



Contracting Authority: European Commission

Raising public awareness of development issues and promoting
development education in the European Union

ANNEX A.2 – Full application form¹

Budget lines: BGUE 21.020801 and 21.020802

Reference:
EuropeAid/151103/DH/ACT/Multi

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Dossier No	
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FULL APPLICATION FORM

You **must follow** the instructions at the end of this document on how to fill in the full application

¹ To obtain information about the deadline for submission, please see section 2.2 of the guidelines.

1 General information

Reference of the call for proposals	EuropeAid/151103/DH/ACT/Multi
[Lot number you are applying to:]	Lot no. 3
Number of the proposal ²	CSO-LA/2016/151103-3/1
Name of the lead applicant	CISU – Civil Society in Development
Title of the action	FRAME, VOICE, REPORT!
Location of the action	[Do not fill in here if you are applying via PROSPECT] <i>specify country(ies) region(s) that will benefit from the action</i>
Duration of the action	[Do not fill in here if you are applying via PROSPECT]

The action³

1.1. Description of the action

1.1.1. Description (max 13 pages)

1.1.1.i Improved situation and capacities for final beneficiaries, target group and applicants

Current situation and capacities of the *final beneficiaries* and how this action will improve these

² When the Contracting Authority has evaluated the concept note it informs the lead applicant of the outcome and allocates a proposal number.

³ The evaluation committee will refer to information provided in the concept note as regards objectives and the relevance of the action.

The 17 Sustainable Development Goals (SDGs) form a new and transformative agenda addressing poverty and sustainability as interconnected issues. One of the main principles behind the SDG agenda is *universality*, meaning that the goals are relevant to every country and every citizen on the planet, and that all – including European citizens – are responsible to help achieve them. Although 36 % of European citizens have heard about the SDGs, most do not know what they are and even less know how to act on them (Special Eurobarometer 441, 2015). Hence more knowledge is needed about the SDGs and especially how one, as an individual or together with others, can help achieve them. Therefore, the final beneficiaries of this action are European citizens. The action seeks to strengthen their engagement towards the SDG agenda.

Development education is an important way of generating more awareness of and engagement in the SDGs and global interconnectedness (<http://en.unesco.org/gced>). The applicants of this action have access to a great number of small and medium sized Civil Society Organisations (CSOs) working on development cooperation and education – many of them with partners or networks in the Global South or in diaspora communities. These organisations can tell nuanced stories about people, communities and living conditions in other parts of the world. They can illustrate what people there wrestle with in their lives, what they work on and dream of, and how global issues affect their chances of improving their own lot. These first-hand, personal stories can invite to dialogue and illustrate the world's interconnectedness. In this way the stories work as a powerful and engaging voice, enhancing EU citizens' understanding of and engagement in development issues abroad and at home.

The overall objective of the FRAME, VOICE, REPORT action is therefore to *Strengthen the engagement among the general public towards the SDG agenda through communication actions of a large number of small and medium-sized development organizations*. We will do this through funding 200-300 actions from third parties that address the priorities set, while *using the tools promoted and developed under former projects and EU DEAR grants: "Reframing the message", "DevReporter network", and "Enhancing Southern Voices", all reflecting similar values and frames for development education*.

At the end of the action, we will have achieved the impact, that 1.25 million citizens in the 7 European countries/regions involved (Catalonia (ES), the Dutch speaking part of Belgium, Denmark, Finland, The Netherlands, Piedmont (IT) and Auvergne Rhône-Alpes (FR)) know (or know more) about the SDGs and about how they can contribute themselves towards achieving the SDG agenda. And at least 62,500 of those citizens (5%) will act differently accordingly to their new awareness.

Current situation and capacities of the target group and how this action will improve these

Our target groups consists of 200-300 small and medium sized civil society organisations (CSO's) working with development cooperation. These CSOs come from members and associates of the platforms the applicants are representing as well as other active organisations fulfilling the eligibility criteria.

Despite current debates about communication in the development sector – not least due to the applicant's' former DEAR actions - many CSOs and the media still use simplified communication, reproducing stories of poor victims, stressing that the way to solve poverty is to donate money. Development communication is still primarily dominated by a fundraising agenda which prioritizes emotional responses to donate instead of reflection on European citizens' own lifestyle and responsibility towards poverty and global inequality. The applicants' previous DEAR actions *Reframing the Message* and *DevReporter Network* as well as the project *Enhancing Southern Voices* (not EU funded) have addressed this with both development organisations (*all*) and journalists (*DevReporter*). First steps have been taken in raising the awareness within organisations as well as among journalists - of the frames they use and how they describe and involve the people they want to tell about. So currently the interest, enthusiasm and tools exist, but funding to implement the new insights is scarce. The outreach of development education in the 7 countries/regions has decreased significantly during the last 10 years due to funding cuts. And for small development CSOs both time and money are normally scarce. As the main focus for many organisations is international projects, development education often comes as a second priority. As a consequence, small and medium sized CSO's lack the resources to engage their constituencies and individual donors on the SDGs according to their full potential.

Yet, small and medium sized development CSOs are in a special position to address current global challenges through their communication (in this application the concepts of "communication" as well as "communication projects" covers both communication *products* like articles and materials as well as *DEAR actions* like campaigns, events and presentations). The CSOs have a very direct link to their constituencies and as a consequence are likely to influence them. These constituencies are diverse, but include local and regional communities, local authorities, educational institutions, churches, youth, environmental and women's groups, members of the diaspora and all kinds of (other) voluntary groups.

This makes small and medium sized CSOs very relevant to the specific priorities of this call, namely climate change, migration and gender. E.g. 47% of the EU population perceive **climate change** as one of our most serious problems, but only 19% see themselves as personally responsible for tackling it (IT 12%, ES 20 %, FR 22%, BE 28%, DK 34%, FI 38%, NL 43%) (Euro Barometer 2015). However, climate change undermines food security and stable living conditions, increases poverty and conflict and hence increases **migration** and the harsh debates around it, further fueled by the economic crisis. The way media frame migration as a security threat is unhelpful in building inclusive societies, and people tend to seek national isolation instead of acting upon the reality of global interconnectedness. Small and medium sized CSOs working with Southern partners or diaspora communities can help building bridges by showing the background of migrants, how climate change influences their lives as well as how migrants contribute to global development, highlighting the motives and personal stories of individual migrants and volunteers helping them as well as the need for finding global solutions. The influx of migrants has furthermore fueled fierce debates on **gender**, especially on violence against women and gender power relations in Europe and abroad. There is a need for recognizing gender rights as a precondition for global development. The communication of the CSO's can help breaking stereotypes and provide personalized stories to create a more conducive environment for dialogue on gender issues across cultures, acknowledging the potential for societal change in changing these structures. By developing reframed communication activities and collaborating with the media, CSOs can strengthen public awareness of these issues. This also applies to second generation of migrants already being European citizens and needing to understand and create their future like all other young people.

By making funding available, strengthening the capacity of small and medium sized CSOs to use the tools developed under previous (DEAR) projects, encouraging cooperation with media and ensuring continuous learning and sharing as an integrated part of the funding, this action is addressing both the *quality* and the *outreach* of small and medium sized CSO's communication products and actions. The action will provide sub grants to the CSOs to implement what they have learned. By promoting cooperation with media as an eligible and prioritized activity their outreach will be strengthened reaching a much broader group of final beneficiaries than small and medium sized CSOs are able to do on their own.

Therefore our specific objective is: *To improve and enlarge, through an integrated funding and learning process, the communication on the SDG agenda of 200-300 small and medium-sized development organisations in 7 member states, with a specific emphasis on gender, climate change and migration, while stressing global interconnectedness, involving partners from the Global South and cooperating with the media.*

At the end of the action, the following outcomes will have been achieved: *200-300 organisations have increased their capacity and outreach to communicate on the SDGs in a constructive and engaging way and to reach a wider public through media. Furthermore they will have increased networking, learning and synergy among themselves in the use of relevant communication tools.*

This will be achieved through the following outputs: *1) 200-300 actions of development organisations funded that contribute to a better understanding of the general public on the SDGs and especially SDG goals related to gender, climate change and/or migration. 2) These 200-300 organisations trained to use positive values and frames, cooperation with the media and voices from the south in their communication.*

Current situation and capacities of the applicants and how this action will improve these

All applicants have formerly worked with DEAR actions. COP, LAFEDE and RESACOOP through the action *Development Reporter Network*, with a resulting "Vademecum" on good ethics for development communication focusing on cooperation between CSOs and media, KEPA through the initiative *Enhancing Southern Voices* that explored ways of integrating people from the Global South and diaspora communities in Global Education, and CISU and Wilde Ganzen (WG) through the action "*Reframing the Message*", that explored values and frames used in development communication. All these former DEAR actions used capacity strengthening of small and medium sized CSOs. They shared a lot of similar approaches and ethics. With this action, we want to provide options for CSOs for implementing what we and they have learned, going "deeper" in our understanding of nuances and experiences from our previous work and compile these into one shared toolkit. With this toolkit and the 200-300 sub grants that fund the implementation of an equal number of communication projects of small and medium sized CSOs, we want to move from awareness to action. Thus the title: *Frame, Voice, Report!*

As the sub granting also involves a learning cycle for third parties, the applicants – as partners in this action - will make maximum use of the synergy created between sub granting and capacity building. Through our design and monitoring of seminars and trainings, we, as applicants, will be informed on innovative methods, challenges met and solutions tested by the third parties. These insights will

strengthen our design of following trainings and seminars within this project as well as for our own general trainings and networking meetings with members (all applicants, with the exception of WG, are platforms or networks). Through a joint database, monthly skype meetings as well as annual partner seminars, we will share lessons learned and best practices and thereby further strengthening the learning of the partners involved, leading to *increased synergy between applicants in the use of methods for capacity building and sub-granting* (outcome).

1.1.1.ii Identification, detailed description of activities, justification and role of all partners

Output 1.1 200-300 organisations funded

1.1.1 Making a grant document with guidelines and criteria

Description: A grant document with detailed guidelines and criteria will be developed at the beginning of the project period in view of the first application round. It will be made available in Catalan, Danish, Dutch, English, Finnish, French and Italian and will be available for downloading and printing. The grant document will contain:

- a) Requirements and priorities in relation to *content and method* of projects to be funded.
- b) Requirements and guidelines in relation to *administrative and financial procedures* for handling the grants.

Guidelines and criteria will be discussed and fine-tuned at the international start-up meeting for partners. At the second partner meeting (end of Year 1), these guidelines will be revisited and adjusted in view of the second application round, to reflect experiences from the first round.

CISU has 15 years of experience with sub granting and developing guidelines and criteria for this. KEPA has for more than 15 years had a cooperation and active dialogue with the Finnish MFA in relation to criteria and guidelines for the Ministry's funds for Global Education as well as trained CSO's for applying. All other partners have experience with developing guidelines and criteria from the sub granting. WG from the Dutch MFA Grant Facility for Global Citizenship, and LAFEDE, RESACOOOP and COP from the sub granting facility developed under the DevReporter Network action. The DevReporter partners have furthermore cooperated with local authorities on DEAR activities for more than 10 years.

Target group: All potential third parties

Role of partners: CISU will be responsible for drafting and finalizing the joint grant document based on criteria presented in this application as well as further inputs from partners during the international start-up meeting.

Result: Grant document widely available, ensuring equal opportunities for all potential third parties.

1.1.2 Organising a pre-launch

Description: As soon as the project has started, we will do a pre-launch in each country/region: to inform potential applicants about the opportunity coming up. This will be done as an online launch through existing websites and newsletters and through other relevant newsletters and networks in order to reach as broad a target group as possible (All partners). For some, a pre-launch will also be integrated into regular existing trainings on global education (FI, DK), or through a specific pre-launch seminar informing about the principles and tools of previous actions forming the basis of this project (CAT, IT, FR).

Justification: The actual launch seminar will be held two months before the application deadline. A pre-launch ensures that organisations start to prepare and think of possible projects as early as possible, even if criteria and guidelines are not completely ready yet.

Target Group: All potential applicants as well as other potential stakeholders (journalists, other campaigns, local authorities and universities).

Role of partners: All partners will arrange a pre-launch in their respective countries/regions. In some cases associates to the actions (Local Authorities, Universities, Associations of Journalists) will be involved in this activity (IT, FR, CAT). CISU will ensure sharing of ideas among partners of how to do it.

Result: Several thousands of small and medium sized CSOs are aware of the upcoming application round and can prepare themselves for it.

1.1.3 Producing a joint toolkit

Description: At the start of the project, we will hire a consultant to compile the toolkits from previous actions into one, identifying common themes (of which there are many) and making a coherent Frame, Voice, Report Toolkit. It will be translated into seven languages (Catalan, Danish, Dutch, English, Finnish, French, Italian) and will be available through the organisations' websites as well as through the joint website. A first draft of the toolkit will be presented and discussed at the first annual partner meeting.

Justification: The Frame, Voice, Report toolkit will be the basis material of all seminars and trainings and serve as a guide for all third parties. It will also serve as a guide for the assessment consultants and committee together with the grant document. Assembling the three pre-existing toolkits into one will ensure, that the FRAME, VOICE, REPORT action has a shared methodology, instead of being a continuation or three pre-existing projects under a new headline.

Target group: Potential third parties, grantees, assessments consultants, assessment committee, plus other interested stakeholders, including journalists.

Role of partners: WG will organize the production of the toolkit. All will use it once ready.

Result: Joint toolkit available for potential third parties, giving all access to tools and methodologies to be used in the actions they will propose, thus creating a level playing field for all.

1.1.4 Creating a website and a database

Description: We will set-up a website displaying all information for applicants (toolkit, grant documents and deadlines), all approved applications as well as subsequent communication products to the extent possible. Some products will be shown directly as text or audio/visuals. Others will be presented through photos (f. ex. from an event) entailing a short description. It will be possible to search after projects dealing specifically with the priorities of gender, climate change or migration. In order to minimize translation costs, applications and communication products will be displayed in their original languages, but a small abstract in English will be available for all products. The website will also display training tools and methodologies for other organisations to use. The site will be used actively in trainings, showing tools and best practices. Besides being a website in itself, we will aim to include tools and lessons learned from other relevant websites (e.g. *World's Best News*, *Dev.Reporter Network homepage* and *Concord Europe*).

The website will be linked with a joint database, where all applications, assessment notes and monitoring data are gathered.

Target group: Potential applicants, grantees, journalists and other organisations working with development education.

Justification: The website and database are pre-requisites to be able to administer and follow up on sub granting to 7 countries through 200-300 individual grants. Furthermore, the website ensures optimal transparency of all projects as well as amounts granted and displays inspiring cases and best practices. It is an accessible way of sharing results and will constitute a part of our M&E system, showcasing products and lessons learned.

Role of partners: CISU will set up the website and database and will be responsible for managing both.

National coordinators will register applications, reports, results and monitoring data into the database.

Third parties will upload their applications to the coordinators directly through the website.

Result: A joint website with relevant information accessible for all potential applicants and a central database system for registering applications, grants administration and reporting. A tool accessible for mutual learning as well as monitoring and evaluation purposes.

1.1.5 Organising launch seminars (for the 1st and for the 2nd application round) for potential applicants

Description: Each partner will host two launch seminars: One at the start of the first application round and one at the start of the second round. In both seminars, criteria, guidelines and administrative and financial requirements for applying will be presented as well as the framework of the SDG agenda, global interconnectedness and the specific priorities of gender, climate change and migration. The seminars will also include a presentation of the joint toolkit (activity 1.1.3) based on previous interventions as well as examples and inspirational cases of communication projects funded under previous actions. At the two launch seminars, dates for upcoming seminars and trainings will be announced so potential grantees can save the dates. The seminars will be announced broadly in order to ensure participation from development organisations as well as possible media partners and other relevant stakeholder. The second seminar will be slightly adjusted based on the experiences from the 1st round.

Target group: Potential applicants, other organisations, platforms and media (both established media and free-lance journalists), other relevant stakeholder such as *World's Best News*, local or national authorities, universities as well as columnists and opinion makers within the development community.

Justification: The launch seminars have a four-fold purpose:

- i) Awareness among participants about specific criteria and guidelines for applying for a grant.
- ii) Awareness among participants of the tools produced under previous actions.
- iii) Inspiration for the communication work of a broad group of CSOs and journalists.
- iv) Possibility for CSOs among themselves as well as CSOs and journalists to meet and discuss possible cooperation.

The seminars will make potential third parties aware of the option for funding, the framework for the call and how to apply. The seminar will reach a much wider audience than the actual later grantees, since many organizations and journalists will be interested in knowing about the grants and thereby also being exposed to the Frame, Voice, Report principles in relation to migration, climate change and gender.

Role of the partners: Each partner will organize launch seminars in their country/region (WG will arrange this also for BE). In some cases, associates will be involved in the organisation (CAT, FR, IT). CISU will coordinate sharing of ideas of how to structure and facilitate the seminar among all partners.

Results: Two rounds of 7 national launch seminars organized (one per country/region), informing potential applicants about the conditions for applying, inspiring them with inspiring cases, and equipping them with a relevant toolkit.

1.1.6 Counseling of potential third parties

Description: All national coordinators will be available between the launch seminar and application deadline for counseling on two levels:

- i) Factual information about access, criteria and guidelines for the grants.
- ii) To the extent possible (there will be national variations in this), give counseling directly to potential third parties with good advice on their ideas and how to design a good project. This will be done either as individual coaching meetings (DK, FR) or as a series of workshop days, where CSOs can show up and get immediate feedback on their project ideas (BE, FI, IT, NL)

Justification: It is the experience of CISU, WG, RESACOOOP and KEPA that individual coaching of potential applicants increases the quality of applications significantly; thereby, also raising the quality of the implemented projects.

Target group: All potential third party applicants.

Role of partners: All partners will provide this service to the extent possible. For some partners, it might only be possible to provide the first category of counseling due to the high number of potential applicants (KEPA, LAFEDE)

Result: Potential third parties are well equipped to apply in the subsequent application round (activity 2)

1.1.7 Assessment of applications

Description: There will be two rounds of sub granting. Each round will be preceded by a launch seminar as described above (activity 1.1.5), followed by a deadline for applications two months later. The assessment process will be the same in all countries/regions and will be as follows:

- a. Applications are received by each partner organisation's administration (through the website) that registers them in the database and checks that the applications meet the eligibility criteria requirements. Applications that do not meet the formal requirements will be rejected.
- b. Applications are forwarded to two external Assessment Consultants per country - external meaning NOT staff of the partner organisations. For NL and BE, there will be three consultants for both countries together. Assessment consultants are selected on their professional qualities based on a public call. The assessment consultants assess and score the applications based on the guidelines and assessment criteria developed under activity 1.1.1. The assessment is written down in an assessment note including a recommendation for decision.
- c. The final decision for each application is made in a grant meeting by a national Assessment Committee consisting of representatives from the partner organisations' member organizations as well as other relevant stakeholders and associates (Local Authorities, Universities and Journalist Associations (CAT, FR, IT). The Assessment Consultants participate in the grant meeting to inform the decisions of the Assessment Committee. The final decisions are based on the recommendation for decision in the assessment note but the Assessment Committee is free to choose a different decision if they have reasons to do so, based on the criteria and guidelines made available.
- d. Applicants will receive their approval or rejection notice two months after the application deadline, including the assessment note with scores and justifications for the decision.
- e. All approved applications will be publicly displayed and available for download on the website in their original language (including a short abstract in English).

Target group: All applying third parties.

Justification: The assessment system is based on CISU's 15 years of experience with sub granting for development cooperation and education. Its main principles are legitimacy of decisions and full transparency for all applicants. The system has been approved by Danish state auditors on several occasions since 2002.

Role of partners: Each partner will set up a sub granting system in their country or region (WG will also manage applications from BE). All partners will use the same database for registering and administering applications and approved projects.

Result: 200-300 actions of small and medium sized third parties funded.

Output 1.2 200-300 organisations funded

Output 2.1 200-300 organisations involved in networking and mutual learning (N.B The following activities cover both output 1.2 and 2.1)

1.2.1 Organising a half day start-up seminar

Detailed description: After the assessment of 1st and 2nd round applications have been completed, each partner will host a start-up seminar for grantees. At the start-up seminar, grantees will share objectives, strategies and methodologies from their applications. Tools from previous actions as well as specific financial and administrative requirements and guidelines for handling the grant will be discussed in more detail. Finally, the grantees will be co-creating a plan for the next steps of the learning process, collecting ideas and needs for the two upcoming trainings. Partners will facilitate this process by having prepared different possibilities based on criteria and priorities of the call as well as an assessment of the applications of grantees. The seminar will feed into our M&E system; not least, through the use of a self assessment tool among grantees.

Justification: The purpose of the seminar is threefold, namely:

- i) To ensure that all grantees are well acquainted with administrative and financial requirements for handling the grant.
- ii) To establish a learning community among grantees, enabling them to start inspiring each other.
- iii) For the group to identify the most needed areas of further learning. This ensures that the trainings are as relevant as possible and strengthens the group's commitment to the learning cycle.

Role of partners: Each partner will host two start-up seminars in their country/region (WG will also do this for Belgium, in cooperation with the Belgian associate). CISU will coordinate sharing of ideas of how to structure and facilitate the seminar among all partners.

Result: Two rounds of 7 national start up seminars organized where a total of 200 to 300 third party grantees leave well prepared for the implementation of their proposed activities and where the needs and priorities for further joint learning (activity 3.2) have been identified.

1.2.2 Organising two rounds of two trainings

Description: Two trainings will be held with a majority of third party grantees, designed specifically to reflect nuances and levels of capacity within each group. All trainings will entail specific work with the values and ideas from the joint toolkit addressing the SDGs. This will be done through either a theme (for example gender, migration or climate change) and/or a methodology (f. ex., how to identify and train goodwill ambassadors, how to structure an online campaign etc.). Trainings are also likely to include elements of constructive journalism using trainers from the World's Best News campaigns, where these are available. Grantees will identify their preferred theme and/or methodology and partners/trainers will plan the trainings to make sure these themes/methodologies will be presented and discussed within the frame of the SDGs and the joint toolkit. The trainings will be repeated with 2nd round grantees. However, this time they will be specifically designed to the needs and priorities of the 2nd group and therefore, probably with a slightly different content. All trainings will also leave a space open for discussing and clarifying administrative and financial issues in relation to the grant. Where relevant, innovative third parties from other partner countries will give input to trainings through online presentations. If special trainers come from abroad (for example, journalists from the south) or special experts are present, there will be an option of organizing a "side-event", giving an opportunity to a broader group of organisations, journalists and other interested stakeholder to meet the trainers. This will disseminate the ideas of the EU call and the toolkit to a broader audience than sub granted third parties. Grantees will be strongly encouraged to participate with 2 representatives per organisation to facilitate organisational learning.

Target group: All grantees as well as the journalists they might cooperate with.

Justification: We know from previous actions that even though an application convincingly stresses a focus on the SDGs (or formerly the MDGs) and global interconnectedness, the final communication products might come out differently – despite good intentions. Precisely defined trainings, corresponding to specific needs of the grantees, will enhance the chance that ideas and visions from project applications will actually be manifested in the final communication projects.

Role of partners: Each partner will arrange trainings in their country/region (WG also in Belgium, in cooperation with the Belgian associate) and identify possible relevant inputs from external experts (or from other partners of the action) on different specific themes and/or methodologies. CISU will facilitate sharing of ideas and experiences from trainings among partners.

Result: A majority of the 200 to 300 third party grantees have participated in one or two trainings that help them strengthen their approved actions and link them into the learning community.

1.2.3 Organising coaching during implementation

Description: All partners will include elements of coaching during the learning cycle. Some will do this through *peer* coaching by arranging seminars using a structured peer coaching methodology, where grantees give feedback to each other on current challenges (DK, FI, FR, BE and NL), others will do this through *expert* coaching hiring a communication expert available to grantees for personal meetings

(CAT), and some will make a combination of online meetings between organisations working on the same issues, in order for them to inspire and coach each other, combined with follow up coaching meetings by staff to grantees (IT, FR). KEPA will furthermore arrange peer learning events in the end of each learning cycle. All partners will include elements of peer learning in trainings and seminars as part of the joint learning cycle. Challenges, identified at peer coaching seminars, online meetings and other trainings will be compiled and used for monitoring and adjustment of the 2nd round guidelines and trainings.

Justification: Coaching – between peers or by experts – is a way to explore and reflect upon new ways of using the toolkit to communicate specific messages. Actual peer coaching methods are structured ways of discussing challenges and identifying ways forward. Receiving feedback on your current challenges and reflecting on others' (often similar) challenges are important parts of the learning process. This enables grantees to make qualified adjustments to their strategy on how to implement their projects. All coaching - peer as well as expert - helps grantees sharpen their focus on the priorities of the call, and explore *how* to do it in new and innovative ways. The coaching seminars/meetings and visits also make up part of our monitoring system, ensuring that experiences and challenges from 1st round of grants feeds into criteria and seminars for the 2nd round.

Target group: Grantees as well as their possible media partners. Participation in peer coaching seminars and online meetings is obligatory for grantees.

Role of partners: Each partner will arrange coaching activities in their country or region (WG also for Belgium, in cooperation with the Belgian associate). KEPA and CISU will share their previous experiences with structured peer coaching methods with the other partners.

Result: Strengthened capacity of 200-300 third parties to implement actions and overcome challenges.

1.2.4 Organising national end seminars

Description: The joint learning cycle for grantees is completed by an end seminar. Some countries/regions will arrange a smaller end seminar for 1st round grantees and a bigger one at the end of the 2nd round (CAT, IT, FR) and some will only arrange one joint end seminar for all grantees from both rounds together (BE, DK, FI, NL). At the seminars, grantees will share their products, experiences and lessons learned along the way. They will also evaluate the learning cycle and do a self assessment of their own progress. The end seminars will be announced in the same broad way as the launch seminars in order to facilitate as wide a dissemination of experiences as possible. As extra input for the final (or the only) end seminar, we will ask 1st round grantees to provide an update on their projects 6 months after the projects have ended. The final end seminars can include one or two international guests, ideally from another project country (through web or live) plus an inspirational speaker through web.

Target groups: The end seminars are obligatory for grantees. Besides grantees, the end seminars will target cooperating journalists and media platforms, other organizations and media, and other relevant stakeholders within development education.

Justification: The end seminars will ensure that experiences are shared with a wider audience. The end seminars mark the end of the implementation of the actions of grantees and of their learning cycle. The seminars lay the foundation for the production of a booklet at the end of the action (activity 3.8). This booklet will compile all relevant experiences and lessons learned from the two rounds of sub granting. The end seminars will in this way ensure that experiences are shared with a wider audience.

Role of partners: Each partner will organize end seminar(s) in their country/region. Some will do this in collaboration with associates (CAT, FR, IT, NL). CISU will coordinate sharing of ideas of how to structure and facilitate the seminar among all partners.

Result: 10 end seminars organized for all 200-300 third party grantees and a broad spectrum of other relevant stakeholders.

Output 2.2 Applicants familiar with each other's ways of organising trainings, experiences from sub granting as well as strategies for dissemination

2.2.1 Organising annual partner meetings

Description: Each year, an international partner meeting will be held. The first meeting will be a 3-day event at project start with a specific focus on finalizing the joint toolkit as well as fine-tuning guidelines, criteria, M&E procedures as well as the sub granting system. The 2nd and 3rd meeting will be 2-day events focusing on monitoring and addressing challenges of administrative and financial issues. The 2nd meeting will have a specific focus on how to use experiences from the 1st round application process to make relevant adjustments for the 2nd round. Among these could be how to weight different scoring criteria as well as the need for redistributing grant amounts between countries/regions. The final end-of-project meeting will be a 3-day event discussing the final evaluation as well as presenting best cases and lessons learned through the booklet and through presentations from the most innovative of the third parties. For the end-of-project meeting, other relevant stakeholders will be invited.

Justification: International partner meetings will ensure the highest level of synergy among partners' experiences, methodologies and lessons learned. They will also enhance the common understanding and

streamlining of financial and administrative issues, including the use of the database. The final meeting will ensure compilation and dissemination of experiences from the action.

Target group: All national coordinators plus the international coordinator plus 1 relevant staff member from each partner and 1 from the Belgian associate. At the final meeting, 2 representatives from third parties from each country will also be present, presenting the best and most innovative communication projects implemented.

Role of partners: LAFEDE will arrange the start-up meeting in Barcelona, RESACOOOP the 2nd partner meeting in Lyon, COP the 3rd partner meeting in Turin, and KEPA the end-of-project meeting in Helsinki.

Result: Annual sharing and learning between partners ensured, experiences compiled and disseminated.

2.2.2 Participating in European Commission seminars in Brussels

Description: Once a year one lead applicant project staff, and two co-applicant project staff will participate in seminars arranged by the European Commission in Brussels or elsewhere.

Justification: Participating in seminars and meetings on Development Education is an explicit requirement set by EuropeAid. Also, through these meetings, the applicants and its partners will be able to share their experiences and materials with other European organisations and similarly learn from them.

Role of partners: The lead coordinator will go each year, thus three times. Each of the six national coordinators will each go once.

Result: All partners participated in and contributed to a pan European linking and learning activity.

2.2.3. Organising international coordinator's visits to partners

Description: The international coordinator will visit each partner once during the first year of the project. Focus for the visits will be on supporting partners in setting up monitoring and sub granting systems, as well as supporting the international coordinator in the task of facilitating the highest degree of sharing of experiences between partners.

Justification: By visiting each partner physically, the international coordinator will be in a much better position to ensure synergy between partners taking into account contextual differences in organisational structure, political context, types of member organisations and ways of working.

Role of partners: The international coordinator will plan the visits in cooperation with national coordinators.

Result: Foundation for synergy and learning between applicants strengthened.

2.2.4 Producing dissemination products

Description: A joint booklet will be produced with experiences compiled from the end seminars and the end-of-project partner meeting and with new tools developed by third parties. The booklet will be available in four languages: English (printed in 2500 pcs), Catalan, Italian and French (only downloadable). The booklet is not intended to be a historic document about the Frame, Voice, Report project, but a compilation of useful communication tools and cases related to the SDGs. Furthermore, small national productions will be made from seminars and trainings documenting specific national change stories in the form of either video or text.

Justification: The booklet ensures dissemination of experiences and lessons learned and tools developed.

Target Group: All CSOs working in development education – European as well as others.

Role of partners: KEPA – being the organizer of the end-of-project partner meeting - will arrange the production of the booklet. Other partners will feed in with stories, cases and best practices. It will be possible to extract many of these stories and data directly from the database and website.

Result: Hard copy booklet that compiles experiences and new tools developed under activity 2 available in English and downloadable in English, Catalan, Italian and French.

2.2.5 Organising Baseline, Monitoring and Final Evaluation

Description: As part of the M&E system, a baseline will be set in the beginning of the project. The baseline will include inputs from: i) The Special Eurobarometer 2015, ii) Thirds parties' application formats, which will include questions on as well quantity as quality (eg. number of communication projects within the last year as well as framing and focus of these projects) and iii) self assessment tools on organisational capacity in relation to DEAR to be filled out by third parties at start-up seminars. An M&E specialist will be hired by CISU at project start to fine tune this setup, together with all the other monitoring data to be generated from applications, final reports, coachings, seminars and trainings. A final evaluation will take place that measures the increase and quality of projects implemented under the action as well as the progress in capacity of third parties. The M&E specialist will also help fine tuning ideas for an evaluation methodology from the very beginning and set up corresponding monitoring measures accordingly. At the time for the final evaluation, national evaluators will be hired to make

interviews and collect data in each country/region. The national evaluations will be carried out among grantees as well as partners and will feed into the overall evaluation carried out by the international evaluator. Methodologies such as self assessment tools and Most Significant Change stories will also be part of as well the ongoing monitoring as well as feeding into the final evaluation.

Justification: The final evaluation will show the effect of the action and provide lessons for the future.

Role of partners: CISU will be responsible for setting up the baseline and M&E procedures (together with the M&E expert) as well as tender for and hire the international evaluator. Other partners will be responsible for hiring national evaluators (to be approved by the international evaluator)

Result: Final evaluation report made and published on the website; findings and recommendations discussed at the international end-of-project meeting.

List of publications

As part of the action the following publications (all described under the activities above) will be produced:

- i) A joint toolkit using the most relevant materials from the three publications on framing, using Voices from the South, and working with journalists, produced in previous actions (7 languages)
- ii) A grant document with guidelines and financial and administrative criteria for applying for the call (7 languages).
- iii) A website displaying all approved applications and subsequent communication products (7 languages)
- iv) A booklet with compilation of experiences and new tools compiled from the end seminars (4 languages)

2.1.1.iii Financial support

Objectives and results with financial support

The objective of sub granting 200-300 actions of development organisations is to contribute to a better understanding of the general public on the SDGs and especially SDG goals related to gender, climate change and/or migration. Through the funding of these actions – as well as the learning cycle the organisations engage in as part of the funding – we will obtain the results of improved and enlarged communication on the SDG agenda stressing global interconnectedness, involving partners from the Global South and cooperating with media.

Eligible activities, adding to EU criteria for eligible costs

- Production of communication outputs (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 third parties 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).
- Salary and travel for journalists and consultants.
- Costs of participation of partners from partner countries (visa, insurance, travel, lodging, meals).
- Translations.
- Travel (including per diem and insurance) and coordination for third party (including salaries)
- Only actual costs except for 7% of the actual incurred costs to admin contribution for third party.

Eligible entities

Eligible entities must (in addition to EU defined criteria): Have existed for at least two years; have at least 30 members/supporters/volunteers to ensure popular anchorage; be based in the country (DK, FI, NL) or region (Dutch speaking Belgium, Catalonia, Piemonte, Auvergne Rhône-Alpes) of the applicants; not have had funding as applicant or co-applicant from EU DEAR calls within the last 3 years, not be applying for more than one project in the same application round and be working with development cooperation and/or development education (as part of their statutes or programmes). If an applicant has no activities or relations with partners in the Global South, in their proposed action they should explain how they will ensure the inclusion of “Southern Voices” in their proposed actions. There will be equal access for all eligible CSOs regardless of membership of applicant platforms and networks.

Specifically for 2nd round applicants: May not have received funding from the 1st round of grants We want to reach small and medium sized organisations with the sub granting. However, this category is quite different among the countries/regions involved. Therefore specific national eligibility criteria (e.g. in

relation to max. number of paid staff, max. annual turnover, level of proven experience with project management, etc.) will be discussed and decided at the first annual partner meeting.

Criteria for selecting and granting entities

Actions must contribute to awareness raising and increased public engagement in relation to the SDGs; implement principles from “Reframing the Message” or “Vademecum” and be cost-effective. Priority will be given to actions that focus on migration, climate change or gender equality, involve people/voices from the South, and cooperate with media (cooperation with media is a requirement for FR and CAT, where RESACOOOP and LAFEDE have chosen to focus their resources on continuing with the good experiences from DevReporter Network). Some partners (COP, KEPA, RESACOOOP) will insert a criteria of 10% own contribution from third parties, asking them to contribute to co-finance the entire project (respecting the condition that their co-financing is financed from sources other than the EU Budget or the European Development Fund). An overall principle for granting entities is: the higher the budget, the higher the demands for quality and for how well priorities are met.

All applications will be evaluated in a *qualitative written assessment note* based on an overall assessment focusing on: i) The identity of the organization, its capacity and experience, ii) The number of people reached and the extent in which they are reached, iii) The coherence of the application (what does the organization want to achieve; is the chosen strategy convincing), iv) The cost effectiveness of the action. Every application is also given a *quantitative score* based on the qualitative assessment. In case more applications are approved than funds are available, the proposals with the highest scores win the grant.

Application formats and scoring systems will be developed at the start of the action. However, a national system might weight priorities differently and have a slightly different score accordingly. The methodology will be monitored after the 1st round of applications, allowing for adjustments for the 2nd round.

Applicants will be asked to state clearly: What do they want to achieve, whom and how many do they want to reach, how will they do it (which methods or strategies will they use for achieving this) and who will be involved in the implementation.

After approval of projects, some flexibility will be allowed in order to change strategies as organizations learn along the way. However, all changes will have to be approved by national coordinators. Only if proposed changes are on an outcome level, will they need approval from the assessment consultants.

Criteria for determining exact amount for each third party

Each approved application will be given the total amount applied for. Only if some costs of the total budget are ineligible, they will be deducted from the total amount. In case of more approved applications than available funds, the best scoring proposals in the ranking system win the grant.

Maximum amount given

1st round grants have a minimum of € 5,000 and a maximum of € 20,000. DK and FI allow for a maximum of € 30,000 due to some potential applicants' high capacity as well as the relatively high cost levels in these countries. In all countries, two or more CSOs together can apply for € 40,000 (€ 60,000 in FI and DK).

However, we would like to allow for some flexibility to adjust amounts in the 2nd round of funding, in order to: 1) Be able to redistribute budget allocations between countries if needed, 2) Be able to adjust minimum and maximum amounts of sub granting per third parties, if experiences show that this could give even better projects. Conditions for this would be: i) That the same number of organizations is reached as originally planned (200-300), ii) That maximum amounts do not exceed the maximum limit set by the EU.

Cash flow and audit procedures

Cash Flow: The partnership wants to ensure that two application rounds will take place during the 3 years project period. However, there will be a gap between the period of implementation of the subgranting and the reporting to the EC, due to the rules and regulations of article 14.1 and 15.7 of the General Conditions. As the national partners do not have the needed equity nor cash flow to cover application rounds (they are all non-profit/NGOs), the application budget will include a division of the costs of application rounds over the three years, which is taking into account the above mentioned limitations. The budget for year 1 includes 80% of Application Round no. I and 50% of Application Round no. II. The budget for year 2 includes 20% of Application Round no. I and 50% of Application Round no. II.

In practice, the sub granting process will include a payment schedule to the sub grantees as follows: 80% upon signing sub granting contract, 20% upon approval of the sub grantee final reporting.

Audit procedures: For sub grant we will use two different audit procedures, according to different national rules and regulations.

A. Each sub grant is audited by an external auditor, and the national accounts (covering all the national sub grants and the national partner expenses) are audited by another auditor (CISU, KEPA).

B. The sub grantees (i.e. third parties) submit their final narrative and financial reports about the sub grant to the national partner, along with all receipts (original or certified copies as per national rules). The national partner approves and signs off these reports based on the information and documentation provided, i.e. narrative and financial verification by the qualified staff members. This process of approving the reports is an integral part of the verification expenditure to be conducted by the external auditor. The auditor will ensure that all sub grants have been approved and that the national partner has followed this process and check that the national documentation for the sub grants is in order. The auditor will in this case not check each sub grant individually, but will verify the total pool of sub grants, according to the EU rules, e.g. 65-85% of the expenses to be included in the verification/samples (COP, LAFEDE, RESACOOOP, WILDE GANZEN).

2.1.1.iv Description of eventual changes of the information provided in the concept note

- 1) We are requesting to raise the maximum amount of Euro per grant from € 20,000 for all partners as stipulated in the concept note to € 30,000 for DK and FI, due to higher costs of implementation (DK) and relatively high experience of implementing DEAR activities (FI) and double those amounts in the case of two or more CSOs applying and working together.
- 2) In the concept note we spoke of including Belgium as a whole. As the provinces of West- and Oost-Vlaanderen, Antwerpen, Vlaams Brabant, (parts of) Brussels, and Limburg form the Dutch speaking part of Belgium and are the working area of the 4de Pijler Steunpunt of associate 11.11.11, with whom Dutch speaking WG will cooperate for the implementation of activities, we would like to focus on this part of Belgium only (covering 60 % of the population of that country).
- 3) In the concept note, we estimated 57% of the total budget for sub granting. In the final budget for this application the total amount for sub granting is 55,03 % of the total budget.

2.1.2 Methodology (max 5 pages)

2.1.2.i The methods of implementation and rationale for such methodology

Methods of implementation

The overall methodology of this action is to integrate sub granting with a learning cycle where each of the elements are informing and improving the other. Core of the methodology is to make use of relevant tools previously developed under successful DEAR actions and to capacitate third parties to use them. As part of this, we will have a strong focus promoting *organisational* learning instead of *individual* learning e.g. by making it obligatory with two participants pr. organisation for seminars and coaching (and strongly encouraging it for trainings). Where possible and relevant, journalists will be included in the trainings.

We will use seminars, trainings and coaching on challenges to help improve the projects being implemented. At the same time, we will feed experiences from the projects being implemented into the seminars, trainings and coaching with the use of participatory methodologies. These experiences, in turn, will be used to redesign guidelines and trainings for the following funding round. In the longer run, experiences from sub granting collected in seminars and trainings can inform the criteria and strategic goals of existing and future funding schemes of the applicants involved. This is supported by a booklet that we will produce and that will compile results and insights and by a website we will develop that will display approved projects and methods used for trainings and seminars.

Thus, the methodology of experiential learning is at the core of our approach, both at the level of third parties and between ourselves as (co-)applicants. It consists of using Concrete Experiences (of potential third parties); reflecting or reviewing on that experience (Reflective Observation); learning from the experience (Abstract Conceptualization); and planning/trying out what one has learned in the design and implementation of an action (Active Experimentation).

Furthermore third parties are supported in how to best make use of the communication tools on Framing, and how to cooperate with journalists, developed under the DEAR funded projects Reframing the Message and DevReporter Network, and the Finnish “Enhancing Southern Voices in Global Education”.

Finally, our methodology is to include as many strategic partners as possible in the implementation in order to ensure the widest possible anchoring and sustainability of the action. This includes other national CSO networks (DK, FI), Worlds Best News campaigns (DK, NL), universities (IT, FR, CAT), journalist platforms (IT, FR, CAT) and local authorities and their networks (CAT, FR, IT). Furthermore, RESACOOOP will also include the Auvergne international cooperation network CERAPCOOP in order to spread the action to the new regional territory Auvergne Rhône-Alpes.

Rationale for the methodology chosen

The combination of sub granting, learning and networking for third parties creates synergy between theory, capacity and activities and addresses the multiple needs of the target CSOs.

The experiential learning methodology was chosen because people learn best when they meet in peer groups, reflect on their own experiences and those of their peers, and build their next activities based on that. We know from previous sub granting experiences that the combination of sub granting and learning ensures a much higher quality in funded projects. By compiling and structuring third party experiences and making them part of the learning processes, learning also becomes *part* of the monitoring system. This allows us to use the learnings for redesigning the second round of applications, if needed, and for feeding into the international partner meetings for applicants. Both the booklet we will produce and the website we will develop support our approach of combining monitoring (towards the EU as well as internally among partners) and learning among applicants and third parties.

We promote the use of previously developed communication tools as they have proven to be useful for third parties and are very relevant for the priorities that we selected. Using the principles and methods described in these tools will help third parties to design higher quality actions and implement them better.

A challenge identified from previous DEAR actions has been to integrate the insights and lessons learned on the level of *individuals* participating in trainings into actual *organizational* learning. Therefore, we will require that at least two persons from each organisation participate in seminars and coaching – preferably involving managers and/or fundraisers (as fundraisers often tend to focus too much on whether a story ‘sells’ from a fundraising perspective and to reflect too little on the impact their approach has on people’s mind set in the longer run). Also, we will include elements of organizational integration of learning in all seminars and trainings (f. ex. by letting trainees develop a plan of how to share most important insights with colleagues when they get back, as well as giving each other feedback on challenges identified in convincing management/fundraisers).

The rationale behind inviting journalists to our trainings, where possible and relevant, is that DevReporter Network had the experience that it created a lot of synergy to include both organizational staff as well as journalists in the trainings, when cooperation between these groups was to take place.

2.1.2.ii Building on the results of previous actions; main conclusions and recommendations from evaluations

Building on the results of previous actions

This action builds on two previous EU funded DEAR actions, DevReporter Network and Reframing the Message, plus the project Enhancing Southern Voices in Global Education. These actions were most successful at the level of awareness raising of third parties on the need to communicate and cooperate in more meaningful ways. The proposed action allows for the implementation of hundreds of small actions using the methods developed through sub granting, knowledge sharing, and networking. All applicants have previous experience with promoting a holistic understanding of the causes of poverty focusing on global interconnectedness; have developed tools to strengthen awareness raising actions of small and medium sized third party development organizations; and have experience and obtained successes with sub granting (KEPA through cooperating with the MFA DEAR instrument)..

Main conclusions from evaluations and lessons learned from previous actions

Reframing: i) The goal of awareness raising for development education seemed to be met. ii) At least a part of the participants did change their mindset on the use of values and frames as well as the inclusion of Southern Voices, iii) to achieve sustainable change at organisational level, one needs to train more than one person per organisation and include trainees from management level and preferably fundraisers; iv) evaluation needs to be included from the beginning; v) experiences on practical training- and methodological issues need to be shared among partners – not just administration, finance and M&E.

Enhancing Southern Voices: i) Diaspora groups in EU can play an important role in issues concerning development and migration; ii) Intercultural dialogue increases understanding and willingness to act together to achieve the SDGs.

Dev.ReporterNetwork: i) Development education actions have more impact and coherence if they include Voices from the South; ii) cooperation with the media gives a larger outreach; iii) cooperating with local media can help linking global and local dimensions in this way, making development communication much more attractive for the public, iv) cooperating and discussing together can help CSOs as well as journalists in reframing their messages and their mission.

All these conclusions and recommendations have been addressed in the current proposal. Thus, the action builds upon lessons learned and principles developed through former actions and the solid theoretical and methodological base already established for further capacity building of CSOs.

2.1.2.iii Coordination with other planned projects; potential synergies with other (EU-)initiatives

Where World's Best News (WBN) campaigns exist (DK, NL), the action will cooperate with these. The same will happen in the other five countries if a WBN campaign would start there. 'Good News' generated by the third parties funded will feed into WBN campaigns. Both DevReporter Network and Reframing the Message used principles of constructive journalism. Instead of integrating the further development of this method into this application, we will link with - and use trainers from - those World's Best News campaigns that work explicitly with constructive journalism. The action will also link up to and strengthen existing initiatives such as "World Village Festival", "Market of Possibilities Network and Global Education Network (FI), International Solidarity Week and the Week of the Media at Schools, cooperation with universities (CAT, IT, FR) and other development organisations or networks, like ID-LEAKS in NL. We will also continue our knowledge sharing with Common Cause and Concord as well as linking up with the newly established Bridge 47 network focusing on how to implement SDG goal 4.7.

2.1.2.iv Procedures for follow up and internal/external evaluation

Monitoring will be integrated in all activities in the action and used for learning, reflections and adjustments of methods and strategies along the way. The baseline will be set up from the beginning using data from the Euro barometer for impact as well as information from third parties applications', final reports and self assessment tools for outcomes and outputs (see LFA). Thus, we ensure that all relevant data are collected from the start of the action are used for monitoring and adjustments along the way and are available for measuring whether the desired change has been achieved at the time of the end-evaluation. We will measure both quantitative data (for instance, the number of projects sub granted, and

the number of final beneficiaries reached) and qualitative data, especially progress in learning and synergy among (co-) applicants and third parties.

Elements feeding into the *M&E of partners* will be: International partner meetings, monthly skype meetings between coordinators, simple reporting formats for coordinators/trainers from seminars and trainings, national coordinators' yearly reporting to lead organization, lead organization's yearly reporting to the EU, qualitative interviews with partners as part of final evaluation.

Elements feeding into the *M&E of third parties* will be: Application formats for sub grants (including questions on what the third parties want to achieve in relation to final beneficiaries and their own organizational capacity), final reporting formats (including lessons learned and Most Significant Change stories of final beneficiaries and third parties), self-assessment tool for measuring organizational learning and change (developed by Wilde Ganzen and adjusted for this action) used at the beginning and the end of the learning cycle, challenges for third parties identified and documented from coaching and from seminars and trainings, selected number of qualitative interviews as part of final evaluation.

Elements feeding into the *M&E of final beneficiaries* will be: Quantitative and qualitative reporting from third parties on the number of beneficiaries reached as well as on what level they are reached (engaged through a media article, a workshop, a live role play, etc.). As an overall baseline for knowledge and engagement of final beneficiaries we would like to use the current Eurobarometer as well as the next update – which hopefully will be made around 2020 when many actions funded under this DEAR call will be completed. Information from this Euro barometer in relation to national progress in knowledge of the SDGs as well as engagement in relation to issues such a climate change will serve as proxy indicators.

As lead partner and responsible for M&E, CISU will be responsible for fine tuning the M&E system, baseline, monitoring tools, reporting formats and indicators in the beginning of the project as well as tender and hire an international evaluator for the final evaluation. Each partner will hire a national evaluator ensuring national qualitative interviews and other inputs to feed into the overall evaluation.

Another tool for measuring progress will be to ask all third parties to produce an audio/visual “elevator pitch” of two minutes at the most, presenting their name, organization, project idea, key successes, and key challenges. These pitches will serve as documentation, learning, dissemination as well as enhancing the third parties' capacity to present themselves short and clear. Pitches will be uploaded on the website and we will choose the best ones for reporting and for the final booklet.

2.1.2.v Role and participation of actors and stakeholders

The actors and stakeholders involved in this action can be divided into four levels:

- 1) The involved partners (CISU, COP, KEPA, LAFEDE, RESACOOOP, WG) as well as the associate (the 4de Pijler Steunpunt of 11.11.11) .
- 2) 200-300 civil society organisations receiving sub grants and taking part in a learning cycle
- 3) The general public in the 7 countries/regions being targeted through the actions funded
- 4) Professional and strategic partners (local authorities, universities) and networks

Level 1: Lead and co-applicants

Lead: CISU is the lead partner and coordinator of this action. It will also be the implementing partner in Denmark, organizing and supervising all activities, including sub granting, seminars and trainings. CISU will be overall responsible for developing and managing a joint M&E system. As CISU has more than 15 years of experience in both sub granting and capacity building, CISU will also be supporting those partners needing assistance in setting up the systems and trainings on a national level. Furthermore, CISU will continuously work to ensure a high level of co-creation, ownership and experience sharing between partners.

Co-applicants: All co-applicants will do the national implementation in their respective countries/regions (for Belgium, WG will be co-implementing with the 4de Pijler Steunpunt of 11.11.11, as described in the section on the activities of this action). COP from Piemonte, Italy, LAFEDE from Catalonia, Spain and RESACOOOP from Auvergne Rhône-Alpes, France were all part of the former Development Reporter Network. Therefore, they will be lead in further developing and exploring methods for how to best cooperate with journalists and media, including collecting lessons learned, and be available for consultation for other partners. KEPA from Finland was formerly implementing the “Enhancing Southern Voices” project and will take the lead on ensuring this issue in trainings and seminars. It will also produce the final booklet. Wilde Ganzen from The Netherlands was part of the Reframing project together with CISU and Divoké Husy from the Czech Republic. It will organize the production of a joint toolkit based on publications from former actions and set up a self-assessment tool for organisational learning based on

experiences from their “Change the Game Academy”. COP, LAFEDE and RESACOOOP will each be hosting an annual partner meeting. KEPA will be hosting the end-of-project meeting as well as organising the production of the final booklet. The 4de Pijler department of 11.11.11 will be co-implementing seminars and trainings in the Dutch speaking parts of Belgium together with Wilde Ganzen and participating in annual partner meetings. The lead applicant and each co-applicant will actively take part in the final evaluation.

Level 2: Third parties

Third parties will be participating through actual sub granting and implementation of their projects and through the joint learning cycle. Participation in seminars (start-up, peer coaching and end) is obligatory in order to actually create a learning community and be able to reflect on and learn from each other's experiences. The two trainings in each learning cycle are voluntary. For some organizations, they might be really relevant (especially due to the participatory nature of selecting themes for the trainings). For others, they might not be that relevant (f. ex., if their capacity or the focus of their projects differs a lot from the rest of the group).

Level 3: The general public

The general public in the targeted countries – the final beneficiaries of this action – will be involved through the communication projects implemented. They might, f. ex., be exposed to an online campaign, participate in an exhibition, hear a presentation from a global storyteller or similar – all actions that are stressing the need for engagement on the level of European citizens.

Level 4: Professional strategic partners and networks

Each applicant partner will involve strategic partners on different levels. COP, LAFEDE and RESACOOOP have since the planning phase been engaging a number of associates such as local universities, local authorities and local media platforms. They will be involved in the assessment committees, the organization of events, and in some cases also in co-financing of projects; Wilde Ganzen will involve both the national umbrella of *small* development organisations and the national umbrella of *all* development organisations as well as the Dutch World's Best News campaign wherever possible. KEPA will involve global education CSO network, academic networks and journalists of KEPA DEAR magazine (Maailmankuvalehti). CISU will specifically use trainers from the Danish World's Best News campaign as well as involve CSOs broadly through the other national CSO platform (Global Focus).

2.1.2.vi Organisational structure: Team proposed for the implementation of the action by function

CISU as lead organization, will appoint an international coordinator. In each of the 6 countries/regions of the applicants, a national coordinator will be appointed. Coordinators will meet at the annual partner meetings, at EU seminars in Brussels (taking turns) as well as through monthly Skype meetings. The annual partner meetings will also include one or two other staff members from each partner and the Belgian associate. This system will ensure a continuous close link between the action and the 'hosting' organizations as a whole. The (inter)national coordinators will be assisted by a part time staff of grant managers, capacity building managers, financial managers and bookkeepers.

There will be a slight deviance between partners in relation to man-hours. This is due to former DevReporter partners (COP, LAFEDE, RESACOOOP) having a strong focus on supporting CSO's in their collaboration with journalists; thereby, adding to the tasks of managing sub granting and organising seminars and trainings.

CISU as lead applicant will ensure that national level activities are in line with initial agreements. This will be done through the regular Skype meetings among coordinators as well as through yearly reporting formats from co-applicants, including lists of granted projects, themes and amounts.

An important instrument in the organisational structure is the joint database, where all information on granted projects as well as monitoring data will be entered and compiled. CISU is responsible for setting up the database and national coordinators are responsible for filling out national information on grants, projects, lessons learned and results (based on reporting formats from third parties).

National coordinators and their part time staff are responsible for an eligibility check on each proposed action. They will pass on the proposals that are eligible to Assessment Consultants and convene the Assessment Committee in each country (Wilde Ganzen also for Belgium). They are responsible for contracting and monitoring the approved actions, for reporting to the lead applicant, for taking part in the evaluation process, and taking turns in the organization of partner meetings.

2.1.2.vii Main means proposed for the implementation of the action

The main means proposed for the implementation of the action are office space, equipment and consumables at the offices of the applicant partners. 3 computers, 3 laptops and 1 projector will be bought. Other audio-visual equipment will be rented when necessary.

2.1.2.viii The attitudes of all stakeholders towards the action in general and the activities in particular

During former actions in all countries/regions, potential third parties have expressed great interest in improving and enlarging their communication in different ways. In all countries/regions, access to funding of DEAR-related activities is scarce or non-existent. Development organisations meet challenges in their cooperation with journalists and media platforms – although in different ways; and organizations are experimenting with *how* to implement the principles of Reframing, and the inclusion of Southern Voices. Evaluations and end-seminars from all three previous actions are confirming this. Network organisations like Partos and Partin in the Netherlands and 11.11.11 in Belgium have been asking for follow up activities on Reframing the Message as have member organisations of COP, LAFEDE and RESACOOP, related to the DevReporter Network. In Denmark, there has also been a great interest for a follow up on the Reframing action as there is no other actor or network focusing on funding and capacity building in relation to development education. In Finland, KEPA's recent survey among members and CSO networks shows an interest in deepening their understanding of DEAR projects - not least to utilize the current momentum with a new school curriculum strongly emphasizing global education.

2.1.2.ix Planned activities in order to ensure the visibility of the action and the EU funding

A logo and visual identity will be designed for the programme to ensure sufficient consistency of the layout of all communication outings in the different countries.

All partners will use their existing communication channels and, where possible, those of their networks to reach potential applicants as described in paragraph 2.1.4.b on dissemination. A joint website will be developed. At the start of the programme, a toolkit will be compiled with tools developed under two previous DEAR projects (Reframing and DevReporter) and under Enhancing Southern Voices. It is meant to inspire small and medium CSOs to send in a project proposal. At the end of the project, another (printed and digital) booklet will be produced, presenting inspiring cases, lessons learned, and tools developed by the third parties.

The action will follow the EU visibility rules. The EU logo and the relevant sentences mentioning that the action, the product or the event has been made possible thanks to support received from the EU will be shown on the walls of seminar and training rooms, on grant documents as well as on all communication outings inviting potential participants to come to the seminars and workshops. Furthermore, all communication products resulting from the financial support to third parties will include a reference to the EU and its logo. For free publicity outings, the journalists who do the interviews will be asked if they can mention in their articles that the action is supported by the EU. A provision has been made for participation in the prescribed EU development education activities in Brussels.

2.1.3 Indicative action plan for implementing the action (max 4 pages)

Activity	Half-year 3	4	5	6	Implementing body
Execution Activity 1.1.5: 2nd round Launch seminar					All applicants
Execution Activity 1.2.2: 2nd training round 1 plus 1st training round 2					All applicants
Execution activity 1.1.7: Assessment of 2nd round applications					All applicants
Execution activities 1.2.1, 1.2.2, 1.2.3 Organising 2nd start-up seminar, 2nd round trainings, and 2nd round coaching					All applicants
Execution activity 1.2.4: Organising national end seminars					All applicants
Execution activity 2.2.4: Producing dissemination products					KEPA for joint booklet National partners for national products
Execution activity 2.2.1: Organising 3rd and 4th annual partner meetings					3rd: COP 4th: KEPA
Execution activity 2.2.5: Evaluation and final reporting					CISU

2.1.4 Sustainability of the action (max 3 pages)

2.1.4.i. Expected impact of the action at technical, economic, social, and policy levels

The proposed action will lead to strengthened awareness of the SDG agenda, including its aspects of universality and global interconnectedness among at least 1.25 million European citizens. At least 62,500 (5%) of those will have increased their active engagement in achieving the SDG agenda as a result. Our focus on climate change, migration and gender will increase Europeans' understanding of global interconnectedness in relation to these issues, contributing to more awareness of harmful climate actions (individually and regionally/nationally), better understanding of causes of migration and one's roles and responsibilities towards this, and how gender relations, including higher equality and inclusive societies can be important drivers of change in achieving the SDG agenda.

As a proxy-indicator for measuring impact, we hope to see an improvement in specific figures in the next version of the Euro Barometer: "The European Year for Development – Citizens' views on development, cooperation and aid" (2015). Specifically in the following statistics:

- 36% have heard of SDGs but most people don't know what they are.
- 52% agree that as individuals they can play a role in tackling poverty in developing countries.
- 35 % are stating some kind of personal involvement in tackling poverty

2.1.4.ii Dissemination plan and possibilities for replication and extension of the action outcomes

We will actively provide all our members and those of other associated organisations access to tools developed, materials produced and stories collected through the following dissemination channels:

	BE	CAT	DK	FI	FR	IT	NL	EU/World
Joint website								
Other relevant websites and blogs								
Own websites, direct mails and/or (e-)newsletters								
Other trainings, seminars & networking meetings								
Social media (Facebook, Twitter, YouTube, blogs)								
Public TV, radio, local newspapers, regional blog								
Development cooperation magazines								
Launch and end seminar								

By making all third party projects, Most Significant Change Stories and two minute "elevator pitches" produced available on the joint website, this site will be a source of inspiration for possible similar initiatives in other countries. The toolkit, the grant documents and the final joint booklet will be available on the joint website and partners' own national and international websites. The toolkit and booklet will thus be accessible to thousands of small and medium sized development and development education organisations to find ideas, practical suggestions, best practices, photographs, etc, on how to communicate the SDG agenda in an engaging way. We will cooperate with other stakeholders than sub granted third parties and invite some to the launch and end seminars. COP (IT), LAFEDE (CAT) and RESACOOOP (FR) will also use the channels established through the Dev. Reporter Network (regional blog, regional public TV and radio and local newspapers).

2.1.4.iii Detailed risk analysis and contingency plan, including mitigation measures

Activity	Risk	Mitigation
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Making a grant document with guidelines and criteria.	Organisations don't manage to complete projects as foreseen.	Guidelines explicit about <i>no</i> possibility of extensions; stress importance of designing realistic projects
Creation of website and database.	Few visits to the website by the target groups	In seminars and trainings and through our other communication channels, emphasize that projects, tools and best practices can be found on the website.
Organising a 1 day launch seminar.	There might be a lack of interest among journalists in collaborating with CSOs.	Direct collaboration with journalist associations (associates in CAT, IT and FR), enhances the interest of journalists.
Counseling of potential third parties.	Too high a demand for counseling compared to man-hours available.	Arrangement of open workshop days instead of individual counseling meetings
Assessment of applications.	To many applications might not be of a quality worthy of approval.	1) Adjust design of the Launch seminar; 2) Increase options for receiving counseling in application writing phase (reallocate part of training budget).
Organising a 1/2 day Start-up seminar	Staff turn-over in organisations might complicate participation in the learning cycle.	All third parties are obliged to participate with a least two persons in all seminars.
	Managers might not be willing to participate in seminars when invited.	Obligatory participation of 2 persons in seminars; strongly encourage participation of at least 1 manager and /or fundraiser. Explore ways how to address lack of commitment from managers and/or fundraisers to the development education agenda at peer coaching events.
Two trainings	Training needs among grantees might be very diverse.	Combine plenaries on joint needs with group sessions on individual concerns – all of them though within the overall priorities of the call (SDG's, gender, migration, climate change as well as the methodologies proposed in this action).
Producing a Booklet.	Not used as much as anticipated.	Have a clear dissemination strategy.
All other activities	No specific risks	

2.1.4.iv Main preconditions and assumptions during and after the implementation phase

We assume that all applications together cover the prioritized themes of migration, climate change and gender even though some countries/regions might put greater emphasis on some issues than others. In order to disseminate experiences and lessons learned beyond the third parties, we assume that members of the applicants' network will participate in end-seminars - even if not granted. Finally, we assume that the European Commission will show flexibility in implementation, when needed, based on the fact that Lot 3 is a new instrument.

2.1.4.v How the action will be made sustainable after completion

a) Financial Sustainability: Due to the universality of the SDG agenda, there is a possibility that several countries will give higher priority to development education (also in their budgets) in the coming years. This would enable the third parties funded through this action to continue their efforts – now with improved capacity. In especially Italy – but also other countries - there is a strong current political focus on migration, not least a growing consciousness of the need to publicly discuss the causes of migration, so it is likely that local and national authorities will give more priority to development education and communication actions in their future budgeting. Some countries already have (limited) development

education grants (DK, FI, CAT), that will continue after this action. Due to a recent heightened political focus on popular anchorage in DK in relation to development cooperation, CISU is currently working on designing a new “Civic Engagement Grant”, possible including the option of working more focused with engagement of Danish citizens in development cooperation and the SDG agenda. Such a grant would make a continuation of the Frame, Voice, Report grants possible.

b) Institutional Sustainability: The action will reinforce the capacity of third parties with a lasting effect. Applicants will learn along the way through experiences of third parties and use this in future trainings for their members and associates. The final booklet will be a useful tool in this. The action will make third parties aware and train them in EU requirements and standards, thus enabling some of them to apply for EU funding themselves in the future. The joint website helps third parties to look for likeminded application partners. In Auvergne Rhône-Alpes different organisations will be associates of the action (journalists, a university and local authorities). This helps bring communication issues about development cooperation on the agenda of these partners and enhances sustainability. In Catalonia, local authorities will co-finance the action, showing their dedication to the issue. These grants are part of LAFEDE’s agreement with the Catalan Government and the city of Barcelona and will continue after this action, being the only specific budget for communication projects in Catalonia. In Italy, the Piedmont Region is going to sign a Framework Agreement with COP in order to continue to collaborate in promoting development issues. A similar agreement has been already signed in 2016 between COP and the Local Coordination of Municipality for Peace (CoCoPa). In Finland, KEPA will integrate learning outcomes and examples into a new web-based learning environment (under planning) as well as utilize the outcomes of the project in its training and advice services to communication and global education CSO’s. In The Netherlands and Denmark, Wilde Ganzen and CISU will continue integrating issues of framing, inclusion of southern voices and cooperation with journalists as part of the discussions and interactions with small and medium sized development organizations applying for funding from some of the Wilde Ganzen and CISU regular grants. (WG 300 grants/year, CISU 80 grants/ year).

c) Policy level sustainability: It is likely that the SDG agenda will have an increasing focus within local and national authorities during the span of this action, hopefully resulting in more SDG committees or SDG municipalities. Third parties will be capacitated through their projects and hence increase their knowledge of the SDGs - to give input to and monitor national action plans as SDG committees and municipalities. Local authorities in Piedmont, Catalonia and Auvergne Rhône-Alpes and COP, LAFEDE and RESACCOOP themselves will bring forward results and recommendations of this action to national authorities, for example to national committees for development cooperation.

d) Environmental Sustainability: A result of the implemented projects will be improved climate change behavior among the final beneficiaries. Specifically we will use KEPA’s “EnviroMeter” as inspiration for what and how to communicate changed climate behavior (taking care of plastics, kind of food used in caterings, using climate compensation on flights etc.). These principles will also be implemented through seminars and trainings to inspire participants to do the same.

Finally, we will promote the use of ICT (fx. Skype, webinars etc) in order to organize climate friendly exchanges and mutual learning processes among CSOs of different European countries and also with CSOs, journalists and other stakeholders from the Global South.