

# 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

Dajana Čelebić

[dajana.celebic@goethe.de](mailto:dajana.celebic@goethe.de)



# 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

Media professionals affiliated with Western Balkan Public Service Media can apply

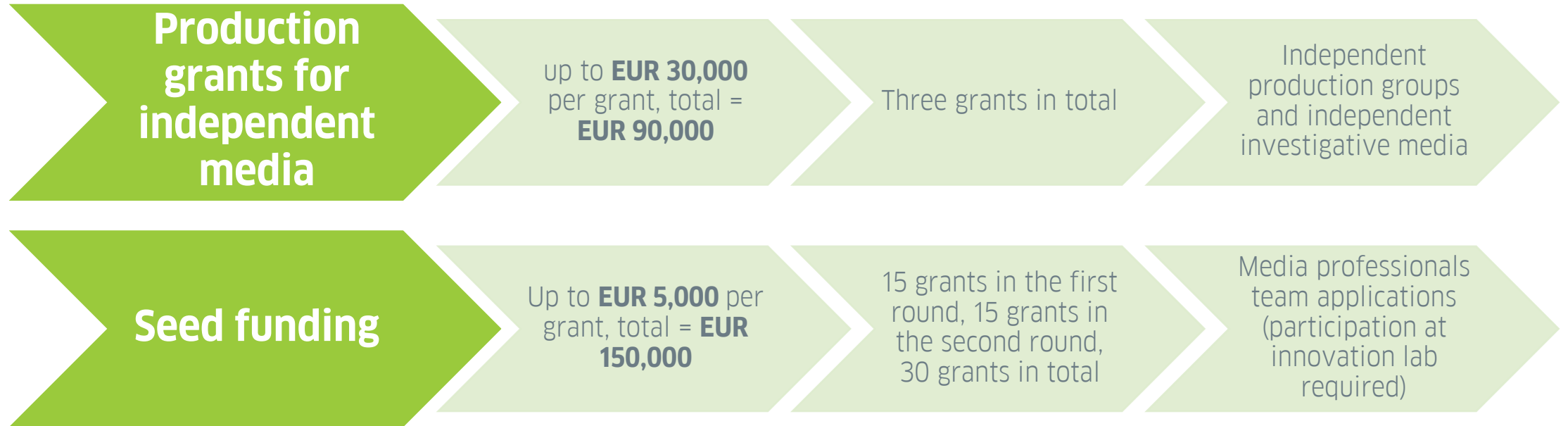
## Regional co-production grants

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.



# Production grants for independent media – Applying for funds

- Project proposals must be submitted via [Goethe Application Portal \(GAP\)](#).
- Application deadline: [13 November 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:
- **Important note:**
  - Please use [Microsoft Edge](#) or [Google Chrome](#) browsers when filling in the GAP online application form.
  - It is important that you use [the latest version](#) of the browser so that you do not have technical difficulties when filling out the application form.
  - If you have any technical difficulties or you need technical support, please contact Dajana Celebic via email: [dajana.celebic@goethe.de](mailto:dajana.celebic@goethe.de).

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

# Production grants for independent media - Applicant profile

## LEAD APPLICANT PROFILE

Legal name of the independent media outlet/media organisation\*

\*as per registration certificate

Legal name of the independent media outlet/media organisation\*

\*in English

Ownership\*

Other (please specify):

Year of establishment \*

Registration (ID) number\*

Please provide information on your media outlet/organisation \*

Audience engagement\*

Please describe your current relationship with the local community/local audiences. You can describe how you currently engage with your audience, such as social media outreach, community events, or audience surveys. Please mention any specific initiatives you have in place to reach out to diverse groups such as women, young people, or minorities (if any).  
3000 characters remaining

Legal representative name and position\*

Address (street, city as per registration certificate) \*

Place of establishment (as per registration certificate) \*

Website\*

Contact person name and position\*

Person who will be the main contact point throughout the application process and if successful, managing the grant

Contact person email\*

Contact person phone\*

Please fill in the required basic information about the applicant and click „Save & next“ option.



# Production grants for independent media – Applicant profile cont.

## Key Personnel #1

### INFORMATION ON KEY PERSONNEL

Please list key personnel (staff members to be responsible for the implementation). Please provide up to five (5) persons that will be engaged in the implementation of the project activities. Participation of women and youth is highly encouraged.

|                                  |              |
|----------------------------------|--------------|
| Name*                            | Gender* ▼    |
| Role/Position*                   | Age Group* ▼ |
| Description of responsibilities* |              |

ADD KEY PERSONNEL

Primary type of the media ▼

Please choose one or several options below

Other - please specify

Key social media channels\*

Please provide links

Please fill in the required basic information about the lead applicant (key personnel and more information on the type of the media). Use „Add key personnel“ option to add more staff members.

# Production grants for independent media – Applicant profile cont.

- Please describe a maximum of three projects below. If available, please share a link(s) of relevant media content.
- If project(s) is related to the proposed project, please specify how and provide short synergy description.
- If you have a partner applicant, please *tick the box at the end* of this section and fill in required information about your partner (the same information you provided for lead applicant).
- After providing all required information, please click „Save & next“.

Project 1\*

3000 characters remaining

Project 2

3000 characters remaining

Project 3

3000 characters remaining

Do you have a partner applicant?

BACK

SAVE

SAVE & NEXT



# Production grants for independent media – Basic information about the project

Title of the project\*

Requested amount (in Euro)\*

*Please provide proposed start and end date of the project implementation.*

*Please note that the implementation period cannot be longer than 12 months.*

*Please note that the earliest start of the project is December 01, 2024*

Start Date\*



End Date\*



## Implementation period

Duration in number of days

0

Proposed project topic(s)\*

Please provide information on the topic(s) you want to produce media content  
2000 characters remaining

- Please provide a title of your project and the requested amount (**note: maximum amount up to 30,000 EUR**).
- Please choose the implementation period of your project activities.
- Please describe proposed project topics, topics related to the media content you wish to produce.

# Production grants for independent media

## - Project description

### Project description \*

Please provide a short background and main features of the project.  
3000 characters remaining

### Main objective(s) of proposed project\*

Please provide a brief description of the main objective(s) of the proposed project  
3000 characters remaining

### Project target groups\*

Target groups are persons with whom you will work directly with, 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.). Please summarize in one paragraph total number of people you target, % of women, age groups, and other specificities (e.g. if they are coming from underrepresented groups).  
3000 characters remaining

### Audience to be reached by the proposed project\*

Audience are people you plan to reach with proposed actions (for example: citizens accessing your content)  
3000 characters remaining

### Results\*

Result that will be visible at the end of the project - changes you will accomplish.  
3000 characters remaining

- Please provide more details about your project, such as: project description, main objectives, target groups, audience to be reached and results of your project activities.
- After providing all required information, please click „Save & next“.

BACK

SAVE

SAVE & NEXT

# Production grants for independent media – Problem analysis and implementation

## PROBLEM ANALYSIS

### 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 specify how this proposal will contribute to solving key problem(s) mentioned in the proposal.  
3000 characters remaining

### Relevance of the project to the call's objectives\*

Please outline how this project and its activities contribute towards the objectives of the call for proposals.  
3000 characters remaining

## 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.  
3000 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.  
3000 characters remaining

- Please provide information on the context of your project proposal, relevance to the call's objectives, risks and mitigation measures and sustainability (long-term impact) of proposed project.
- After providing all required information, please click „Save & next“.

BACK

SAVE

SAVE & NEXT

# Production grants for independent media – Problem analysis and implementation cont.

Activity Plan #1

| IMPLEMENTATION PERIOD (12 MONTHS) | ACTIVITY NUMBER:         | ACTIVITY NUMBER:         |
|-----------------------------------|--------------------------|--------------------------|
| 1st                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 2nd                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 3rd                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 4th                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 5th                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 6th                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 7th                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 8th                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 9th                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 10th                              | <input type="checkbox"/> | <input type="checkbox"/> |
| 11th                              | <input type="checkbox"/> | <input type="checkbox"/> |
| 12th                              | <input type="checkbox"/> | <input type="checkbox"/> |

**Narrative Description**  
*please describe the proposed activity*

**ADD ACTIVITY PLAN**

BACK

SAVE

**SAVE & NEXT**

- **Please provide information on your project activities:**

- Activity number: for example 1.1.
- Activity name: for example coordination meetings
- Implementation period: please tick the months in which you plan to implement your project activities.
- Narrative description: please narratively describe each activity in the field „Narrative description“.

- **If you need more space for project activities (you have more than five activities), please click „Add activity plan“ option.**

# Production grants for independent media - Supporting documentation

## CV'S AND PORTFOLIO

- of suggested key personnel



Drag files here or click and select

## PORTFOLIO OF MEDIA OUTLET/ORGANISATION

- on a similar media content topic that the applicant is suggesting in its project proposal (for video)



Drag files here or click and select

- Please upload CVs of proposed key personnel.
- Please upload relevant portfolio of your media outlet/organisation.
- Please upload a registration certificate that confirms the legal entity status.

## REGISTRATION DOCUMENTS (CERTIFICATE)

- confirming the legal entity status as a registered media outlet/organisation within the country of application



Drag files here or click and select



# Production grants for independent media – Supporting documentation cont.

## ANY OFFICIAL DOCUMENT (SIGNED AND STAMPED)

- which confirms the lead applicant has a written agreement with at least one Western Balkan PSM that is part of the Innovation. Media. Minds. Programme on broadcasting and co-production of the media content that will be produced within this grant scheme.



Drag files here or click and select

## SELF-DECLARATION ON EXCLUSION CRITERIA AND AVOIDANCE OF CONFLICTS OF INTEREST

*Please complete the template of the self-declaration, sign it and upload it below.*

[Self-declaration Template](#)



Drag files here or click and select

- Please upload a document that confirms that you have a written agreement (contract/agreement/statement/letter of intent) with at least one Western Balkan PSM on broadcasting and co-production of media content.
- Please upload the signed self-declaration (template is available at [IMM website](#) and [GAP](#)).
- Please upload financial statements for the last two fiscal years.

## FINANCIAL STATEMENTS

- for the last two fiscal years (for lead and partner application)



Drag files here or click and select

# Production grants for independent media – Supporting documentation cont.

*Please upload editorial guidelines of the lead and partner applicant (if applicable).*



*Please upload organisational chart of the lead and partner application (if applicable) that displays a reporting or relationship hierarchy. Please include all departments and managing bodies, including the steering committee and founders, and for the managing positions within the media outlet/organisation, please include the names of employees currently engaged at these roles.*



- Please upload the editorial guidelines of the lead and partner applicant (if applicable).
- Please upload the organisational chart of the lead and partner applicant (if applicable). The chart should display a reporting and relationship hierarchy. Please include all departments and managing bodies, including the steering committee and founders, and for the managing positions within the media outlet/organisation, please include the names of employees currently engaged at these roles.



# Production grants for independent media – Supporting documentation cont.

| BUDGET ITEM                 | QUANTITY | UNIT PRICE (EUR) | TOTAL PRICE (EUR) |
|-----------------------------|----------|------------------|-------------------|
| Human Resource Co           | 0        | 0.00             | 0.00              |
| Narrative Description       |          |                  |                   |
| Transportation Costs        | 0        | 0.00             | 0.00              |
| Narrative Description       |          |                  |                   |
| <a href="#">+ ADD ENTRY</a> |          |                  |                   |
| Total                       |          |                  | 0.00              |
| Total expenses              |          |                  | 0.00              |

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

## • Please fill in the following information about the budget:

- Budget item name: for example Human resources expenses.
  - Quantity: please provide quantity for each budget line.
  - Narrative description: please narratively explain each expense.
  - Total price: will be calculated automatically.
- If you want to add more budget lines, please use the option „+Add entry“.
  - VAT costs will not be accepted within this grant scheme.
  - After entering all required information, please click „Save & next“.

# Production grants for independent media - Declaration of honour

## DECLARATION OF HONOUR

I confirm that I meet the following eligibility requirements:

- I am a media professional.\*
- I am aged 18 or above.\*
- I legally reside in one of the following: Albania, Bosnia and Herzegovina, Kosovo\*, Montenegro, North Macedonia, Serbia.
- I have a formal professional relationship with one of the Western Balkan PSM.
- I am not a staff member of any of the following: Goethe-Institut, DW Akademie, Deutsche Welle.
- I understand that I will be entitled to the International mobility grant only if I satisfy all the conditions stated in the application guidelines.
- 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, I will declare immediately any other such funding that I will receive for the implementation of the action subject to this application.
- The EU has not imposed restrictive measures against me.
- I have not been previously excluded from the EU funded projects or subject to financial penalties by the European Union.
- I will pay all required taxes due on any mobility support I receive.
- I undertake to notify Goethe-Institut immediately of any changes regarding my application and participation in the project.
- If I receive International mobility grant, I agree to submit a narrative and financial report on my mobility, including proof that it took place.

- 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“.

# Production grants for independent media – 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

Production grants for independent media and media organisations

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](mailto: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
- address of applicant(s)(street, city, country)

- 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

SAVE

SAVE & NEXT

# Production grants for independent media – 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](mailto:dajana.celebic@goethe.de)).
- Visit our [IMM Programme website](#) for more information. Q&A section is available at the following [link](#). The Q&A section will be revised regularly after each online informative session and received question.

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

**#EU4MediaMindsWB**