

The program “Support for increased quality of media content and strengthening of minority language media production in Estonia, Latvia and Lithuania” (NCM Baltic Media Grant Scheme Phase II)

GUIDELINES FOR APPLICANTS

1. General information

The current program is a continuation of the Nordic Council of Ministers support provided for the media in the Baltic countries during the years 2015-2016. This particular program focuses on the creation of media content in minority languages, addressing communities in ethnically diverse or distinct regions of Estonia, Latvia and Lithuania. The total sum available for grants is approximately 1.600.000 DKK (or 212.000 EUR) for years 2018-2019.

There are substantial Russian and Polish speaking minorities in all the three Baltic countries. Although progress has been made when it comes to their integration into society, it is obvious that integration and inclusion could be enhanced with an increased domestic supply of high-quality information sources addressing these groups, in particular in minority languages. The current situation, where these communities often tend to turn to media content produced outside their own home countries, is not supportive in that respect, and in addition also leaves them with a limited choice. In addition, the media content produced in national languages is not always taking into account the needs and demands of these audiences. Therefore, there is an obvious need to increase the volume and quality of locally, nationally and regionally produced media products in Estonia, Latvia and Lithuania, particularly in minority languages, in order to promote a more diversified media landscape.

2. Objective and goals

The main objective of the Program is to increase quality and attractiveness of local, regional and national media and media products in the Baltic countries, with a special focus on inclusive content that addresses the needs and demands of communities in ethnically diverse or distinct regions.

The goal of the Program is to augment and enhance production of high quality content in local, regional and national media products and media outlets in the Baltic countries by providing small scale grants.

3. Eligible applicants and activities

Application can be submitted by editorial offices of media outlets registered in one of the three Baltic States, or by freelance journalists from Estonia, Latvia and Lithuania.

The main result expected from a supported project is a high quality print, transmitted or online media content addressing the Russian and Polish speaking audiences in the Baltic States. Content can be produced in Russian, Polish, Estonian, Latvian and Lithuanian language; however priority will be given to materials in Russian and Polish. The projects that apply new technical solutions and create innovative media platforms, with the aim to get a better outreach to younger audiences, are encouraged to apply. This could also include elements of support for the creation of common platforms, where different language communities will have possibilities to meet in order to

strengthen integration in society. Project may as well facilitate cooperation between different media actors in one specific country, as well as between actors in several Baltic countries.

All the media products created during the projects should be published in relevant local, national or regional media registered in one or more of the Baltic countries. Freelance journalists will need to document their access to publishing in media in order to qualify for a grant.

All funded media products have to be freely accessible to a national or global online audience without any access barriers such as pay walls or registration. The grant scheme will concentrate on production of media content, and will, therefore, not be able to support directly the enhancement of skills and capacities of media professionals, study trips, trainings, purchase of equipment, rent of premises etc.

The maximum duration of projects – 12 months.

4. Funding principles

The following expenses are eligible under the program:

1. Human resources:

- Honoraria or payments for services related to project activities;

2. Travel and accommodation:

- International travel and accommodation if justified;

- Local transportation and accommodation.

3. Rent of equipment (if well justified).

4. Costs related to the administration of the project (overheads) – maximum 7% of total project costs

The minimum grant is 600 EUR, and the maximum – 10.000 EUR. In some cases, in particular projects that include cooperation between several partners in one Baltic country or between partners in more than one Baltic country, the size of one project could be up to 15.000 EUR.

Applications must include details of the Applicant's own input towards launching and running the project. Proposals with a part of the budget financed by the Applicant or a third party will be viewed favourably during the selection process, and are encouraged.

Co-funding may be given as a monetary or in-kind contribution, either by the applicant or through a third party (organisation/partner/donor/authority) towards the project.

To be considered as co-funding the contribution needs to be directly linked to the budgetary framework provided and be an integral part of the application.

5. Application process

The Application must follow the format of the provided Application Form and take note of the instructions given there. Applicants are encouraged to make themselves familiar with the Application Form before they start drafting the actual Application.

The deadline for applications is **July 19, 2018 (latest at 23.59 Lithuanian time)**. Applications should be submitted to mediagrants@norden.lt in Word format. A scanned signature should be pasted into the application form.

Any Application submitted after this deadline will be rejected. It is the sole responsibility of the Applicant to ensure that the Application is made in accordance with these Guidelines and is

submitted within the deadlines given.

The pre-screening of applications will be done by the NCM office in Lithuania. Their proposal will be submitted to the Evaluation Committees for approval. Each country will have its own Evaluation Committee (EC) which will decide about selection of successful projects.

Successful applicants will be notified by September 15, 2018. Successful applicants will then sign a grant agreement with the NCM Office in Lithuania. After the (grant) agreement with the applicant is signed, 55% of the total grant sum will be paid in advance. The remaining amount will be paid after the approval of the final report. In some cases, following decision of the Secretariat of the Program, a principle of three disbursements (40+45+15%) may be applied.

Implementation of the projects may start from October 1, 2018, if agreements are in place by that time. All projects must be finished not later than September 30, 2019. A short final project report, together with documentation of the published media product, must be submitted to the Secretariat of the program not later than one month after the official end of the project activities.

6. Management and Information

The overall coordination of the programme will be done by the Steering Group consisting of three directors of the NCM offices in Estonia, Latvia and Lithuania under the auspices of the Nordic Council of Ministers Secretariat in Copenhagen. The practical management of the programme will be implemented by the NCM office in Lithuania, which will serve as Secretariat of the program, in close cooperation with the two other offices. All project documentation (application, reports) must be in English language.

All information about the programme is available on <http://www.nordicmediagrants.org> . All questions related to the program should be addressed to mediagrants@norden.lt or by phone +370 68536192 (contact person Martynas Snieganas)