

INNOVATION. MEDIA. MINDS.

EU SUPPORT TO PUBLIC
SERVICE JOURNALISM
IN WESTERN BALKANS

#EU4MediaMindsWB

Version: 11. 11. 2024.

Questions and Answers _ Innovation project grants for Public Service Media in the Western Balkans _The second Call

1. What is the objective of Innovation. Media. Minds. Programme?

Innovation. Media. Minds: EU Support to Public Service Journalism in Western Balkans seeks to promote an environment that is supportive of media freedom and improve participatory democracies and the EU approximation process in the region through a strengthened contribution by civil society and media. Its objective is to assist Public Service Media (PSM) in enhancing organisational performance and internal governance while also enhancing the individual capacities of journalists, technical personnel, top and middle management, and staff members. For more information, please refer to Guidelines (Please refer to Guidelines, section 1.1).

2. Who can apply?

Eligible applicants are:

- PSM with a legal entity (media outlet) established in one of the following IPA beneficiaries: Albania, Bosnia and Herzegovina, Kosovo*¹, Montenegro, North Macedonia, Serbia;
- Have signed a MoU with the Goethe-Institut and DW Akademie;
- Have participated in the in-house needs assessment.

3. How to apply?

To apply for the call for proposals, applicants should:

1. Register in the Goethe Application Portal (GAP) [Login - Kulturfoerderung des Goethe-Instituts](#)
2. Access the application form for Innovation project grants using the following link:

¹ *This designation is without prejudice to positions on status and is in line with UNSCR 1244/1999.

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<https://portal.gap.goethe.de/cases/c12a71b0-bd00-4a17-82a8-1a13b6306ae7/create>;

3. Provide information according to the instructions or guiding questions provided in the GAP.

For more details, please refer to Guidelines, section 3.

4. Which thematic area is covered by the call?

The grants scheme particularly seeks to:

- improve PSMs' internal governance and organisational performance;
- elevate the level of quality and applicability of the content created;
- increase audience participation and engagement;
- support PSM editors and journalists in the Western Balkans in advancing their professional abilities and gaining insight, expertise and knowledge about contemporary EU journalism standards and practices.

Please refer to Guidelines section 1.2.

5. Is procurement of equipment an eligible expense within this grant scheme?

Applicants can apply for purchase of equipment within this grant scheme. Please refer to Guidelines section 2.2. *Eligible and ineligible expenditures and principles of funding.*

6. Are human resource costs (salaries) for PSMs' staff responsible for project implementation eligible expenses?

Costs related to the PSMs' staff are not eligible within this grant scheme. Please refer to Guidelines section 2.2. *Eligible and ineligible expenditures and principles of funding.*

7. How will selection committee evaluate and choose the best project ideas that will be funded within this grant scheme?

The applications that pass the formal and eligibility assessment will be further evaluated by the selection committee. Members of the selection committee will be experts with strong background in media field coming from countries outside of

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Western Balkan region, chosen through public call. The selection committee will have three members. Please refer to Guidelines, section 3.1.5. *What happens once the application is submitted* for more details regarding the evaluation criteria.

8. What is the maximum amount for an individual grant?

The highest amount per grant that can be awarded through the second call is up to **EUR 60,000**.

9. Are VAT expenses acceptable within this grant scheme?

Applicants *should NOT include Value-Added Tax (VAT)* expenses in their project budgets. VAT will not be accepted within this grant scheme. Recipients of EU funds in the Western Balkans are exempt from paying VAT. Beneficiaries will be informed about the VAT exemption procedure before signing a grant contract.

10. Which types of documents are necessary for financial reporting?

Proof of expenditure are invoices, proof of payment (bank statements), and Excel budget template that beneficiaries will need to provide with necessary documentation. Please refer to Guidelines, section 3.1. 7. *Reporting and final payment*.

11. Do PSMs have to have a separate bank account for project funds within this grant scheme?

In order to have an easier and clear overview of all expenses and to have an easier reporting procedure, it is advised that recipients of grant funds have a separate sub account. Having a separate sub account does not incur additional bank expenses for the beneficiary, but will contribute to an easier reporting and monitoring of expenses during implementation period.

12. Can PSMs apply with more than one application (project proposal)?

Applicants may only submit one application, one project proposal. If an applicant submits several applications, only the last submitted application will be considered.

13. If the Public Media Service received a grant in the first call, can it apply again?

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Yes, PSM can apply again with a new project proposal and new project idea.

14. Regarding equipment, should applicants have an offer (invoice) as part of the documentation before submitting the project proposal?

It is not necessary to submit an offer (invoice) to apply for grants. During preparation of the budget and cost planning, applicants are advised to conduct thorough market research and obtain the most relevant prices for all procurement needs in order to plan the costs for the suggested project activities.

The overall budget cannot be increased after the project application and budget are approved. It may, however, be modified or altered if, for instance, PSM chooses to allocate funding for alternative equipment or capacity-building training. The recipient of funds may reorganise the amounts under each "real costs" budget line by up to 10% of the total amount originally specified.

15. Since PSMs need to follow public procurement procedures, which takes about one month before confirming a supplier, can this be described as an activity within the project proposal?

If PSMs, within their project proposal, plan to purchase equipment, PSMs need to follow its internal (as well as laws that PSMs need to follow in their work) procedures and regulations on public procurement. The specificities of public procurement procedure can be described in the project proposal and enlisted as project activity(ies). Also, it is important to mention the public procurement procedure in the "Risks and mitigation measures", i.e., the risk that specific project activities may be prolonged if the public procurement procedures lasts longer than it is prescribed by procedures, laws and/or regulations. Potential/possible mitigation measures should also be mentioned in this part.

16. One of the documents that applicants need to upload during application process is registration documentation. What kind of document PSMs need to provide?

PSMs need to upload a document, which they already possess which confirms that the applicant is a registered legal entity, i.e., has a status of registered public service media broadcaster.

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Other documents that need to be uploaded are financial statements (balance sheet and income statement for the last two years), CVs of proposed key personnel and project budget. If possible, applicants should upload a document confirming their registration and financial statements in English. However, if applicants do not already have translated documents in English, documents can be uploaded in their original language as well. Only CVs of proposed key personnel will be accepted in English.

17. Can PSMs apply only for equipment, or trainings, or both?

PSMs can apply for equipment and for training. However, these activities should be complementary. For example, if a PSM wants to purchase mobile journalism sets within Innovation project grants, trainings can be also funded as a complementary activity (activity connected to the purchase of equipment), i.e., training for media professionals on using the mobile journalism sets.

18. If beneficiaries produce content within their projects, who will have the copyrights?

If during the implementation of project activities beneficiaries produce content that can be broadcasted or used even after the project is completed, beneficiaries will adhere to the procedures specified in the grant contract in accordance with the award of EU funds. This means that the content produced during project execution and financed in whole or in part under this Programme will have a shared copyright between the beneficiary and the Goethe-Institut.