

# INNOVATION. MEDIA. MINDS.

EU SUPPORT TO PUBLIC  
SERVICE JOURNALISM  
IN WESTERN BALKANS

#EU4MediaMindsWB

**Version: 24. 02. 2025.**

## **Questions and Answers \_ Grants for regional co-production for Public Service Media in the Western Balkans**

### **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 organizational 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:

- Operate as a PSM with a legal entity (media outlet) established in one of the following IPA beneficiaries: Albania, Bosnia and Herzegovina, Kosovo<sup>1</sup>, Montenegro, North Macedonia, Serbia;
- Only Western Balkan PSMs that have signed a memorandum of understanding<sup>2</sup> with the Goethe-Institut and DW Akademie are eligible to apply;
- Have a signed official document (contract/agreement/statement/letter of intent) with at least one of the Western Balkan PSM to produce and broadcast the media content developed and created within this grant scheme. The

---

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

<sup>2</sup> The following Western Balkan PSMs signed the MoU with Goethe-Institut and DW Akademie: Macedonian Radio Television, Radio and Television of Kosovo\*, Radio Television of Bosnia and Herzegovina, Radio Television of Montenegro, Radio Television of Serbia, Radio Television of the Federation of Bosnia and Herzegovina, Radio Television of Vojvodina, Radio Television Shqiptar.

# INNOVATION. MEDIA. MINDS.

produced media content must be broadcasted for one month and posted on different PSMs' platforms (website, social media channels, YouTube, etc.).

## 3. How to apply?

To apply for the call for proposals, applicants should:

1. Register in the Goethe Application Portal (GAP) <https://gap-online.goethe.de/en/>
2. Access the application form for Regional co-production grants using the following link: <https://portal.gap.goethe.de/cases/3f2067a2-caf6-4784-b3ca-c14f1f45d1e6/create>
3. Provide information according to the instructions or guiding questions provided in the GAP.

For more details, please refer to Guidelines, section 3 and/or GAP and budget guidelines PDF document available on [Programme's website](#).

## 4. Which thematic area is covered by the call?

The Grants for regional co-production have a specific objective of supporting up to three partnerships of the Western Balkan PSMs to strengthen regional co-production and partnerships. Western Balkan PSMs may suggest regional topics, such as (but are not limited to) culture, including cultural exchange and dialogue, youth, human, economic, and social rights (including vulnerable groups), gender, history, history and its impact on youth in the Western Balkan region, rule of law, good governance, environment, Western Balkans' progress on the EU integration path, etc. New production formats such as solution-oriented and constructive journalism, "slow news" and other analytical reporting are encouraged.

*Please refer to application guidelines and criteria, section 1.3. (the PDF document is available after the text of the call for proposals).*

## 5. How many PSMs can apply?

Applying *in partnership with at least one Western Balkan PSM* is the main requirement of this grant scheme. At least two Western Balkan PSMs must submit one joint project proposal, where one Western Balkan PSM applies as a lead applicant, and the second as a partner. The applicants cannot be beneficiaries of EU funds or another donation or grant scheme financing activities that are identical to the ones proposed for this grant scheme. Expenses for each applicant (lead and partner) must be separately stipulated in the budget template in GAP.

# INNOVATION. MEDIA. MINDS.

## **6. Can an independent/private media outlet be a partner in the project?**

Independent media outlets are not eligible to apply for this public call.

## **7. Do the partners' budgets and activities need to be the same in terms of amounts and number of activities?**

No, the budget should reflect the specific roles and responsibilities of each partner. It does not need to be uniform across all partners. The budget allocation for each partner must be documented indicated in the budget template in GAP.

## **8. What are eligible costs within this grant scheme?**

Eligible costs within this grant scheme are travel costs, accommodations costs, visa fees, travel medical insurance, rent of equipment and costs for new productions (Fees for freelance contracts (filming team), materials for filming, translation/interpretation, etc.).

Please refer to Guidelines section 2.2. *Eligible and ineligible expenditures and principles of funding* for more details.

## **9. 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*.

## **10. 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 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.

## **11. What is the maximum amount for an individual grant?**

The highest amount per grant that can be awarded through the call is up to **EUR 25,000**. For this call, three (3) grants will be awarded. A **total budget of EUR 75,000** will be distributed only for this grant scheme.

## **12. Are VAT expenses acceptable within this grant scheme?**

# INNOVATION. MEDIA. MINDS.

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.

## **13. During and after implemented activities, beneficiaries are required to submit narrative and financial reports. What does the report include?**

The report consists of two parts:

### 1) Narrative report:

- Description of the activities implemented and results achieved;
- Attachments: videos, produced media content during the implementation of project activities, a minimum of 3 photos demonstrating some of the activities within the project (photos of activities), social media posts demonstrating some activities during the project (if any).

### 2) Financial report:

Budget form including supporting documents:

- For the real costs: proof of expenditure (invoices, proof of payment);
- For the lump sums: proof that the activity was implemented.
- For the travel: boarding passes for both ways proving the place of origin as indicated in the application form and the destination country(ies)/city(ies), train tickets/passport stamps.
- For the cost of stay: Invoices of accommodation in the destination country in your name to prove your stay in the destination country.

Please refer to Guidelines, section 3.1.8. *Reporting and final payment*.

## **14. What is the maximum project duration within this grant scheme?**

Applicants can apply for Grants for regional co-production with project implementation lasting a maximum of eight (8) months.

## **15. 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

# INNOVATION. MEDIA. MINDS.

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.

## **16. Can PSMs submit more than one project proposal?**

PSMs applying as lead applicants can submit only one project proposal. If a lead applicant submits several applications for the same grant type within this call, only the last submitted application will be considered. However, there is no limit on the number of applications for PSMs applying as a partner applicant, i.e., a PSM may apply as a partner applicant unlimited number of times.

## **17. What is the application language?**

The application form and supporting documents (CVs/portfolio, budget) must be submitted in English.

*Note:* documents confirming the registration of a legal entity (statute, extract from the court register, official document (signed and stamped) which confirms the applicant has a formal agreement with at least one Western Balkan PSM, balance sheet and income statement) can be submitted in the language the documents were originally issued. However, if possible, please submit documents in English.

## **18. Since beneficiaries will produce content within their projects, who will have the copyrights?**

During the implementation of project activities beneficiaries will produce content that will 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.