

INNOVATION. MEDIA. MINDS.

EU SUPPORT TO PUBLIC
SERVICE JOURNALISM
IN WESTERN BALKANS

#EU4MediaMindsWB

Application guidelines for the Production grants for independent media second call in support to the Western Balkan public service media broadcasters

**Call for Proposals issued in the framework of
Innovation. Media. Minds:
EU Support to Public Service Journalism
in the Western Balkans, a project funded by
the European Union**

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Disclaimer

This document was produced with the financial support of the European Union. Its contents are the sole responsibility of Goethe-Institut and do not necessarily reflect the views of the European Union.

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Opening date	18 August 2025
Closing date	18 September 2025, 23:59 CET
Grants duration	Maximum eight (8) months
Maximum individual grant amount	Up to EUR 30,000
Who can apply?	Independent media outlets or media organisations with legal bodies established in one of the following IPA beneficiaries: Albania, Bosnia and Herzegovina, Kosovo ^{*1} , Montenegro, North Macedonia, or Serbia.
Specific objective of the grant scheme	Support independent media/media organisations in the Western Balkans region to increase pluralism of expression, strengthen their cooperation with public service media and improve audience relevant reporting
Goethe Application Portal (GAP) link	https://portal.gap.goethe.de/en-US/

1. General information

The Innovation. Media. Minds: EU Support to Public Service Journalism in the Western Balkans Programme 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.

1.1. About the Innovation. Media. Minds: EU Support to Public Service Journalism in the Western Balkans

Funded by the European Union (EU), the Innovation. Media. Minds Programme is managed by the Goethe-Institut on behalf of the European Commission and in collaboration with its implementing partner DW Akademie. 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

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

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democracies and the EU approximation process in the region through a strengthened contribution by civil society and media. The Programme will collaborate with public service media in the Western Balkans to specifically address the following objectives:

- a) improve internal governance and organisational performance of public interest journalism;
- b) enhance the professional capacity of journalists, both women and men equally, in public broadcasters and,
- c) expand the cooperation and partnership between public service media in the Western Balkans.

Specific methodologies and areas of institutional and capacity development required for each PSM will be defined based on an initial needs assessment and audience research from the baseline assessment. Using both financial and technical support, a set of priority areas of intervention and corresponding targets will be created in cooperation with each funded PSM based on the comprehensive research. Until the completion of the Programme, a **total of EUR 900,000** will be distributed within several grant schemes.

1.2. Objectives of the grant scheme

The Production grants for independent media particularly seek to support independent media/media organisations² in the Western Balkans region to increase pluralism of expression, strengthen their cooperation with public service media and improve audience relevant reporting.

Please refer to Section - [*Timetable and implementation*](#) for more specific details regarding the current call for proposals.

1.3. Production grants for independent media

The specific aim of the Production grants for independent media is to tap the innovation and creativity resource of independent media/media organisations in the Western Balkans region to increase pluralism of expression in Public Service Broadcasting by strengthening the cooperation between independent media and the

² Media outlets with clear and transparent ownership structures, that operate without influence from governments, or other powerful entities. These media organisations maintain editorial freedom and are committed to ethical and professional standards in reporting news and providing information without censorship and bias, while their primary goal is to ensure impartiality, accuracy, and accountability, allowing them to serve public interest rather than the interests of any specific group or authority.

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Western Balkans PSMs and raise the profile of societally relevant reporting. The topics of public interest for the region – often underreported in mainstream media – and the appropriate production formats will be chosen in close cooperation with the Western Balkans PSMs. They may include (but are not limited to) culture, including cultural exchange and dialogue, education, rule of law, good governance, human, economic, and social rights (including vulnerable groups), gender, investigating environmental issues, Western Balkans' progress on the EU integration path, etc. The production formats should vary from journalist investigations to solution oriented constructive format journalism and further to “slow news” and analytical reporting allowing for a deeper understanding the complexities of the country and the world.

Applicants must demonstrate in their project proposals that the activities they propose are topics of common regional interest. *Examples of such activities include* TV shows, series, special feature stories adapted for digital media (portals and social networks), different versions for different media, etc.

The highest amount per grant is **EUR 30,000**. In the second call, the IMM Programme plans to award **at least two (2) grants**. Upon availability of more funds, the IMM Programme reserves the right to award additional grants.

Applicants may apply to cover the following costs:

- Costs for new productions such as fees for freelance contracts (filming team), catering (only if directly linked to the media content production activities), human resources costs for employees of the independent media outlets/organisations,
- Lump sums for travel, accommodation/per diems directly connected to production of media content,
- Costs for new productions such as fees for freelance contracts (filming team), materials for filming,
- Lump sums for travel, accommodation/per diems directly connected to production of media content,
- Expenses for additional technical support such as rent of equipment including new and innovative technical solutions to improve value for money and effective programming, content production, translation/interpretation costs, costs for adaptation of media content for persons with disabilities, etc.

Note: Any content production should rely on the existing capacities (human & technical) and resources of independent media outlet/organisation. Sustainability and

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ownership of content production are preconditions, and both must be guaranteed by the applicant.

1.4. Duration

Applicants can apply with project proposals lasting **a maximum of eight (8) months**.

2. Eligibility criteria

2.1. Who can apply?

Applicants must comply with the following criteria:

- Operate as an independent media outlet/media organisation³ with legal entity established in one of the following IPA beneficiaries⁴: Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, North Macedonia, Serbia.
- Status of legal entity: independent private sector media companies or non-for-profit media organisations. State-controlled media **are not eligible**.
- Transparent ownership structure with no involvement of state or state-affiliated entities (e.g., state-owned/controlled economic operators), nor senior political actors or their close relatives.
- Proven commitment to professional and ethical standards of journalism (e.g. through membership to press councils, adherence or compliance with other recognized mechanisms, and platforms, established to promote professional and ethical standards in journalism).
- Independent media outlet/media organisation registered for at least 3 years.
- Have a signed official document (contract/agreement/statement/letter of intent) with at least one of the Western Balkan PSM that signed a memorandum of understanding⁵ to broadcast the media content developed and created within this grant scheme. The produced media content must be broadcasted for at least

³ Media associations/organisations/foundations and/or formally established media networks which produce media content.

⁴ The Instrument for Pre-accession Assistance (IPA) is the means by which the EU has been supporting reforms in the enlargement region with financial and technical assistance since 2007. For this grant scheme, eligible IPA beneficiaries are Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, North Macedonia, and Serbia.

⁵ 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.

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one month and posted on different Western Balkan PSM's and beneficiary's media platforms (TV, social media, websites, YouTube, etc.).

The essential award criteria are relevance of the proposed action to the objectives of the call. Priority will be given to co-production of independent media outlet/organisation from two or more IPA beneficiaries.

Within their project proposals, applicants should demonstrate the following selection criteria:

- Innovation: the project introduces new and innovative approaches to media content currently not being applied by the PSMs concerned.
- Sustainability: the project has the potential to be replicated or scaled up.
- Alignment with Programme objectives: The project is aligned with the specific objectives of the Programme.
- Potential for cross-border collaboration: The project should have the potential to foster collaboration among PSMs and independent media from different regions. This may refer to a topic of regional importance that may be expanded after the project's completion and will be referred to as an added value during the quality evaluation assessment.

Applying in partnership with another media outlet/organisation for the grant application purpose is allowed. The applicant cannot be a beneficiary of EU funds or another donation or grant scheme financing activities that are identical to the ones proposed for this grant scheme.

2.2. Eligible and ineligible expenditures and principles of funding

The expenses required must be indicated by applicants in the budget part of the GAP ([Goethe Application Portal](#)) online application form. Details on the kinds of expenses that can be covered by the budget, the amounts that can be paid, and the method used for calculating those amounts are given in the tables below.

Eligible costs		Financing mechanism	Amount	Rule of allocation
Travel	Travel costs, from the place of origin to the destination city and return (economy class)	Actual costs	100% of actual costs	/

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	only). Travel expenses will be eligible only if connected to specific project activities proposed in the project proposal.			
Costs of stay	Costs for food, accommodation, local and public transport, per diems for productions. Costs of stay will be eligible only if connected to specific project activities proposed in the project proposal.	Actual costs	100% of actual costs	/
Special needs	Additional expenses linked to disability or other special needs.	Actual costs	a maximum of 1,500 EUR can be funded	/
Visa fees (if required)	Visa costs	Actual Costs	100% of actual costs	/
Rent of equipment	Technical support and rent of equipment that will be used for production of media content. Use of equipment should be clearly justified and explained.	Actual costs	100% of actual costs	/
Costs for new productions	Fees for freelance contracts (filming team), catering, materials for filming, content translation costs, costs of adapting media content for persons with disabilities, etc.	Actual costs	100% of actual costs	/

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Human resources costs	Cost of applicant's staff and experts directly involved in the implementation of the proposed project, proportionate to their level of involvement.	Actual costs	100% of actual costs	/
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Table 1: Eligible costs

Ineligible costs	
Category	Explanation
VAT costs	VAT (value added costs) will not be accepted within this project. 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.
Entertainment	Entertainment costs such as: <ul style="list-style-type: none"> - Gifts; - Alcohol; - Restaurant bills or hospitality costs for personnel not directly participating in the project.
Excessive transport	Excessive taxi fares (taxi receipts above 50,00 EUR) and/or fuel costs (above 200,00 EUR). Applicants are encouraged to plan funds for public transportation (if the suggested project activities allow it).
Other travel expenses	Travel of a companion/dependents, translations, preparation of documents for visa, etc.
Double funding	Expenses that are already fully covered by another source, grant, or program.
Not approved project expenses	Expenses that have not been indicated in the budget and approved, as well as expenses that are not directly related to the proposed and approved project activities by the grant contract.
Other	Foreign currency exchange losses, debts and debt service charges (interest), provisions for losses, debts or potential

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	future liabilities, credit to third parties, benefits in kind, performance-related bonuses that are included in staffing expenses.
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Table 2: Ineligible expenses

Can the original budget be modified or adjusted during the implementation stage?

The overall budget cannot be increased after the project application and budget are approved. It may, however, be modified or altered. The recipient of funds may reorganize the amounts under each "real costs" budget line by up to 10% of the total amount originally specified.

Please note:

Co-funding of the projects from other source(s) is possible. However, if these costs are covered by another source, these costs must be indicated in the budget template for this grant scheme.

2.3. Additional information

Applicants may only submit one application. If an applicant submits several applications for the same grant type within this call, only the last submitted application will be considered and evaluated.

The Programme team may revise the procedure, the application structure, or the financial support mechanism used for upcoming calls for proposals in response to new regulations or other situations. Every call for proposals has its own set of guidelines that are issued individually. As a result, we strongly advise applicants to carefully consult the guidelines of the relevant call for proposals if they want to apply to future calls for proposals. Any conflict of interest must be avoided at all times.

2.4. Visibility

Beneficiaries of the Innovation. Media. Minds (IMM) Programme grant scheme must clearly acknowledge the European Union's contribution in all publications, media content or in conjunction with activities for which the financial support is used. In this respect, beneficiaries of the grant scheme are required to highlight the name and use

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the logo of the European Union on all their publications, posters, programme, and other products produced under the financed project.

To do this, beneficiaries must follow the Communication and Visibility Manual for IMM Programme beneficiaries. Non-compliance with these requirements can have financial/administrative consequences.

Finally, beneficiaries are also encouraged to post on social media mentioning the EU and the IMM Programme with the hashtag #EU4MediaMindsWB.

After the completion of project activities, IMM Programme will publish the following information, in summary form, for each of the IPA beneficiaries:

- Total number of projects funded, and total amount of financial support provided;
- Objectives and main activities of the projects;
- Main results of the projects.

3. How to apply?

3.1. Application procedure

To respond to this call for proposals, applicants must follow these steps:

- Check the thematic compliance of the project (cf. Section 1.3 – Types of actions or activities);
- Secure a written confirmation (document) with at least one Western Balkan PSM part of the IMM Programme for broadcasting of production and/or a written statement of partnership (if the applicant is applying with another media outlet/organisation). A written confirmation (document) with at least one Western Balkan PSM is **mandatory**, while partnership with another media outlet/organisation is optional.
- Develop a budget for the project that adheres to the eligibility of the costs and funding principles detailed in section 2.2;
- Fill in and submit the application form and additional documentation before the deadline via GAP.

Applicants applying for the Production grants for independent media must clearly demonstrate that implementation of proposed project activities will strengthen their

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cooperation with PSMs and improve audience relevant reporting. Applicants need to submit the following supporting documents:

- Registration documents (certificate) confirming the legal entity status as a registered media outlet/organisation within the relevant IPA beneficiary.
- Portfolio of media outlet/organisation on a similar media content topic that the applicant is suggesting in its project proposal.
- CVs of proposed key personnel.
- Editorial guidelines of the lead and partner applicant (if applicable).
- Organisational chart of the lead and partner applicant (if applicable). The organisational chart has to display a reporting or relationship hierarchy. Please include all departments and managing bodies within your organisation, including the steering committee and founders. For the managing positions within the media outlet/organisation, please include the names of employees (persons) currently engaged at these roles, including the steering committee members and founder(s).
- Financial statements for the last two fiscal years.
- Any official document (signed) which confirms the applicant has a formal agreement with at least one Western Balkan PSM on broadcasting the media content that will be produced within this grant scheme. Project proposals having formal agreements with more than one Western Balkan PSM will have an advantage.
- Self-declaration on exclusion criteria and avoidance of conflicts of interest for the awarding of a grant by the Goethe-Institut⁶ (signed by the applicant and co-applicant).

Note: the IMM Programme reserves the right to request the original versions of submitted documents from applicants. Clarifications will only be requested when the information/documents provided is not sufficient to conduct an objective assessment.

3.1.1. Filling and submission of applications

To apply for the call for proposals, applicants should:

1. Register in the Goethe Application Portal (GAP) <https://gap-online.goethe.de/en/>
2. Provide information according to the instructions or guiding questions provided in the GAP.

⁶ Template provided on the IMM website (<https://www.goethe.de/ins/gr/de/kul/eup/imm/grants-.html#i10646433>) and GAP online application form (<https://gap-online.goethe.de/en-US/>).

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After submitting their online application, applicants will receive an automatic confirmation of receipt in their GAP profile. If an applicant does not receive automatic confirmation, please contact IMM Programme team, as well as in case of any other technical problems.

3.1.2. Submission deadline

The submission deadline is **18 September 2025, 23:59 CET**. Applicants are strongly advised not to wait until the last day to submit their application.

Applications submitted after the deadline will not be evaluated.

3.1.3. Additional information

The Programme team will deliver online informative sessions within a month after the publication of call for proposals. The informative sessions will cover the following topics:

- Understanding the nature, aims and benefits of funding opportunities within the call for proposals;
- Presentation of the online application form within GAP;
- Developing project proposal and applying.

Additionally, potential applicants may submit questions by e-mail (see Section 7 – [Contact Information](#)).

Individual online consultations in the framework of this call for proposals will also be available. Additionally, to ensure that all applicants have needed and relevant information, all questions and answers as well as other important information will be published and accessible to everyone.

3.1.4. Application language

The application form and all supporting documents (CVs, portfolio, budget) must be submitted in English. Written agreement with a Western Balkan PSM can be submitted in the local language.

Note: Documents confirming the registration of a legal entity (statute, extract from the court register, certificate from the tax authority, balance sheet and income statement) can be submitted in the language the documents were originally issued. However, if possible, please submit the registration documents in English.

3.1.5. What happens once the application is submitted?

All submitted applications will undergo a standard assessment procedure, which is composed of:

1. Formal and eligibility assessment – checking whether the application fulfils the formal eligibility criteria;
2. Quality assessment – evaluation of received applications' content;
3. Final selection – based on the quality assessment, but taking into consideration geographical balance, gender balance and inclusion.

Formal and eligibility assessment

The formal and eligibility assessment will be performed according to the following criteria:

No.	Formal and eligibility criteria
1.	The application has been submitted within the deadline.
2.	The application and supporting documents are submitted in English (documents that must be submitted in English specified above).
3.	The application fulfils the eligibility criteria (applicant, target IPA beneficiary, duration).
4.	The application form is complete, and all required documents are uploaded.

Table 3: Formal and eligibility criteria

Any application that passes formal and eligibility check will be evaluated further as part of the quality assessment.

Quality assessment

The applications that pass the formal and eligibility assessment will be further evaluated by the selection committee, according to the following evaluation sheet.

The evaluation criteria are divided into sections and subsections. Applications with the highest number of points will be recommended by the selection committee for a possible grant award, subject to available funding.

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	Maximum no. of points	Points
1. Relevance	25	
1.1. How closely does the project relate to the objectives listed in the call for proposals? <i>Note: ranging between 1 - 5 as follows: 1 = very bad; 2 = bad; 3 = appropriate; 4 = good; 5 = very good. Rate 5 (very good) can be given only if project concerns at least one of the objectives.</i>	5	
1.2. Are the results, deliverables and activities clear and feasible? Is suggested topic(s) of the media content a topic of public interest for the region, prioritised in close cooperation with the Western Balkans PSM(s) and includes topics such as: culture, including cultural exchange and dialogue, education, rule of law, good governance, human, economic, and social rights (including vulnerable groups), gender, investigating environmental issues, Western Balkans' progress on the EU integration path, etc.?	10	
1.3. Does the proposal clearly identify target groups and audience (to be reached by proposed project)?	5	
1.4. Does the proposal clearly outline specific engagement in the activities by diverse groups of citizens, such as women, young and underrepresented groups, and journalists?	5	
2. Methodology	10	
2.1. Are the suggested activities reasonable, realistic, and compatible with the objectives and expected results?	5	
2.2. In general, how consistent the project's design is (particularly, does it consider risks and potential outside factors)?	5	
3. Sustainability	15	

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3.1. The proposal clearly identifies activities and results that contribute to the sustainability of the media outlet in one or more of the following ways: production of quality and engaging content; attracting and diversifying audiences; integration of new/innovative strategies and tools; engaging audiences beyond project lifetime; financial and operational model.	10	
3.2. Is the action likely to have multiplier effects for exponential impact including the potential to scale, extend, build on already evident success or capacity, or share best practices?	5	
4. Organisational capacity	30	
4.1. Applicant demonstrates operational capacity to implement the project.	5	
4.2. Applicant has sufficient and relevant experience in implementation of projects of similar complexity.	5	
4.3. Applicant has proven audience engagement and relationship with at least one of the following: local community (including diverse groups of women, men, LGBTI, young people, persons 65+, diaspora, ethnic, national, religious minorities and other marginalized or vulnerable communities, etc.).	5	
4.4. Applicant's audience reach meets the criteria, and the plan for improved and/or diversified audience reach, is clear and feasible.	5	
4.5. The risks and challenges identified are specific and manageable, and there is a mitigation plan proposed.	5	
4.6. Applicant demonstrates commitment to professional and ethical standards of journalism.	5	
5. Budget and cost efficiency	20	
5.1. Is there a satisfactory relation between estimated costs and anticipated results?	5	
5.2. Are estimated costs necessary for project implementation?	5	
5.3. Budget - Does it have a narrative budget and is it clear?	10	

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- Does the proposed budget demonstrate value for money, and is it feasible? - Are costs realistic and reasonable?		
Maximum total:	100	

Table 4: Quality assessment criteria

The score attributed to each application will correspond to the average of the scores attributed by each independent expert who is part of the selection committee.

If the scores attributed to an application by each expert differ by more than 30 points, the application will be assessed a third time. In this case, the score of the application will correspond to the average of the two closest scores.

Final selection

The final selection of projects will be based on the scores obtained in the evaluation, but geographical balance, inclusion, and gender balance will also be considered.

The applicants will be informed of the results of the assessment via GAP.

3.1.6. What happens once the application is approved?

Signing of the grant contract

If the applicant is selected for funding:

- The budget will be reviewed, and the approved funding amount will be confirmed.
- The applicant will receive the draft of the grant agreement to be completed with relevant information, signed, and returned to Goethe-Institut.
- After the grant agreement has been signed by both parties (the applicant and Goethe-Institut), the applicant becomes a beneficiary of the Programme's grant scheme. Media outlet/organisation which was awarded the Production grants for independent media will receive funding in three instalments: 45% after signing the grant agreement, 50% after the approved financial and narrative midterm report and 5% after completing all project activities and approved final financial and narrative report.

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- The applicant can begin implementing the project activities respecting the starting date indicated in the grant contract.

3.1.7. Changes of the project proposal

The beneficiary who signed the grant contract and received approval of the proposed project idea is required to carry out the project activities stated in the approved project proposal is required to carry out the project activities until October 30, 2025, at the latest.

Changes to the already approved project proposal or activities can only be considered in justified cases and must be discussed in advance with the Programme team. Otherwise, costs for project activities that are different than the activities stated in the initial application form, cannot be accepted, or will be recalculated and deducted from the final calculation.

Reporting and final payment

Within one month of the project's conclusion, beneficiaries are required to submit an activity report consisting of a narrative and financial report, along with necessary supporting documents. The balance of the funding amount will be disbursed after the submission and approval of the report. Payments will be made in Euros to the account specified in the grant contract.

The report consists of two parts:

1) Narrative report:

- Description of the activities implemented, and results achieved.
- Attachments: Produced media content during the implementation of project activities, videos, a minimum of 3 photos demonstrating some of the activities within the project, social media posts demonstrating some activities during the project and any other audio or visual content that proves implementation of project activities or visibility efforts.

2) Financial report:

Budget form including supporting documents, such as proof of expenditure (invoices, proof of payment, bank statements).

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List of proofs (examples)	
Proof of travel from the place of origin to the destination city and return (economy class only)	Boarding passes, train tickets, passport stamps, bus tickets, ferry tickets, petrol station receipts, etc.
Proof of real costs (rent of equipment, registration, visa, travel insurance, production costs)	Invoices, freelance contracts, proof of payment (bank statements; for cash payment – cash receipts)

Important note: Expenses not made/paid in EUR but in the local currency, must be converted to EUR using the exchange rate provided by the relevant Goethe-Institut after ending of the project implementation period and before submission of the final financial report, upon request of the beneficiary. The relevant Goethe-Institut will use the average exchange rate according to SAP (internal accounting system) as a basis for the settlement of the entire grant amount.

3.2. Principles applying to this grant scheme

Non retroactivity

Beneficiaries may begin implementing their project only after their grant agreement is signed. Costs incurred before the signature of the grant agreement will not be eligible.

Non-cumulative award

Programme will not cover costs that are otherwise covered, for example by other grant schemes. To avoid the risk of double funding, the applicant must indicate in the relevant section of the application form, the sources and the amounts of any other funding received or applied for in the year.

Multiple submissions

In cases where several applications from the same applicant have been submitted, the Programme will assess the last submitted application. Applications with identical or similar content submitted by different applicants will be subject to a special assessment and may be rejected, due to suspicion of fraud.

No-Profit

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Projects supported by the European Union must not have the purpose or effect of producing a profit within the framework of the project implemented by the beneficiary.

The Goethe-Institut is responsible through the EU Commission for indirect fund management of EU funds in accordance with Article 62 in conjunction with Article 154 of the Financial Regulation (FR)⁷. For this reason, appropriate requirements and processes are applied when awarding EU funds to ensure compliance with EU budgetary law. In this context, the Goethe-Institut observes the principles to which grants are subject.

4. Timetable and implementation

The indicative time schedule of the call for proposals is as follows:

	Date
Launch of the call for proposals	18 August 2025
Deadline for submission the applications	18 September 2025, 23:59 CET
Earliest possible start of the project	01 October 2025
Latest possible end of the project	31 May 2026

5. Data protection

Unless indicated otherwise, the questions and any personal data requested to evaluate the application in accordance with the specifications of the call for applications will be processed solely for that purpose by the Programme evaluation team. Details concerning the processing of personal data are available within the Data protection clause within the GAP application form ([Data protection](#)).

⁷ The Financial Regulation can be accessed through the following link: https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=OJ:L_202402509.

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For any inquiries related to data protection and processing, please contact our data protection officer by E-mail at datenschutz@goethe.de.

6. Who implements the Innovation. Media. Minds: EU Support to Public Service Journalism in the Western Balkans?

The Innovation. Media. Minds: EU Support to Public Service Journalism in Western Balkans Programme is implemented on behalf of the European Commission by the Goethe-Institut, in collaboration with its implementing partner DW Akademie.

6.1. About the Goethe-Institut e.V.

As the cultural arm of the Federal Republic of Germany, the Goethe-Institut runs 151 institutes in more than 98 countries. The Goethe-Institut has 70 years of experience in supporting international cultural relations, strengthening education, creating educational exchanges, fostering creativity, and reinforcing vital civil societies. We convey information about cultural, social, and political life in Germany, and promote German-language teaching and learning. Furthermore, the Goethe-Institut has a long-standing presence and is a recognized and trusted Institution in the Western Balkans with offices in Serbia, Bosnia and Herzegovina and North Macedonia. The regional center for the Western Balkans is the Goethe-Institut Athens. There are additional Goethe-Centers in Albania and Kosovo*, opened in 2005 and 2013 respectively. While these are legally and administratively independent entities, they receive funding support from the Goethe-Institut for their core programmatic activities.

6.2. About the DW Akademie

DW Akademie is Deutsche Welle's centre for international media development, journalism training and knowledge transfer. Our projects strengthen the human right to freedom of expression and unhindered access to information. DW Akademie empowers people worldwide to make independent decisions based on reliable facts and constructive dialogue. DW Akademie is a strategic partner of the German Federal Ministry for Economic Cooperation and Development. We also receive funding from the Federal Foreign Office and the European Union and are active in more than 70 developing countries and emerging economies.

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7. Contact information

If you experience technical difficulties during the submission process, please contact the Programme team. If you need language support, the Programme team will invest additional effort to provide assistance in applicant's native language.

Please contact the Programme team (contact person Dajana Celebic, dajana.celebic@goethe.de) if you have any questions regarding the application process.