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| PROJECT PROPOSAL – MEDIA NEXUS PROGRAMME:  Information empowerment for public participation and engagement   CONTACT DETAILS:   Name of applicant organisation:  Legal registration number, country and year of registration:  Legal status:  Postal address:  E-mail:  Telephone:  Name of contact person:  Website of applicant organization:  Other Social media platform links/IDs:   DETAILS OF THE PROJECT  Title of the project:  Geographic area/specific districts:  Duration:  Amount:   GUIDE ON COMPLETING THE PROPOSAL TEMPLATE  In completing the application form, use Times New Roman size 12 font with 1.5 spacing. Please note that these specific requirements will form part of the screening process. Your full proposal must not be more than 15 pages. 1. ORGANISATIONAL BACKGROUND AND PAST PERFORMANCE

Provide a brief overview of the organisational profile, past and current projects and past performance.   2. EXECUTIVE SUMMARY OF THE PROJECT (1page/800 words) Provide project objectives and outcomes, proposed strategies to achieve/realise them, target beneficiaries and geographic areas.  3. BACKGROUND, PROBLEM ANALYSIS AND TARGET GROUPS  (2 pages/1600 words)  3.1 Background Provide a brief, narrative description on how the project has come about. If this is a continuation of previous projects, please make a reference to lessons learned and how this project will continue to build on results already achieved.  3.2 Context and problem analysis If the project is a continuation, make reference to recent changes in the context that influence your work.  Identify the specific media development/ATI/FOI/FOE problem(s) in the context which the project is intent on addressing, providing a clear analysis of it.  3.3 Target group(s)  Identify and describe each target group, their roles, how they are affected by the problem described above and how they all benefit from your proposed project.  4. IMPLEMENTATION OF STRATEGY AND COLLABORATION (1 page/800 words) How do you intend to approach project implementation? You need to demonstrate that you can work under constrained environments, including where physical accessibility is difficult. Are there any collaborations that are key to the project? Please describe.   5. GOALS AND ACTIVITIES (2 pages/1600 words)  The project is expected to contribute to one or several of the results areas of the programme. Please indicate with a tick mark which areas your project is contributing to: Please include the planned number of each activity for the whole project, e.g., 20 community meetings.

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| **Outcome 1:** Communities, especially marginalised and special interest groups, access and use credible information to participate in public debate on developmental and governance issues.    |   |
| **Outcome 2:** Professional, reliable, innovative, sustainable comprehensive media enable informed citizen agency and engagement, with a focus on marginalised communities.  |   |
| **Outcome 3:**  Relevant duty-bearers ensure a conducive media policy and operational environments, enabling safe journalistic practice and citizens participation.  |   |

     Describe the change that your project will contribute to – that is, the goals of your project. Also describe the key activities linked to the goals and the target groups for the different activities. Feel free to describe this in the way you think is most clear and logical.   You may want to use the framework below or any other approach which works well for you.   **Project goal** describes the expected change during the project period.  **Sub-goals** contribute together to the project goal.  **Activities** are what your organisation will do in the project in order to achieve the goals.  **Indicators** are used in order to answer the questions *“Are we on the right track?”* and *“Did we achieve our goals?”* It is important not to include too many indicators. Choose the most relevant ones. The choice of indicators also depends on what methods of data collection are possible for you to use. Methods for monitoring and evaluating the project could be, for example, focus groups, surveys, interviews, most significant change and observations.  **Baseline values** are the description/measurement of the indicators before or at the start of the project. This is the starting point against which you will be able to see change.  **Sources of verification** show where information about the indicators can be found.

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| **Goals and activities**  | **Indicators (e.g., number of people reached, supported online media platforms)**  | **Baseline values (e.g., only five percent of citizens in rural Zimbabwe are reached by online media platforms according to a source)**  | **Target values** **(e.g., increase the number of people reached  to seven percent by the end of the programme period/by year 2024)**  | **Sources of verification** **(e.g., ZAMPS survey, Afro barometer, Geopol survey)**  |
| **Project goal**  A goal means the change which your project will contribute to, which in turn addresses the programme call outcomes and objectives. E.g., to increase the number of people who access information through project-supported online platforms.   |   E.g., number of project-supported online platforms set and available.  |   E.g., only two online platforms are available to the public by Nov. 2022.  |   E.g., at least five project-supported online platforms by end of project.  |   E.g., online data, Google analytics, activity reports.  |
| **Sub-goal 1** A sub-goal is a lower-level step towards the realisation of the goal.  E.g., 60 WhatsApp groups set and sustained in 20 local communities.    |   |   |   |   |
| **Activity 1.1**  **Activity 1.2**  **Activity 1.3**     |   |   |   |   |
| **Sub-goal 2**      |   |   |   |   |
| **Activity 2.1**  **Activity 2.2**  **Activity 2.3**   |   |   |   |   |

 5.1 Description of activities and expected results  Provide a description of the activities to be undertaken and anticipated results under each sub-goal.      6. GENDER PERSPECTIVE (1/2 page/300 words) Describe the design and the relevance of the project analysed from a gender perspective. How does the project promote gender equality in both the media and society? What deliberate mechanisms are included in the project design to ensure this, e.g., in terms of reach, participation, representation, content, etc.? 7. MONITORING, EVALUATION AND LEARNING (1 page/800 words) Describe how you will monitor project activities and assess the results of your work. What tools and methods will be used for data collection, analysis and learning? (Please refer to and/or attach monitoring plan if relevant.) 8. SUSTAINABILITY (1/2 page/300 words)  Describe how you will ensure sustainability of the results after the project has ended. What mechanisms are in place to ensure organisational sustainability?  9. RISK ASSESSMENT (1/2 page/300 words) Describe the risks and levels of risks you assess in relation to project implementation, how you will mitigate/manage those risks and how you will follow up on your risk assessment.   10. MANAGEMENT OF THE PROJECT Elaborate on roles, responsibilities and levels of effort.  11. PROJECT VISIBILITY (1/2 page/300 words) How do you plan to ensure visibility of the project, including the implementing organisation, IMS-Fojo and Embassy of Sweden? What strategies will you utilise to achieve visibility of the programme?  12. BUDGET AND RESOURCES (1/2 page/300 words) What are the capacities and resources needed to successfully implement the project? Please describe and attach a project budget in annexe.     ANNEXES (add any annexes you think relevant as guided by call) 1. Budget.
2. Workplan.
3. Monitoring and evaluation plan.
4. Proof of registration.
5. Copy of independent institutional audit report of the last fiscal year.
6. Table of current funded activities, funding partners, budget amounts and funding period.
7. Organisational team structure.
8. Risk matrix.
9. List of references of your current and previous funders.

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