



PROGRAMME ON DEEPENING DEMOCRACY THROUGH STRENGTHENING CITIZENS' PARTICIPATION AND ACCOUNTABLE GOVERNANCE (DDAG)

Call for Proposals for Media Houses: Media Development and Sustainability Grants

Deadline for submission: 16th September 2021 at 4 pm



Call for applications for grants to promote the national recovery process

1. Introduction

The United Nations Development Program (UNDP) in collaboration with the Government of Rwanda through the Rwanda Governance Board (RGB) have established a fund to promote accountability and access to information. The fund also aims at increasing the role of media in the national recovery process whereby the changing context due to COVID19 pandemic requires the media to play a pivotal role in timely and effectively informing people for increased resilience but also, to use the unique mandate of the media to promote accountability at all levels. The first phase of grants provided to 13 media houses under this fund were disbursed in September 2020. The grants allowed to the beneficiary media outlets to overcome the immediate impact of the confinement in terms of revenues, but also to contribute to the national efforts to fight the pandemic by publishing and broadcasting regular messages on the nature of the pandemic, as well as sensitizing the public on the importance of implementing the measures to fight it. An additional amount of funds totaling **One Hundred Million Rwandan Francs (100,000,000 Frw)** is to be disbursed through a competitive process.

It is in this framework that we are launching the second call for applications which aims at enhancing the contribution of the media in the national recovery process. Successful project proposals will be selected by an independent committee basing on set criteria. The selected projects shall be implemented in a period not exceeding 3 months (October-December 2021).

2. Eligibility criteria

Media houses which employ **at least 3 staff** and fulfilling all the following criteria are eligible to apply for the grants.

- **Registration:** the applicant should be legally registered as a media house operating in Rwanda attested by a certificate provided by the competent authority;
- **Experience:** The applicant should be in operation for at least three years from the date of registration;
- **Location:** The applicant should be physically located on the territory of Rwanda;
- **Ethical journalism:** The applicant should be practicing ethical journalism in their operations. This will be attested by a recommendation letter from the Media Self-Regulatory Body (Rwanda Media Commission);
- **Space/airtime for content on national recovery process:** The applicant should be ready to air or publish content on the national recovery process (Recovery fund, eligibility for the fund, messages from beneficiaries of the fund, etc);

Ineligible Media houses

- ✓ Media houses that receive government funding
- ✓ Media houses that received support in the first phase of the “**COVID-19 mitigation grants for media houses**”
- ✓ Media houses serving suspension handed to them by competent organs

3. Considerations in the application

All applications should focus on how the support will allow their media outlets to recover and become sustainable, as well as on the generation and dissemination of content on the national recovery process.

The Key selection criteria are:

- ✓ A media house that employs at least 3 people;

- ✓ How the fund will develop the media house and improve its potential for sustainability in future
- ✓ Clear definition of how the fund will contribute to the awareness of the national recovery process;
- ✓ Clarity and consistency of the messages on the efforts for national recovery and on the promotion of the vaccination campaign as a pre-requisite for opening the business.

4. Application process

Media Houses fulfilling the eligibility criteria stated in **section 2** should submit their application through the following link: <https://forms.gle/PLxFXMcxWyxoif3G6>

Application documents should include:

- ✓ Completed application form (see annex: Application Template)
- ✓ Budget for the proposed activities (*maximum per grant is 10,000,000 Frw*)
- ✓ Copy of a valid registration certificate from competent authority
- ✓ Recommendation letter from the Self-Regulation Body (RMC)
- ✓ Proof of contract of at least the 3 staff involved in the implementation of the project
- ✓ Proof of a bank account in the name of the media house
- ✓ Clearance certificate from the bank or proof that the media house does not have a non-performing loan.

Note: All the documents should be in PDF.

Note: The deadline for submissions is 16th September 2021 at 4PM Local Time.

Late, ineligible, and incomplete applications will not be reviewed.

5. Nature of funding

Funding will be provided to only one project per media house. In case of joint project proposals, a media house is not allowed to appear in more than one.

6. Grant Amount & Cost Share

The grants will cover 90% of the total cost of the activities and the media house will cover the remaining 10%. Media houses are encouraged to provide their own contributions to the implementation of the proposed activities, which should be clearly reflected in the budget. Own contribution can be in-kind such as the airtime/space, camera, recorders, computers, vehicles, staff among others.

The grants will be disbursed to successful applicants in one installment after the signing of the grant agreement. The reports of the activities implemented should be submitted to RGB within 30 days after the implementation.

This call for proposal can also be found on the following websites:

www.rw.undp.org

www.rgb.rw www.ari.rw

For more information you can contact:

mufitinema@rgb.rw

Annexes

Annex I: Selection process

Submitted applications will be examined by an independent selection committee that will be drawn from key concerned institutions including representatives of journalists associations.

The committee will score the proposals as indicated in the table below:

Proposal Evaluation Grid	Scores
1. A media house that employs at least 3 people	5
2. How the fund will develop the media house and improve its potential for sustainability in future	5
3. Clear definition of how the fund will contribute to the awareness of the national recovery process	5
4. Clarity and consistency of the messages on the efforts for national recovery, and on the promotion of the vaccination campaign as a pre-requisite for opening the business.	5
TOTAL SCORE	20

Successful proposals will be announced on RGB, UNDP and ARJ websites. In case an applicant requires additional information regarding the announced results, they will present their inquiry in writing within 3 working days after the announcement to: mufitinema@rgb.rw

After the communication of final decision, selected Media houses will start the implementation after discussion on any outstanding relating to technical or financial issues.

Annex II: Proposal Template

Instructions:

- Do not exceed **5 full pages of text** (any text exceeding 5 pages will not be considered in the evaluation).
- Delete the instructions in italic once you have completed the form.
- Do not modify this template and respond, in the same sequence, to each of the sections listed below.
- The evaluation will be carried out in accordance with the evaluation grid

1. Proposal Summary (max. 1/2 page)

Proposal Title	
Name of Media House	
Geographic coverage of the proposal activities:	<i>Nationwide or in specific areas of Rwanda? Specify as detailed as possible</i>
Budget	REQUESTED AMOUNT: OWN RESOURCES:
Contact details of focal point of the media house	<i>Must be a staff of the Media House. Indicate name, phone number and email address</i>
Address & Website	<i>Indicate physical address of Media House, as well as link to website</i>

2. Background (max. 1/2 page)

3. Problem analysis (max. 1 page max)

4. Plan of action, implementation plan and related Budget (max. 1.5 page max)

5. Expected results (max. 1/2page)

6. Sustainability of the initiative (1/2 page)

Done at Kigali on 9th September 2021

Edward KALISA