

**APPLICATION FORM: PARTNERSHIP PROPOSAL**

***Reference:*** *CI/FEJ/GMDF/2021/01*

UNESCO is pleased to announce the **2nd Call for Partnerships of the Global Media Defence Fund** (GMDF).

This Call is open to relevant **not-for-profit entities** seeking to undertake or upscale local, regional, and international projects that, in line with international human rights standards, will enhance media freedom and bolster journalists’ legal protection by advancing at least one of the GMDF Outputs covered by this Call (Output 2, Output 3, and/or Output 4).

We appreciate your organization’s interest in submitting a proposal to the GMDF. **We strongly suggest** that you read the Terms of Reference of the 2nd Call for Partnerships and learn more about the [Global Media Defence Fund and its specific objectives](https://en.unesco.org/global-media-defence-fund) **BEFORE filling out this form**.

All candidate partners, without exceptions, must submit their partnership proposals via email to [gmdf@unesco.org](mailto:gmdf@unesco.org). Only **one** proposal per organization is allowed.

Every section of the Application Form must be **completed in full**. Please make sure the information you provide is clear, jargon-free, meaningful, and appropriate (in accordance with what is required under each section).

**The deadline for submitting partnership proposals is Tuesday 15 June 2021 at 23:59 (CET).**

Please make sure your organization has filled out and/or attached all required forms and supporting documents in due form before submitting your proposal.

This Application Form must be **signed** by your organization’s authorized representative and submitted in a readable format (**Word or PDF only**).

**1) IDENTIFICATION OF THE CANDIDATE PARTNER**

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| Identification of the Candidate Partner (or Lead Applicant, in case of a joint proposal) | |
| Name of the Candidate Partner  *Insert the full legal name of the entity, exactly as it appears on the act of incorporation or registration certificate.* | Name:  Acronym (where applicable): |
| Contact Details  *Indicate the name, position and contact information of the focal point for the proposal, as well as the name, position and contact information of the legal representative authorized to sign the proposal, forms and supporting documents on behalf of your organization.* | **Focal Point**  **Name:**  **Position:**  **Email Address:**  **Phone Number:**  **Legal Representative**  **Name:**  **Position:**  **Email Address:**  **Phone Number:** |

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| Identification of the Secondary Partner(s) (only in case of a joint proposal) | |
| Name of the Candidate Partner(s)  *Insert the full legal name of the entity(ies), exactly as it(they) appears on the corresponding act of incorporation or registration certificate.* | **Partner 1**  Name:  Acronym (where applicable): |
| Contact Details  *Indicate the name, position and contact information of the focal point of each secondary partner.* | **Partner 1: Focal Point**  **Name:**  **Position:**  **Email Address:**  **Phone Number:** |

**2) SUMMARY OF THE ACTION**

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| 2.1. Title or Name of the Project  *Insert the full name of the project you seek to implement with GMDF funding. An ideal project title should describe what your project sets to accomplish in one short, attractive sentence.* |  |
| 2.2. Geographic Scope of the Project  *Indicate the country(ies) or (sub)regions targeted by the proposed action. If the project has a global and/or regional scope, please list the countries that will be targeted by the action.* |  |
| 2.3. GMDF Output(s) Advanced by the Project  *Only select the GMDF Output(s) that your project shall help advance. Read the Terms of Reference of the Call (section III) for more detailed information.* | **Output 2:** *Reinforcing the operationalization of national protection mechanisms and peer support networks to ensure journalists’ rapid access to legal assistance, bolster their defense and enhance their safety, taking into account the gendered nature of the threats they face;*    **Output 3:** *Supporting investigative journalism that contributes to reduced impunity for crimes against journalists, and enhancing the safety of those conducting this line of work;*  **Output 4:** *Enhancing structures for fostering strategic litigation in order to protect environments where the legal frameworks are conducive to an independent, free, and pluralistic media ecosystem.* |
| 2.4. Summary of the Project  *Highlight the most important aspects and the overall rationale for your proposal: Why (the problem the project is trying to solve); How (the project approach to solving the problem); and What (what goal do you want to reach at the end of the project, which will bring a solution to the problem).*  *(300 words maximum)* |  |
| 2.5. Proposed Duration of the Project  *Indicate the proposed duration of the project in months (6 months minimum, 18 months maximum), as well as the proposed start and completion dates.* |  |
| 2.6. Total Funding Requested (in USD)  *State the amount of funding requested under the Global Media Defence Fund. Please note that the GMDF may fund up to 95% of the total budget of the project.* |  |
| 2.7. Total Budget (in USD)  *State the overall budget of the project, including both the GMDF contribution and your organization’s contribution (monetary or in-kind).* |  |
| 2.8. Other Sources of External Funding  *Please specify if your organization has received confirmation relating to any (partial) funding of the proposed action from other donors, and/or if it is awaiting confirmation relating to such external funding. If yes, please identify the other donor(s) and the amount of funding provided/to be provided by them.*  *The proposed action may be partially supported by financial contributions from third parties, in addition to the grant requested under the GMDF.*  *(200 words maximum)* |  |

**3) PROJECT INFORMATION**

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| 3.1. Project Outcome(s) and Impact  *Clearly state the outcome and the impact of the project. The outcome(s) or project goal(s) is the change (medium-term consequences) that will be produced by the end of the project, and which shall bring a solution to the problem identified by your organization. They are not seen immediately after the end of the project activity, but occur after a period of time* because *of the project.*  *The impact is the long-term, sustainable and fundamental change or higher-level strategic goal that the project will achieve in a system or society.*  *(100 words maximum)* |  |
| 3.2. Project Objective(s)  *Clearly state the objective(s) of the project and specify which indicators would clearly indicate that the objective of the action is achieved.*  *The objective(s) of a project are the specific (immediate term) results whose achievement contributes toward reaching the outcomes (to be achieved for producing the change or outcome). They must be S.M.A.R.T.: Specific, Measurable, Achievable, Realistic and Time-bound.*  *The baseline describes the status quo before project implementation starts. Establishing a starting point for your action will enable you to assess whether the project is moving in the right direction (towards the achievement of the project objectives).*  *Indicators are the markers of your project’s achievements, and help track the progress of the action throughout the project period (from the initial baseline). Based on quantitative data (number, percentage…) and/or qualitative data (facts, knowledge…), they will give you evidence about whether a certain result has been attained. They must be precise or well defined (not ambiguous), reliable (yielding consistent results), valid (measuring what they intend to measure), practicable (in terms of cost or process constraints), and easy to measure.*  *(300 words maximum)* | **Objective 1:**  **Baseline:**  **Indicators:**   * **I1:**   **Objective 2 (remove if not applicable):**  **Baseline:**  **Indicators:**   * **I1:**   **Objective 3 (remove if not applicable):**  **Baseline:**  **Indicators:**   * **I1:** |
| 3.3. Project Outputs(s)  *Clearly state the outputs(s) of the project. A project’s outputs are the results achieved immediately after the implementation of the project activities (the tangible/intangible products that result from the implementation of the activities). They relate to the completion rather than the conduct of activities.*  *(200 words maximum)* | **Output 1:**  **Output 2 (remove if not applicable):**  **Output 3 (remove if not applicable):** |
| 3.4. Project Activities  *Clearly state what are the activities that will be implemented to achieve the project objectives and outcomes.*  *(300 words maximum)* | **Activity 1:**  **Activity 2 (remove if not applicable):**  **Activity 3 (remove if not applicable):** |
| 3.5. Project Beneficiaries  *Clearly identify the project’s direct beneficiaries and final beneficiaries (if different), including the estimated number of women and men.*  *Direct beneficiaries are those directly involved in or connected to the project and benefiting (or expected to gain) from the results of the project.*  *Final beneficiaries are those who will benefit from the action in the long term, despite their not being directly connected to the project.*  *(100 words maximum)* | **Direct Beneficiaries**  **Final Beneficiaries** |
| 3.6. Project Relevance  *Explain how your project is in line with the GMDF Output(s) you selected, and what is the added value of the project vis-à-vis other similar projects.*  *(300 words maximum)* |  |
| 3.7. Project Language(s)  *Specify the language(s) that shall be applied throughout the project (this does not apply to project reporting, which must be carried out in either English or French).* |  |

**4) PROJECT PERSONNEL**

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| 4.1. Project Personnel  *Specify whether you will resort to in-house expertise or if a recruitment process will be required, and identify the staff (title/position) that will be directly involved in the implementation of the project.*  *(100 words maximum)* |  |
| 4.2. Added Value of the Candidate Partner or Lead Applicant  *Specify what is the added value that your organization shall bring to and through the project.*  *(200 words maximum)* |  |
| 4.3. Added Value of the Secondary Partners (in case of a joint proposal only)  *Specify what will be the role and added value of the secondary partners that will be involved in project implementation.*  *(200 words maximum)* | **Partner 1:**  **Partner 2 (remove if not applicable):** |

**5) PROJECT IMPLEMENTATION**

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| 5.1. Implementation Strategy (or *how it will be done)* |
| *The implementation strategy should elaborate on the project implementation modalities (as a narrative), and identify the preliminary requirements and milestones of the action (as well as the role and level of involvement of secondary partners, in case of joint action).*  *Briefly describe the project’s implementation strategy (200 words maximum).* |

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| 5.2. Work Plan (or *what and when (it) will be done*) |
| *The work plan is the breakdown or mapping of the different elements of the project within the timeframe of the action. It should provide a visual outlook of the objectives, outputs, activities, resources required, responsible team members, and the timeline.*  *Adapt and fill out the table below in accordance with the work plan of your project.*   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Objective(s) | Activities | Outputs | Resources Required | Responsible Personnel | Timeline | | Objective 1: | **Activity 1.1.:** |  |  |  |  | |  | **Activity 1.2.:** |  |  |  |  | | Objective 2: | **Activity 2.1.:** |  |  |  |  | |  | **Activity 2.2.:** |  |  |  |  | |  | **Activity 2.3.:** |  |  |  |  | |  |  |  |  |  |  | |  |  |  |  |  |  | |  |  |  |  |  |  | |

**6) STRATEGIC ANALYSIS OF THE CONTEXT FOR PROJECT IMPLEMENTATION**

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| SWOT Analysis: Strengths, Weaknesses, Opportunities, Threats |
| *Provide background information to describe the context for the implementation of the project (the identified Strengths/Weaknesses/Opportunities/Threats) (300 words maximum – total).* |

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| Strengths | Weaknesses |
| Opportunities | **Threats** |

**7) GENDER EQUALITY**

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| Mainstreaming Gender Equality |
| *In line with its Global Priority Gender Equality, UNESCO is committed to making a positive and lasting contribution to women’s empowerment and the promotion of equality between women and men across the Organization’s mandate. All partnership proposals seeking funding from the GMDF must mainstream gender throughout the development and implementation of the action they propose, in accordance with a gender-responsive and/or a gender-transformative approach.* |

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| 7.1. How is Gender Equality mainstreamed throughout the project?  *State how gender equality will be addressed throughout the inception and implementation of the project. Does the project contemplate a gender-responsive and/or gender-transformative approach?*  *A gender-responsive approach requires for the implementation strategy of the action to include evidence-based gender analysis identifying and acknowledging the existing differences and inequalities between women and men, including inequalities in participation rates and in deriving benefits. The action should identify specific mechanisms or activities that would help bring about help in the desired direction (targeting and benefiting a specific group of women and men to achieve the goal of the action), addressing the different needs, aspirations, capacities and contributions of women and men.*  *A gender-transformative approach implements actions to address underlying causes of gender inequalities. The implementation strategy of the action must include evidence-based gender analysis not only identifying and acknowledging the existing differences and inequalities between women and men, but also the underlying causes and factors of systemic character producing or influencing these differences and inequalities. In addition of identifying mechanisms or activities that will (i) address the different needs, aspirations, capacities and contributions of women and men, the action must (ii) challenge existing discriminatory policies and practices and influence radical change in social, economic, and political contexts supporting or influencing such policies and practices.*  *(300 words maximum)* |  |
| 7.2. Will your organization ensure that women make up a significant portion of the project personnel? If yes, how? If not, why?  *Elaborate.*  *(100 words maximum)* |  |
| 7.3. Will this project address the specific threats faced by women journalists? If yes, how?  *Elaborate.*  *(200 words maximum)* |  |
| 7.4. Will this project specifically target women as beneficiaries of the action?  *Elaborate, indicating the percentage and estimated number of men and women beneficiaries.*  *(200 words maximum)* |  |

**8) PROJECT MONITORING & EVALUATION**

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| Monitoring and Evaluation (M&E) |
| *Monitoring and evaluation are processes that enable implementing partners to measure and assess the performance of a project.*  *Monitoring refers to the continuous assessment of the progress of the project on the basis of (quantitative and qualitative) data collection and analysis.*  *Evaluation refers to the process of assessing to what extent the project has (or has not) met its objectives according to the original plan.* |

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| 8.1. Project Monitoring | |
| 8.1.1. How will the implementation of the project be monitored?  *Indicate the means that will be used for the purposes of monitoring the project, and who will be responsible for monitoring the project. Please note that partners are required to appoint at least one member of the project personnel to project monitoring.*  *(200 words maximum)* |  |
| 8.1.2. What performance indicators will be used to measure the progress of the project?  *Performance indicators are the markers that are identified and monitored by partners to assess or measure the progress towards the project objectives and highlight areas for possible improvement. These indicators must be precise or well defined (not ambiguous), reliable (yielding consistent results), valid (measuring what they intend to measure), practicable (in terms of cost or process constraints), and easy to measure.*  *(200 words maximum)* |  |

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| 8.2. Project Evaluation | |
| 8.2.1. Is an evaluation foreseen for this project?  *Indicate whether an evaluation is (or not) foreseen for this project. If yes, please indicate whether there will be both an interim and final evaluation (or just a final evaluation), and whether the project evaluation will be part of a broader evaluation.*  *(100 words maximum)* |  |
| 8.2.2. If yes, how and when will the evaluation take place?  *Indicate whether the evaluation foreseen will be internal and/or external, and when it shall take place (interim, final evaluation). If the project evaluation will be part of a broader evaluation of an ongoing action or of your organization’s annual activities, please state so.*  *(100 words maximum)* |  |
| 8.2.3. If no, how will you gather feedback from the project beneficiaries?  *(200 words maximum)* |  |

**9) PROJECT SUSTAINABILITY**

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| Sustainability |
| *Sustainability refers to the extent to which any of the results or benefits of the project will continue beyond the closure of the period funded by the GMDF, and to maximize its results. Local ownership, strengthened capacities, the reliance on synergies/complementarities, and the sustained involvement of beneficiaries, target groups, and relevant stakeholders are key aspects when it comes to making the most out of the sustainability potential of an action.*  *To ensure project sustainability, partners may rely upon different mechanisms (including, but not limited to):*   * *Anchoring the project in national and international frameworks* * *Engaging with a wide range of diverse stakeholders* * *Strengthening the capacity of relevant institutions* * *Ensuring that capacity strengthening is institutionalized and not tied to individuals only* * *Searching for diverse funding sources to secure future funding arrangements* * *Favoring the establishment of mechanisms for continued community engagement* * *Ensuring linkages with work being done by other partners or stakeholders* |

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| 9.1. Sustainability Plan  *Describe how your project will be sustained in the long term, specifying the different aspects in which the projects have to be sustained in the long run to sustain its impact.*  *(300 words maximum)* |  |

**10) COMMUNICATION AND VISIBILITY STRATEGY (C&V)**

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| Communication and Visibility |
| *The Communication and Visibility Strategy should seek to support the visibility and achievement of the project objectives and outcomes through the timely and efficient use of communication activities and resources/tools.*  *The C&V Strategy should be implemented through a communication plan that will:*   * *Facilitate effective and efficient communications and engagement with target audiences having a major stake in the project* * *Provide visibility to the results of the project* * *Reflect how beneficiaries, key partners and other stakeholders work together to achieve the project results* * *Reach the general public through traditional and social media, taking into account considerations related to Gender Equality* |

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| 10.1. Communication Plan  *Describe the project’s communication plan, elaborating on its objectives, target audience(s), communication activities, and resources/tools. Please note that the plan should enhance the visibility and raise awareness around the project (and the GMDF), with a particular focus on potential beneficiaries and relevant stakeholders.*  *(300 words maximum)* |  |

**11) YOUR CHECKLIST**

Application Form (Signature Required)

Budget template, including the logo of the candidate partner and the signature of the authorized representative (Signature Required)

UNESCO Partner Identification Form (Signature Required)

Official Certificate of Legal Status (if the certificate is available in a language other than English and French, the candidate partner must also submit a certified translation)

Financial Statements (including the balance sheet, the income and expenses account and the annexes) of the last two financial years for which the accounts have been closed, signed and certified by the candidate partner’s own financial authority (comptroller or equivalent) and audited, where applicable (Signature Required)

A Report of the entity’s annual activities, covering the activities implemented during the last year (as a means of attesting the candidate partners’ professional competencies and appropriate qualifications)

Curriculum Vitae (CV) or résumé of key personnel that is or will be involved in the implementation of the project

**12) COMMENTS (OPTIONAL)**

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| *Please insert any comments you may want to share with the UNESCO/GMDF Team below* (300 words maximum). |

**13) DECLARATION BY THE CANDIDATE PARTNER**

I, the undersigned, Click or tap here to enter text., authorized to represent the candidate partner, hereby certify on my honor that:

* The information contained in this Form is correct and confirm that, if this partnership proposal is successful, the action will be carried out in the terms laid down in this Application Form;
* The candidate partner’s purposes, function an operation are not-for-profit in character;
* The candidate partner has the capacity to implement the action hereby proposed in partnership with UNESCO (see Capacity requirements in section IV of the Terms of Reference of the 2nd Call for Partnerships of the GMDF);
* The candidate partner does not appear on the Consolidated United Nations Security Council Sanctions List, nor on the United Nations Global Marketplace vendor ineligibility list.
* I understand and accept that, in the event this partnership proposal is preselected, UNESCO may require the streamlining of the project activities and budget, in order to ensure their alignment with the relevant Outputs of the GMDF and value for money;
* I have the capacity to sign and submit this proposal on behalf of the candidate partner.

**SIGNATURE OF AUTHORIZED REPRESENTATIVE + STAMP OR ORGANIZATION LOGO**

**ORGANIZATION (CANDIDATE PARTNER)**

**PLACE AND DATE OF SIGNATURE**

**NAME/POSITION**