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“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.

In addition to supporting a diverse range of underrepresented, high-quality journalistic productions, our goal is **to empower selected participants in securing and efficiently managing donor-based projects**. This is achieved through a combination of training and practical experience. K2.0 will accompany media grantees throughout the project implementation, guiding them to achieve the highest standards in project management, human resources, reporting, finance and administration. The ultimate objective is to equip media grantees with the skills needed to access and successfully manage future and larger grants, thereby enhancing their financial sustainability.



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For this reason, winning applicants, regardless of the grant size, should anticipate close monitoring by K2.0 throughout their project implementation. Depending on prior experience, this may involve substantial work in narrative and financial reporting, as well as updating human resources, procurement and accounting policies and practices.

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 three different entities (including fiscal sponsors).

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.

Therefore, it is important to note that activities such as discussions, conferences, etc. **are not eligible** under this call. However, non-journalistic activities may be considered eligible if they



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can be demonstrated as necessary for the realization of journalistic productions. For instance, workshops involving the public in participatory journalism or training sessions for young journalists to produce editorial content could be eligible under this category, provided that journalistic productions constitute the largest share of the proposed activities.

To be eligible, projects need to be realized in a period of up to **twelve months**.

Furthermore, applicants need to show how their project has the potential to **effectively reach the public** (either the general public or well-identified categories of citizens), with the public dimension of this call being of vital importance.

For this reason, 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. To ensure public outreach, applicants that are not a media outlet should foresee **partnerships with media outlets** for the dissemination of project results.

Journalistic productions funded by this call must advance the purpose of the project “Diversifying voices in journalism,” i.e. they must be public-oriented and focus primarily on the improvement of media representation and diversity and the dispelling of [disinformation, misinformation and malinformation](#). That being said, it is important to clarify that this call does not prioritize journalistic productions focused on disinformation disorder as the main topic. Instead, applicants are encouraged to **identify issues relevant to their intended audience**, especially those at a higher risk of being addressed superficially or in a discriminatory manner. They should then propose ways to address these issues using journalistic tools that promote media diversity, inclusivity and quality.

In other words, your project proposal should address a proven gap in the Kosovar media ecosystem, 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. Additionally, 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. It is crucial to understand that the grants provided are **project-based**, not institutional or core grants. This means that if your project is selected, its success will be evaluated solely based on the targets and specifications outlined in your proposal.



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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 journalistic outputs**.

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.

Co-financing the project budget with own or third-party resources is allowed but not required.

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](#).



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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 four training workshops, focusing on:

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

The workshops are set to take place, indicatively, in **June 2024**. All winning applicants must attend the training, ensuring the participation of at least one relevant staff member in each workshop.

How to apply

In order to be considered for funding, you need to send your application package to:
<eumediagrants@ktwopointzero.com>

The deadline for you to submit your application is **April 21, 2024**. To ensure fairness, **we cannot accept applications submitted after the deadline, or allow the addition or substitution of missing or incorrect documents after the deadline.**

To be considered, your application must include:

1. project proposal,
2. output and outreach targets proposal,
3. budget proposal,
4. proof of registration of the lead applicant (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) and partners, if any,
5. tax verification of the lead applicant (and partners, if any), no older than three months from the deadline for applications.



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Templates for your project proposal, output and outreach targets 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. **Failure to fill in any section of your project proposal or provide complete information may lead to disqualification of your application**

Similarly, for the budget proposal, **all columns** of the template, including the justification column, must be filled in. The budget template contains **additional instructions**, for instance, on proper budgeting and explanation of staff costs. **Failure to adhere to the budget instructions may also result in exclusion from consideration.**

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. **It is also your sole responsibility making sure that you provide full, accurate and guideline-compliant information in your project application.**

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 opt to write your application in English, we acknowledge that English may not be your native language. Thus, as long as your proposal is clear enough, you need not worry about the level of your English proficiency.

Please keep in mind that if you are selected, the administrative procedures of the media grants program will operate in English. This includes communication with K2.0 and project reporting.

If you have any questions regarding the call, you can contact eumediagrants@ktwopointzero.com by **April 14, 2024**.

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, including targets specifications (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.

While the quality of your proposal remains the fundamental metric of evaluation, the jury will also give due consideration to the **geographic and thematic diversity** of the grants and applicant organizations. Principles of **equal opportunities and inclusivity** will be actively promoted during the selection process. This includes taking into account the past sub-granting schemes implemented by K2.0 and the objective landscape in which applicant organizations operate. Additionally, the jury will make efforts to avoid double-funding entities that already receive financial support from the European Union.

Following the same principle, the jury will try to achieve a balance between supporting media entities and NGOs or unregistered initiatives.

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.

Unless there is a clear and objective mistake in the jury's evaluation that significantly affects the proposal assessment and can be solely attributed to the jury (such as mistakenly discarding a complete project proposal deemed incomplete), their decisions are not open to appeal. In such instances, it is the applicant's responsibility to demonstrate the mistake with tangible and incontrovertible evidence.

The timeline of this call

March 25, 2024	Opening of the call
April 14, 2024	Deadline for submitting inquiries to K2.0



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April 21, 2024	Deadline for submitting grant applications
May, 2024	Information to applicants on the evaluation of their applications
May, 2024	Contract signature
June, 2024	Earliest start of project implementation
June, 2024	Training to selected sub-grantees

These guidelines are available in English, Albanian and Serbian languages. In the event of any discrepancies, the English version shall take precedence.