



**“Diversifying voices in journalism”**  
**Media grants**  
***Guidelines for applicants***

**Why this call**

Kosovo 2.0 (K2.0) is a media outlet based in Prishtina committed to explanatory, contextual and narrative journalism, where storytelling is not just about documenting the world around us, but also contributing to its reimagining.

Established in 2010 as Kosovo’s very first blogging platform, K2.0 expanded and established itself as a critical and credible journalistic voice in the country and beyond. Over the years, K2.0 has produced a number of theme-based print magazines before transitioning to an online magazine model. Throughout, we have always organized a diverse range of public events and non-formal education initiatives that we see as fundamental to our broader journalistic mission.

In January 2023, we started implementing “[Diversifying voices in journalism](#),” a project funded by the European Union that seeks to promote media pluralism in Kosovo, counter disinformation and build the capacity of media outlets, the youth and young journalists to produce journalistic content that adheres to the highest professional standards.

Through this call in particular, we wish to provide small-scale funding and training to media outlets and related organizations to help them realize their own innovative, high-quality media projects. This is to make sure that funding and skills can reach a diverse audience of media outlets and media-producing organizations that find it hard to directly access EU funding, or that still need to grow their journalistic skills or organizational capacity. At K2.0, we believe that media pluralism and journalistic quality are essential for the health of Kosovo’s democracy.

Our overall objective is to support quality, public interest journalism, and the understanding and trust of journalism professionals, the media and the public towards independent journalism and its irreplaceable democratic function.

**Who we are looking for**

The main targets of this call are socially-engaged media outlets and media-producing organizations, with a particular attention to grassroots organizations and collectives engaging in innovative forms of multimedia production. To be eligible, applicants must be:

1. media organizations or organizations with demonstrated capacity, reason or experience in producing media content,
2. based and operating in Kosovo,
3. registered as an NGO or private media entity.



Unregistered initiatives can apply, provided that a registered NGO or private media operates as a fiscal sponsor. This implies a registered, eligible entity assuming all legal and financial responsibilities under the purposes of this call in the name of an unregistered initiative, who will be responsible for the implementation of the project.

Only private media entities that are small in size are eligible for funding. For the purpose of this call, a small media entity is one with up to 15 in-house employees.

Applicants can apply in consortiums of up to two different entities. If you are not a media outlet, we will look favorably on cooperation with other media outlets for the dissemination of project results.

Once awarded a grant, a specific entity may not re-apply or receive additional funding under this activity.

With our media grants, we want to prioritize entities that have high potential, but are normally excluded from funding in this area. This means that if your organization, media or collective is young, or located outside of Prishtina, or your work is grassroots and community-driven, you are highly encouraged to apply.

### **What kind of activities we want to support**

Eligible activities under this call are journalistic productions, such as: written articles, multimedia productions, podcast productions, video productions, documentary productions, radio shows, TV shows, animations and other innovative media productions.

To be eligible, projects need to be realized in a period of up to **twelve months**. Project outputs must be disseminated online, namely, in the web or social media platforms of winning media / NGOs or in the platforms of partner media, when applicable.

Journalistic productions funded by this call must advance the purpose of the project “Diversifying voices in journalism”, i.e. they must focus primarily on the improvement of media representation and diversity and the dispelling of [disinformation, misinformation and malinformation](#).

This means that your project proposal should aim to counter existing narratives based on inaccurate or out-of-context information, sensationalism or stereotypes and challenge the discrimination or erasure of vulnerable groups, their rights and experiences from the public debate. It follows that your media productions should uphold a human rights and solidarity culture and aim to bring to the fore issues that are relevant from a social justice perspective, which are either passed over or addressed superficially in mainstream media.

### **What kind of funding you can expect to receive**



Within this round, up to 6 applicants or consortia of applicants will be awarded a grant. Each winning project can receive up to **11,000.00 EUR** in funding under this call.

We understand that putting limits on the percentage of funds that applicants can allocate to human resources or in-house staff often does not respond to the needs of media outlets and related organizations. For this reason, there is no limit to the percentage of funds you can allocate to each budget category.

However, due to the size and scope of our media grants, we expect your proposed budget to be directed primarily if not exclusively to the production of output.

Further, this call is meant to support small-scale projects that make sense on their own. This means that you can apply for funds and activities that are complementing existing projects or programs of your organization. However, if you do, you must show in your proposal that your project idea brings a clear added value to your existing project or program, is relevant in its own right and can stand on its own feet. This also means that this funding opportunity is not suitable for co-financing small shares of existing projects.

Additionally, we will not support:

- projects that are mainly related to individual sponsorships for participation in workshops, seminars, conferences and similar,
- projects pertaining to political parties' and/or political campaigning, or coming from applicants that are linked or affiliated with political parties,
- projects that are part of larger initiatives or programs which already receive financial support from the IPA Civil Society Facility and Media Programme of the European Union, budget line: BGUE-B2021-15.020101.01-C1-NEAR DELKOS,

nor will we accept financial coverage of:

- debts and debt service charges (interest),
- costs occurring prior to start of the implementation of the project, or after its completion,
- provisions for losses or potential future liabilities,
- purchases of land or buildings,
- VAT, taxes, duties and charges,
- credit to third parties.

If you will generate profit thanks to the implementation of your project, that profit must be reinvested within the project in its entirety.

For all selected projects, funding is conditional on compliance with the [visibility guidelines of the European Union](#).

**What kind of training you can expect to receive**



The purpose of this call is to provide winning applicants with both the funds and skills to complete their own innovative media projects. If you are selected, you will take part in a small-scale training program organized by K2.0.

The training program is based on our decade-long experience in independent, [award-winning](#) multimedia journalism. We want to take the time to share with our colleagues the skills and resources we have developed throughout the years, so that you can deepen your knowledge and passion for high-quality, innovative and public oriented journalism.

You will participate in three training workshops, focusing on:

1. functioning and role of independent media, including audience engagement,
2. watchdogging and human rights-sensitive reporting,
3. financial management.

The workshops are set to take place, indicatively, in **May and June 2023**.

As they are mandatory, we will do our best to design these training sessions so that they can best respond to your concrete needs as a media outlet or media-producing organization.

### How to apply

In order to be eligible for funding, you need to send your application package to:  
<[eumediagrants@ktwopointzero.com](mailto:eumediagrants@ktwopointzero.com)>

The deadline for you to submit your application is **April 10, 2023**.

To be considered, your application must include:

1. project proposal,
2. budget proposal,
3. proof of registration (if you are an NGO or a private media, or of the entity that is operating as a fiscal sponsor if you are an unregistered initiative),
4. tax verification,
5. financial identification (bank account information).

Templates for your project proposal and budget proposal are enclosed in this call. You must use these templates and fill them in in their entirety if you want us to consider your proposal.

All application documents must be sent in either word, excel or pdf format. It is your sole responsibility making sure that you send us documents that can be read and opened, under penalty of exclusion.



Each entity can submit, either individually or as part of a consortium, one proposal only. If you submit or participate in more than one proposal, all proposals involving you will be rejected.

You can write your application in Albanian, Serbian or English. To make our evaluation easier, we prefer receiving applications in English. Regardless, the language you use for your application will not affect the evaluation of your application.

If you decide to write your application in English, we are aware that, most likely, English is not your mother tongue. For this reason, as long as your proposal is sufficiently clear, you shouldn't be concerned by the level of your English.

If you have any questions regarding the call, you can contact [<eumediagrants@ktwopointzero.com>](mailto:eumediagrants@ktwopointzero.com) by **March 31, 2023**.

For reasons of fairness and transparency, please understand that we cannot provide you with feedback on the content of your proposal prior to your submission.

### **How we will evaluate your proposal**

Your proposal will be assessed against the following criteria:

1. Relevance of the proposal to the objectives of the call and the needs of the target groups, including innovativeness (30 points max)
2. Effectiveness and feasibility of the proposed action (20 points max)
3. Financial capacity, operational capacity and experience of the applicant (20 points max)
4. Clarity of the intervention logic, stakeholders' involvement, monitoring and evaluation (10 points max)
5. Involvement of vulnerable groups and gender mainstreaming (5 points max)
6. Sustainability (5 points max)
7. Budget and cost effectiveness (10 points max)

Your proposal will be evaluated by a jury composed by two K2.0 staff members and one external evaluator.

The jury will pay attention to geographic and thematic diversity of the grants and applicant organizations, and promote principles of equal opportunities and inclusivity. The jury will also try to avoid double-funding entities that already receive financial support from the European Union.

Please consider that, if your project is selected, we may require you to amend your proposal in order to receive funding. This may be, for instance, to improve the cost effectiveness of your project, to ameliorate your intervention logic or to increase the impact of your activities.



Whether your project is selected or not, you will hear from us on the final decision regarding your application. If you wish to, you can request clarifications on the jury's decision up to 5 working days after it has been communicated to you.

**The timeline of this call**

March 15, 2023	Opening of the call
March 31, 2023	Deadline for submitting inquiries to K2.0
April 10, 2023	Deadline for submitting grant applications
April, 2023	Information to applicants on the evaluation of their applications
April, 2023	Contract signature
May, 2023	Earliest start of project implementation
May/June, 2023	Training to selected sub-grantees