

# 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

Media professionals affiliated with Western Balkan Public Service Media can apply

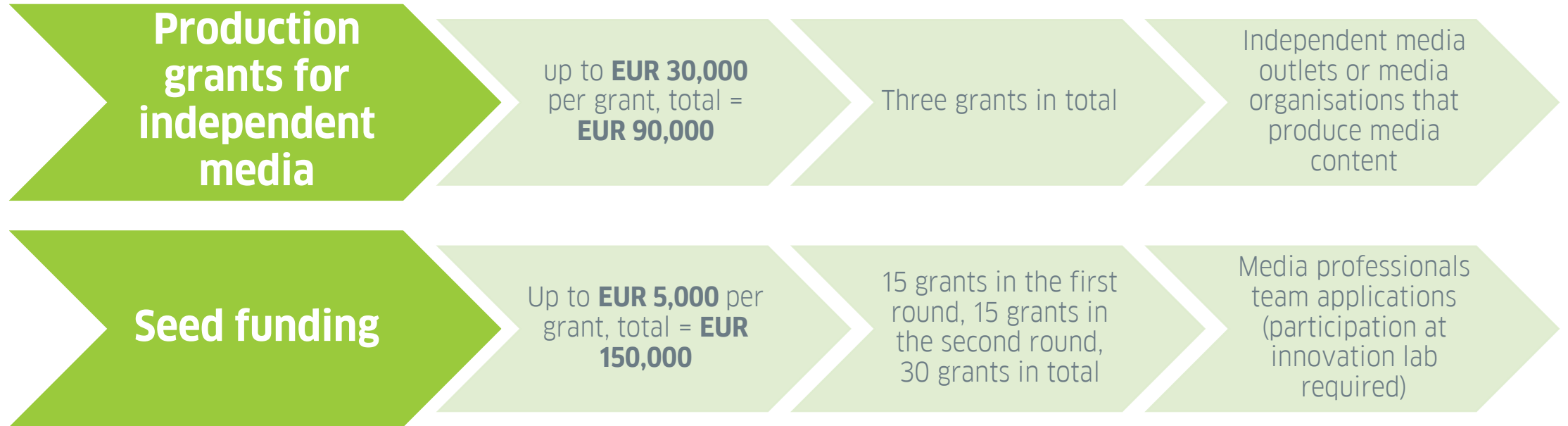
## Regional co-production grants

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.



# Innovation project grants – Applying for funds

- Project proposals must be submitted via [Goethe Application Portal \(GAP\)](#).
- Application deadline for Innovation project grants: [18 December 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
- **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).

# 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\*

Please choose one or several options below

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

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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

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

Project description\*

2500 characters remaining

## TARGET GROUPS AND AUDIENCE

Please summarise in one paragraph the total number of people you target, % of women, age groups (e.g. group I: youth 18 -30 years, group II: 31-65 years and group III: 65+ years) and other specificities (e.g. if they are coming from underrepresented groups). Additionally, please describe the audience you plan to reach with proposed activities. (maximum 2,000 characters)

Project target groups\*

2000 characters remaining

## RESULTS

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

Project results\*

2000 characters remaining

- Please provide a short summary of your project idea (activities and how will implementation of the activities improve PSM's content creation, capacity building of PSM's employees, etc.)
- Please provide information on your target group(s) and audience.
- Please provide more information about the changes / results that implemented project activities will accomplish.



# Innovation project grants – problem analysis and implementation

## PROBLEM ANALYSIS

*What is the key problem your proposal is trying to address? Please refer to the needs assessment that was completed within the Programme and specify how this proposal will contribute to solving problems identified by the needs assessment. (maximum 2,500 characters)*

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. 2,000 characters)*

Relevance to the call's objectives\*

2000 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).

Please explain how your project is relevant to the call's objective(s).

# Innovation project grants – 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**

- **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.**

# 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, how the PSM demonstrates commitment to upholding journalistic standards (e.g. list of editorial policies, code of ethics and / or similar). Additionally, please describe how you currently engage with your audience. If possible, please mention social media outreach, community events, or audience surveys or any specific initiatives you have in place to reach out to diverse groups such as women, young people, or minorities. (maximum 2,500 characters)*

Public service media outlet overview \*

2500 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

- Please upload required documents to GAP.
- Please upload CVs of proposed key personnel in English version only.
- Registration documents and financial statements can be uploaded in the original language the documents were issued. However, if available, please upload in English.

# Innovation project grants – supporting documentation cont.

BUDGET ITEM	QUANTITY	UNIT PRICE (EUR)	TOTAL PRICE (EUR)
Equipment	0	0.00	0.00
Narrative Description			
Other costs (dissemin)	0	0.00	0.00
Narrative Description			
+ ADD ENTRY			
Total			0.00
Total expenses			0.00

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- **Please fill in the following information about the budget:**

- Budget item name: for example Mobile journalism set.
- 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“.**

# 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](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

- 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

# Innovation project grants – submission of project proposal

## SAVE AND SEND

Final Remarks

PRINT VERSION (PDF)

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- 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 Q&A section. The Q&A section will be revised regularly after each received question and online informative sessions.

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

**#EU4MediaMindsWB**