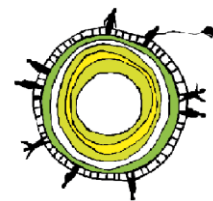




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by the European Union

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 **25 grants** amounting from 1,000 EUR to 60,000 EUR. Media outlets, including production houses, are called to submit project proposals to develop audiovisual content in co-production.

Type and diversity of content (Talk-show, live stream, documentary, investigation, etc.) should be decided by the authors of project proposals. Use of innovative methods and tools proposed for project implementation will be a strong advantage. **New audiovisual content formats for the local market will be considered as innovations - one of the criteria of the competition.**

**When developing project proposals, please keep in mind that the emphasis on the differences between the two banks does not quite reflect the principles of confidence building.**

**The content proposed may, but should not necessarily refer to the two banks of the Nistru River. In this case, cooperation with professionals from the other bank will have critical importance.**

Coverage / broadcasting on both banks remains a must. Produced content should be APOLITICAL.

Funding are made available under the form of grants for the production 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).

In addition, technical support to production will be provided by active TV professionals **from the European Union** to secure technical qualitative support 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 **October 2021**.

Projects will be examined in the order in which they were submitted by a commission that meets once in two months.

## 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. The content produced, regardless the thematic, should correspond with the principles of confidence building. 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 internal<sup>1</sup> 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 grant total budget to procure items and equipment (including licenced software) that are relevant for successful implementation of the project;
- May include a maximum 20% of the total EU CBM budget for administrative costs<sup>2</sup>;
- Is not subject to VAT or similar taxation (international funded technical assistance);

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<sup>1</sup> i.e. without subcontracting the production to another entity(ies)

<sup>2</sup> 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.

- May include co-funding from other sources which should be clearly mentioned and justified;
- 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 Grant 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**

The Selection Committee assesses the project proposals in one or two stages.

In a **one-stage mode** are assessed the projects that score or do not score 140 points - the minimum number for providing funding.

In a **two-stages mode** are assessed project proposals whose concept was approved, but the members of the Selection Committee have recommendations related to, for ex: the total amount of the project, partnership, etc. The Programme informs the applicant about the recommendations of the Committee. The applicant re-submits the project proposal to the Program, taking into account the recommendations of the commission. The application is repeatedly assessed by the members of the Selection Committee. Participation in the second stage does not necessarily mean that the project will be approved for funding.

To sign the Agreement and receive funding, project proposals should be approved by the Programme Steering Committee.

#### **VI. EVALUATION CRITERIA**

<b>Description</b>	<b>Share of the score out of total 200</b>
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. 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;
4. 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);
5. Confirmation of the intention for cooperation from the partner organization.

**Note:** If the project is approved for funding, an Agreement of cooperation, with the activities, their description, and budget lines of each party, will be attached to the file.

Applications can be submitted in hard copy or via e-mail.

- 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**”, address:  
UNDP Moldova  
131, 31 August 1989 Street, MD-2012, Chisinau  
Attention: Registry Office/Procurement
- b) Project proposals submitted via e-mail should be sent to the following e-mail address: [irina.perciun@undp.org](mailto:irina.perciun@undp.org).

Applications submitted by email should have up to 20 MB. Kindly ensure that relevant documents are signed and saved in .pdf format. They must be free of viruses or corrupted contents. It will be the responsibility of the applicant to ensure that the application reached the addressee. Please, make sure to receive confirmation when the application is received via phone or e-mail.

For additional information, please contact [olga.vrajmas@undp.org](mailto:olga.vrajmas@undp.org) and [irina.perciun@undp.org](mailto:irina.perciun@undp.org)