



# 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: July 2<sup>nd</sup> 2022 at 4 pm*



# Call for applications for grants to media houses

## 1. Introduction

The United Nations Development Program (UNDP) in collaboration with the Government of Rwanda through the Rwanda Governance Board (RGB) has secured funds to support efforts of media houses to build their financial self-reliance. The first phase of grants was provided to 13 media houses under this arrangement were disbursed in September 2020 to help beneficiaries mitigate the effects of COVID-19 on their Operations. The second phase of the grants were disbursed in October 2021 to 13 media houses. The media houses that received grants were selected through a competitive process.

On May 31<sup>st</sup>, 2022 RGB and UNDP announced the availability Frw 250,000,000 worth of grants to be provided to media houses through a competitive process prioritizing viable projects. Eight applicants who were successful had projects with a total budget of 70,495,000 implying that, there is **180,000,000 Frw remaining to be disbursed to media houses with viable projects – those with potential to contribute to financial sustainability of media house. Those to be awarded will again be selected through a competitive process.**

It is in this framework that RGB in partnership with UNDP is re-launching the call for applications for the “**Media Development and Sustainability Grants**”. Successful project proposals will be selected by an independent committee and selected projects shall be implemented in a period not exceeding five months.

## 2. Eligibility criteria

Media houses which fulfilling all the following criteria are eligible to apply for the grants.

- **Complete application:** Submission of a complete application in accordance with guidelines indicated in this call for proposals
- **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 have been in operation for at least two years since 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 and the recommendation letter should be specific to this grant;
- **Impact of previous grant:** Proof of salaries duly paid to at least three staff members over a period of at least three months (Only for media houses that benefitted from any one of the previous phases of these grants), demonstrated by an authentic bank document (bank slip, bank transfer...)

### **NB: Ineligible media houses**

- ✓ Media houses that receive government funding
- ✓ Media houses serving suspension handed to them by competent organs
- ✓ Media houses that benefitted from this RGB-UNDP grant scheme at least twice;
- ✓ Eight Media Houses that benefitted from the latest grants of Frw **70,495,000** mentioned above;

## 3. Considerations in the application

- All applications should focus on viable projects with potential to generate income for a media house to sustain its operations,
- No inclusion of office rent expenses in the grant proposal;
- Staff salaries should not exceed 20% of the total cost of the proposed project;

#### 4. The Key selection criteria are:

- ✓ A media house that employs at least 3 people; (Applicants should make sure that the three staff mentioned in their projects are not employees of other media houses also applying for this grant, if a journalist appears in more than one proposal, they will be considered as employees of the media house where they signed their contracts first)
- ✓ Originality of the proposal – a proposal that demonstrate innovation in actions and approach.
- ✓ Proposal viability: Clear indication of how the fund will help the media house to build or strengthen its financial sustainability;
- ✓ Clarity of objectives, work plan, activities and related budget
- ✓ Conformity to the guidelines indicated in this call for proposals

#### 5. Application process

Media Houses fulfilling the eligibility criteria stated in section 2 should submit their applications 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 grant amount is FRW 10,000,000 for broadcast media house and FRW 7,000,000 for online media house**). NB. 5% of the grant shall be deposited to the Media Development Fund as a contribution for the particular media House that won the grant.
- ✓ Copy of a valid registration certificate from competent authority ,
- ✓ Recommendation letter from RMC (related to this specific grant)
- ✓ Proof of contract of at least 3 journalists with **valid** accreditation cards
- ✓ Proof of a bank account in the name of the media house
- ✓ TransUnion document proving that the media house does not have a non-performing loan. (The document should be in the name of the media house)

**Note: All the documents should be compiled in one PDF document saved in the name of the media house.**

**Note: The deadline for submissions is July 2<sup>nd</sup>, 2022 at 4PM Local Time.**

**Read carefully the instructions and criteria and check well your application before submitting it. Late, ineligible, and incomplete applications will not be reviewed.**

#### 6. 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.

#### 7. 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 contribution 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.

## **8. Report and Audit**

Successful applicants will sign grant agreement. They will be submitting monthly progress reports plus an overall report of the activities implemented that will be submitted to RGB within 30 days after the implementation. An external audit will also be conducted to check how beneficiaries used the grant.

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

[www.rw.undp.org](http://www.rw.undp.org)

[www.rgb.rw](http://www.rgb.rw)

[www.ari.rw](http://www.ari.rw)

**For more information you can contact:**

[mufitinema@rgb.rw](mailto: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:**

<b>Proposal Evaluation Grid</b>	<b>Scores</b>
1. A media house that employs at least 3 people	3
2. Originality of the proposal	5
3. Viability of the project	7
4. Clarity of work plan, activities and related budget	5
<b>TOTAL SCORE</b>	<b>20</b>

Successful proposals will be announced on the platform to be created for the purpose. In case an applicant requires additional information regarding the announced results, they will present their inquiry in writing within 3 working days 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

#### 1. 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

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

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

- 2. Background (max. 1/2 page)**
- 3. Problem analysis, how planned activities will be implemented. (max. 1.5 page)**
- 4. Prepare the work plan and related Budget (max. 1.5 page)**
- 5. Clarity and consistency of the expected results of the proposal as well as the expected impact (max. 1 page)**

Approved by:

**Edward Kalisa**

**Secretary General**

**Rwanda Governance Board**