# Partner search form

For Creative Europe project applications

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| Call | *NEWS – Media Literacy* |
| Strand or category | *CREA-CROSS-2025-MEDIALITERACY* |

## Cultural operator – who are you?

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| Name of organisation | Limited Liability Compane Goldberry |
| Country | *Ukraine* |
| Organisation website | *https://global.espreso.tv/* |
| Contact person | *Andriy Shulgin,* [*20shulc15@gmail.com*](mailto:20shulc15@gmail.com)*, +380 67 401 52 82* |
| Organisation type | *Private for profit organisation* |
| Scale of the organization | *200 employees* |
| PIC number | *885255951* |
| Aims and activities of the organisation | *Established in November 2013, Espreso TV is a Ukrainian 24-hour news channel that strives to provide viewers with unbiased and timely information about events in Ukraine and the world. Since its inception, the channel has played an important role in the Ukrainian information space, covering significant events and promoting the development of democracy and European values in the country.* |
| Role of the organisation in the project | *Project leader* |
| Previous EU grants received | *-* |

## Proposed Creative Europe project – to which project are you looking for partners?

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| Sector or field | *Mass media* |
| Description or summary of the proposed project | In the age of information chaos, Ukraine faces a critical challenge—protecting its citizens from the dangers of manipulation and disinformation. Older generations, the ones who fought for Ukraine’s independence, now find themselves on the frontline of an information war. Their vulnerability not only threatens their personal well-being but also undermines national security and social cohesion.  "Mediawisdom" is a media initiative aimed at improving media literacy among Ukrainians aged 55 and older, empowering them to critically analyze information, recognize manipulative techniques, and protect themselves and their communities from disinformation. |
| Partners currently involved in the project | - |

## Partners searched – which type of partner are you looking for?

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| From country or region | *Poland, Sweden* |
| Preferred field of expertise | *Media, information and analytical activities* |
| Please get in contact no later than | *15th of February 2025* |

## Projects searched – are you interested in participating in other EU projects as a partner?

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| Yes / no | Yes |
| Which kind of projects are you looking for? | Related to the activities of TV channels and media communities |

## Publication of partner search

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| This partner search can be published?\* | *Yes* |