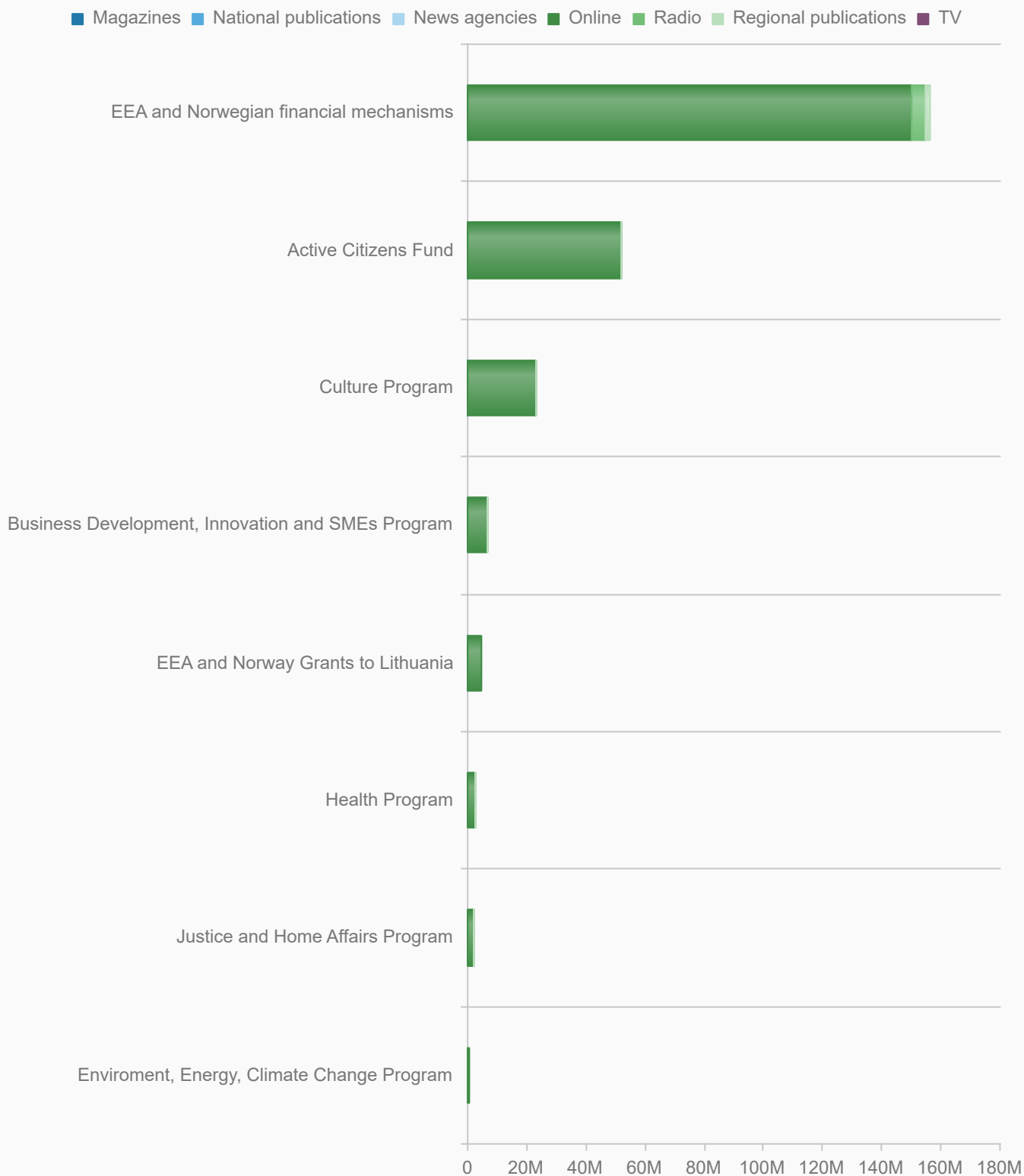


As in the previous year, communication on objects of analysis was the most active in **online portals and regional publications**. The leaders remained unchanged compared to last year, with the Active Citizens' Foundation having the second largest audience on web portals, followed by mentions of the Culture programme.

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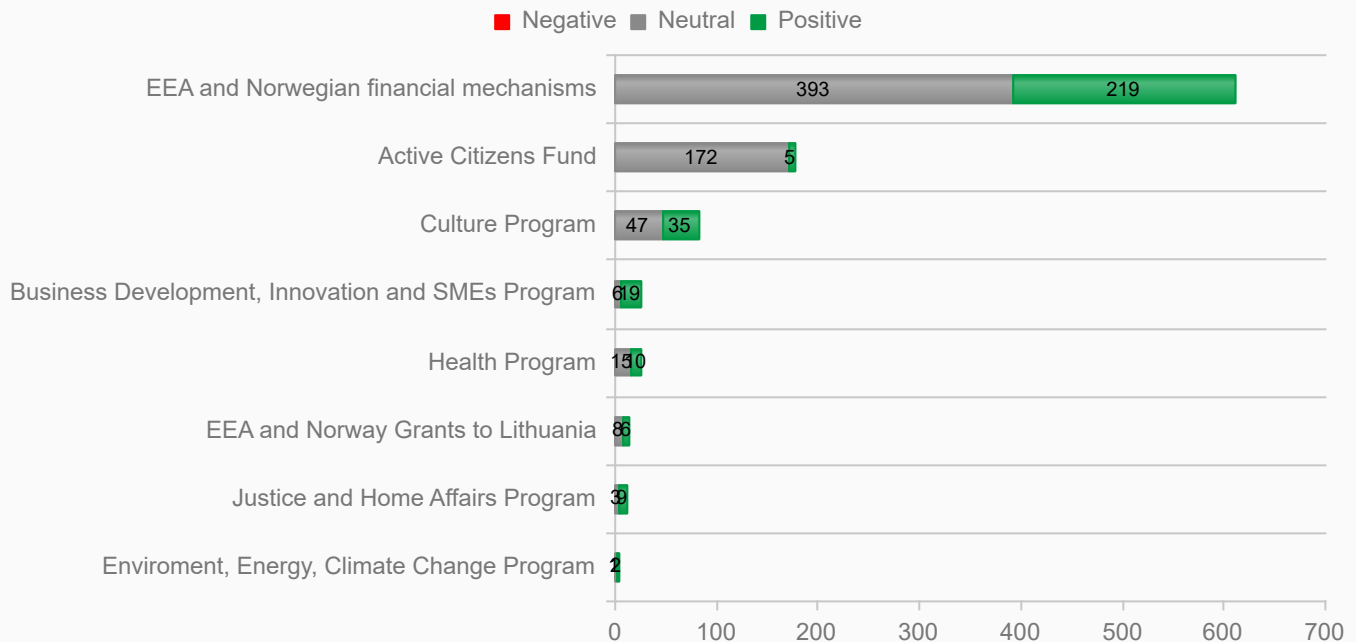
General reach by media type



2014-2021 EEA AND NORWEGIAN FINANCIAL MECHANISMS

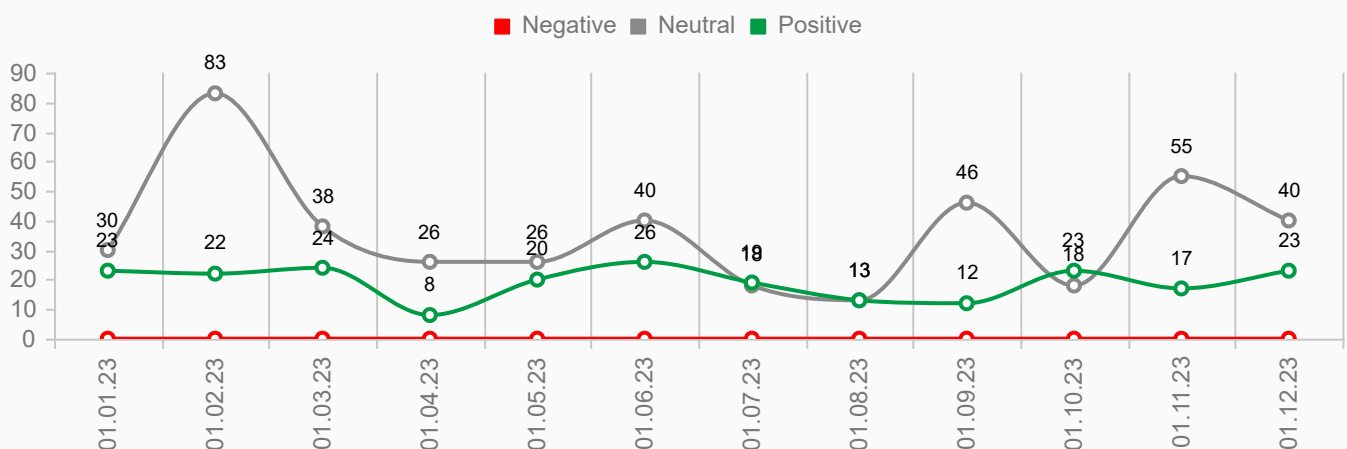
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Mentions by tone



Considering the distribution by tone, it can be seen that as the volume of communication has decreased, so has the amount of positive communication. For the EEA and Norway Grants, 219 positive messages were captured (402 last year, 159 in 2022). Among the programmes analysed, the most positive mentions were recorded for the Culture programme, as in the previous year. It should be noted that for the second year in a row, no negative information was recorded.

Dynamics of mentions by tone

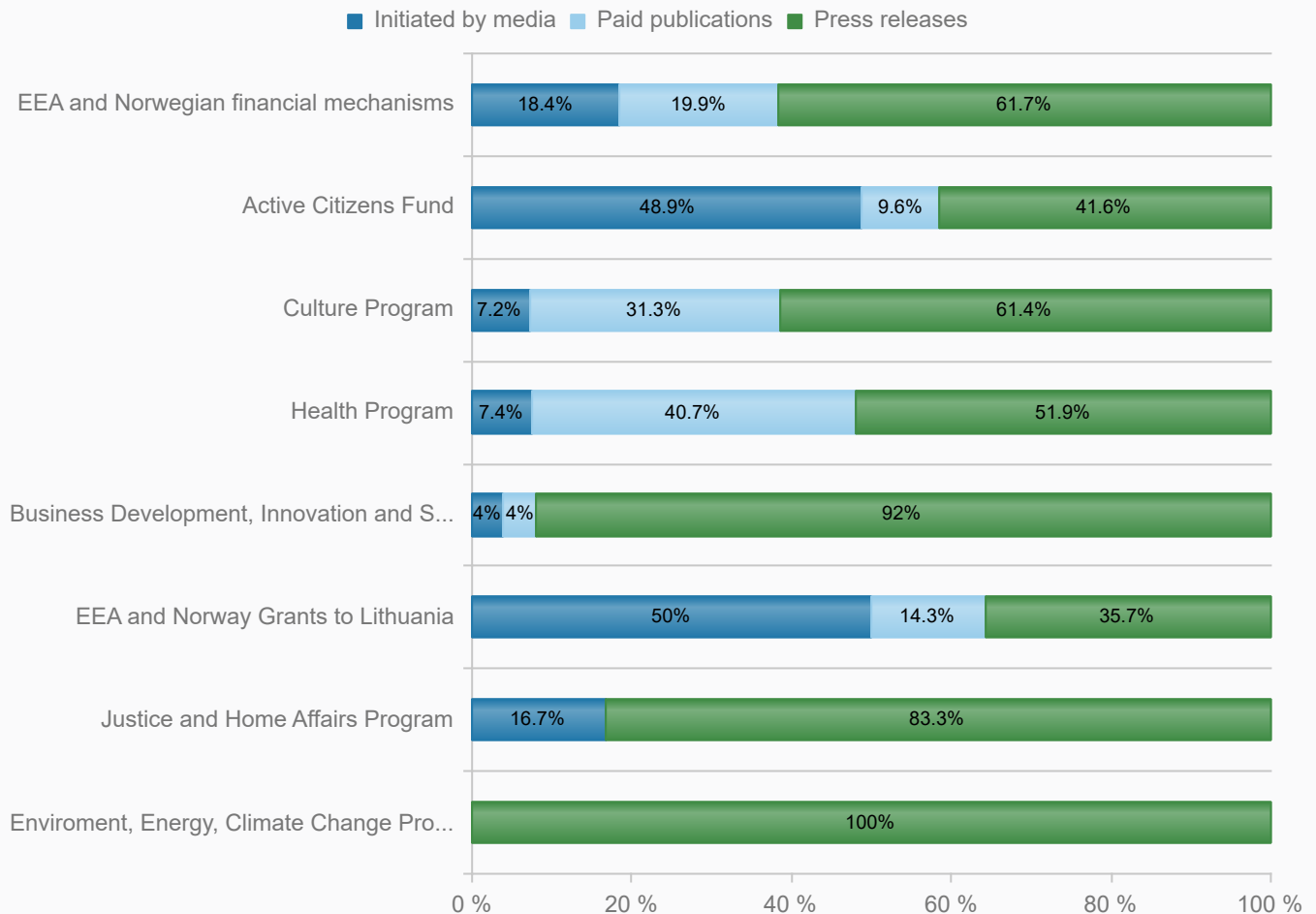


The categorization of publications by tone demonstrates the number of mentions portraying companies in a negative, neutral and positive context. Tone shows the extent to which companies are associated with words, formulations or phrases or facts that provide a favorable or unfavorable impression. Headlines,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

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Mentions by publication type

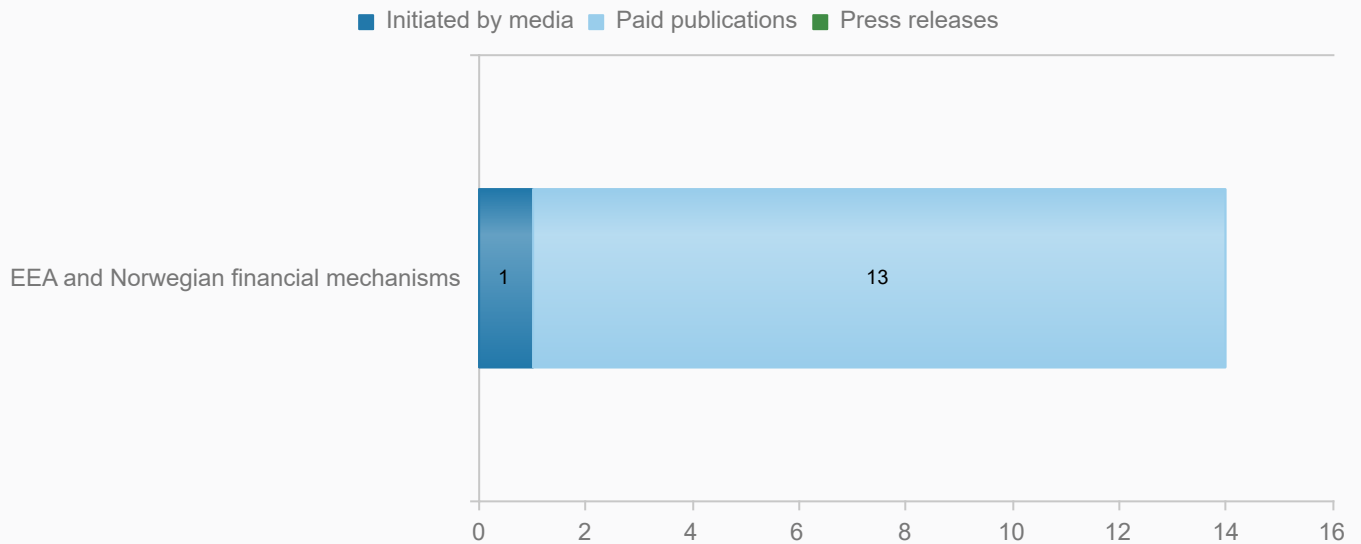


Considering the breakdown by type of publication, there has been a decline in organic content and an increase in outsourced publications. 61.9% of publications were articles based on press releases (55.93% last year), 19.27% were media-initiated (30.51% last year), and the remaining 18.82% were labelled as paid articles (13.56% last year).

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Mentions by publication type in radio broadcasts



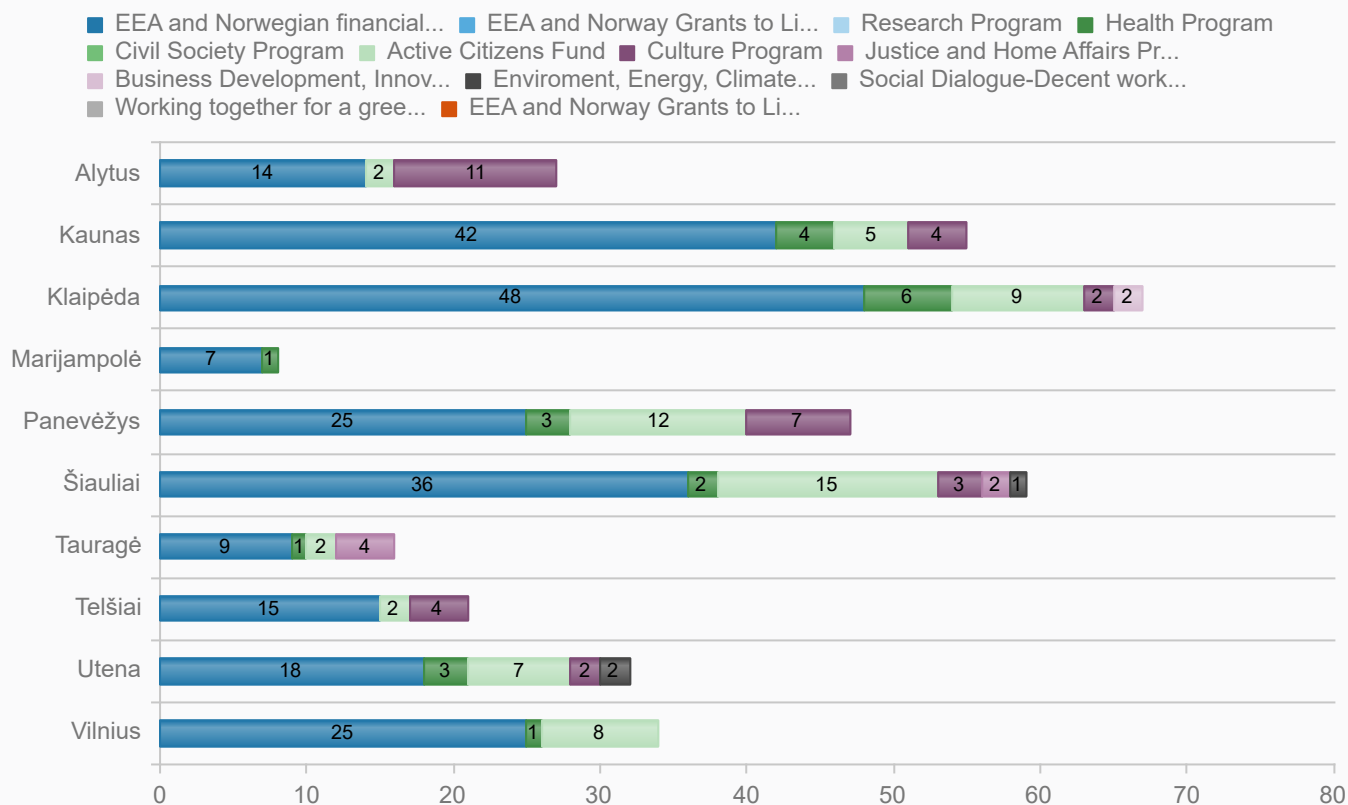
Mentions by publication type in TV broadcasts

No information on TV broadcasts was found.

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Mentions by region

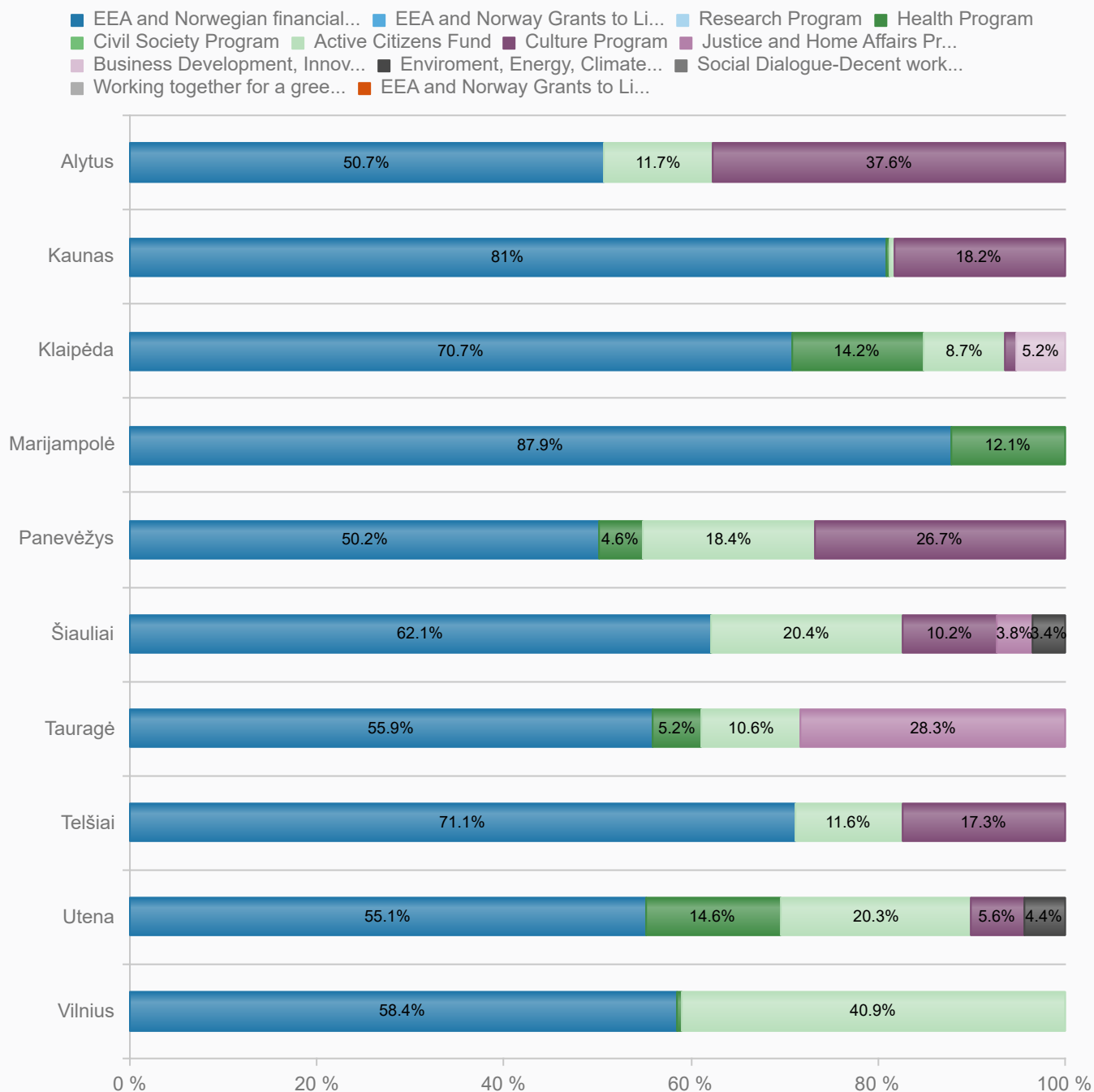


Klaipėda regional media took the lead and pushed Kaunas regional publications into second place. They were followed by Šiauliai and Vilnius regional media. As last year, the Marijampolė regional publications were the most passive in publishing information.

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Contacts reached by region



Looking at the distribution of the reached audience in the regions, it can be seen that the Active Citizens Fund was the most actively promoted in all regions (with the highest number of contacts - 2.3 million - recorded in the regional media in Šiauliai), and the Culture Programme in the Kaunas region was also notable for its reached audience (1.2 million contacts).

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Key quotes

Sandra Remeikienė, representative of CPVA, which manages the implementation of the Culture Programme in Lithuania

"With this artwork, we wanted to celebrate the results of the programme together with the public, and to encourage those who have not yet heard about the projects to discover more culture in the regions. For us, this is an opportunity to show how much we have achieved together with the programme partners and project promoters. To reiterate that culture knows no boundaries: we are increasing its dissemination in the regions and strengthening our cooperation with donor organisations. Not only are we learning a lot ourselves, but more cultural products are also being produced in Iceland, Liechtenstein and Norway as a result of the projects".

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

"It's not easy for just a few people to organise huge festivals and events. If it weren't for the European Economic Area Financial Mechanism's Culture Programme, which is funding our project "Promoting Local Cultural Entrepreneurship - Merkinė Manor House", we wouldn't have this opportunity. We are grateful to all those who are helping Merkinė to regain its name and the glory that has accompanied it for centuries."

Gintarė Kuncaitytė, Head of Investment Appraisal, Investment Management Department, Innovation Agency:

"Small and medium-sized businesses can find it difficult to keep up with the fast-paced technological developments, which is why the call "Business Development, Innovation and SMEs" has become an excellent opportunity to increase the competitiveness of businesses in the market by investing in the field of information and communication technologies. We had a strong turnout of SMEs, with 26 applications requesting more than €10 million for their projects, compared to the call's target of just under €3 million".

Milda Ivanauskienė, Head of the MO Museum:

M. Ivanauskienė, Head of the Museum, emphasises that the support of the European Economic Area and Norwegian Financial Mechanisms not only enabled the implementation of the Travelling Museum project in the regions of the country, but also provided an opportunity to establish contacts and share good practice with partners in Iceland - the Reykjavik Art Museum and the Museum of Everyday Life. According to Ms Ivanauskienė, the international partners' competences, experience with travelling exhibitions and the involvement of different groups of society will be of long-term benefit in future projects.

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Main topics communicated

- The non-partisan policy monitoring network "I Know What I'm Electing" is organising a debate between the mayoral candidates in February. Know What I'm Electing is a non-partisan policy monitoring network that has been monitoring the run-up to the elections since 2014, with the aim of ensuring that voters participate actively and consciously in the elections and to strengthen the informed dialogue between politicians and voters. To this end, we organise pre-election debates. The activities of the 2023 initiative are supported by the Active Citizens Fund project, part of the EEA Financial Mechanism.
- The Ministry of the Interior launches a cooperation with the Catholic Church of Lithuania to strengthen emergency preparedness. The Minister of the Interior Agnė Bilotaitė, the Director of the Fire Protection and Rescue Department (PAGD) Sauliaus Greičius and the President of the Lithuanian Bishops' Conference, Archbishop Gintaras Grušas, have signed a cooperation agreement to improve public education on civil protection issues, provide the population with more information on preparedness for potential threats, and strengthen the culture of self-protection. Currently, there are 927 sirens in Lithuania. Some of the 197 new sirens purchased by the PRTD under the Norwegian Financial Mechanism project have already started to be installed in municipalities.
- Minister of Culture Simonas Kairys today visited cultural institutions in Panevėžys and discussed topical issues and ongoing projects in the field of culture, reports the Ministry of Culture. The Minister of Culture also visited the Pragiedrulių Homestead, where the poet, publicist and public figure of the interwar Panevėžys region Juozas Čerkesas-Besparnis lived and worked. Here, a project funded by the European Economic Area Financial Mechanism's Culture Programme is being finalised and the Unifying Creativity Centre is beginning to operate. It is planned that this centre will become a subdivision of the SEMC and will contribute to the organisation of joint museum, educational, exhibition and creative activities, according to the Ministry's press release.
- "We have truly brought this building back from the dead. The fact that it is warm, bright and cosy today only reinforces our vision of Merkinė Manor - a place of culture, travel, good food, slow entertainment and relaxation", - these words were used by Vytautas Radzevičius, one of the founders of the Merkinė Factory, journalist and traveller, to greet our guests last weekend. "It is not easy for just a few people to organise huge festivals and events. If it weren't for the European Economic Area Financial Mechanism's Culture Programme, which is funding our project "Promoting Local Cultural Entrepreneurship - Merkinė Manor House", we wouldn't have this opportunity. We are grateful to all those who contribute to the town of Merkinė regaining its name and the glory that has accompanied it for centuries," said V. Radzevičius.
- Halfway houses, where inmates receive intensive training for their release from detention and are integrated into the labour market and society. It is the seventh institution of its kind in the country, reports the Lithuanian Prison Service. According to the service, the total cost of the equipment and equipment for the halfway house in Tauragė is around EUR 790 000. The project was financed under the project "Improving the quality of the Lithuanian penal enforcement system", funded by the European Economic Area and Norway Grants under the Justice and Home Affairs Programme 2014-2021.

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Mentions by media outlet

| Source | Total |
|---------------------------|-------|
| Manoteises.lt | 39 |
| Sc.bns.lt | 37 |
| 15min.lt | 37 |
| Bns.lt | 34 |
| Delfi.lt | 28 |
| ELTA | 19 |
| Etaplius.lt | 17 |
| Lrytas.lt | 15 |
| Banga | 15 |
| Tv3.lt | 14 |
| Kauno.diena.lt | 13 |
| LRT radijas / Ryto garsai | 13 |
| Diena.lt | 13 |
| Regionunaujienos.lt | 12 |
| Aina.lt | 12 |
| Zarasuose.lt | 9 |
| Infolex.lt | 9 |
| BNS/Lietuvos politika | 9 |
| Ukininkopatarejas.lt | 7 |
| Inovacijuagentura.lt | 7 |
| Elta.lt | 6 |
| Vakarų ekspresas | 6 |
| Šilokarčema | 6 |
| Zarasai.lt | 6 |
| Atviraklaipeda.lt | 5 |
| Kaunoaleja.lt | 5 |
| Panevezys.lt | 5 |
| Elektrėnų kronika | 5 |
| Plungė | 5 |
| Dainavos žodis | 5 |
| Mūsų Ignalina | 5 |
| Alfa.lt | 5 |
| Alytaus naujienos | 4 |
| Statybunaujienos.lt | 4 |
| Gimtoji žemė | 4 |
| Suvalkietis | 4 |
| Šilutės naujienos | 4 |
| Naujasis Gélupis | 4 |
| Gyvenimas | 4 |

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| Source | Total |
|--|-------|
| Telšių žinios | 4 |
| Elektrėnų žinios | 4 |
| Zarasų kraštas | 4 |
| Bernardinai.lt | 4 |
| Traku-zeme.lt | 4 |
| Alio Jonava | 4 |
| Mūsų žodis | 3 |
| Santarve.lt | 3 |
| Apskaitos, audito ir mokesčių aktualijos | 3 |
| Žemaitis | 3 |
| Gzeme.lt | 3 |
| Jonavoszinios.lt | 3 |
| Alioraseiniai.lt | 3 |
| Kmintys.lt | 3 |
| Palangos tiltas | 3 |
| Tauragės kurjeris | 3 |
| Aliojonava.lt | 3 |
| Dainavoszodis.lt | 3 |
| Santarvė | 3 |
| Sekunde.lt | 3 |
| Inovacijos.lt | 3 |
| Sidabrė | 3 |
| Kupiškėnų mintys | 3 |
| Tėvynė | 3 |
| Alkas.lt | 3 |
| Lietuve.lt | 3 |
| Šiaulių kraštas | 3 |
| Laikrastisplunge.lt | 3 |
| Bičiulis | 3 |
| Silutesnaujienos.lt | 3 |
| Pamarys.eu | 3 |
| Žeimenos krantai | 3 |
| Taurageszinios.lt | 3 |
| Etapius savaitraštis | 3 |
| Kaunieciams.lt | 3 |
| Rokiskiosirena.lt | 3 |
| Vz.lt | 3 |
| Alio Raseiniai | 3 |
| Sekundė | 2 |
| Skrastas.lt | 2 |
| Vrm.lrv.lt | 2 |

2014-2021 EEA AND NORWEGIAN FINANCIAL MECHANISMS

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| Source | Total |
|-----------------------|-------|
| Kurjeris.lt | 2 |
| Gimtasis Rokiškis | 2 |
| Lsveikata.lt | 2 |
| Rinkosaikste.lt | 2 |
| Respublika.lt | 2 |
| Grokiskis.lt | 2 |
| Švyturys | 2 |
| Kėdainių mugė | 2 |
| Lietuvos sveikata | 2 |
| Trakų žemė | 2 |
| Rokiškio sirena | 2 |
| Kuršėnų krašto žinios | 2 |
| Zmones.lt | 2 |
| Merkio kraštas | 2 |
| Manokrastas.lt | 2 |
| Bznstart.lt | 2 |
| Santaka | 2 |
| Tauragės žinios | 2 |
| Ukmergės žinios | 2 |
| Suvalkietis.lt | 1 |
| Tavovaikas.lt | 1 |
| Sa.lt | 1 |
| Dzukuzinios.lt | 1 |
| Šviesa | 1 |
| Delfi.lt Plius | 1 |
| Verslimama.lt | 1 |
| Švenčionių kraštas | 1 |
| Utenos diena | 1 |
| Radviliškio kraštas | 1 |
| Kaišiadorių aidai | 1 |
| Vienybė | 1 |
| Mūsų laikas | 1 |
| Voruta.lt | 1 |
| Mignalina.lt | 1 |
| Lzs.lt | 1 |
| Komentaras.lt | 1 |
| Auksinė varpa | 1 |
| Pajūrio naujienos | 1 |
| Vakarų Lietuva | 1 |
| Giruzis.lt | 1 |
| Aktualijos.lt | 1 |

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| Source | Total |
|----------------------------|-------|
| Vilnis | 1 |
| Madeinvilnius.lt | 1 |
| LRT radijas / Gimtoji žemė | 1 |
| Silokarcema.lt | 1 |
| Panevėžio balsas | 1 |
| Klaipėda | 1 |
| Santaka.info | 1 |
| Ukzinios.lt | 1 |
| Utenoszinios.lt | 1 |
| Šilalės artojas | 1 |
| Karštas komentaras | 1 |
| Rinkos aikštė | 1 |
| Žaliasis pasaulis | 1 |
| Savivaldybių žinios | 1 |
| Moteris.lt | 1 |
| Druskonis | 1 |
| Snaujienos.lt | 1 |
| Manoraseiniai.lt | 1 |
| Lazdijuzvaigzde.lt | 1 |
| Lietuvos rytas | 1 |
| Mano Druskininkai | 1 |
| | 658 |

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