**Strengthening Civil Society and Media Systems (Sawt) Activity**

**Sawt Civil Society and Media Support Fund APS**

**Annex I: Program Description**

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| **Organization Information** | |
| Organization Name |  |
| Address |  |
| Phone Number |  |
| Organization Email |  |
| Organization Website |  |
| ***For digital media platforms applying for Sub-fund 3: Media Content Production***  Organization mobile application and social media channels |  |
| UEI Number (if already available) |  |
| Contact Person Name and Title |  |
| Contact Person Email |  |
| Contact Person Phone Number |  |
| Authorized Person Name and Title |  |
| Authorized Person Email |  |
| Authorized Person Phone Number |  |
| **Organization Background** | |
| *Briefly describe your organization's mission and objectives and relevant previous experiences related to advocacy initiatives, public policy reform efforts, or thematic media content production projects (not to exceed 100 words)* | |
| **Sub-fund applying for** | |
| Sub-fund 1: Advocacy Grants  Sub-fund 2: Public Policy Grants  Sub-fund 3: Media Content Production Grants | |
| **Thematic Area** *(For Sub-fund 1 & 2 only)* | |
| Civic Space  Community Development  Environment and Climate Change  The rights of Women, youth, PWDs or other marginalized groups. | |
| **Are you a partner of Sawt activity under any of the below programs?** | |
| Digital First Program  Sawt Partners for Advocacy | |
| **Proposed Project Title** | |
| *List proposed project name.* | |
| **Project Duration** | |
| *Proposed period of performance indicating start date and end date with number of months.* | |
| **Geographical areas** | |
| *Include the geographical areas where the proposed project will be implemented (national or local level).* | |
| **Requested Subaward Amount (in USD):** | |
| *Proposed total budget requested for the project in USD as listed in Annex II: Detailed Budget template.* | |
| **Proposed Project Summary** | |
| *Provide a brief description of the proposed project (not to exceed 250 words).* | |
| **Proposed Project Description** | |
| *For Sub-fund 1 & 2: Provide details of the proposed description (not to exceed 1,500 words). Make sure to include the following:*   1. *Issue(s) of Priority, Context, and Target Group:*    * *Explain the pressing issues or priorities your project will address outlining evidence basis for the problem. Additionally, describe how you have incorporated community consultation into your planning process.*    * *Specify the target group(s) your project aims to support.*    * *For Sub-fund 2: Public Policy: Explain the opportunity for participation in public policy formation.* 2. *Goal:*    * *State the overall goal of your project.* 3. *Objectives:*    * *List the specific objectives of your project.* 4. *Activities:*    * *Describe the key activities you will undertake to achieve your project objectives and list expected outputs of each activity.*    * *Explain how the designed activities are inclusive that include everyone, especially marginalized groups.* *Make sure to comply with the Gender, Equality, and Social Inclusion (GESI) requirement as defined in the APS document.*    * *Explain how the proposed activities suggest innovative approaches in addressing the issue of concern.* 5. *Digital Media Integration:*    * *Explain how you plan to utilize digital media in your advocacy efforts.* 6. *Collaboration:*    * *Describe how you will collaborate with relevant stakeholders to ensure achieving the overall project goal and its objectives.*    * *Describe how you are planning to engage with the government in your advocacy campaign or public policy activities.*   *For Sub-Fund 3: Digital media platforms applying for Sub-fund 3: Media Content Production grants should provide details of the proposed description (not to exceeding 1000 word) and making sure to include the following:*  *Story pitch:*   * *Identify selected topics and provide a rationale justifying selection; list target audience group(s) and demonstrate how covering the selected topic contributes to addressing their information needs.*   *Dissemination plan:*   * *Explain how produced content will be released in terms of formats and outlets, list resources allocated to boost content reach via social media; list planned activities to further promote the reach of the produced content including media appearances, outreach and collaboration with other like-minded organizations or individual key opinion leaders; describe planned efforts to collaborate with other stakeholders such as CSOs, media, and public organizations to ensure message reach and pickup.*   *Approach and treatment:*   * *Outline how selected topic(s) will be addressed in terms of angles of coverage, genre, format, and style, use of multimedia tools, striving for an innovative approach.* * *List sources of information to be engaged on selected topic(s), highlighting a balanced and evidence-based approach, as well as outreach to experts.* * *Explain used practices to ensure audience engagement, inclusivity, and accessibility; and maintaining sensitivity to gender equality and social inclusion.* * *Identify expected impact highlighting used tools to track reach and impact.*   *Delivery:*   * *Explain how the pursued approach to execute ideas will ensure high quality standards in delivering audio, video, and mixed multimedia content, tapping into your team’s relevant experiences.*   *Cost:*  *Explain how the pursued approach to execute ideas will ensure quality of production, and cost effectiveness, and clear source allocation.* | |
| **Expected Outcomes** | |
| *List the expected outcomes of your proposed project and how they align with the goals of the Annual Program Statement (APS). Explain how these outcomes will contribute to achieving your project goal and objectives and contribute to sustaining civic.* | |
| **Monitoring, Evaluation and Learning Plan** | |
| *Provide details of the proposed Monitoring and Evaluation Plan (not to exceed 250 words). Make sure to include the following:*   1. *Describe your plan for monitoring and evaluating the proposed project's activities, progress, and success.* 2. *Explain how you will track the outputs, outcomes, and impact of your activities and incorporate learning into future advocacy initiatives.* 3. *Describe the critical assumptions, identified risks, and the risks mitigation measures.* 4. *Outline your sustainability plan for project results beyond the conclusion of the project.* 5. *(For Sub-fund 3: media content production) Explain how you will be utilizing audience insight to monitor and track the success of activities and overall performance, particularly measuring audience reach, engagement and sentiment.* | |
| **Organizational Capacity** | |
| Past Performance and Relevant Experience | *Provide examples of previous projects or activities your organization has successfully implemented, especially those related to advocacy, public policy and content production.* |
| Provide a list of donor funds received in the last 3 years. | *Provide donor name, year of subaward and amount in USD. Attach an additional table, if needed.* |
| Key Personnel | *Provide a brief about the key personnel who will be involved in the project.* |