

INNOVATION. MEDIA. **MINDS.**

EU SUPPORT TO PUBLIC
SERVICE JOURNALISM
IN WESTERN BALKANS

#EU4MediaMindsWB



INNOVATION PROJECT GRANTS – GUIDELINES

"INNOVATION. MEDIA. MINDS.:
SUPPORT TO PUBLIC SERVICE
JOURNALISM IN THE WESTERN
BALKANS"



EU Programme

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About the IMM Programme grants

Innovation project grants

Up to **EUR 60,000** per grant, total = **EUR 480,000**

Four grants in the first round, four grants in the second round, eight grants in total

Public service media broadcasters part of the IMM Programme can apply

International mobility grants

up to **EUR 5,000** per grant, total = **EUR 120,000**

12 grants in the first round, 12 grants in the second round, 24 grants in total

Editors and journalists affiliated with Western Balkan Public Service Media can apply

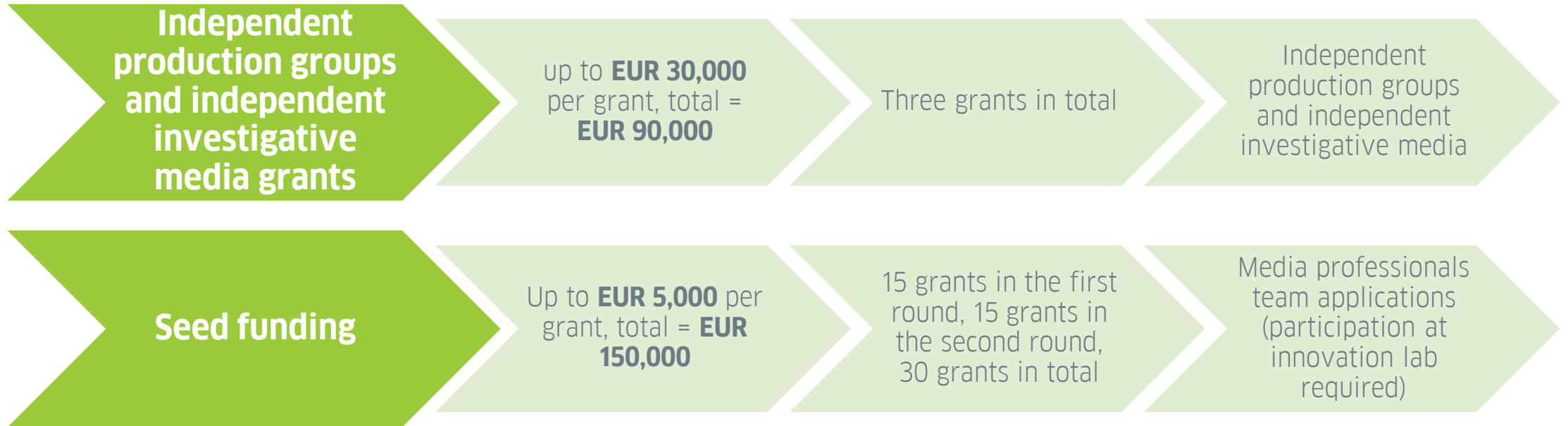
Regional co-production grants

Up to **EUR 20,000** per grant, total = **EUR 60,000**

Three grants in total

Joint application of at least two public service media broadcasters part of the IMM Programme

About the IMM Programme grants cont.



Innovation project grants – Applying for funds

- Project proposals must be submitted via [Goethe Application Portal \(GAP\)](#)
- Application deadline for Innovation project grants: [July 08, 2024, 23:59 CET](#)
- Please have your project idea written in Word document (not only directly in the online application form).
- The application form consists from the following parts:

- Programme overview
- Applicant profile
- Basic information about the project
- Project description
- Problem analysis and implementation
- Description of the applicant
- Supporting documentation
- Declaration of Honour
- Applicant's feedback
- Data protection
- Save and send

Innovation project grants – Applicant's profile

Legal name of the Public Service Media Outlet (as per registration certificate) *

Legal name of the Public Service Media Outlet (in English) *

Legal representative name and position *

Street *

City *

Place of establishment *

Website

Contact person name and position *

(Person, who will be the main point of contact throughout the application process and if successful, manage the grant)

Contact person email *

Contact person phone *

Primary type of the media *

Print Radio TV Web

Handles to your social media channels (Facebook, Instagram, Twitter, YouTube, TikTok)

[BACK](#) [SAVE](#) [SAVE & NEXT](#)

Please fill in the required basic information about the public service broadcaster (applicant) and click „Save & next“ option.

Innovation project grants – Basic information about the project

Title of the project *

Requested amount (in EUR) *

Implementation period

Start date

End date



Please provide proposed start and end dates of the project implementation. Please note that the implementation period cannot be longer than 12 months

Proposed project topic *

Please provide information on the topic you want to work on, such as: strengthening internal governance or organisational performance, improving the quality or relevance of produced content, improving audience engagement and involvement, internal capacity building, etc.

- Please provide a title for your project idea
- Please have in mind that the maximum amount for this grant type is EUR 60,000.
- Please have in mind that the maximum duration of the project can be up to 12 months.
- Please describe the topic(s)/area(s) of your project idea, what exactly does it encompass, is it connected to some other areas of PSM's work, etc.

Innovation project grants – project description

PROJECT DESCRIPTION

Please provide a short summary and main features of the project. (max. 2,500 characters)

Project description *

2500 characters remaining

MAIN OBJECTIVES

Please provide a brief description of the main objective(s) of the proposed project. (max. 1,250 characters)

Main objective(s) of proposed project *

1250 characters remaining

- Please provide a short description of your project idea (activities and how will implementation of the activities improve PSM's content creation, capacity building of PSM's employees, etc.)
- Example of project objective:
 - Increase a number of trained employees in cyber security skills by 20% in the first six months of the project.

Innovation project grants - project description cont.

TARGET GROUPS AND AUDIENCE

Target groups are persons with whom you will work directly, or who directly will benefit from your actions (e.g. citizens expected to be directly included in the action, journalists directly involved in the process, etc.). Does the project envisage the involvement of women, youth, 65yrs+, diaspora, other marginalised communities, and how do you plan to address these groups in your project? Please summarize in one paragraph the total number of people you target, % of women, age groups (e.g. group I: youth 18 -30 years, group II: 30-65 years and group III: 65+ years) and other specificities (e.g. if they are coming from underrepresented groups). (max. 1,250 characters)

Project target groups *

1250 characters remaining

TARGET AUDIENCE

Please describe the audience you plan to reach with proposed actions. Audiences are citizens accessing your content, subscribing to your newsletter, etc.

Audience to be reached *

1250 characters remaining

- Please provide more information on your target groups. You may choose one or two from the already suggested target groups or add a target group not mentioned in the application form.
- Please provide more information on the audience PSM (applicant) wants to reach with its project idea and project activities.

Innovation project description cont.

grants - project

- Please provide more information about the changes that implemented project activities will accomplish. Results may be:

- 30 PSM journalists trained in mobile journalism.
- Trained journalists use their mobile journalism skills in creating media content for citizens.
- Trained journalists regularly use mobile journalism for creating quality content for citizens and PSM's media content.

RESULTS

Please describe the results that will be visible at the end of the project, i.e. the changes you will accomplish.

Project results *

1250 characters remaining

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Innovation project grants – problem analysis and implementation

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. Please refer to the needs assessment that was completed within the Program and specify how this proposal will contribute to solving problems identified by the needs assessment. (max. 2,500 characters)

Context and problem analysis *

2500 characters remaining

RELEVANCE OF THE PROJECT TO THE CALL'S OBJECTIVES

Please outline how this project and its activities contribute to the objectives of the call for proposals. (max. 1,250 characters)

Relevance to the call's objectives *

1250 characters remaining

- Please describe the key problem you are trying to resolve with your project idea. If the problem you are trying to resolve is mentioned in the needs assessment, please mention it in the application form and specify how project activities will contribute to solving the problem(s).
- The objectives of the call for proposals are mentioned in the guidelines (title 1.2.)

Innovation project grants – problem analysis and implementation cont.

PLANNED ACTIVITIES AND RESULTS

Please list and describe the project activities that contribute to the achievement of project results. The project should include activities that actively engage women, young people and underrepresented journalists who could address barriers to their equal inclusion in media and society, as journalists, citizens, and audience members. Activities that bring innovative approaches to audience engagement are highly encouraged. (max 2,500 characters)

Planned Activities and Results *

2500 characters remaining

ACTIVITY PLAN

Please indicate the planned timing of activities in the template provided below and upload it using the file upload field.

[Activity plan template](#)

Please upload your completed activity plan here:



Maximum file size 5 MB

- Please list and describe project activities that you plan to implement in order to achieve project results and reach target audience.
- Please download the activity plan template at the GAP, fill in the activity plan and upload it to GAP.

Innovation project grants – problem analysis and implementation cont.

RISKS AND MITIGATION MEASURES

Describe the main internal and external risks or challenges, which could affect the implementation of the project and specify the measures planned for mitigation of those risks. (max 1,250 characters)

Risks and mitigation measures *

1250 characters remaining

SUSTAINABILITY

Please explain how your project will have a long-term impact after the grant funding ends. Consider how your project will continue to produce quality content, attract a diverse audience, and use new strategies and tools even after the project is completed. (max 1,250 characters)

Sustainability *

1250 characters remaining

- Please provide more information on potential internal or external challenges that may affect implementation of project activities and how do you plan to mitigate these challenges.
- Please provide more information on sustainability and long-term impact after the project ends, how will implemented activities have a long-term impact on content production, audience engagement, etc.

Innovation project grants – problem analysis and implementation cont.

INFORMATION ON KEY PERSONNEL

Please list up to three (3) key personnel, who will be engaged in the implementation of project activities. The participation of women and youth is highly encouraged.

Name *
Gender * 
Age group * 
Role / position *
Type of engagement *
Description of responsibilities *



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- Please provide information on persons that will be engaged on implementation of project activities.
- Please provide information for up to three persons.
- Add new fields for new persons by pressing **+** on the bottom of the page.
- After entering all information, please click „Save & next“ to proceed to the next part of the application form.

Innovation project grants – description of the applicant

PUBLIC SERVICE MEDIA OUTLET OVERVIEW

Please briefly describe the current activities and operation of the PSM - years of operation, number of employees, internal structure and divisions, annual income / turnover, production capacities, etc. Please provide information on how the PSM demonstrates commitment to upholding journalistic standards (e.g. list of editorial policies, code of ethics and / or similar). If available, please include links to relevant documents. (max. 1,250 characters)

Public service media outlet overview *

1250 characters remaining

AUDIENCE ENGAGEMENT

Please describe your current relationship with the local audiences. You can describe how you currently engage with your audience. This could include things like social media outreach, community events, or audience surveys. You can also mention any specific initiatives you have in place to reach out to diverse groups such as women, young people, or minorities. (max. 1,250 characters)

Audience engagement *

1250 characters remaining

- Please describe PSM's activities, years of operation, and all other basic information about the applicant. Please provide links (if possible) for documents you are mentioning in this part of the application.
- Please provide details on PSM's current audience engagement. Please provide any examples you consider important.

Innovation project grants – supporting documentation

SUPPORTING DOCUMENTATION

ⓘ Please note: Only PDF / Excel files can be uploaded and saved. The maximum size for a file is 5MB.

PLEASE PROVIDE THE FOLLOWING DOCUMENTS:

1. Registration documents *



Maximum file size 5MB

Registration documents (certificates) of the legal entity confirming that it is a legally registered public service media outlet. Please upload the certificate(s) in the original language. If possible, please upload the English version as well.

2. Financial statements for the last two years *



Maximum file size 5MB

3. CVs of proposed key personnel (English version only) *



Maximum file size 5MB

4. Project budget (as Excel file) *



Maximum file size 5MB

Please complete the budget using [this template](#).

BACK

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- Please upload required documentation to GAP.
- The budget template is available in GAP and [IMM Programme's website](#).

Innovation project grants – declaration of honour

DECLARATION OF HONOUR

I confirm that the applicant meets the following requirements:

- I am legally entitled to submit project proposals for the applicant, public service media outlet.*
- I am aged 18 or above. *
- The applicant (legal entity) is a public service media outlet legally established in: Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, North Macedonia or Serbia. *
- The applicant (public service media outlet) has signed a Memorandum of Understanding with Goethe-Institut and DW Akademie on participation in the Programme and completed the needs assessment.*
- Legal representatives, key personnel and public service media outlet's employees are not staff members of any of the following: Goethe-Institut, DW Akademie, Deutsche Welle. *
- I understand that the applicant (public service media outlet) will be entitled to the Innovation project grants for Public Service Media in the Western Balkans only if all conditions stated in the application guidelines are satisfied. *
- I have prepared this application without direct involvement of the staff responsible for the selection process. *
- In the case of multiple submissions with different funding organisations, the applicant will declare immediately any other such funding that they will receive for the implementation of the action subject to this application. *
- The EU has not imposed restrictive measures against the applicant. *
- The applicant has not been previously excluded from EU-funded projects or subject to financial penalties by the European Union. *
- The applicant will pay all required taxes due on any grant support the applicant receives. *

- Please read carefully each sentence and tick each of the boxes beside each sentence in the Declaration of honour in order to proceed to the last part of the application form.
- At the bottom of the Declaration of honour form please click „Save & next“.

Innovation project grants – final parts of the application form

APPLICANT'S FEEDBACK

How did you find out about this call? ▾

How difficult was it for you to complete this application form? ▾

In case you find the application form not easy, please explain why?

BACK

SAVE

SAVE & NEXT

- If you want, please provide your feedback on the application form.
- Please read carefully the Data protection clause and tick the last two boxes and click „Save & next“.

DATA PROTECTION

INFORMATION ABOUT DATA PROTECTION FOR APPLICATIONS to the Innovation. Media. Minds: EU Support to Public Service Journalism in the Western Balkans Programme.

We, the Goethe-Institut e.V., Oskar-von-Miller-Ring 18, 80333 Munich, Germany, would like to inform you which personal data (in short: "data") we process when you submit an application to us via online form. We would also like to inform you about the rights you are entitled to.

You can contact our data protection officer by e-mail at datenschutz@goethe.de.

1. Which data is processed?

When you submit an application, we store and process the following data about you and the other partners involved in the application:

- applicant profile
- professional information

I have read the Data Protection Declaration and I agree to the processing of the data.*

I certify that all information provided is correct. I know that false statements can lead to rejection or if applicable termination of contract.*

BACK

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SAVE & NEXT

Innovation project grants – submission of project proposal

SAVE AND SEND

Final Remarks

PRINT VERSION (PDF)

BACK

SAVE

- If you have any final remarks that you want to provide before submission of your project proposal, please write your remarks in this field.
- If you completed all required fields in the application form, please click „Save“ to submit the application form.
- After submission, you will receive a confirmation email that the application was submitted. If you do not receive a confirmation email, please contact us.

Questions?

- If you have any questions/concerns/problems with the application form or any other part of the submission procedure, please contact Dajana Čelebić (dajana.celebic@goethe.de).
- Visit our [IMM Programme website](#) for Q&A section. The Q&A section will be revised regularly after each received question.

**Thank you for your time and
attention!**

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Project Budget

"INNOVATION. MEDIA. MINDS.:
SUPPORT TO PUBLIC SERVICE
JOURNALISM IN THE WESTERN
BALKANS"

EU Program



Definition of Project Budget

Creating a project budget is a **critical part of the project planning process**.

A project budget is the total **projected costs needed to complete a project over a defined period of time**.

It's used to estimate what the **costs of the project will be for every phase of the project**.

The project budget serves:

- as an estimate of costs for the entire project, and
- as an upper total limit for the eligible costs.

1. Steps for creating a Project Budget:

1. **Set project objectives** - what you plan to achieve by the end of your project?
2. **Define project scope** - exactly what goals, deadlines, and project deliverables you'll be working towards.
3. **Break deliverables into sub-dependencies** - define project objective, tasks, subtasks, and work packages.
4. **List required resources** - make a detailed list of all the materials, people, services needed for each work package.
5. **Estimate amounts** - more precise amounts, more efficient Budget. Research the market, discover the prices of all required resources.
6. **Set aside a contingency fund** - reserves of money for unexpected expenses.
7. **Build your budget** - Fill in the Financial and budget plan. Use the templates provided by the donor.
8. **Make a plan to monitor spending** - Keep track of your budget, fill in the report after each activity, ensure that supporting documents are available. It is recommended one person to deal with this.

2. Key costs in a project budget (Budget lines)

1. **Human resources** - Salaries (gross salaries including social security contributions and associated costs) Local or International/expat employees-technical, administrative staff
2. **Travel costs** - Divide National and International travel
3. **Equipment and accessories** -Purchases, and/or rentals of equipment like vehicle costs, Office rental, computer equipment etc.
4. **Local office** - beside office rental, vehicle costs, consumables and other operating costs (utility, maintenance expenses like:phone, electricity, cleaning etc)
5. **Other costs, services:** studies, translations, financial services, costs for conferences..
6. **Indirect costs-** usually referred as overhead expenses. Indirectly related to the project, for e.g. accounting etc.



Funded by the European Union

1						
2	Innovation. Media. Minds: EU Support to Public Service Journalism in the Western Balkans					
	Programme					
3	Costs	Unit description (month, day, item, kilometre, etc.)	# of units	Unit value (in EUR)	Total Cost (in EUR)	Explanatory NOTE (please provide short narrative description of costs)
4	1. Equipment					
5	<i>1.1. Cameras for ...</i>	<i>per item</i>	3	2.000,00 €	6.000,00 €	Purchase of 3 cameras, 2000 EUR per camera without VAT, total amount 6000 EUR.
6	<i>1.2. Mobile journalist set</i>	<i>per item</i>	10	500,00 €	5.000,00 €	Purchase of 10 mobile journalist sets, 500 EUR per set without VAT, total amount 5000 EUR.
7					- €	
8					- €	
9					- €	
10	Subtotal equipment				11.000,00 €	
11	2. Other costs (dissemination, reproduction, etc.)					
12	<i>2.1. Freelance contracts (filming)</i>	<i>lump sum</i>	4	1.000,00 €	4.000,00 €	Average remuneration for film makers based on best practices in the sector
13	<i>2.2. Training costs on copyright/data protection</i>	<i>training</i>	2	500,00 €	1.000,00 €	Costs based on the organisation's practice in remunerating Trainers or Authors or Artists...
14	<i>2.3.</i>				- €	
15					- €	
16					- €	
17	Subtotal Other costs				5.000,00 €	
18	TOTAL PROJECT BUDGET				16.000,00 €	
19						
20	<i>Please add more rows if needed.</i>					
21						

3. Justification of the project budget plan

Explanation of cost positions:

Each Budget line (cost position) should be explained, the necessity of the costs and their relationship with the project, e.g. with reference to the activities and/or results in the description of the project.

For example, the staff required for the project is to be shown as a breakdown (additional / sub-budget lines).

Justification of estimated costs:

The justification must clearly show why the estimated costs are necessarily incurred for the actual project. For instance, the applicant can allocate a specific project activity to each of the people listed in the staffing breakdown.

Care must be taken that the estimate should be based on actual costs or if allowable on simplified cost options.

3. Financial Reporting (filling in the breakdown of expenditures)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
3	1. Equipment and accessories																	
4	Project:	Innovation. Media. Minds: EU Support to Public Service Journalism in the Western Balkans Programme																
5	Beneficiary:	[PREFILL]																
6	Project term:	DD.MM.YYYY - DD.MM.YYYY																
7	Reporting period:	DD.MM.YYYY - DD.MM.YYYY																
8																		
9																		
10		#	Receipt / Invoice no.	Receipt / Invoice date	Payment / booking date	Payee / Suplior	Reason for payment / intended purpose	Position budget and funding plan	Expenditure (amount in local currency)	Exchange rate	Expenditure (amount in EUR)							
11		1	1234	dd.mm.yyyy	dd.mm.yyyy	CANON Inc.	purchasing of 2 cameras	1.1.Cameras for ...	500,00	1,50000	750,00							
12		2	1234	dd.mm.yyyy	dd.mm.yyyy	Name Surname	Contract for filming video for ...	2.1.Freelance contracts (filmin	6000,00	1,50000	4000,00							
13		3							0,00	1,50000	0,00							
14		4							0,00	1,50000	0,00							
15		5							0,00	1,50000	0,00							
16		6							0,00	1,50000	0,00							
17		7							0,00	1,50000	0,00							
18		8							0,00	1,50000	0,00							
19		9							0,00	1,50000	0,00							
20		10							0,00	1,50000	0,00							
21		11							0,00	1,50000	0,00							
		I. Numerical report		II. Receipts list - Equipment				II. Receipts list - Other costs										

4. Eligible Costs

Eligible costs of a project are costs that:

- are **relevant** to the grant purpose and **necessary** for implementing of the project;
- are **actually incurred** by the beneficiary;
- are incurred **within the implementation period**;
- **are** explicitly stated **in the budget** and funding plan;
- meet the requirements of the **applicable tax and social security provisions**; and
- are appropriate and justified, as well as in line with the principle of **sound financial management**, especially with regard to **economy and efficiency**.

Important note: Eligible costs are only those for which the organization can provide the necessary supporting documents to substantiate the expense. All expenses (invoices) in the Financial Report must be paid when submitted.

4. Ineligible Costs

Ineligible expenses are:

- **Taxes, including value added taxes***;
- Provisions for **losses, debts** or potential future liabilities;
- Costs specified by the beneficiary which are financed through **another funding source** or another project.
- Purchase, rent or leasing of land and existing buildings;
- **Conversion costs, charges and exchange losses** associated with any of the component specific euro accounts, as well as other purely financial expenses;
- **Credit to third parties**, unless otherwise specified, for example in the grant contract;
- **Contributions in kind** (with the exception of voluntary work);
- performance-based **bonuses** included in costs of staff.
- Costs of preparatory studies or other **preparatory activities**.

*The donor usually can offer you supporting documentation in order to apply for tax-exemption procedure

**Give me six hours to chop down a tree,
and I will spend the first four sharpening the axe!**

- Abraham Lincoln



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Any questions?

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Thank you!

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