**Western Balkans**

**Media for Change**

**ACTION GRANT SCHEME**

**Application Form**

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| **Title of the project** | *Insert title* |
| **Lot Number** | *Insert the number of the LOT (LOT 1 or LOT 2)* |
| **Media outlet name** | *Insert name of media outlet* |
| **Municipality / Country** | *Insert municipality and country* |
| **Requested Amount** | *GBP[[1]](#footnote-2)* |
| **Grant period** | *Insert proposed start and end date of the project implementation*  *(end date cannot be later than 28 February 2025 and implementation period cannot be longer than 11 months)* |
| **Application ID No.** | *To be assigned upon submission* |

Please add the main information about the media outlet, including the person who will be the main point of contact throughout the application process and if successful, managing the grant.

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| **Legal entity name** (as per registration certificate) |  |
| **Date of registration** |  |
| **Legal representative name and position** |  |
| **Legal Representative Gender** |  |
| Address *(street, municipality, country)* |  |
| **Website** |  |
| **Contact person name and position** |  |
| **Contact person gender** |  |
| **Telephone** |  |
| **Email** |  |
| **Primary type of the media (print, radio, tv, web)** |  |
| **Key social media channels** |  |
| **Ownership**  **(public, private/commercial, CSO, foundation, other - specify)** |  |

To the best of your ability, please address all the relevant items listed below in your application. Please follow the instructions provided for each part of this Application Form. Use **Arial 11 font**. The maximum number of pages in total for the Application Form should not exceed **15 pages in length.**

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| 1. **SUMMARY (max 1 page)** | |
| **1.1. Project description (name of the project, short background and main features)** |  |
| **1.2. Main objective(s) of proposed project** |  |
| **1.3. Project Target groups[[2]](#footnote-3)** |  |
| **1.4. Audience to be reached by the proposed project***[[3]](#footnote-4)* |  |
| **1.5. Projected results, deliverables and indicators** | *Result that will be visible at the end of the project - changes you will realise.*  *Key deliverables or outputs you must achieve to realise stated results.*  *Indicators of success and targets. (Try to be specific (and quantify results) - instead of “Increase the audience of our media outlet”, put “Increase the audience of our media outlet by 15% at the end of project”.)* |

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| 1. **PROBLEM ANALYSIS AND IMPLEMENTATION (max 4 pages)** |
| * 1. **Context and Problem Analysis**   *What is the key problem your proposal is trying to address? Explain the context (external and internal factors) in which this problem exists. If the proposal is linked to one or more objectives of your strategy or business plan, please refer to it and specify how this proposal will contribute directly to its implementation.* |
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| * 1. **Relevance of the project to the Call’s objectives**   *Please outline how this project contributes towards the specific objectives of the Call:*  *•Implement new/innovative strategies, ideas or models that support media outlet’s resilience and sustainability*  *•Foster implementation of new systems, tools or products to attract, engage and diversify audiences*  *•Increase production of quality, gender-sensitive and engaging content* |
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| * 1. **Expected Results and Activities** (*In addition to the description below, please fill in the Activity Plan table which includes the list of results, deliverables and activities with a detailed timeline)*   *List and describe the project Results, deliverables and activities that lead to achievement of these results. The project should include at least 3 deliverables which can be measured and monitored.*  *IMPORTANT NOTE: The project should include activities that actively engage diversewomen, young and underrepresented journalists who could address barriers to their equal inclusion in media and society, as journalists, citizens, and audience members.*  *Activities that bring innovation approaches towards audience reach are highly encouraged.* |
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**2.3.1 Activity Plan**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Result, output and activity** | **IMPLEMENTATION PERIOD (months)** | | | | | | | | | | | |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| Result 1 |  | | | | | | | | | | |
| Activity 1.1 |  |  |  |  |  |  |  |  |  |  |  |
| Activity 1.2 |  |  |  |  |  |  |  |  |  |  |  |
| Activity 1.3 |  |  |  |  |  |  |  |  |  |  |  |
| Deliverable 1 |  |  |  |  |  |  |  |  |  |  |  |
| Result 2 |  | | | | | | | | | | |
| Activity 2.1 |  |  |  |  |  |  |  |  |  |  |  |
| Activity 2.2 |  |  |  |  |  |  |  |  |  |  |  |
| Activity 2.3 |  |  |  |  |  |  |  |  |  |  |  |
| Deliverable 2 |  |  |  |  |  |  |  |  |  |  |  |
| Result 3 |  | | | | | | | | | | |
| Activity 3.1 |  |  |  |  |  |  |  |  |  |  |  |
| Activity 3.2 |  |  |  |  |  |  |  |  |  |  |  |
| Deliverable 3 |  |  |  |  |  |  |  |  |  |  |  |

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| * 1. **Target groups and project proposed audience***(refer to definitions in the footnote of page 3)*   *(Who are your target groups and how will you address their needs? How many people will* be directly included in the action?  Does the proposal envisage involvement of women, youth, 65yrs+, diaspora, other marginalised communities, and how do you plan to address these groups in your action? Please share estimates on audience you plan to reach with proposed actions (e.g. citizens accessing your content, subscribed to your newsletter, purchased your offer, etc.) |
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| * 1. **Risks and mitigation measures**   *(Describe the main internal and external risks or challenges which could threaten the implementation of the project and specify the measures planned for mitigation of the risks.)* |
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| * 1. **Sustainability**   *Please indicate how the proposed set of activities and their achievement will contribute to the sustainability of the media outlet in one or more of the following: production of quality gender sensitive and engaging content; ways of attracting and diversifying audiences; integration of new/innovative strategies and tools; ways of engaging audiences beyond project life-time; financial and operational model.* |
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* 1. Please list the team (staff members to be responsible for the implementation). Expand the number of rows if needed. This least should include a team of at least two (2) full time staff members. **Participation of women and youth is highly encouraged**.

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| Name | Gender (F / M) | Age group (18-24; 25-34;35-44;45-54;55-64;65+) | Role in the media outlet/organisation | Full time / part time / other type of engagement | Project activity (Number) |
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| 1. **DESCRIPTION OF THE ORGANISATION (max 4 pages)** | | | | | |
| * 1. **Organisational overview**   *(Brief description of the current activities and operation of your organization - years of operation, number of employees, internal structure and divisions, annual income/turnover, production capacities, etc.)*  *Give specific example of how the media outlet demonstrates commitment to upholding journalistic standards (e.g list editorial policies, code of ethics and/or similar. If available, please include links to relevant documents).* | | | | | |
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| * 1. **Income – generation activities / revenue stream**   *Please check sources of funding you have – you can check more than one and assess (e.g. donor/public funds, commercial revenues, private funding, etc.). What type of income sources do you currently use and in which % it contributes to your overall income:* | | | | | |
| **Source of income** | **0-10%** | **11-25%** | **26-50%** | **51-75%** | **76-100%** |
| Advertising |  |  |  |  |  |
| Classifieds |  |  |  |  |  |
| Compensation – in kind compensation/barter |  |  |  |  |  |
| Subscription (for print editions, online or TV) |  |  |  |  |  |
| Direct sales (e.g. newspaper sales) |  |  |  |  |  |
| Membership model (e.g. selling premium content and services for members only) |  |  |  |  |  |
| Crowdfunding |  |  |  |  |  |
| Sponsorships (e.g. commercial cooperation or arrangements with businesses) |  |  |  |  |  |
| Individual donations |  |  |  |  |  |
| Donations from companies |  |  |  |  |  |
| State project funding (grants and subventions from national or local self-governments) |  |  |  |  |  |
| Public funds (public tenders for media service delivery) |  |  |  |  |  |
| Project funding - grants from domestic and international donors, including EU |  |  |  |  |  |
| Service providing (i.e. journalism training, educational courses, HoReCa (hotel/restaurant/café) graphic design, copywriting, marketing, events organization, and etc.) |  |  |  |  |  |
| Loans or credits |  |  |  |  |  |
| Other new source, not listed above |  |  |  |  |  |
| * 1. **Audience engagement**   *Describe your current relationship with the local community/local audiences, inclusive of* diverse groups of women, men, LGBTI, young people, 65yrs+, diaspora, ethnic, national, religious minorities and other marginalised or vulnerable communities, *in delivering media content. Which approaches, platforms or tools do you use for diverse audience measurement?Give us one specific example of engaging citizens in delivering media content?*  *Please describe in detail how you will further increase audience engagement with this project and how you will ensure an innovative approach.* | | | | | |
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| * 1. **Audience reach**   *What is your current audience reach? Please complete the tables below.* | | | | | |

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| * + 1. Web audience for period October – December 2023 | | | | | | | | | | |
| Tool you use for monitoring the audience on web | | | |  | | | | | | |
| Total no of users | | | |  | | | | | | |
| Total no New users | | | |  | | | | | | |
| Total no of sessions | | | |  | | | | | | |
| Page per session | | | |  | | | | | | |
| Average time **in min** | | | |  | | | | | | |
| Gender | | | | | | | | | | |
| Male | | | |  | | | | | | |
| Female | | | |  | | | | | | |
| Age % | | | | | | | | | | |
| 18-24 | | | |  | | | | | | |
| 25-34 | | | |  | | | | | | |
| 35-44 | | | |  | | | | | | |
| 45-54 | | | |  | | | | | | |
| 55-64 | | | |  | | | | | | |
| 65+ | | | |  | | | | | | |
| Country – first country of users | | | |  | | | | | | |
| **3.4.2 Social networks audience for December 2023** | | | | | | | | | | |
|  | Facebook | | Instagram | | Twitter | | | YouTube | Other (please specify – e.g. Facebook group) | |
| Tools you use for monitoring social networks audience |  | |  | |  | | |  |  | |
| # of followers (subscribers for YouTube) |  | |  | |  | | |  |  | |
| Audience growth rate (Total Audience / New Followers) × 100 |  | |  | |  | | |  |  | |
| Reach |  | |  | |  | | |  |  | |
| Impressions |  | |  | |  | | |  |  | |
| Engagement rate  (Total engagement / Total followers) x 100 |  | |  | |  | | |  |  | |
| **3.4.3 Other audience for December 2023 (please add more columns if you use method for communicating with audience that is not mentioned)** | | | | | | | | | | |
|  | | Podcast (please specify the platform you use) | | | | Viber | Telegram | | | Discord |
| Tools you use for monitoring audience | |  | | | |  |  | | |  |
| # of followers (subscribers) | |  | | | |  |  | | |  |
| # of downloads | |  | | | |  |  | | |  |

**4. Project Implementation Experience**

Please provide information on at least 3 major donor funded projects / programmes your organization implemented in the last 3 years. This should also include ongoing similar projects with elements of synergies, if applicable.

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|  | Project name | Short description of project and main outcomes. If this project is related to the proposed project, please specify how and provide short synergy description | Donor organisation name | Amount of project budget | | Period of implementation (mm/yy – mm/yy) |
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| 5.DECLARATION AND CHECK LIST |

**5.1 Privacy notice**

This project is managed by the British Council and consortium partners (BIRN, Thomson Foundation and INTRAC) on behalf of the UK Foreign, Commonwealth & Development Office (FCDO). The British Council will use the information you are providing for the purpose of assessing your Application Form and securing your participation in this Project. We may pass this information on to other organisations, including the consortium and selection panel members in order to assess your application and to administer and evaluate the programme.

Under UK data protection law, you have the right to ask for a copy of the information we hold on you, for which we may charge a fee, and the right to ask us to correct any inaccuracies in that information. If you want more information about this, please contact your local British Council office or see our website: <https://www.britishcouncil.org/privacy-cookies/data-protection>

The British Council wishes to publish information on successful applications (including the summary provided on the first page of this form) on their website, in promotional materials disseminated through any medium, and in reports and documents. The British Council will not publish personal details on their website or via other media without prior permission.

**5.2 DECLARATION to be signed by the applicant**

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| The applicant is not guilty of misrepresentation in supplying the information required as a condition for participation in the grant award procedure or of failure to supply this information. | | I confirm the above |
| Upon the completion of Step 2 of the evaluation process, the project will conduct the Due Diligence check. The applicant must provide the British Council with all information reasonably requested by the British Council to complete the screening searches. | | |
| **Signatures**  **I certify that I am authorised to submit this Application on behalf of the named organisation and have read and understood the terms above.** | | |
| **Signature of legal representative** | **Date** | |
|  |  | |

Annexes and Supporting documents

The following documents must be attached to the application:

1. Registration documents (certificate) of the legal entity confirming that it is registered within the country of application,
2. Document(s) that proves that the media outlet is established before 1 January 2020 (if different from date of Legal Registration)
3. Financial statements for 2021 and 2022 calendar year
4. Certificate from the relevant tax authority that the legal entity has paid all due taxes, in accordance with local legislation and issued no earlier than December 2023.

1. GBP – Great Britain Pound [↑](#footnote-ref-2)
2. Target groups are people you will work directly with or they will benefit directly from your actions (e.g. citizens expected to be directly included in action, journalists directly involved in the process, etc.). Please summarize in one paragraph total number of people you target, % of women, age groups (e.g. I group (youth 18 -30) II group (30-65) and III group 65 +) and other specificities (e.g. if they are coming from underrepresented groups). [↑](#footnote-ref-3)
3. Audience are people you plan to reach with proposed actions (citizens accessing your content, subscribed to your newsletter, purchased your offer …) [↑](#footnote-ref-4)