APPLICATION FORM

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| **Project Title** |  |
| **Name of the Applicant (organization or individual)** |  |
| **Organizational Capacity** (Briefly describe the organization’s relevant experience, staffing, or infrastructure that supports successful project delivery) |  |
| **Project Implementation Period** |  |
| **Total Project Budget (in EUR)** |  | **Funding from Other Sources (if applicable)** |  |
| **Place and Date of Submission** |  |
| **Name and Signature** |  |

### **PROJECT DESCRIPTION**

**Summary (up to 10 lines)**
*Briefly describe the background, purpose, main activities, and expected results of the project. This section should serve as a concise project pitch and may be used for public communication.*

**Project Purpose (up to 5 lines)**
*IMS provides support to Ukrainian media to ensure public access to reliable information, and to enhance civic understanding, inclusion, and democratic dialogue in Ukraine. Through various types of content—including entertainment and non-news formats—the projects are expected to engage vulnerable social groups, communities with limited access to independent information, or those with low trust in democratic processes. There must be a realistic link between the proposed activities and the intended social impact.*

**Key Actions/Activities (up to 30 lines)**
*Describe the main actions that will be implemented within the project. If content production is involved, present your creative concept. Applicants are expected to produce fact-based content in a creative and engaging way that appeals to the target audience. Please specify the quantity of content units, frequency of production, etc.*

**Target Audiences (up to 10 lines)**
*Clearly define the project's target audience. Preference will be given to content targeting social groups particularly vulnerable to disinformation. Audience segmentation research will be provided to support targeting strategies*.

**Content Distribution Channels (up to 10 lines)**
*Provide a realistic and effective content distribution strategy in the digital environment to ensure maximum outreach to your target audiences.*

**Expected Outreach and Audience Impact (up to 10 lines)**
*Indicate the cumulative number of vulnerable individuals you aim to reach with your content. Describe the expected change in awareness and/or behavior that will reduce their vulnerability to hostile information influences.*

#### **Monitoring and Evaluation (M&E) Approach (up to 10 lines)**

*How will success be measured? What indicators or methods will you use to assess impact?*

#### **Risk Assessment and Mitigation (optional, up to 5 lines)**

*Are there any risks (political, technical, security, etc.) that might impact the implementation? How will you address them?*

#### **Partnerships (if applicable, up to 5 lines)**

*Will the project involve cooperation with local or international partners?*

**Previous Funding**
*List 2–3 grants of similar size that you have implemented (if applicable).*

### **MANDATORY ATTACHMENTS**

* Project budget
* Certificate of registration