



# Guidelines for Applicants

**PLEASE NOTE, THAT THIS DOCUMENT IN ENGLISH IS OUTLINING THE OVERALL  
GUIDELINES FOR APPLICANTS. EACH COUNTRY OR REGION HAS THEIR OWN  
VARIATIONS, SO PLEASE USE THE NATIONAL/REGIONAL VERSIONS OF THE DOCUMENT  
IF YOU INTEND TO APPLY FOR FUNDING**

**FRAME, VOICE, REPORT!**

***A support facility for civil society organisations with the  
objective of strengthening awareness and engagement  
among EU citizens in relation to the Global Goals***

See Application Deadlines for different countries and regions  
in the national/regional documents

All guidelines, application formats as well as a supplementary communication toolkit can  
be found at [www.framevoicereport.org](http://www.framevoicereport.org)



The Project is funded  
by the European Union

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## Background and objective

FRAME, VOICE, REPORT is a support facility granted by the European Commission with the objective of strengthening and enhancing knowledge and engagement among EU citizens in relation to the Sustainable Development Goals - more commonly known as the Global Goals.

FRAME, VOICE, REPORT is designed and managed by six European partners and built on these partners' previous experiences with development education:

The EU funded *Development Reporter Network* that aimed to strengthen collaboration between journalists and NGOs in order to improve the quality and impact of information in the media related to global problems and international development and cooperation. [Development Reporter Network](#) has developed a [Vademecum](#) on how to communicate about global issues and problems.

The initiative *Enhancing Southern Voices in Global Education* that stressed that any development approach and communication that serves for global justice and solidarity must built on equal involvement of participants, concepts and expertise from both the global North and global South<sup>1</sup>. *Enhancing Southern Voices* produced [a booklet](#) about the experiences.

The EU funded project *Reframing the Message* that wanted to raise awareness about and question the values and frames used in development communication as well as stressing global interconnectedness and causes and context of poverty and inequality. *Reframing the message* produced a [background and toolbox document](#) as well as a [communication toolkit](#).

These former and current initiatives are all part of the design of the FRAME, VOICE, REPORT support facility – now specifically in relation to the Global Goals. The Global Goals are built on an awareness of the interconnectedness of the world's current challenges. Poverty and inequality as well as the specific issues of climate change, migration and gender which are prioritised in FRAME, VOICE, REPORT are all influenced by global processes and to work with the Global Goals and overcome these challenges requires awareness among all citizens about the existence of the goals as well as how to act on them.

Through two application rounds, the FRAME, VOICE, REPORT support facility will finance communication actions of European civil society organisations in order to raise awareness and increase engagement of EU citizens in the efforts towards realising the Global Goals.

## Requirements and Priorities

Please see toolkit at [www.framevoicereport.org](http://www.framevoicereport.org) for further explanation of the issues below.

Actions funded under FRAME, VOICE, REPORT must:

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<sup>1</sup> In FRAME, VOICE, REPORT the term “Global South” refers to countries that are on the [DAC list of aid recipients](#).

- Contribute to awareness raising and increased public engagement in relation to the Global Goals  
This means that an action should address the Global Goals as well as suggestions and/or calls for action in relation to the Global Goals. An action does not have to address all Goals but can focus on one or more of the goals, as long as the interdependencies between the goals are also communicated. The action should contribute to the enhancement of the public's critical understanding of the interdependent world, and of their roles and responsibilities in a globalised society. It should motivate the public's effective involvement in local and global actions in support of the social, economic, and environmental dimensions of sustainable development. Information about the Global Goals can be communicated in relation to the goals themselves or through the existing work of the organisations linking it to the Global Goals.
- Implement principles from constructive communication  
This means that the actions should go beyond the description of problems but also indicating possible solutions or options for engagement to the extent possible. Part of this approach is also to provide a nuanced perspective of the situation or case described, not only telling about the negative local situation but viewing the situation in a broader perspective showing the global dimensions of the situation as well as possible causes and context of the issue depicted.
- Critically reflect on the frame(s) being used  
The way a message is "framed" - meaning the words and images that are chosen and the part of the story that is being told - has a strong effect on the values being communicated and reinforced in the recipients. All messages are framed – whether we are conscious about it or not. - and different framing involves different risks (see the FRAME, VOICE, REPORT toolkit). Awareness of which frames are used and what values and understandings that frame will promote is a powerful and important tool in communication
- Include voices from the Global South  
Let people tell their own stories instead of telling it for them. Build your messages by using real stories of real people from Global South. Use your partnerships and networks to get firsthand information or utilize the experiences of diaspora people and/or communities in your own country or region. By doing this you can highlight that people from the Global South are active agents of change, not passive victims of circumstances. Remember to take into account complex realities of the Global South and make sure you don't reinforce stereotypes.
- Include cooperation with journalists (for some countries/regions this is a priority and not a requirement)  
Actions implemented in cooperation with journalists can help the message to get a much wider outreach. The perspective and knowledge of journalists being professional communicators can also help linking global and local dimensions and making the product more attractive and understandable for the recipients. Furthermore, the cooperation can generate debates about ethical issues of development education as well as issues of frames and values. The actions made through cooperation with journalists could e.g. consist of articles, reportages, radio, TV, transmedia, videos for social media, etc.



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- Some countries/regions do furthermore require an amount of own contribution from applicants

*Priority will be given to actions that:*

- Focus on migration, climate change or gender equality  
These three themes are specifically prioritized from the European Commission financing the fund. Even though the issues of climate change and gender equality have a specific goal each (Global Goal 13 and 5), whereas migration is a crosscutting issue pertinent in several goals, all three themes are deeply interconnected with many of the Global Goals and can be communicated incorporating a range of the goals and targets. An action can choose to focus on either one or several of the three themes (or even none at all, since it is a priority and not requirement)
- Some countries/regions furthermore prioritises to reach target groups that are not normally reached by communication actions about international development  
This could for instance be done through new forms of partnerships with non-development actors or institutions (ideas for this could be students associations, football clubs, museums etc.).

Please see [the supplementary toolkit](#) for more information on the Global Goals, constructive communication, frames and values, cooperation with media, inclusion of voices from the global south, as well as the specific themes of climate change, gender and migration.



## Who can apply for funding

The FRAME, VOICE, REPORT support facility can be applied for by civil society organisations (CSOs) based in the following countries or specific regions:

Country/Region
Denmark
Belgium: The Flemish Region and the Brussels-Capital Region
Finland
Netherlands
Italy: Piedmont
France: Auvergne – Rhône-Alpes
Spain: Catalonia (Applications will be accepted in either Catalan or Spanish)

There will be equal access for all eligible CSOs regardless of membership of the partners in the countries and regions.

### Applicant organisations must

- Be officially existing as a non-profit organisation
- Have existed for min. two years
- Have min. 30 members/supporters/volunteers to ensure popular anchorage
- Not have had EU DEAR funding as applicant or co-applicant from the current or previous DEAR call launched in 2014.
- Be working with development cooperation and/or development education as part of their statutes and/or programmes and/or activities.
- Have a limited yearly turnover (see national/regional documents for variations)



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An applicant cannot apply for more than one action in the same application round. Second round applicants may not have received funding from the first round of grants.

## What can be funded

Please notice, that a grant implies both funding of activities plus participation in a joint learning cycle with other grant holders.

Grants can be min. € 5.000 and maximum € 30.000. National/regional variations apply within these limits of amounts. Organisations applying together should both live up to the eligibility criteria and it should be clearly described, what the added value of the extra partner is. This could for example be in relation to reaching a bigger or different target group or in relation to providing needed supplementing knowledge and/or experience.

In case of two or more organisations applying together, one organisation shall take the responsibility of being lead and sign the contract with the relevant FRAME, VOICE, REPORT partner.

Grants will be disbursed with 80 % at project start and the remaining 20 %, when the final report has been approved.

Costs incurred before project start cannot be funded.

The following costs can be funded as part of an action:

- Production of communication outputs e.g. materials, reportages, photos, text, web, audios, videos, apps, podcasts, games, and other educational materials (guidebooks, tools, studies)
- All types of events (including debates, exhibitions, workshops, trainings, seminars), presentations – by the applicant organisations themselves or by their partners in the Global South - , school tours, organising and participating in festivals and local fairs, inputs and presentations for private and public sector networks, art exhibitions, online campaigns, concerts or meals with a message, organized runs and other sports activities with a message, billboards, dance performances, music, sculptures, art installations, virtual reality experience)

Some countries/regions has defined “media articles and reports” as only possible actions, that can be funded. Others have specified that it is activities outside the formal education system.



<p><b>This can be funded by FRAME, VOICE, REPORT</b></p>	<p><b>This cannot be funded by FRAME, VOICE, REPORT</b></p>
<ul style="list-style-type: none"> <li>● Fee/salary and travel for journalists and consultants (including fee for consultants from the global south, fx. from partner organisations)</li> <li>● Salary of internal staff directly relating to the realisation of the project (e.g. coordination and production of materials)</li> <li>● Costs of participation of partners from the global south (visa, insurance, travel, lodging, meals)</li> <li>● Translations and subtitles</li> <li>● Rent of Venue for events</li> <li>● Travel (including per diem and insurance)</li> <li>● Equipment essential for the realisation of the action (including renting of equipment and insurance)</li> <li>● Administration costs directly related to the action</li> <li>● Costs related to the verification of expenses: certified copies, costs of mailing original documents (invoices, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>● Activities with fundraising as their primary purpose</li> <li>● Administration costs for office, stationery etc. that does not relate directly to the action</li> <li>● In-kind contributions (meaning only actual costs can be covered)</li> </ul>



## Learning Cycle

Organizations who receive a grant will be part of a joint learning cycle together with other grant holders. The learning cycle consists of:

- A start-up seminar where grant holders share strategies and methodologies and identify joint training needs
- Two trainings where the content is defined by the grant holders themselves in accordance with the needs of the group (e.g. on constructive communication, media cooperation, use of southern voices or on gender, migration and climate change)
- Expert coaching or peer coaching with other grant holders
- End seminar where grant holders share experiences with other interested organizations and stakeholders

Participation in start-up seminar, peer coaching and end seminar are obligatory, but free of charge, with two participants per action. Trainings are voluntary, and also free of charge.

# Assessment Criteria

*Actions will be assessed due to the following 5 criteria:*

## 1. Relevance of the action

To what extent:

- The action is raising awareness about one or more of the Global Goals
- The action reaches and engages the target group

Weight 20 %

## 2. Approaches

To what extent:

- The message conveyed through the action is nuanced and constructive
- The action raises awareness about global interconnectedness and causes and context for the issue depicted
- The action addresses issues of climate change, migration and/or gender
- The action includes voices from the Global South
- The action demonstrates awareness of the frames and values represented and their relevance for the message

Weight: 30 %

## 3. Methodology

To what extent:

- The action involves cooperation with media and/or journalists
- The strategy chosen is relevant in order to reach the chosen target group(s)
- Some countries: The action involves new forms of partnerships to reach new target groups

Weight 20 %

## 4. Capacity

For one organisation: To what extent the applying organisation has the relevant capacity to implement the action

For two organisations: To what extent the applying organisations together have the relevant capacity to implement the action and to what extent each organisation adds value to the action

- Some countries: Journalists have the relevant capacity to implement the action

Weight 10 %

## 5. Cost level

To what extent:

- The action's cost level is balanced in relation to the planned objectives

Weight 20 %

## Application Process

In order to apply for a grant from FRAME, VOICE, REPORT go to [www.framevoicereport.org](http://www.framevoicereport.org), where you will find all relevant documents as well as get access to the online application module. Please note that you should download the application format before starting the online application process in order to have all relevant information ready.

## Assessment process

Each application will be assessed by 1 or 2 assessment consultants selected on their professional qualities based on a public call. The assessment consultants assess the applications based on the assessment criteria.

The final decision for each application is made by an assessment committee. The final decisions are based on the recommendation from an evaluation grid of the assessment consultants but the assessment committee has the right to make a different decision if they do not agree with the assessment of the consultant.

The assessment is done through a narrative justifications as well as a scoring of numbers. The scores range from 0-5 defined as follows:

0: criteria not met. Application does not meet the criteria.
1: Criterium barely met. Application has many significant shortcomings.
2: Criterium met to some extent. Application has significant shortcomings.
3: Criterium complied with. Applicant fulfills the criterion with some shortcomings.
4: Criterium met well. No significant shortcomings.



5. Criterium met excellently.

Each criteria has a specified weight in the overall assessment (see "Assessment Criteria")

Please note, that three criteria requires a minimum score of 3 for the application to be approved.  
These are:

- The action is raising awareness about one or more of the Global Goals
- The applying organisation(s) has/have the relevant capacity to implement the action
- The action's cost level is balanced in relation to the planned objectives

Applicants will receive their approval or rejection notice when the assessment process has been completed , including the whole evaluation grid with scores and justifications for the decision to ensure transparency and learning. After each application round the limit for which score to reach to obtain funding will be published as well as a summary of all approved applications on [www.framevoicereport.org](http://www.framevoicereport.org).

FRAME, VOICE, REPORT does not have a complaint mechanism and assessment decisions cannot be altered. However feedback on the assessment process is very welcome and will feed into adjustments of next round of funding.



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## Contact and further information

[www.framevoicereport.org](http://www.framevoicereport.org)

Auvergne – Rhône-Alpes, France

**Resacoop**

[www.resacoop.org](http://www.resacoop.org)

Netherlands and

The Flemish Region and the Brussels-Capital Region, Belgium

**Wilde Ganzen**

[www.wildeganzen.nl](http://www.wildeganzen.nl)

With cooperation of 11.11.11 for Belgium

[www.11.be](http://www.11.be)

Catalonia, Spain

**Lafede.cat**

[www.lafede.cat](http://www.lafede.cat)

Denmark

**CISU**

[www.cisu.dk](http://www.cisu.dk)

Finland

**KEPA**

[www.kepa.fi](http://www.kepa.fi)

Piemonte, Italy

**COP**

[www.ongpiemonte.it](http://www.ongpiemonte.it)