Guidelines IPDC Project Submission Template

ABOUT THE IPDC PROJECT GRANTS

The International Programme for the Development of Communication (IPDC) provides small grants for independent media development. Decisions are made by 8 UNESCO Member States who are elected to the IPDC Bureau. Their decisions are made within UNESCO’s global priorities – Africa and Gender Equality.

The completed Project Proposal Form is to be sent to the UNESCO Field Office that covers your country (see Field network section here) who may advise you on how to make the proposal more competitive, and will assess whether to transfer the proposal to the IPDC Secretariat (which is done via a dedicated online platform).

The IPDC Bureau supports projects that aim at:

- Supporting media pluralism (particularly community media) and independence (improving self-regulation and professional standards);
- Promoting the safety of journalists;
- Countering hate speech in media and social media, promoting conflict-sensitive journalism practice and/or promoting cross-cultural/cross-religious dialogue among journalists;
- Supporting law reform fostering media independence;
- Conducting media assessments and research based on UNESCO's Media Development Indicators (MDIs), the Gender Sensitive Indicators for the Media (GSIM), the Internet Universality Indicators, the Journalists’ Safety Indicators, or the Media Viability indicators;
- Capacity building for journalists and media managers, including improving journalism education (for example, using one of UNESCO’s handbooks for journalism education).

GENERAL RECOMMENDATIONS ON FILLING OUT THE PROJECT PROPOSAL TEMPLATE

- Please fill out every question. Incomplete proposals will not be considered.
- Be precise (numbers, locations, actors, beneficiaries…) to increase the chances of your proposal being approved.
- Be realistic and specific in terms of goals and activities. Don’t forget to allocate time for project design, logistics planning, team confirmation and outreach as these are key factors to your success.
- Show evidence (examples and data) to justify how the project will add value to the media sector or enabling environment more broadly.
- One common reason of proposal rejection is poor or incorrect budget justification. Please provide a clear budget breakdown; avoid overestimation of the budget; and only include eligible budget lines that correspond to the content of the project. Please refer to Budget Breakdown guidelines below.
• Make sure your project’s outcomes, activities, outputs and budget match. Show how your project achievements will be made sustainable without further assistance from IPDC, once the grant has ended (new partners and donors).

• Be alert to communicating well how your proposed activity will result in change and go beyond the output level (e.g. Increased skills among journalists in covering sustainable development) to encompass an outcome (e.g. More and better journalistic coverage on sustainable development), and how this will implicate impact (e.g. help to increase accountability for achieving sustainable development).

DETAILED GUIDELINES

The following sections give detailed information on how to fill out the different parts of your submission. To orient yourself, please refer to the title of the corresponding part of the project template form.

I. General Information

The objective of this section is to gain a better understanding of the submitting institution’s profile. Please be as precise as possible when answering these questions.

Submitting institution’s activities’ scope

Please indicate where most of your activity is usually targeted (although you can also tick more than one).

- Local when the submitting institution’s main activities are centered around local communities in its country of origin.
- National when the submitting institution’s main activities take place in the country where the institution is based, and the activities’ scope is at country level.
- Regional when the submitting institution’s main activities take place in different countries that belong to the same region as the one in which the submitting institution is based.
- International when the submitting institution’s main activities take place in different countries that do not belong to the same region as the one in which the submitting institution is based.

Institutional Framework

Briefly describe the mission of your organization, its management structure, number of regular staff and their functions, annual income, and income sources.

Also describe the other institutions, if any, that will be involved in the implementation of the activities and explain their involvement, and briefly mention your relation to these institutions (past projects,
alliances). Any preparatory activities to be carried out by the applicant in order to create necessary conditions for project implementation should be described in the institutional framework. Any history of co-operation with UNESCO should be included.

What is the percentage (%) of women involved in the design of the proposed project?

What is the percentage (%) of women involved in the key decision-making concerning the implementation of this project?

The gender equality dimensions in the planning and project execution are important considerations for the IPDC Bureau, in line with UNESCO’s Priority Gender.

II. Project justification – Target group

Project justification

Justify why the proposed project is important for media development in your country (or region if a wider project). This information should include the following:

- A **brief** description of the level of media development in the target country/ies: guarantees of freedom of expression and press freedom in law and in practice; plurality of media sectors (e.g. public, private, community), extent of media – number of newspapers (incl. with websites), radios (including online), and digital-only media platforms; landscape of journalism education and training opportunities available for students and working journalists.

- Further information on the type of media or features of the media landscape to be supported by the project, and baseline information (what the current empirical situation is), so that project impact can be assessed against this starting point.

- Identification of the problem that the project proposal would address and an explanation of why it is important to address this problem in the manner proposed by the project. Evidence of the problem will enable impact assessment at the end of the project.

- Gender analysis relevant to the problem that the project proposes to address. Please include information about women's participation in the national media landscape and general information on the legal, social and economic status of women in the concerned country or region. In line with UNESCO’s Gender Equality priority, all projects should be at minimum gender-sensitive.
Will you be using UNESCO’s resources (such as MOOCs, publications, IPDC Council decisions, handbooks, networks, others)?
If applicable, specify as much as possible which of UNESCO’s knowledge resources will be used, and how. Projects that demonstrate a connection to UNESCO’s publications, IPDC Council decisions, networks, and instruments (e.g. indicator sets like Journalism Safety Indicators, Internet Universality Indicators, ...) have a greater chance of being approved.

Description of the target group
There should be only one primary target group per project. The target group should describe the immediate beneficiaries who are directly involved in the project.

For example, in a journalism training project, the immediate beneficiaries are the journalists and not those who access the stories produced by the trainees.

Will the actions of the project take account of the specific needs of women as beneficiaries?

The IPDC Bureau is interested in whether the specific needs of women beneficiaries were identified. This is because women in media continue to face a glass ceiling, with senior positions still predominantly held by men. In addition, women in media face a multitude of specific risks and dangers because of both their profession and their gender such as sexual harassment and misogynistic online and offline threats and abuse.

III. Project description

Project specific outcomes

Outcomes correspond to the medium-term changes (e.g. in institutional or behavioral capacities or in development conditions) that should result from implementation of the project.
Example of the project outcome: At least five national media outlets are implementing effective and gender-sensitive policies to help protect the safety of journalists.

Example of the same project at the level of output: Capacities of media managers enhanced to develop and implement policies to help ensure safety of journalists, with a gender perspective.

Project specific outputs

Outputs are changes in skills, abilities and capacities of individuals or institutions, or in the availability of new products, goods and services that result from the completion of activities within the project.

These outputs are directly linked to your project’s execution and scope. Outputs can be considered as the new knowledge, skills, or processes that the project proposal envisages.

Most projects encompass the following key outputs:

- Awareness is raised through effective advocacy and sensitisation;
- Knowledge is developed;
- Capacities and skills are reinforced;
- Technical support or policy advice is provided;
- Partnerships and networks are established, strengthened or fostered;
- Policy analysis and monitoring is ensured.

The output/s description should contain brief information about the implementing team, the desired change in relation to the existing baseline, and the purpose of the output/s in relation to the overall outcome.

See above for an example of a project output in comparison to a project outcome.
**Activities**

Activities are the tasks to be carried out by (and with) those people involved in the project. Explain the reasons behind the planned activities in relation to the outputs and outcome of the project.

NB: In the case of training activities, the duration, objective of the training and the number of trainees should be specified for each training activity. Ensure that information about the activity/ies is sex-disaggregated.

**Example of an activity:** Organization of three training workshops on media’s role in securing the safety of journalists each targeting at least 20 media owners and executives, with attention to ensuring gender balance among participants and facilitators.

**Impact**

The impact of the project is the last step of the pathway to change and represents the long-term effects of the project on identifiable population groups.

**Example of an impact:** Journalists’ safety enhanced and more effective responses in place for dealing with gender-specific attacks against journalists.

**Project’s sustainability**

Please explain how the project achievements will be made sustainable after IPDC’s support is over.

In the case of training projects, describe to what extent and in what manner the training course will become a regular part of the training programmes offered by the submitter. In the case of seminars, describe how the conclusions/recommendations of the seminar will be followed up.

Note that the status of receiving an IPDC grant can often be leveraged to attract other funders. Accordingly, where relevant, the project proposals should specify what other sources of funding the applicant intends to approach (or has secured). Further, because IPDC is a partnership programme, it also counts on contributions (often in kind) by beneficiaries and support from other partners that have been secured for the project.

**Communication and visibility**

Projects should have a communications plan, in terms of which the activities will be publicized (both before and/or during their implementation, as well as after their completion). It should list the relevant constituencies to be engaged with visibly and interactively. The plan could include a launch event to which embassy staff from IPDC donor countries are invited (list [here](#)).
Project monitoring

Project implementation should be monitored by beneficiaries at key moments in order to assess activities and outputs and take corrective actions where needs be. This monitoring information is also key for the implementation reports and evaluation of outcome/s at the end of the project.

The monitoring should be done following a Results-Based-Management approach, placing an emphasis on the results achieved rather than on activities or outputs. Monitoring the extent to which results have been achieved can be done by defining, from the outset of the project, clear performance indicators, baselines and targets. In addition to highlighting achievements, the monitoring of IPDC projects should also look at the challenges met and remedial actions taken.

IV. Budget

- The budget should be realistic and justifiable in terms of relevance to the project activities.
- Budgets that are presented in lump sum are not accepted.
- The budget should be broken down into different line items, which should be filled out with specific detail.
- Only include eligible budget items (e.g. content production, as an end in itself, is not eligible for IPDC support. Funding of conferences is not supported unless these are clearly a component of a wider ongoing programme initiative such as network building, validation of IPDC indicators assessment, or capacity-building).
- Avoid overestimation of the budget.
- Incorrect calculations in the budget will likely lead to the rejection of the project.

Budgeting for Project Inputs

Inputs refer to the resources needed to implement the project: human, material, technological and information resources needed for the activities to produce project outputs. Examples of inputs are personnel such as trainers/researchers, meetings, training materials). Inputs should be precise and verifiable. The quality and quantity of each relevant input should be specified. The project template allows you to indicate what inputs you seek to be financed by IPDC and those that will be available to the project through other means (e.g. venue hire costs that are contributed by a third party such as a university or community centre).

For equipment inputs (which should never constitute the bulk of the budget), please indicate the following:

- What equipment is already available to the submitting institution and will be put at the disposal of the project?
- What is the equipment requested in the project and why should it be purchased rather than rented?
- If equipment items are to be purchased with IPDC funds, specify the types, models, number of units and unit cost for each.
- In the case of one-time training courses, necessary training equipment should be part of an own-contribution or hired, rather than purchased.
- In the case of software, preference should be given to cost-efficient free software solutions.
- Clearly state what will happen to the equipment after the end of the project.
- Please note that IPDC does not provide assistance to purchase vehicles or to build or renovate buildings (these costs should be covered from the submitting institution’s contribution).

For personnel inputs:

- All trainers/experts (local and international) should have credible qualifications and training experience.
- For each, please provide a short biography and/or a short description of the institution to which they are connected.

Budget for training events:

- IPDC will not cover stipends or honoraria for trainees to undertake training. Per diems can be provided strictly in cases where trainees are expected to cover transport or certain meal costs.
- Accommodation for trainees and trainers should not be in expensive hotels or venues.
- Budgets where air travel and per diem costs of consultants and participants exceed 50% of budget requested will not be considered.
- IPDC will not cover fees for preparation of training materials, on the basis that projects should use trainers with sufficient experience and prior resources.
- Trainers/consultants: The fees of trainers should be commensurate with UNESCO rates that can be confirmed with the relevant UNESCO field office.

The contribution to the total project budget that is specifically requested from IPDC

The contribution requested from IPDC should normally not include any recurrent costs like fixed staff salaries or rent. The idea is that IPDC funds serve to cover what is necessary for the project as an additional activity proposed by the submitting institution.

Nevertheless, IPDC can cover limited co-ordination (including management and administration) costs for the initiative. This should include project monitoring as well the drafting of an implementation report on completion of the project. Often, however, the project submitters will include co-ordination costs as their own contribution.

Budget items such as venue costs are normally expected to be secured (or carried) by the submitting institution - directly or indirectly (see below).

Submitting Institution’s Contribution

The submitting institution’s contribution (from itself and/or third parties) can include items such as costs of certain activities, extra staffing needs, project coordination and venue/equipment.
Examples of a budget breakdown

Example of a poor or incorrect budget breakdown

Below is a budget for a project focused on online training of media workers, where the costs are too high and the budget breakdown is not precise enough to justify such costs.

Contribution requested from IPDC

<table>
<thead>
<tr>
<th>Budget breakdown</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research for benchmarking good practice</td>
<td>$11000</td>
</tr>
<tr>
<td>Report for advocacy and communication</td>
<td>$5000</td>
</tr>
<tr>
<td>Development of website for trainings</td>
<td>$8000</td>
</tr>
<tr>
<td>Development of mobile app</td>
<td>$6500</td>
</tr>
<tr>
<td>Communication and advocacy campaign</td>
<td>$4500</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$35000</strong></td>
</tr>
</tbody>
</table>

Own contribution:

Co-ordination: $8000

Example of a good budget breakdown

This is an example of a project that revolved around capacity building for newsrooms in the fight against disinformation. This is an example of a budget breakdown that is coherent and in line with the activities of the project.

Contribution requested from the IPDC

<table>
<thead>
<tr>
<th>Budget breakdown</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trainer air travel to 4 provinces - $250/flight x 4 provinces</td>
<td>$1200</td>
</tr>
<tr>
<td>Project Manager travel to 4 provinces - $250/flight x 4 provinces</td>
<td>$1200</td>
</tr>
<tr>
<td>Trainer and Project Manager accommodation – 4 courses X 5 nights X $100</td>
<td>$2000</td>
</tr>
<tr>
<td>Trainer and Project Manager DSA – 4 visits X 5 days X $55</td>
<td>$1100</td>
</tr>
<tr>
<td>Trainer Fees for 4 x 4-day practical Newsroom training – 16 days X $250</td>
<td>$4000</td>
</tr>
<tr>
<td>Trainer’s Fees for conducting follow-up training 8 online sessions X $150</td>
<td>$1200</td>
</tr>
<tr>
<td>Trainer development of stand-alone MOOC for other learners, based on the experience 10 hours x $250</td>
<td>$2500</td>
</tr>
<tr>
<td>Technical support of MOOC</td>
<td>$1500</td>
</tr>
<tr>
<td>Activity</td>
<td>Cost</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Visibility products and promotional activities</td>
<td>$3000</td>
</tr>
<tr>
<td>Management, coordination and administration costs</td>
<td>$1000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$18700</strong></td>
</tr>
</tbody>
</table>

**Own contribution**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Needs analysis survey</td>
<td>$1000</td>
</tr>
<tr>
<td>Venue and catering for trainees for 16 days – $187.5 x 16</td>
<td>$3000</td>
</tr>
<tr>
<td>Local travel costs for 100 trainees - $20 x 100</td>
<td>$2000</td>
</tr>
<tr>
<td>Provision of equipped lab: use of venue and computers for 16 days (local press clubs will cover this)</td>
<td>$3000</td>
</tr>
<tr>
<td>MOOC hosting over 2 years - $250/year</td>
<td>$500</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$9500</strong></td>
</tr>
</tbody>
</table>