

## Press Release

Frankfurt am Main, 29 November 2016

### **ProCredit Holding supported the ADAMI Media Prize award ceremony for outstanding Eastern European film, television, and online programmes**

Journalists and media professionals from Georgia, Moldova and Ukraine were awarded the **ADAMI Media Prize for Cultural Diversity in Eastern Europe** at a gala ceremony in the Ukrainian capital of Kyiv on November 24. For the second time the ADAMI Media Prize honoured the makers of outstanding films, videos and websites from Eastern Europe and the South Caucasus that promote diversity and peaceful coexistence. Of the twelve films and projects nominated by an international jury, five received prizes.

ProCredit Holding supported the ceremony in Kyiv, as well as this year's ADAMI competition, together with the Foreign Office of the Federal Republic of Germany.

Borislav Kostadinov, Member of the Management Board of ProCredit Holding, which is the parent company of the ProCredit group of development-oriented commercial banks, commented: "As a banking group striving to operate responsibly, ProCredit shares the underlying ethical principles of the prize and we are pleased to support this year's ADAMI Media Prize competition and the award ceremony in Kyiv. We are convinced that the media sector plays a vital role in shaping public attitudes by showcasing diversity in society and contributing towards a peaceful coexistence. We were very heartened to see that all nominees did a magnificent job in viewing the themes of migration, integration, and cultural diversity through a special and a very particular lens. I wish them all the best in the further pursuit of their dreams using not just their unquestionable passion and creativity, but also critical judgment and an open mind."

The 2016 gala had the patronage of **Thorbjørn Jagland**, Secretary General of the Council of Europe, and **Dunja Mijatović**, the OSCE Representative on Freedom of the Media, who presented the ADAMI Media Prize for "Information" (non-fiction) at the gala. Ms. Mijatović said: "This prize puts focus on the importance of free media in the region and the important role it plays in informing people on issues of public interest, not least on integration and cultural diversity."

The prizes were awarded in five categories, as follows: The winner of the **ADAMI Media Prize for Information (non-fiction)** was the film *Forbidden Friends*, produced by Chai Khana (Georgia). The **ADAMI Media Prize for News and Short Non-Fiction** was given to the TV series *The Foreigner* on STB TV by Dmytro Lytvynenko (Ukraine), while the **ADAMI Online Prize for Web Videos** was given to Tako Robakidze (Georgia) for *A Look Beyond the Headlines*. The



website *MyAngle* by George Gogua (Georgia) won the **ADAMI Online Prize for Web Pages**. The **Young ADAMI Media Prize** was awarded to Natalia Sergheev (Moldova) for the film *Generation Emigration*. ADAMI also introduced a new type of award, the **ADAMI Fellowship/ARTE prize**, within ADAMI's cooperation with the French-German cultural TV channel ARTE. The inaugural prize was given to nominee Marita Tevzadze (Georgia), who will spend a one-month fellowship working with the ARTE Journal team in Strasbourg.

On top of the prize winners, ADAMI awarded a **Special Mention for Web Videos** for the interactive video "What is Hate Speech?" by Ihar Nazaranka/mediakritika.by from Belarus. A **Special Mention for News and Short Non-Fiction** was given to the news report "Drastamat vs. Haykandukht: In-House Battle," by Artak Vardanyan of Armenia.

The opportunity to network with filmmakers, audio-visual journalists, broadcaster representatives and media professionals from all across Europe was eagerly seized by the participants.

The ADAMI Media Prize spotlights the work of journalists and media professionals in Armenia, Azerbaijan, Belarus, Georgia, Moldova, and Ukraine. ADAMI's goal is to promote peaceful coexistence between peoples by stimulating new ideas and perspectives in media, and promoting media interest in topics of cultural diversity and integration.

### **About the ADAMI Media Prize**

The ADAMI Media Prize is an initiative by the German non-profit organization 'Forschungsgruppe Modellprojekte e.V.' and is funded by the Federal Foreign Office (Germany). It is conducted in partnership with the European Broadcasting Union, Deutsche Welle Akademie, the German Society for Eastern European Studies and supported by media partners like the French-German cultural channel ARTE, MDR, ZDF, the Georgian Public Broadcaster, the National Television of Ukraine, and TeleRadio Moldova. For additional information, visit: [www.adamimediaprize.eu](http://www.adamimediaprize.eu).

### **About the ProCredit group**

ProCredit Holding AG & Co. KGaA, headquartered in Frankfurt am Main, Germany, is the parent company of the development-oriented international ProCredit group, comprising banks with a focus on South Eastern and Eastern Europe that have specialised in serving small and medium-sized enterprises (SMEs). The group also operates in South America and in Germany. The core shareholders of ProCredit Holding AG & Co. KGaA are the strategic investors Zeitinger Invest and ProCredit Staff Invest (comprising investment vehicles for ProCredit staff members), the Dutch DOEN Foundation, KfW and the IFC (World Bank Group). ProCredit Holding AG & Co. KGaA is supervised, on a consolidated basis, as the superordinated company of the ProCredit Group pursuant to the German Banking Act by the German Federal Financial Supervisory Authority (*Bundesanstalt für Finanzdienstleistungsaufsicht*, BaFin) as well as by the Deutsche Bundesbank. For additional information, visit: [www.procredit-holding.com](http://www.procredit-holding.com).



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