**MEDIA FOR ALL PROJECT**

(Supporting Greater Media Independence in the Western Balkans)

**ENGAGED CITIZEN REPORTING (ECR) GRANT SCHEME**

**Application Form**

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| **Project title** | Insert title  |
| **Organisation name** | Insert name of media outlet |
| **Municipality / Country** | Insert municipality and country  |
| **Requested Amount** | GBP[[1]](#footnote-2) |
| **Timeframe** | October 2020 to June 20211. April 2021 to December 2021

(please select one) |
| **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.

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| --- | --- |
| 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 onlinecommunication (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**.** The application should be submitted along with a proposed budget in the template provided.

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| 1. PROJECT RATIONALE (max. 1/2 page)
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| * Brief description of the challenges and problems the media in your community face that this project aims to address, including challenges in reaching/interacting with target audience(s)
* How do you think this project might help you address some of those issues?
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| 1. **THE PROJECT SUMMARY (max 1/2 pages)**
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| Given the overall goal of the project, which is to enhance citizens engagement with independent media in the Western Balkans (for more details see also Call for Application, Section 1 and 2), please elaborate how your work could contribute the projects' objectives. Share ideas on the topics you could cover, how you would reach or report on underrepresented parts of your community (marginalised communities such as minorities, youth, women and other similar underreported communities), what kind of activities you would undertake to achieve those goals. |

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| 1. **PROJECT IMPLEMENTATION (max 2 pages)**
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| * Given the objectives and activities outlined in the previous section, please elaborate:
* How will your organisation in practical terms manage the implementation of the activities, how will you balance your ongoing production with the project activities, would you need to decrease or stop some segments of your work, would you need to hire additional staff, what kind of equipment do you need for more successful implementation, etc.?
* How would you describe your current relationship with your audience and local community? Even if it is flawed, please point to the reasons (e.g. lack of resources, unfair treatment by the local authorities, etc.).
* How will the grant enable the organisation to work closer with its local community and audiences?
* How do you think engaged citizens reporting tools and methodology will help your media outlet improve engagement with local community and audience?
* How do you think engaged citizens reporting tools and methodology will help your media outlet actively engage with marginalized / less informed audience groups such as women and girls, ethnic groups, minorities? How will you ensure ECR is available to such groups (feel free to suggest topic in this regard, as ECR is the tool, but the editorial decision to cover certain topic is equally, if not more important)
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| 1. **PROJECT RISKS (max 1/2 page)**
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| * Describe the main risks or challenges that you face when engaging with citizens and how you plan to manage/mitigate them [ e.g. duty of care to protect staff and sources, verifying stories and making sure content is accurate, capacity to manage large volumes of responses, prioritizing the most important content]
* What are other (more external) significant challenges to the success of this project, e.g. your organisation’s ability to achieve the intended objectives within the planned timeframe, political or economic factors, etc. and how does your organisation plan to mitigate these risks?
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| 1. **INSTITUTIONAL CAPACITY (max 1 page): the applicant is to provide the information related to institutional capacity in the following four (4) sub-sections:**
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| * 1. **Organisational capacity**
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| * Briefly explain your organisation structure and relevant roles in the organisation and their experience and expertise
* Describe your organisation’s current capacity to implement and manage this project. Describe how many staff out of total number of journalists would be involved in the project implementation
* State at least two relevant experiences (previous or current projects, activities) that would present adequately that your organisation has the abilities to take forward the ECR implementation and expand its audience, coming closer to the community where it operates.
* To apply the ECR tool, the applicant must have a functioning website Please provide short information on your organisation’s functioning website and its usage
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| 5.2 Describe the staff members who will be responsible for the grant, including activity delivery. Give details of their role in the organisation and relevant experience, as well as if they will be involved part time or full time. Please add additional rows in the table as needed.  |
| Staff | Gender (F/M) | Position in the media outlet | Years of experience | Full time/part time | Project activity |
| Name |  |  |  |  |  |
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| **5.3** Please provide information on 3 major projects / programmes your organisation implemented in the last 5 years |
|  | Project name | Short description of project and main outcomes | Donor organisation name | Amount of project budget | Period of implementation (mm/yy – mm/yy) |
| 1. |  |  |  |  |  |
| 2. |  |  |  |  |  |
| 3. |  |  |  |  |  |

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| 1. NEXT STEPS/POTENTIAL/SUSTAINABILITY (max 1/2page)
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| * Please describe how the improvements to be achieved through this project will enable the media outlet to improve beyond the end date of this project?
* What are the longer-term goals of the organisation in improving the relationship between media and local communities?
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| 1. DECLARATION
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**7.1 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 grant 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.

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

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| 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 to the Project on behalf of the named organisation and have read and understood the terms above.** |
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| **Signature of legal representative**  | **Date** |
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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[[2]](#footnote-3));
	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. Great Britain Pound [↑](#footnote-ref-2)
2. Agencija za privredne registre (APR) [↑](#footnote-ref-3)