**WESTERN BALKANS MEDIA FOR CHANGE**

**FLEXI GRANT SCHEME**

**General instructions for completing the application form**

This application form has a specific format, and the applicant must ensure the following:

* The application form is completed in electronic format and should not be longer than 5 pages;
* The application form must be completed in English language;
* The format and content of the application remain the same and the font size (Arial 11) does not change;
* All parts of the application are completed;
* All documents listed below are attached.
1. **If the applicant is a registered media outlet:**
* Registration certificate confirming the media outlet is registered before January 2022 in the country of application;
* Financial statements for the calendar year 2022 (and 2023 if available);
* Certificate from relevant tax authority that the legal entity has paid all due taxes, in accordance with local legislation and issued not more than 30 days before the date of application;
* Applicant should already have made journalistic content available to the general public before 1 January 2022 *(please provide the evidence in the form of a web page address, links to social media and similar).*
1. **If the applicant is an individual** (the applicant must be the same person as the grant recipient bank account holder)**:**
* Copy of the ID – both sides (if applicable);
* Short biography that includes their current position/education, clear references to previous working experiences;
* Evidence that they are engaged in the media sector as a journalist or in other related capacity (by submitting an employment or service contract) or a proof of self-employment (i.e. registration certificate or similar document).
* Evidence that the applicant has already contributed to production of media related content (please provide evidence in the form of links or any other reference where the content can be accessed).

**In case the individual is a student:**

* Copy of the ID – both sides (if applicable);
* Short biography that includes their current position/education, clear references to previous working experiences (if any);
* Certificate confirming enrolment in the final year of university studies;
1. **If the applicant is an initiative:**
* Brief description of the initiative (purpose and objectives);
* List of names, copies of IDs, and short biographies of the members of the initiative;
* Verifiable information on initiative’s operations in the media sector that may include official documents and/or other information taken from communication channels (such as web page, official social media accounts of the initiative or official individual accounts of acting key representatives, etc.), articles, photos, videos etc.
* If an applicant does not possess official documents, please provide at least two written references by two external referees who may be contacted to provide additional information attesting to the purpose and objectives of the applicant;
* Verified documentary evidence on key representative’s role and responsibilities within the initiative;

**The application must be submitted, within the given deadline to the following e-mail address:** ***mediagrants@britishcouncil.org***

The Application Form must be submitted exclusively via e-mail in both PDF (signed, stamped and scanned) and original editable format (Word). Signed, stamped and scanned versions must contain the same information as the editable formats. In case of discrepancies, signed, stamped and scanned version will prevail.

**The Application Form with supporting documents must be sent with the email subject consisting of the name of the Call for Applications and Name of the applicant. (Flexi Grant Scheme\_Name of the Applicant)**

The Flexi grants are not intended to finance the regular operations, but to support well-defined innovative projects that go beyond regular operation.

**The following interventions/activities will not be funded:**

* Capital investments: funding for infrastructure, or physical assets (e.g. media studios, media rooms, general office equipment);
* Grants consisting entirely or mainly of work and/or preparatory studies;
* Service-type activities, such as technical assistance;
* Awareness-raising campaigns without appropriate follow-up activities;
* Giving grants/scholarships to third parties. Small-scale financial assistance to beneficiaries is allowed only in cases where all expenses are executed by the implementing organisation;

**Ineligible costs are: entertainment costs such as gifts, alcohol, restaurant bills or hospitality costs for personnel not directly participating in the project; as well as excessive transport costs such as taxi fares and/or fuel costs; and any other costs that are not directly linked with the proposed activities under this application.**

After completing the application form, please remove the pages with instructions!

**WESTERN BALKANS MEDIA FOR CHANGE**

**FLEXI GRANT SCHEME**

**Application Form**

|  |  |
| --- | --- |
| **Title of the project** | *Title of the project or Title of business idea in case of Priority area 1* |
| **Priority area *(you may select only one – please mark in bold)*** | 1. Validation of a business idea
2. Content production through learning, mobility or collaboration
3. Strengthening public broadcasting service content and audience reach
4. Audience development and engagement
5. Networking support
6. Promoting quality professional and ethical journalism
 |
| **Applicant’s Name** *(if it is an organisation/media outlet – full legal name; if it is an individual – name and surname)* |  |
| **Are you currently affiliated with a media outlet as a journalist? If yes, which?** *(if applying as individual)* |  |
| **Major platform for communication with citizens/readers***(please provide web page or social network links or other platforms you use)* |  |
| **Full address** |  |
| **Municipality / Country** |  |
| **Contact person** *(name and surname)* |  |
| **Contact person email address** |  |
| **Contact person telephone number** |  |
| **Contact Person Gender**  |  |
| **Requested Amount[[1]](#footnote-2)** | *GBP*  |
| **Grant period**  | *Enter the proposed start and end date for your project. The duration of projects is limited from one (1) month to up to a maximum of six (6) months.Please be reminded that Priority area 1 (Validation of a business idea) lasts for 5 months.* |
| **Annual turnover in last two years** *(applicable for organisation/media outlets only)* |  |
| **Application ID No.** | *To be assigned upon submission* |

Although it is possible to collaborate on an application, the lead applicant must be the person/organisation that submits the final application.

***If you are applying for the Validation of Business Idea (Priority area 1), to participate in the Validation Booster program, please fill out sections 1-2 and 5-11.***

***If you are applying for all other priority areas, please fill out sections 3-11.***

|  |
| --- |
| 1. **Validation idea description (max 1 page)**
 |
| 1. *Provide a summary of your idea, describing:*
2. a. WHAT business idea would you like to test and validate? *(please be precise, propose only one initiative/product/service/idea)*
3. b. WHY is it important to validate this initiative/product/service/idea?*(provide a broader overview and name at least three key benefits for the local community, media sector or society in general)*
4. c. WHAT are scenarios if the hypothesis is not validated?
5. d. NAME three key challenges for your initiative/product/service/idea?
6. e. HOW DOES the proposed idea bring an innovative approach/service/product?

*Please write this section for non-technical audience, using simple, jargon-free language.* |
| 1. **Rationale (motivation and commitment)**
 |
| 1. WHY do you need support?
2. WHAT do you expect to achieve throughout this Programme in the terms of knowledge, professional development and in terms of your media development? *(List 3 key types of knowledge, skills, etc.)*
3. WHY do you think your organisation/you are a good candidate for this Programme? *Please elaborate as concrete as possible. (Max 500 characters)*
4. WHAT are the first next steps, if your idea is validated? *(please be as precise as you can)*
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| 1. **Project description (max 1 page)**
 |
| *Provide a summary of your idea, describing:* * *What changes are you aiming to achieve (please refer to the overall and specific objectives of the Call and to the 6 (six) priority themes defined in the Call. (Your proposed idea can address only one priority area)*
* *its key objectives/outcomes and*
* *the key planned activities.*

*If there are specific conditions to be considered by the contracting authority (e.g specific timeframe, circumstances, etc.), please specify them.**Provide a detailed explanation of how this grant will benefit you/and your organization.**Are there any additional forms of assistance required from the project to facilitate the implementation of your proposed idea?**Note: Please write this section for non-technical audience, using simple, jargon-free language.* |
| 1. **Outputs/Deliverables**
 |
| *What are the expected outputs/deliverables of the project?**Describe at least three outputs/deliverables you want the project to achieve.*  |
| 1. **Project target groups[[2]](#footnote-3)**
 |
| *Who will benefit from the project or from the validated idea if implemented?* |
| 1. **Audience reach of the content produced**
 |
| *Please assess the reach of the content you produced across platforms you use (web, social networks, other)* |
| 1. **Community engagement/Collaboration**
 |
| *Please provide details of any community engagement approach and activities – if applicable and specify the methods of engagement.* *If you are partnering with another organisation/media outlet/individual professional, please describe this partnership and its goals.**Important Note: If the application implies collaboration of the applicant with another media outlet /organisation/ individual from the region, in case of cross-border cooperation activities, this cooperation needs to be clearly described in the Application; however, formal partnership is not required.* |
| 1. **Gender Equality and Social Inclusion**
 |
| *Please explain whether and how the project will promote human rights and freedoms, gender equality and social inclusion issues.**Please situate your response in the local/national/regional context as applicable so that it is clear what the relevant issues are and how your project will address these.* |
| 1. **Project location**
 |
| *Which Western Balkan country(ies) will your project be implemented in? (Please mark with X all that apply)*

|  |  |
| --- | --- |
| Albania |  |
| Bosnia and Herzegovina |  |
| Kosovo |  |
| Montenegro |  |
| North Macedonia |  |
| Serbia |  |

 |
| 1. **Budget**
 |
| * *Provide a brief description of the budgeted costs included in each category listed below. Include how these costs help lead to the achievement of the stated project outputs/deliverables.*
* *Does the amount of funding requested cover all the project costs associated with achieving the project outcomes/deliverables? If not, how will any unfunded costs be covered?*

|  |  |
| --- | --- |
| **Budget Plan** | *In GBP (£)* |
| **HR Costs** *(Staff costs)* | £ |
| **Programmatic costs** *(translation, meetings, travel & accommodation, sub-contracted external expertise, etc)* | £ |
| **Equipment\*** *(in amount of up to 25% of total grant budget)**\*not eligible as cost for Validation of Business Idea (Priority area 1) applicants* | £ |
| **Other costs** *(office cost, utility cost, etc.)* | £ |
| **Total** | £ |

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| **11. DECLARATION AND CHECKLIST** |

**11.1 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.

**11.2 DECLARATION to be signed by the Applicant**

|  |  |
| --- | --- |
| 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. |

| **Signature****I certify that the applicant abides to the highest ethical and professional journalistic standards** |
| --- |
| **Printed Name, Last Name and Signature of legal representative**  | **Date** |
|  |  |

| **Signature****I certify that I am authorised to submit this Application on behalf of the named Applicant and have read and understood the terms above.** |
| --- |
| **Printed Name, Last Name and Signature of legal representative**  | **Date** |
|  |  |

1. Grants for individuals and initiatives – ceiling up to 4,000 GBP. Grants for media outlets / organisations – ceiling up to 10,000 GBP [↑](#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 summarise 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)