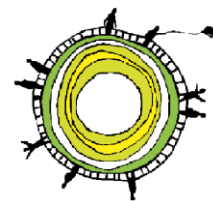




This project is funded
by the European Union

European Union Confidence Building Measures Programme
Programul Uniunii Europene "Măsuri de Promovare a Încrederii"
Программа Европейского Союза "Меры по укреплению доверия"



GUIDELINES FOR APPLICANTS

AUDIOVISUAL CO-PRODUCTIONS PROGRAM OF EU GRANTS

IMPLEMENTED UNDER EU CONFIDENCE BUILDING MEASURES PROGRAMME

OCTOBER 2019

***This project is funded by the European Union
and implemented by the
United Nations Development Programme***



*Empowered lives.
Resilient nations.*

I. CONTEXT

General objective of the [EU Confidence Building Measures Programme](#) (hereinafter EU CBM 5) is to contribute to building trust between people who live on both banks of Nistru by involving representatives of civil society, business, mass-media and other stake-holders in joint development projects. Since 2009, when the Programme was launched, and until present, more than 200 projects have been implemented through cooperation between the two banks, producing improvements in living conditions, creating new jobs, new types of social services et al. Cooperation focused on renovation of social institutions, capacity building, development of business environment. The key goal of each project was to build trust between people who live on both banks of Nistru.

Support for the Media component will be implemented for the first time. It aims to create a favourable environment to establish cooperation between creators of audio-visual content from both banks. It focuses on providing support to media from the right and the left bank to improve the quality and to create new content as much as possible through cooperation. Media (TV, Radio, online, including Social Media channels) will be supported to develop local qualitative and diverse content.

EU CBM 5 Program launches a competition for at least 20 sets of financial support (grants, innovation challenges, etc.) amounting from 1,000 EUR to 60,000 EUR. Media outlets, including production houses, are called to submit project proposals, where audio-visual content will be created leading to building confidence between people who live on both banks of Nistru. Collaboration with a media outlet/production house or a freelancer from the other bank is welcomed. Production must be apolitical and focus on achieving a common understanding between both banks of the river Nistru through co-production between professionals of both banks and with the objective to reach public on both banks.

Funding are made available under the form of financial support (grants, innovation challenges, etc.) for the production by local actors¹ of audio-visual material. Content should be developed to be broadcasted mainly on TV, but other platforms will be accepted (Web, social-media, radio, screening). Type and diversity of content (Talk-show, live stream, documentary, investigation, etc.) should be decided by the authors of project proposals.

In addition, technical support to production will be provided by active TV professionals used to collaborate with European public multicultural TV(s) to secure technical qualitative support (mainly in the realisation and production phase) and ensure the confidence building dimension of the products developed.

Project proposals may be submitted up to December 2020 (call will be active until funds will be depleted).

When drafting a project proposal, please take into consideration that the deadline for project implementation should be until July 2021.

Projects will be examined in the order in which they were submitted by a commission that will meet once in two months. First meeting is envisaged to take place mid-November.

¹Media professionals from the right and the left bank of the Nistru River working for local or foreign markets.

II. ELIGIBLE PROJECTS AND ENTITIES

Entities that will submit project proposals are free to decide the format (documentary, news, reports, podcasts, interviews, talk shows, etc.), periodicity, subjects and topics of the developed product. When developing project proposals and the concept of audio-visual products, each applicant needs to keep in mind that this program is APOLITICAL. Co-productions must promote trust, tolerance, respect and understanding of needs of people who live on both banks, as well as contribute to debunking of negative stereotypes. During the implementation of projects, the Program reserves the right to provide suggestions concerning compliance with the principles of confidence building. News about the activity of other EU CBM Programme components as well as political sensitive subjects are not eligible under this call. Large-scale distribution, specifically distribution of the developed materials covering audience from both banks, will give a comparative advantage.

Entities that are eligible to participate (all entities need to demonstrate internal² previous experience in media production related to this call):

- NGOs active media;
- Professional associations or unions active in media;
- Public or private broadcasting institutions/companies;
- Commercial media outlets;
- Any other relevant entity active in media production/distribution.

Note:

1. Freelancers may only be included as project implementation partners.
2. If the project stipulates an efficient and justified partnership, and it was approved for funding, a Cooperation Agreement must accompany project proposal, describing activities, responsibilities and budgets of each party.

III. BUDGET

- Should contain clear information about the way funds will be used, as well as detailed distribution of costs. In case of partnerships, each budget line should indicate the responsible party: applicant or partner;
- Should be realistic, cost efficient and correspond to the plan of activities annexed to the project proposal;
- Should be from 1,000 EUR to 60,000 EUR of EU CBM budget;
- May include a maximum of 30% of the amount of financial support (grants, innovation challenges, etc.) total EU CBM budget to procure items and equipment that are relevant for successful implementation of the project;
- May include a maximum 20% of the total EU CBM budget for administrative costs³;
- Is not subject to VAT or similar taxation (international funded technical assistance);
- May include co-funding which should be clearly mentioned and justified;

² i.e. without subcontracting the production to another entity(ies)

³ Administrative costs are not direct project implementation costs. Costs for communication, correspondence, office rent, bank commissions etc. are administrative costs. Please consult the attached budget form.

- The contribution of applicants and partners to project implementation is welcome, and should be described in the application form. Possible profit from deliverables may be treated as contribution and should be included in the resources as future contribution.

Funding for implementation of projects will be provided in tranches, based on accomplishment of tasks described in the plan of actions.

The same organization may be eligible for another support under this financial support (grants, innovation challenges, etc.) scheme at the end of the implementation term of their respective project.

IV. ELIGIBILITY CRITERIA

- Proposals will be submitted by registered media institution/ production house (public institution, NGO, private media institutions are eligible);
- Compliance with confidence building principle;
- Proposals with a negative potential effect to confidence building principles will be excluded.

V. PROCESS OF SELECTION AND EVALUATION

Stage I

It will include verification of eligibility of applicants and compliance of project proposals. At this stage, programme team will verify if the application form was filled in correctly; if the package of supporting documentation is complete; as well as the potential of the project **to enhance confidence and the general relevance for the EU CBM project to support the production proposed.** The concept note will be finally approved/rejected by an ad hoc evaluation panel. A feedback with recommendations may be given for projects which will be accepted for further processing.

Stage II

It will include evaluation of the detailed submitted project proposals. Each project proposal will be technically checked for compliance with objectives and priorities of the Programme by a **Selection Committee** that will meet at least once in 2 months. The project proposals will be analysed and funded in the order in which they were submitted/approved. There is no deadline for the competition. The call will be active until December 2020.

VI. EVALUATION CRITERIA

Description	Share of the score out of total 200
Level of coherence with principles of building trust between the two banks (e.g. opposite bank partner involvement, etc)	50
Originality and relevance of the proposed subject for public interest	40
Distribution plan	30
Clear justification of project costs	30

Experience of the applicant and of the team in creating audio-visual content and project management	30
Innovative methods/ tools proposed for project implementation	20

Projects proposals should get a minimum of 140 points in order to be further analysed and considered for funding.

VII. PROCEDURE OF FILING AN APPLICATION FOR FUNDING

Interested organizations shall submit a package of documentation (completed in Romanian, Russian or English), which will include:

1. Application form;
2. Budget;
3. Plan of activities;
4. Documents that confirm the status of the applicant and of the partner organizations (such as copy of registration certificate, other documents). If the partner is a freelancer, his/her CV and portfolio, which will have up to 3 works, will be attached;
5. Project manager's CV, as well as CVs of the team members, involved in project implementation (compiled in the same format for the whole team).

Note: In case of a cooperation between two entities from different banks of the Nistru River, the partnership agreement signed by the involved parties will be shared with the Programme only after the project proposals was selected for funding. Please note that the partnership agreement should include activities, their description, and budget lines for which each of the parties will be responsible for.

Applications can be submitted either in hard copy, or electronically.

- a) Application in hard copy need to be submitted in a sealed envelope, marked with „**EoI19/01987: EU CBM 5 – GRANTS FOR AUDIOVISUAL CO-PRODUCTIONS**”, addressed to:

UNDP Moldova

131, 31 August 1989 Street, MD-2012, Chisinau

Attention: Registry Office/Procurement

- b) Offers sent electronically need to be addressed to the following e-mail address:

irina.perciun@undp.org with message subject „**EoI19/01987: EU CBM 5 – GRANTS FOR AUDIOVISUAL CO-PRODUCTIONS**”.

Applications submitted by email must be limited to a maximum of 20MB per transmission. Kindly ensure that relevant documents are signed and in the .pdf format. They must be free from any form of virus or corrupted contents. It shall remain your responsibility to ensure that your applications will reach the addresses above. Please, make sure to receive confirmation when the application is received (either via phone or e-mail).

For additional information, please contact olga.vrajmas@undp.org and irina.perciun@undp.org