

Western Balkans Media for Change

Frequently Asked Questions

FLEXI GRANT SCHEME CALL FOR APPLICATIONS

Last update: 8 March 2024 (this document is updated on a monthly basis)

Q1 Is a registered LLC, primarily operating in the media sector, eligible to apply for the grant, considering we are uncertain whether our legal structure meets the outlined eligibility criteria for organizations?

A1 LLCs are eligible to apply under this Call and are considered part of the following target group (as described in the Call for Applications document):

Organisations – media outlets, both traditional and online media, groups/teams of journalists with the status of a legal entity (e.g. associations, formally established networks, etc.) and nongovernmental media organisations in Western Balkan countries.

Q2 Is the ceiling of up to GBP 10,000 for grants to media outlets/organizations applicable as the maximum total for two or more applications needed within a year, or can it also serve as the maximum allowance for a single application lasting 6 months?

A2 As stated in the Call for Applications, an applicant may submit multiple applications under the Grant budget ranges:

An applicant may submit more than one application under this grant scheme, as the call will be ongoing. However, applicants who have been awarded more than one grant are not allowed to implement multiple projects funded under this grant scheme simultaneously; there can only be one active grant agreement with the applicant at any point in time. Therefore, applicants should take into consideration the proposed timeframe when applying for Flexi grants.

This said, as soon as a selected applicant (grant awarded entity) finishes with grant implementation, they become eligible to be selected for another potential grant under this Call. The ceiling of up to GBP 10,000 is applicable for a single grant application/project.

Q3 Is the inclusion of equipment permitted in this call for applications?

A3 The Equipment* (up to 25% of the total grant budget) is permitted, apart from capital investments like funding for infrastructure or physical assets (e.g. media studios, media rooms, general office equipment).

The planned and budgeted equipment must be directly related to the nature of and contribute to the implementation of the project an applicant is seeking the funds for.

**not an eligible cost category for Validation of Business Idea (Priority area 1) applicants*

Q4 Could the recent revamp of media outlet's website, with the oldest published content dating back to 2022, be considered sufficient evidence of organization's existence and engagement in journalistic endeavors?

A4 Kindly refer to the Section II Application Process (Eligibility criteria) in the Call for Applications document, with a special attention to these two criteria:

- The applicant must be established in one of the WB countries, before 1 January 2022 (latest registration certificate to be submitted with the Application Form)
- The media outlets should already have made journalistic content publicly available before 1 January 2022

Q5 A public service online media for youth wants to prepare their application for the grant. However, there is uncertainty regarding the appropriate priority area for the application. Should the focus be on (3) strengthening public broadcasting service (PBS) content and audience reach, or (4) audience development and engagement?

A5 Without prior acquaintance with concrete Application Form, the Contracting Authority is not in a position to provide instructions to potential applicants regarding the appropriate priority area without prior acquaintance.

Nevertheless, in case an applicant applies for an area that has been considered inadequate, the Western Balkans Media for Change project reserves the right to suggest moving the application into another category. A potential shift from one category to another would not affect the quality assessment during evaluation.