



**“Diversifying voices in journalism”
Media grants
Q&A document**

This document includes a non-exhaustive list of questions K2.0 has received regarding the [call for grant applications](#) launched on March 25, 2024, as part of the EU-funded project “Diversifying voices in journalism.” For the sake of clarity and transparency, K2.0 has collected the most significant queries it has received, along with their answers.

1. Should productions realized as part of our project be published in the Kosovo 2.0 magazine or elsewhere?

The guidelines for the call specify that project outputs must be disseminated online, specifically on the websites or social media platforms of winning media/NGOs or on the platforms of partner media, when applicable. To ensure public outreach, applicants that are not media outlets should anticipate forming partnerships with media outlets for the dissemination of project results. In the context of this call, K2.0 operates as a subgrantor. Therefore, it should not be considered a media partner. Consequently, we neither require nor accept supported publications to be planned for publication in our magazine at the application stage.

2. My organization has already received media grant support as part of the “Diversifying voices in journalism” project. Can I apply again?

As stated in the [guidelines of last year’s call](#), “once awarded a grant, a specific entity may not re-apply or receive additional funding under this activity.” This means that entities that have already received support as part of this project won’t be able to receive additional funding within the “Diversifying voices in journalism” project. This policy is in place to ensure that support reaches as many different entities as possible.

3. Together with colleagues from the journalism field, I would like to apply as an informal group to receive funding under this call. Are we eligible?

The call does not foresee limitations regarding the date of establishment of applicant entities. We intentionally omitted such restrictions, recognizing that the date of establishment does not always reflect the experience and expertise behind an NGO, private media entity, or unregistered initiative. A goal of this call is to also support young entities, which, due to their recent establishment, may struggle to access regular streams of funding and training. However, applicants should bear in mind the following:

- a. Funding opportunities, including this one, aim to ensure that resources disbursed can have a lasting impact and contribute to the sustainable development of receiving entities.



Consequently, entities formed solely for the purpose of securing funding are typically unable to demonstrate the necessary stability to receive funding during the evaluation stage.

- b. Individuals, including groups of individuals, are not eligible to receive funding under this call. Therefore, unregistered initiatives should not just be mere collections of individuals. Similar to registered entities, and in addition to securing the support of a registered entity operating as a fiscal sponsor, unregistered initiatives must demonstrate a clear vision, mission and meaningful operations at the application stage.

4. We notice that the application forms provided by K2.0 are only in English. Does this mean that we have to fill them out in English, or can we also fill them out in Albanian?

As stated in the guidelines of the call, you can write your application in Albanian, Serbian or English. To facilitate our evaluation process, we prefer receiving applications in English. However, the language you use for your application will not affect its evaluation. If you choose to write your application in English, we understand that English may not be your native language. Therefore, as long as your proposal is clear, you need not worry about your English proficiency level.

In summary, although the application forms are provided in English only, you have the option to fill them out in Albanian. Please note that if you are selected, the administrative procedures of the media grants program will be conducted in English.

5. We are an NGO founded in 2022, and media production is not listed as an activity in our Statute. Are we eligible to participate in this call?

As outlined in the call guidelines, eligible NGOs encompass media organizations or those with demonstrated capacity, rationale or experience in producing media content. This implies that there are no restrictions regarding the establishment date of the NGO. Eligible NGOs include organizations that, despite lacking prior media production experience, possess the capacity and rationale to engage in such activities. However, these organizations should recognize that the call prioritizes sustainable support for independent and diverse media work in Kosovo. Therefore, they must carefully demonstrate their ability to engage in media production and the relevance of such activities within their organizational strategies and programs, both presently and in the future.

Moreover, they are strongly encouraged to partner with media entities for project implementation. This collaboration serves two key objectives of the call: ensuring broad impact and accessibility of media productions, and supporting Kosovo's media ecosystem.



Additionally, applicants are not required to provide their statute at the application stage. It is the sole responsibility of the applicant to ensure that the activities outlined in their project proposal align with their statute and other organizational documents.

6. As an NGO primarily focused on activities other than media production, we plan to collaborate with a media entity for our project's implementation. Do we need to include a memorandum of cooperation with this media entity as part of our application?

For entities wishing to submit a proposal as part of a consortium, it is crucial to clearly indicate this in the application form. This involves completing the dedicated section (i.e., the “Co-applicant’s information” section) and thoroughly describing the nature of the collaboration in the “Applicant’s description” section. Similarly, organizations anticipating looser forms of cooperation with third parties should provide detailed explanations in the Project description, particularly in the “Project activities” section.

In this context, the jury will rely solely on the application form to understand the entities involved in the project proposal and evaluate their cooperation. Therefore, while including a memorandum of cooperation in the application package is appreciated, it is not mandatory. Above all, it is the responsibility of the applicant to determine the type and extent of cooperation with third parties required for their proposal to be convincing and aligned with the call’s priorities, and to articulate this with precision. When applying as part of a consortium, this means carefully assessing, based on the call’s priorities, the organizational capacity of each entity involved and the proposed project activities. This evaluation should determine the most suitable organization to lead the consortium.

7. Could our project proposal encompass activities beyond Kosovo? For instance, are we allowed to conduct research in Albania and subsequently publish it on our platform in Kosovo?

Eligible projects must be submitted by applicants based in Kosovo who prioritize catering to Kosovar audiences in their proposals. While applicants may propose activities covering countries, phenomena and issues beyond Kosovo, they must ensure that Kosovar audiences remain their primary focus. This includes prioritizing a Kosovar audience on dissemination platforms and demonstrating, during the application stage, how coverage of external issues is relevant to Kosovar audiences. While applicants can propose activities extending beyond Kosovo, they should also demonstrate how their proposal ensures Kosovo remains the central focus across the editorial, implementation and financial aspects of their activities.



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For further information, please consult [last year's Q&A document](#), as all the answers provided there are relevant to this year's call as well.