

## Call for Project Partnerships

### Gender and Communication Rights Program

Call Launched: May 24<sup>th</sup>, 2021

Proposals Deadline: June 18<sup>th</sup>, 2021



*Global Media Monitoring Project (GMMP) 2020 Papua New Guinea team members in action.*

*Photo Credit: GMMP*

[WACC](#) seeks civil society partners in [DAC-list](#) countries interested in implementing year-long projects that apply the results of GMMP 2020 to advance gender equality in and through the news media.

This is a highly competitive call. WACC will support only up to **six (6) projects** under this call. The deadline to apply is **June 18th, 2021**. You will hear back from WACC by the end of June 2021. **WACC would like all selected projects to start in July 2021.**

If selected, WACC will contribute up to EUR 15,000 to the project's budget, while the project partner would contribute at least EUR 5,000 (25%) **in cash.**

Projects selected under this call will align with any of the Sustainable Development Goals.

In addition to the grant for a year-long project, partners may be eligible to receive the following forms of support as part of their partnership with WACC:

- Opportunity to attend a knowledge sharing event organized by WACC on the theme of sustainable development and media/communication (pending travel restrictions);

- Opportunity to receive a 600 EUR grant to raise public awareness about the organization's work;
- Possibility of receiving an additional grant to purchase broadcasting, media production and/or energy generation equipment (i.e. solar panels) to support the organization's work (WACC would cover 75% of the total costs while the selected organization would contribute 25% in cash);
- Opportunity to work with other WACC partners on a joint initiative to identify and present best practices by attending a national, regional or international conference (pending travel restrictions); and/or
- Opportunity to access resources materials on communication rights and on the link between communication and sustainable development via WACC's virtual forum for its project partners.

## **Background**

The sixth GMMP has provided fresh data on the status of gender equality in news media content to use as evidence for change actions such as public awareness, education, media professional development, and gender media policy advocacy. WACC will support civil society groups in [DAC-list countries](#) who took part in the global monitoring to implement follow-up projects that address the gender equality issues identified in national results. Such projects applying the evidence could focus on, for example: building critical media literacy of media audiences; building understanding of media professionals on the gender dimensions of their output; lobbying media houses to adopt and/or enforce gender policies; lobbying policy makers and media regulators to integrate gender & media considerations in policy.

## **What does WACC want to achieve?**

WACC is committed to strengthening public voices and participation of women, marginalised, excluded and dispossessed people and communities in communication.

Projects will achieve one or more of the following expected outcomes:

- a) Wide knowledge by media organisations, journalists, civil society, media training institutions, media regulatory agencies and other relevant change agents, of the GMMP2020 results on the status of gender equality in the news media; and/or
- b) Policy and practice change to advance gender equality in and through the news media as a result of the evidence-based awareness and advocacy efforts.

WACC seeks to create avenues to raise broader awareness among policy-makers, decision-makers, and civil society about the centrality of media and communication for gender equality and human rights. As such, WACC will work to empower partner organizations to identify and disseminate best practices and lessons learned at various national, regional, and international fora.

## **Who Can Apply?**

Civil society organizations in [DAC-list countries](#) are eligible to seek support. WACC will check the standing and credibility of applicants. WACC will consider only one application at a time from each organization. WACC does not accept project applications from individuals or government institutions.

## What does WACC NOT support?

- Projects whose main purpose is income generation.
- Emergency appeals to replace destroyed equipment
- Programmes that are purely denominational in content and outreach
- Purchases and/or maintenance of land, buildings, offices, and vehicles, and recurring expenditures such as rent and utilities
- Institutional operational costs such as regular staff salaries, endowment fund or revolving fund
- Equipment for purely office administration purposes
- Ongoing projects that started before a request for support
- Ongoing or new periodical publications
- Cost of air-time
- Per diems (although direct cost of food and lodging for project activities is supported)
- Debt repayment, contingency and depreciation
- Proposals from individuals not representing an eligible organisation
- Proposals from government entities
- Applications from previous project holders with a poor reporting track record
- Applications previously declined by WACC
- A total budget of more than 30,000 Euros

## How to apply

1. Complete the Project Application Form (see WACC website to download the form).
2. Complete the Budget Template (please use only “Local Currency” tab; do not enter anything into the USD or EUR tabs). If you have trouble with the budget format, please use your own. (see WACC website to download the form).
3. Provide two (2) letters of reference from two individuals representing verifiable national or international organizations (other than your own) who are familiar with your organization. The letters are expected to comment on your organization’s past work and suitability to undertake the proposed project.
4. Send your application to [projects@waccglobal.org](mailto:projects@waccglobal.org). Please use the subject line: Gender and Communication Program. **PLEASE DO NOT SEND THE CONCEPT NOTE TO ANY OTHER WACC ADDRESS.**

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## Should your organization be selected, you will be asked to provide the following:

- a. Proof of legal registration as civil society non-profit organization in your country;
- b. Your organization’s latest financial statements, ideally audited.

## About WACC

[WACC](#) is an international organization that promotes communication as a basic human right, essential to people’s dignity and community. WACC works with all those denied the right to communicate because of status, identity, or gender. It advocates full access to information and communication, and promotes open and diverse media. WACC strengthens networks of

communicators to advance peace, understanding and justice. To learn more about WACC's commitment to communication rights, please view WACC's [No-Nonsense Guide to Communication Rights](#).

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<sup>i</sup> <https://www.oecd.org/dac/financing-sustainable-development/development-finance-standards/DAC-List-ODA-Recipients-for-reporting-2021-flows.pdf>