

Capitalisation of UA:PBC audio visual archives for civic engagement in Ukraine

Period of implementation: 18.01.2022 - 17.04.2025

EaP countries:
Ukraine

EU contribution: € 2 000 000

Total budget: € 2

Implementing organisation(s):

joint stock company "Public Broadcasting company of Ukraine"

Social media account links:

Project website:

Project description:

Ukraine is one of the countries in Europe with the largest array of archival files with huge historical and cultural heritage. About 177 000 hours of recordings are stored in Kyiv and branches of JSC "UA: PBC", which archival unit has accumulated over more than 60 years of Ukrainian TV history. Many of these recordings are stored on magnetic tapes and films, and all of them are offline and inaccessible.

The action involves the creation of a technical solution for archiving and storing current audio and video materials in the format of an online library and shared storage.

Accordingly, the project activities will be focused on work and life in the conditions of war for media employees and civic activists, including security programmes and effective tools to combat misinformation and propaganda. Training programs are planned to be held on the basis of the newly established Public Media Academy in Lviv.

In order to fulfill the project's goals and so that UA: PBC could adequately respond to the new conditions of work in the state of hostilities and information warfare, part of the budget is focused on solving tasks that have already appeared or may appear as a result of hostilities.

Expected results:

Output 1.1. TV and media library is operationalized. The broadcaster's metadata along with 950 – 77 000 hours of archival materials are systematized and preserved in digital format and become available for media community and civil society.

Output 2.1. Public Media Academy Hub in Lviv is opened in renovated premises offering training programmes, learning sessions and workshops for civic activists and members of the media community.

Output 2.2. Knowledge building capacity of civic activists and members of the media community is enhanced by training courses developed on civic journalism under the martial law, information security issues, and usage of archival materials.

Output 3.1. Prompt response of the Public Broadcaster to the challenges of war by addressing urgent tasks and meeting immediate organizational needs.



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