

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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Regional co-production grants – Applying for funds

- Project proposals must be submitted via [Goethe Application Portal \(GAP\)](#).
- Application deadline for Innovation project grants: [07 April 2025, 17:00 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.

- ☐ 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
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Innovation project grants – Lead 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

Key social media channels*

BACK

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Please fill in the required basic information about the public service broadcaster (lead applicant) and click „Save & next“ option.

Regional co-production grants – Partner applicant's profile

PARTNER APPLICANT

Partner Applicant #1

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

Address (street)

City

Place of establishment

Website

Contact person email*

Contact person phone*

Primary type of the media*

Please choose one or several options below

Key social media channels*

PARTNER APPLICANT

Please fill in the required basic information about the public service broadcaster (partner applicant). If there are more than one partner applicants, please click the option „Partner applicant“ to add additional section. After entering all information, please click „Save & next“ option at the bottom.

Regional co-production grants – 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 8 months.

Please note that the earliest start of the project is May 15, 2025

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 for your project idea.
- Please have in mind that the maximum amount for this grant type is [EUR 25,000](#).
- Please have in mind that the maximum duration of the project can be up to eight (8) months.
- Please describe the topic(s)/area(s) of your project idea, topic(s) that you want to cover, why do you want to produce media content on suggested topic(s), etc.

Regional co-production grants – project description

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

2500 characters remaining

REGIONAL TOPIC(S) OF PROPOSED PROJECT

Please provide description of regional topic(s) of proposed project, why do you want to create media content on the topic(s), why is it important, which parts will be covered by the lead applicant and which parts by partner(s), how the produced media content will be broadcasted.

2500 characters remaining

- Please provide a short background and main features of the project, its importance for the lead and partner applicants and for the audience/public.
- Please provide more information on proposed topic(s), reasoning why the topic(s) is important for the applicants and for the region/countries involved in the implementation, how it will be broadcasted (on which platforms), etc.

Regional co-production grants – project description cont.

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.

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.

2000 characters remaining

- Please provide more information on the target groups and audience you plan to reach with your project activities and media content.
- Please provide more information on the results you plan to achieve and that will be visible after the project is completed.

Regional co-production 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).

Regional co-production grants – problem analysis and implementation cont.

Activity Plan #1

IMPLEMENTATION PERIOD (8 MONTHS)	ACTIVITY NUMBER AND NAME	ACTIVITY NUM
1st	<input type="checkbox"/>	
2nd	<input type="checkbox"/>	
3rd	<input type="checkbox"/>	
4th	<input type="checkbox"/>	
5th	<input type="checkbox"/>	
6th	<input type="checkbox"/>	
7th	<input type="checkbox"/>	
8th	<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.**

- **The maximum implementation period is eight (8) months.**

Regional co-production 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.

Regional co-production grants – problem analysis and implementation cont.

Please list key personnel (staff members to be responsible for the implementation). Participation of women and youth is highly encouraged. Please list key personnel for lead and partner applicants.

Name*
Gender*
Age group*
Role / position*
Description of responsibilities*



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- Please provide information on key personnel that will be engaged on implementation of project activities.
- Please provide information for lead and partner applicants.
- 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.

Regional co-production grants – description of the applicant

PUBLIC SERVICE MEDIA OUTLET OVERVIEW – LEAD APPLICANT

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, etc. Please provide information on how the PSM demonstrates commitment to upholding journalistic standards (e.g. list editorial policies, code of ethics and/or similar). If available, please include links to relevant documents.

2500 characters remaining

PUBLIC SERVICE MEDIA OUTLET OVERVIEW – PARTNER

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, etc. Please provide information on how the PSM demonstrates commitment to upholding journalistic standards (e.g. list editorial policies, code of ethics and/or similar). If available, please include links to relevant documents

Partner Applicant #1

Description*




- Please describe lead and partner applicants' activities, years of operation, and all other basic information. Please provide links (if possible) for documents/media content you are mentioning in this part of the application.
- If you have more than one partner applicant, please add additional section by clicking the „+“ option at the bottom.

Regional co-production grants – supporting documentation

1. Registration documents for the lead and partner applicants.*

Upload document | Video Data Support




Maximum file size 5MB

Registration documents (certificate) of the legal entity confirming that it is registered within the country of application and that the applicant is legally registered public service media outlet. Please upload the certificate in the original language for the lead and partner applicants. If possible, please upload the English version as well.

2. Financial statements for the last two fiscal years for the lead and partner applicants. *


Upload document | Video Data Support



Maximum file size 5MB

3. CVs of proposed key personnel (English version only) for lead and partner applicants.*

Upload document | Video Data Support



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.

Regional co-production 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“.

Regional co-production grants – declaration of honour

- ☐ I am aged 18 or above. *
- ☐ I am legally entitled to submit project proposals for the lead and partners applicants, public service media outlets. *
- ☐ The lead and partner applicants (legal entities) are public service media outlets legally established in one of the following IPA beneficiaries: Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, North Macedonia, Serbia. *
- ☐ Legal representative, key personnel and public service media outlets' (lead and partner applicants) employees are not staff members of any of the following: Goethe-Institut, DW Akademie, Deutsche Welle. *
- ☐ I understand that the lead and partner applicants (public service media outlets) will be entitled to the Grants for regional co-production only if all conditions stated in the application guidelines are satisfied. *
- ☐ The project proposal was prepared without direct involvement of the staff responsible for the selection process. *
- ☐ In case of multiple submissions with different funding organizations, the lead and partner applicants 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 lead and partner applicants. *
- ☐ The lead and partner applicants have not been previously excluded from the EU funded projects or subject to financial penalty by the European Union. *
- ☐ The lead and partner applicants will pay all required taxes due on any grant support the applicant receives. *
- ☐ The lead and partner applicants will notify Goethe-Institut immediately of any changes regarding application and participation in the project. *
- ☐ If the lead and partner applicants receive the Grant for regional co-production, the lead and partner applicants agree to submit a narrative and financial report, including supporting documentation. *
- ☐ The lead and partner applicants have read and understood Grants for regional co-production application guidelines.*

- 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**“.

Regional co-production 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?

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- 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.

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

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Regional co-production grants – 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).
- 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