

# Guidelines on filling out the project submission form

## Project justification

Justify why the proposed project is important to media development in your country. This should include the following:

- A brief description of the level of media development in the country: plurality, convergence and diversity of media – number of newspapers, private and public radios, digital media and community media, if any – journalism education and training opportunities available for working journalists, guarantee of freedom of expression in law and in practice.
- Baseline information, so that project impact can be assessed.
- Information on the category of media to be supported by the project.
- 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 between the "before" and "after" stages of the project.
- Basic gender analysis relevant to the problem to be addressed. Please include information about women's status in the national media landscape and/or general information on the legal, social and economic status of women in the concerned country or region.

## Outcomes

Outcomes can be defined as a change in state or condition that derives from a cause-and effect relationship. They represent changes in the institutional and behavioural capacities or development conditions that occur by the completion of outputs. An outcome is the “raison d’être” of the project. It expresses the "desired" change which is expected to be induced by the implementation of the project. It should convey how a specific situation is expected to be different from the current situation. For this reason, it should articulate what is to be different rather than what is to be delivered or undertaken. It often relates to the use of outputs by intended direct beneficiaries and is therefore not under the full control of an implementing team. Outcome statements should contain the direct beneficiary group, the desired change and the purpose. An outcome is the last step of the intervention logic to be achieved within the timeframe of the project, where inputs (human, material, technological and information resources) are mobilized to undertake activities leading to key outputs which contribute to a desired change in state or condition – the outcome.

For example, the organization of a capacity reinforcement workshop in policy formulation (activity) will lead to participants with new knowledge, skills and abilities (outputs). The outcome identifies the behavioural change among the participants leading to an improvement in the performance of, say, the institution they are working in. The latter is the ultimate purpose to be achieved within the timeframe of the project.

**Example:** Targeted stakeholders are improving national legal and institutional frameworks related to the protection and promotion of freedom of expression online/offline, right of access to information and safety of journalists.

## Outputs

Outputs are changes in skills, abilities and capacities of individuals or institutions, or in the availability of new products, goods and services induced by the completion of activities within the project. They are within the control of the submitting institution and attributable to it and are achieved with the resources provided and within the time period specified. Hence, an output is the first effect of the project which contributes to the achievement of outcome(s). It can be tangible or intangible. In general terms outputs can be considered as the new knowledge and skills the submitting institution develops and disseminates in collaboration with concerned stakeholders. It entails mutual reinforcement of capacities of stakeholders directly involved in the development of the new knowledge. To increase the chances of successful development and use of the knowledge, it is crucial to clearly identify the roles and responsibilities of all key stakeholders concerned and to obtain their commitment\*.

Most projects encompass the following key outputs:

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

Output statements should contain the implementing team, the desired change and the purpose.

**Example:** Policy advice provided to, and capacities reinforced of, duty bearers to improve legislature and institutional frameworks related to freedom of expression online/offline and access to information, with a gender perspective.

\* To be noted, follow-up measures also need to be defined to ensure and favour that once the outputs are delivered direct beneficiaries actually use them to induce the desired change.

## Activities

Activities are the tasks to be carried out by those involved in the project. Only those tasks which can be undertaken within the framework of the project should be mentioned as activities. Activities describe actions taken or work performed through which inputs are mobilized to produce outputs.

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 the activity level is sex-disaggregated.

**Example:** Organization of a five-day training workshop on the safety of journalists targeting at least 40 representatives from public institutions, policy-makers, judges, police and security forces with attention to ensuring gender balance among participants and facilitators.

## BUDGET

### Inputs

Inputs refer to the resources needed to implement the project. List only the inputs that will be covered by IPDC. Inputs correspond to the human, material, technological and information resources, necessary to produce project outputs (e.g. personnel such as trainers, equipment, etc). Inputs should be precise and verifiable. The quality and quantity of the relevant input should be precised.

Be specific about the inputs that will be financed by IPDC and those that will be available through other means.

For equipment inputs, 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 they are to be purchased with IPDC funds, specify the types, models, number of units and unit cost for each equipment item (please note that all equipment is purchased through UNESCO Field Offices and therefore the costs should be checked with the relevant UNESCO Field Office with which the project was developed).
- In the case of one-time training courses, necessary training equipment should be 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:

- In case of trainers/experts, please add a short biography or a short description of the institution which proposed them (where this info is available).

### Breakdown of contribution requested from IPDC (in US dollars)

The breakdown should include a budget item for each input. The requested IPDC contribution should not include any recurrent costs, venue costs or costs related to regular staff or project coordination. These costs are normally expected to be borne by the submitting institution. Budgets where air travel and per diem costs of consultants and participants exceed 50% of budget requested will not be considered, as well as the funding of conferences unless they are clearly a component of a wider initiative.

**Budgeting training events:**

**Trainees** should not be paid with stipends or honoraria to undertake training. Accommodation for trainees and trainers should not be in expensive hotels or venues.

**All trainers** (local and international) should have credible qualifications and training experience. The CVs of the proposed trainers/consultants should be provided to the UNESCO Field Office with which the project was developed, for approval. No remuneration is to be included for the preparation of the training as all trainers should be sufficiently experienced.

**Local trainers:** The fees of the local trainers should be commensurate with local rates and should not exceed US\$150 per day.

**International trainers:** Fees of international trainers should not exceed US\$250 per day.

**Example of a good budget breakdown for a five-day training workshop:**

Participants' accommodation and meals (US\$30 per day x 15 participants x 5 days)	2 250
One local trainer (5 days training at a rate of US\$100 per day)	500
Training material and rental of training equipment	800
Local travel (US\$30 x 15 participants + \$100 for one trainer)	550

### Breakdown of submitting institution's contribution

The submitting institution's contribution should include all the recurrent costs, including staff costs, project coordination costs and a budget line for regular reporting on project progress. The institution is encouraged to secure a venue (where applicable) as a contribution by themselves or by other partners, rather than seek IPDC funds for this particular expense.