**MEDIA FOR ALL PROJECT**

(Supporting Greater Media Independence in the Western Balkans)

**BUSINESS DEVELOPMENT (BD) GRANT SCHEME**

**Application Form[[1]](#footnote-2)**

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| --- | --- |
| **Title of the business idea** | Insert title |
| **Organisation name** | Insert name of media outlet |
| **Municipality / Country** | Insert municipality and country |
| **Indicative budget** | GBP[[2]](#footnote-3) |
| **Timeframe** | Insert proposed start and end date of the business idea implementation |
| **Application ID No.** | *To be assigned by the Project and upon submission* |

Please add the main information about the media outlet, including the person who will be the main point of contact throughout the application process and if successful, managing the grant.

|  |  |
| --- | --- |
| **Full legal name** |  |
| **Date of registration** |  |
| **Legal representative name and position** |  |
| **Address** |  |
| **Country** |  |
| **Website** |  |
| **General contact email** |  |
| **Telephone** |  |
| **Contact person name** |  |
| **Contact Position** |  |
| **Email** |  |
| **Telephone** |  |
| **Preferred method of online communication (Skype, Zoom, Teams, Viber, Hang Out, etc.)** |  |

To the best of your ability, please address all the relevant items listed below in your application. Please follow the instructions provided for each part of this Application Form. Use **Arial 11 font**. The maximum number of pages should not exceed **10 pages in length.**

|  |  |
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| 1. **SUMMARY** | |
| **1.1. Brief description of the business idea** |  |
| **1.2. Main objective(s) of proposed business idea** |  |
| **1.3. Target groups** |  |
| **1.4. Final beneficiaries** *<who and estimated number>* |  |
| **1.5. Estimated results and achievements** |  |

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| 1. **BRIEF DESCRIPTION OF THE ORGANISATION (max 1/2 page)**   *(Brief description of the current activities and operation of your organisation - years of operation, number of employees, internal structure and divisions, annual income, production capacities, etc.)*  *Explain how the media outlet demonstrates commitment to upholding journalistic standards.* |
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| 1. **DESCRIPTION OF THE BUSINESS IDEA (max 3 pages)** |
| * 1. **Context and Problem Analysis**   *(Describe the challenges that prevent your local community or region from achieving greater levels of media independence and quality. What problem will you address by this business idea? Why its addressing is important for the local community / audience?)* |
|  |
| * 1. **Business Development Idea**   *(Please outline and specify what business idea your media outlet wants to develop and test? To which of the following areas it is related – community and audience engagement, media management (internal organisation), production, business management, introduction of new services or product, etc.)?)* |
|  |
| * 1. **Income – generation activities / revenue stream**   *(What new source of income (revenue stream) could be introduced as a result of implementation of your business idea? Who are your potential supporters or clients?)* |
|  |
| * 1. **Target groups and final beneficiaries**   *(Who are your direct beneficiaries and how will you address their needs? How many beneficiaries will be directly included in the business idea?  Who and how many people will indirectly benefit from your business idea? Does the proposal envisage involvement of women, youth, persons with disabilities, or minorities and how do you plan to address these groups in your business idea?)* |
|  |
| * 1. **Local audience engagement**   ***(****Describe your current relationship with the local community / local audiences in delivering media content. Which approaches or tools do you use for audience measurement and how will you improve it?)* |
|  |
| * 1. **Risks and mitigation measures**   *(Describe the main risks or challenges which could threaten the implementation of your business idea and specify the measures planned for mitigation of the risks.)* |
|  |
| * 1. **Sustainability**   *(Please describe how the achievements of this business idea will enable your media outlet to improve after the business grant implementation?* *Which factors may possibly affect your business idea, externally and internally?)* |
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| * 1. **Social impact**   *(Please specify if the media outlet operates in remote geographic area. Please specify if the media outlet is established / managed by underrepresented groups (minority, youth and other underrepresented groups.)* |
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| 1. CAPACITY, GAPS AND NEEDS OF MEDIA OUTLETS (max 2 page) |
| * 1. **Technical capacities and gaps**   *(What are the main challenges and capacity gaps your organisation faces in terms of the internal management, financial sustainability, production, community and audience engagement - e.g. lack of knowledge, funding opportunities, skills, etc.)?* |
|  |
| * 1. **Mitigating gaps through business support**   *(How will you overcome identified challenges – not necessarily all - with the implementation of your business idea? What expertise / resources does your media need to develop your business idea into a feasible business plan? What expertise / resources you need in terms of further capacity building to overcome these gaps?)* |
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* 1. Please list the team (staff members to be responsible for the implementation). Expand number of rows if needed.

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| --- | --- | --- | --- | --- | --- |
| Staff | Gender (F/M) | Position in the media outlet | Years of experience | Full time/part time | Project activity |
| Name |  |  |  |  |  |
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4.4. Please provide information on 3 major projects / programmes your organisation implemented in the last 5 years.

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|  | * + - * + Project name | * + - * + Short description of project and main outcomes | * + - * + Donor organisation name | * + - * + Amount of project budget | | * + - * + Period of implementation (mm/yy – mm/yy) |
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* 1. What is your current audience reach? Please list the audiences in the table below. If your data is disaggregated by gender, age or any other specific feature, please specify these data in the table below. Use best estimates if you do not have data and expand number of rows if needed.

|  |  |  |
| --- | --- | --- |
| Type of audience (e.g. youth, women, minority group, etc.) | Approximate audience number | How the audience is reached (e.g. web, TV, radio)? |
|  |  |  |
|  |  |  |
| TOTAL |  |  |

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| 1. DECLARATION AND CHECK LIST |

**5.1 Privacy notice**

This project is managed by the British Council and consortium partners on behalf of the UK Foreign and Commonwealth Office (FCO). The British Council will use the information you are providing for the purpose of assessing your Application Form and securing your participation in this Project. We may pass this information on to other organisations, including the consortium and selection panel members in order to assess your application and to administer and evaluate the programme.

Under UK data protection law, you have the right to ask for a copy of the information we hold on you, for which we may charge a fee, and the right to ask us to correct any inaccuracies in that information. If you want more information about this, please contact your local British Council office or see our website: <https://www.britishcouncil.org/privacy-cookies/data-protection>

The British Council wishes to publish information on successful applications (including the summary provided on the first page of this form) on their website, in promotional materials disseminated through any medium, and in reports and documents. The British Council will not publish personal details on their website or via other media without prior permission.

**5.2 DECLARATION to be signed by the applicant**

|  |  |
| --- | --- |
| The applicant is not guilty of misrepresentation in supplying the information required as a condition for participation in the grant award procedure or of failure to supply this information. | I confirm the above |
| Upon the completion of Step 2 of the evaluation process, the project will conduct the Due Diligence check. The applicant must provide the British Council with all information reasonably requested by the British Council to complete the screening searches. | |

| **Signatures**  **I certify that I am authorized to submit this Application on behalf of the named organisation and have read and understood the terms above.** | |
| --- | --- |
| **Signature of legal representative** | **Date** |
|  |  |

Annexes and Supporting documents

The following documents must be attached to the application:

* 1. Registration certificate of the media outlet confirming that it is registered with the Serbian Business Registers Agency (SBRA[[3]](#footnote-4));
  2. Document that proves that the legal entity owning the media outlet is registered in Serbia before 1 January 2018 (if applicable);
  3. Financial statements for 2018 calendar year (or 2019, if applicable);
  4. Certificate from relevant tax authority that the legal entity has paid all due taxes, in accordance with local legislation.

1. The Application Form briefly explains the business idea of the applicant. Detailed Business Plan and Budget will be developed with assistance of the Project for successful applicants. [↑](#footnote-ref-2)
2. GBP – Great Britain Pound [↑](#footnote-ref-3)
3. Agencija za privredne registre (APR) [↑](#footnote-ref-4)