

# INNOVATION. MEDIA. MINDS.

EU SUPPORT TO PUBLIC  
SERVICE JOURNALISM  
IN WESTERN BALKANS

#EU4MediaMindsWB

## **Application guidelines for the Second call grants for regional co- production for public service media in the Western Balkans**

**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**



Funded by  
the European Union



Akademie

# INNOVATION. MEDIA. MINDS.

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## Disclaimer

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<b>Opening date</b>	03 June 2025
<b>Closing date</b>	24 July 2025, 09:00h CET
<b>Grants duration</b>	Maximum eight (8) months
<b>Maximum individual grant amount</b>	Up to EUR 25,000
<b>Who can apply?</b>	Public service media (PSM) broadcasters with a legal body established in: Albania, Bosnia and Herzegovina, Kosovo <sup>*1</sup> , Montenegro, North Macedonia, Serbia which signed a memorandum of understanding <sup>2</sup> with Goethe-Institut and DW Akademie.
<b>Specific objective of the grant scheme</b>	Support up to two partnerships of Western Balkan PSM to strengthen regional co-production and partnerships in producing joint media content on regional topics
<b>Goethe Application Portal (GAP) link to online application form</b>	<a href="https://portal.gap.goethe.de/cases/092ce0bf-95a4-4db0-8e7c-d111c3bb3db2/create">https://portal.gap.goethe.de/cases/092ce0bf-95a4-4db0-8e7c-d111c3bb3db2/create</a>

## 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 organizational 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, the Innovation. Media. Minds (IMM) 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:

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<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.

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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. 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, **around EUR 900,000** will be distributed within several grant schemes.

## 1.2. Objectives of the grant scheme

The grants scheme particularly seeks to support up to three partnerships of Western Balkan Public service media (PSM) to strengthen regional co-production and partnerships in producing joint media content on regional topics.

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

## 1.3. Grants for regional co-production

The call for *Grants for regional co-production* is open exclusively for *PSMs with a legal body established in Albania, Bosnia and Herzegovina, Kosovo\*, Montenegro, North Macedonia, Serbia*. 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, rule of law, good governance, environment, Western Balkans' progress on the

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EU integration path, etc. New production formats such as solution-oriented and constructive journalism, “slow news” and other analytical reporting are encouraged.

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. A **total budget of EUR 50,000** will be distributed within this grant scheme. The highest individual grant amount that can be awarded is **EUR 25,000**.

PSMs may apply to cover the following costs:

- 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, etc.

## **Important note:**

Any content production should rely on the existing capacities (human & technical) and resources of the PSMs. Sustainability and ownership of content production are preconditions, and both must be guaranteed by PSMs.

The applicant must clearly demonstrate that the media content will be produced together in cooperation with *at least one Western Balkan PSM* that signed a memorandum of understanding with Goethe-Institut and DW Akademie, and that Western Balkan PSMs (applicants) will broadcast the produced media content on their available media platforms: websites, social media channels, YouTube channels, etc. The produced content must be broadcasted by both lead and partner applicants for at least six (3) times in the period of six (6) months after the media content is finalised. If the applicant suggests different broadcasting frequency, the applicant has to justify it narratively in the application form.

## **1.4. Duration**

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

## 2. Eligibility criteria

### 2.1. Who can apply?

Applicants must comply with the following criteria:

- Operate as a PSM with a legal entity (media outlet) established in one of the following IPA<sup>3</sup> beneficiaries: Albania, Bosnia and Herzegovina, Kosovo\*, Montenegro, North Macedonia, Serbia;
- Only Western Balkan PSMs that have signed a memorandum of understanding 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 other Western Balkan PSM to produce and broadcast the media content developed and created within this grant scheme. The produced media content must be broadcasted for one month and posted on different PSMs' platforms (website, social media channels, YouTube, etc.).

Within their project proposals, Western Balkan PSMs should demonstrate the following selection criteria:

- *Impact*: The proposed project/project activities have a significant impact on audience reach, or societal role.
- *Innovation*: The project introduces new and innovative approaches to public service broadcasting.
- *Sustainability*: The project is sustainable and has the potential to be replicated or scaled up.
- *Alignment with Programme objectives*: The project is aligned with the specific objectives of the Programme.
- *Cross-border collaboration*: The project must foster collaboration among PSMs from different regions on joint content production.

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

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<sup>3</sup> 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.

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grant scheme. Expenses for each applicant (lead and partner) must be separately stipulated in the budget template in Goethe Application Portal (GAP).

## 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 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 only). Travel expenses will be eligible only if directly connected to specific project activities proposed in the project proposal.	Lump sum	Lump sum	/
Accommodation costs	Accommodation costs will be eligible only if directly connected to specific project activities proposed in the project proposal.	Lump sum	Lump sum	/
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	/

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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), materials for filming, translation/interpretation, etc.	Actual costs	100% of actual costs	/

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 after signing a grant contract.
Human resources costs	Costs related to the PSMS' staff are not eligible within this grant scheme.
Entertainment	Entertainment costs such as: <ul style="list-style-type: none"> <li>- Gifts.</li> <li>- Alcohol.</li> <li>- Restaurant bills or hospitality costs for personnel not directly participating in the project.</li> </ul>
Excessive transport	Excessive taxi fares (taxi receipts above 50,00 EUR) and/or fuel costs (above 200,00 EUR per trip).
Other travel expenses	Travel of a companion/dependents, translations, preparation of documents for visa, etc.

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Double funding	Expenses that are already fully covered by another source, grant, or programme.
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 future liabilities, credit to third parties, benefits in kind, performance-related bonuses that are included in staffing expenses.

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.

### 2.3. Co-funding from other source(s)

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.

### 2.4. Additional information

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.

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

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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.

## 2.5. Visibility

Beneficiaries of the IMM Programme grant scheme must clearly acknowledge the European Union's contribution in all publications 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 the logo of the European Union on all their publications, posters, programme, produced media content 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 beneficiary part of the Programme:

- 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 (Western Balkan PSMs) must follow these steps:

- Check the thematic compliance of the project (cf. Section 1.3 – Types of actions or activities);
- Secure a written confirmation (contract/agreement/statement/letter of intent) with at least one other Western Balkan PSM for production and broadcasting of created media content within this grant scheme. PSMs have to submit a joint project proposal and apply as lead and partner applicants.
- Develop a budget for the project that adheres to the eligibility of the costs and funding principles detailed in section 2.2;

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- Fill in and submit the application form and additional documentation on Goethe Application Portal (GAP) before the deadline.

PSMs applying for Grants for regional co-production must clearly demonstrate that implementation of proposed project activities will support partnership between Western Balkan PSMs, expand the audiences, enhance their engagement and involvement, and improve the quality and relevance of the created content. Additionally, project proposal must clearly describe which regional topic(s) will be covered by the produced media content. PSMs applying for Grants for regional co-production need to submit the following supporting documents:

- Registration documents (certificate) confirming the legal entity status as a registered PSM (for the lead applicant and partner applicants);
- Financial statements for the last two fiscal years for the lead and partner applicants.
- Signed official document (contract/agreement/statement/letter of intent) with at least one other Western Balkan PSM to produce and broadcast the media content developed and created within this grant scheme

Project proposals having formal agreements with *more than one Western Balkan PSM* will have an advantage.

**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:

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

After submitting their online application, applicants will receive an automatic confirmation of receipt in their GAP profile. In case of technical problems, please contact IMM Programme team, as well as in case of any other technical problems (please see *Section 7 – Contact information*).

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## 3.1.2. Submission deadline

The submission deadline is **24 July 2025, 09:00 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 info sessions after the publication of call for proposals. The information sessions will cover the following topics:

- Understanding the nature, aims and benefits of funding opportunities within the call for proposals;
- 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 on the [IMM Programme website](#).

## 3.1.4. Application language

The application form and supporting documents (CV/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.

## 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;

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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 need to be submitted in English specified above).
3.	The application fulfils the eligibility criteria (applicant, target IPA beneficiary, duration, total grant amount).
5.	The application form is complete, and all required documents are uploaded.

Any application that passes this 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 sheets.

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.

	Maximum no. of points	Points
<b>1. Relevance</b>	<b>30</b>	
1.1. How closely does the project relate to the objectives listed in the call for proposals?	5 <sup>4</sup>	

<sup>4</sup> Note for criteria with five (5) maximum number of points: 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.

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1.2. Does the proposal clearly identify which regional topics (such as (but are not limited to) culture, including cultural exchange and dialogue, youth, education, health, rule of law, good governance, human, economic, and social rights (including vulnerable groups), gender, environment, Western Balkans' progress on the EU integration path, etc.) will be addressed/covered by the jointly produced (by at least two Western Balkan PSMs) media content and how it will be distributed/broadcasted?	10 <sup>5</sup>	
1.3. Are the results, deliverables and activities clear and feasible?	5	
1.4. Does the proposal clearly identify target groups and audience (to be reached by proposed project)?	5	
1.5. 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	
<b>2. Methodology</b>	<b>10</b>	
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 the study of the difficulties that have been discovered and potential outside factors)?	5	
<b>3. Sustainability</b>	<b>15</b>	
3.1. The proposal clearly identifies activities and results that contribute to the sustainability 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.	10	

<sup>5</sup> Note for criteria with ten (10) maximum number of points: ranging between 1 - 10 as follows: 1 = incomplete or very bad; 2 = poor and/or very limited; 3 = limited with deficiencies; 4 = limited; 5 = acceptable with identified weaknesses; 6 = acceptable; 7 = good with identified weaknesses; 8 = good; 9 = very good; 10 = excellent.

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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	
<b>4. Organisational capacity</b>	<b>25</b>	
4.1. Applicant demonstrates operational capacity to implement the project.	5	
4.2. Applicant has proven audience engagement at the national level or/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	
4.3. Applicant's audience reach meets the criteria, and the plan for improved and/or diversified audience reach is clear and feasible.	5	
4.4. The risks and challenges identified are specific and manageable, and there is a mitigation plan proposed.	5	
4.5. Applicant demonstrates commitment to professional and ethical standards of journalism.	5	
<b>5. Budget and cost efficiency</b>	<b>20</b>	
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 the project proposal have a narrative budget and is it clear? - Does the proposed budget demonstrate value for money, and is it feasible? - Are costs realistic and reasonable?	10	
<b>Maximum total:</b>	<b>100</b>	

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.

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If the scores attributed to an application by each expert differ by more than 20 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 Program's grant scheme. Western Balkan PSMs 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.
- The applicant can begin implementing the project activities.

### 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 until **31 May 2026**, 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.

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## 3.1.8. 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: 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 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.

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 daily expenses (cost of stay)	Proof of the number of days spent abroad (hotel bookings, accommodation invoice, etc.); Transport tickets can also be a proof if they clearly indicate the dates.

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Proof of real costs (rent of equipment, registration, visa, travel medical insurance)	Invoices, proof of payment (bank statements; for cash payment – cash receipts)
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**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 transferring the funds to the beneficiary's account.

## 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*

Program 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 case several applications from the same applicant have been submitted, the Program 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*

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 157 of the Financial Regulation (FR)<sup>6</sup>. For this reason, appropriate requirements and

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<sup>6</sup> The Financial Regulation can be accessed through the following link: [https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=OJ:L\\_202402509](https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=OJ:L_202402509).

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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 first call for proposals is as follows:

	Date
Launch of the call for proposals	03 June 2025
Submission deadline	24 July 2025, 09:00h CET
Earliest possible start of the project	01 September 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 part of the GAP application form (*Data protection*).

For any inquiries related to data protection and processing, please contact our data protection officer by E-mail at [datenschutz@goethe.de](mailto: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 Program is implemented on behalf of the European Commission by the Goethe-Institut, in collaboration with its implementing partner DW Akademie.

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## 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.

## 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](mailto:dajana.celebic@goethe.de)) if you have any questions regarding the application process or if you encounter any technical difficulties during the submission process.