

Case Study

Estonian National Broadcasting Company

Who was involved in the partnership and why?

Estonian National Broadcasting Company (ERR) is the biggest broadcaster in Estonia. Their ETV2 channel has an educational and thematic focus. The channel approached AKÜ as an expert on the SDGs and global issues asking if they would be interested, in producing introduction clips for their Environmental Month documentary series. AKÜ first considered the offer carefully from a Global Citizenship Education (GCE) perspective.

Does the partner have a good reputation? Will we reach enough of the right people? Will the cooperation be worth the time/ resources? What does this give to both parties? What is the “social profit”? What are our weaknesses in performing the proposal and how can we ensure the quality? Will this be a one-off or long-term partnership?

The ethos of the channel and the potential for GCE messages to reach a large audience made ERR a very appealing, and potentially long term, partnership prospect. AKÜ staff thus created a close and warm relationship with ERR program managers.

Collaborative activities

ERR were happy for AKÜ to involve expert partners from the Coalition for Sustainable Development. They also engaged the UN Youth representative, Estonian Police, Estonian Rescue and Ambulance as experts for the introduction clips. As AKÜ did not have the technical competence, ERR gave a shortlist and AKÜ carried out the procurement process.

The first program was a huge success resulting in four films on environmental and human rights issues created with plans for a similar collaboration in the future. The partners also collaborated on screenings and panel discussions on human rights for the general public in cinemas.

Benefits and Impact

All organisations involved could use the video clips as a communications and education tool in their own work and gained priceless visibility from all ERR media channels.