

Grants guidance and application form 2020

BALTIC INDEPENDENT MEDIA PROGRAMME

Grants programme 2020

**Editorially independent media organisations acting in the public interest are vital to democratic processes. They hold power to account and ensure that citizens can make informed decisions about the issues that shape their lives. And local news matters too. That is why a diverse range of national and regional, electronic and print as well as social media outlets in the Baltic States should thrive, including those that produce content and have audiences in Russian language.**

The Baltic Independent Media Programme is a three-year programme of support to predominantly Russian language media outlets in Estonia, Latvia and Lithuania. It seeks to strengthen media outlets’ current offering and help them expand into new areas of activity.

We are now proposing to issue a number of grants of up to €20,000, to support outlets create popular content and be sustainable.

Proposals that will be viewed favourably might include:

* Creating original content in Russian, in print form, online, audio or video
* Translating relevant content from other languages into Russian for audiences in the Baltic states
* Providing services on a new platform – for example, social media – or using a new medium, such as audio or video
* Producing a print magazine of stories published online in order to reach audiences who do not use the internet
* Training or supporting people new to journalism to produce engaging content
* Upgrading content management systems in order to provide content in mobile-friendly formats
* Improving a media outlet’s branding and marketing

Grant funding can only be used to purchase equipment with prior approval at the application stage (if you would like to use grant funding to purchase equipment, please send us an email to [Bim.grants@zincnetwork.com](mailto:Bim.grants@zincnetwork.com) before the application deadline). Where equipment purchasing is not permitted, applicants should budget for equipment hire.

Other proposals will be considered for grant funding if they:

* **Meet the goals of the programme** which includes i) creating engaging content, ii) providing content across a range of platforms, as selected via an understanding of where target audiences consume content, for example online, audio, video or print and iii) promoting and publicising content effectively through on or offline marketing. All content produced should meet the core values of journalism, such as accuracy, fairness, impartiality and responsibility.  
    
  We will also consider proposals that seek funding to carry out a defined programme of research in order to i) support the aforementioned goals of the programme, and/or ii) develop an ambitious, programme of high-production values, for example through the production of a pilot.
* **Are ‘ready to go’.** Applicants must demonstrate they have a well-thought-out plan – including being clear about the resources required, including staffing – for the entire activity and be ready to mobilise quickly.
* **Are realistically costed, with a total budget not exceeding €20,000.** All elements of the budget must fall within the programme’s funding guidelines.

Eligible expenses include:

* + Salaries (of staff and the cost of replacing staff who transfer to other duties)
  + Bought-in services (e.g. marketing and design services, web hosting, training, consultancy)
  + Equipment required to deliver the service, as long as this is no more than 25% of the total budget
  + Reasonable travel and accommodation directly related to the activity
  + Up to 7% of the total budget can be allocated to overhead costs, including finance, admin and office costs
* **Are realistically deliverable within the time allocated.** We will assess the capacity of the applicant organisation to deliver the proposed project within the proposed time and budget.
* **Will be sustainable.** Whatever service is created through grant funding should aim to exist independently when the grant is exhausted. For example, the grant may be used to pay for the costs of starting a new product or service, but should not be used to sustain beyond a pilot period ideally.

**How to apply**

Please fill in the form in English, Russian, Lithuanian, Latvian or Estonian. We are happy to answer any queries you may have and to assist with completing the form.

Submit your completed applications by email to Donara Barojan, Deputy Project Director, at [Bim.grants@zincnetwork.com](mailto:Bim.grants@zincnetwork.com) **by 23:59 on 2nd March 2020 (GMT+2) at the latest**. You can send questions to the same address.

The programme aims to consider applications during March 2020 and issue funding to successful applications beginning in April 2020, if not earlier.

**Please note this is not the only opportunity to receive support from The Baltic Independent Media Programme. The project will be looking to engage with and provide support to media outlets over the coming years. For more information, please get in touch over email listed above.**

The Baltic Independent Media Programme is supported by the UK Government. The programme is managed by Zinc Network and its partners at Thomson Reuters Foundation and the Baltic Centre for Media Excellence.

**BALTIC INDEPENDENT MEDIA – GRANTS APPLICATION FORM**

1. **Organisation details**

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| --- | --- |
| **Organisation name** |  |
| **Website (if organisation is online)** |  |
| **Address and phone number** |  |
| **Contact person name** |  |
| **Contact person email address** |  |

1. **Summary**

*Please give a brief summary of the activity you would like the Baltic Independent Media programme to support. Give an overview of what you plan to do, what audiences you intend to reach and what impact you hope the work will have / what problem it seeks to solve (max 500 words).*

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1. **Activity details**

*Describe how you would deliver the proposed activities. Include any relevant details on project duration, key dates, milestones, locations, systems, individuals, partners etc (max 500 words).*

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1. **How do you intend to evaluate your activity?**

*Describe how you will track the progress of your project and how you will evaluate the impact of the activity (max 300 words)*

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1. **Budget**

*Please fill out the budget table below with the costs for your activity. Remember that we will not be able to fund activity that costs more than €20,000.*

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| --- | --- |
| **EXPENDITURE** | **AMOUNT (EUR €)** |
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|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| **TOTAL:** | € |

1. **Further information in support of your application**

*What successes have you had delivering similar activity in the past? Have you managed other grant funding successfully?*

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1. **Signature of person authorised to represent the organisation**

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| --- |
| I confirm that I am authorised to represent this organisation and this organisation is able to deliver the activity as described above. I confirm that the information I have provided is accurate and provided in good faith.  **Signature:**  **Name:**  **Organisation:**  **Place and date:** |