**PROPOSAL FOR INITIATIVE**

**Title of your Initiative:**

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1. **Media Professional Details**

*Please duplicate this section if more professionals from the same media outlet would like to work on an Initiative*

Name:

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E-mail:

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Country of residence:

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Job / position in organisation:

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Years of professional experience in the media sector:

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1. **Media Organisation Details**

Media organisation:

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Country:

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Media Outlet Address:

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Contact person:

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1. **Description of your initiative**
2. **Title of your initiative:**

(same as in page 1)

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1. **Abstract of your idea:**

(500 words max)

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1. **What problem do you solve? What are the specific needs/challenges you address?**

(300 words max)

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1. **What will you specifically develop or contribute to, with this idea? What is your plan of action?** (Your approach/solution) (800 words max)

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1. **What benefits will this create for your media organisation?**

(400 words max)

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1. **How will you cooperate, internally, in your media organisation and externally, with other media organisation(s), for the implementation of your initiative?**

**Describe the respective roles of the colleagues involved in your team and in the partner(s)’ team(s)**

(400 words max)

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1. **What are the main reasons your initiative will be continued/sustainable after the cooperation?**

(400 words max)

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1. **How is your idea innovative? What kind of innovation will it bring to the field?**

(400 words max)

Please check the [Innovation and Sustainability Checklist before answering (pdf).](http://stars4media.eu/wp-content/uploads/2021/02/Checklist-Business-Innovation-and-sustainability-Stars4Media.pdf)

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1. **What Wave/Topic would your idea fit in?** Pick one or more.

*▢ Wave A - Journalism, Trust and Participation*

Examples of topics that fit under Wave A:

* Topic A.1 Constructive/Solution Journalism; -
* Topic A.2 Fact-checking and fighting disinformation;
* Topic A.3 Diversity and social impact
* Topic A.4 Any other topic related to Journalism, Trust and Participation.

*▢ Wave B - Media Technology and Marketing:*

Examples of topics that fit under Wave B:

* Topic B.1 Data journalism;
* Topic B.2 Artificial Intelligence;
* Topic B.3 Language Technology;
* Topic B.4 Immersive technologies (AR, VR, 360 etc);
* Topic B.5 Any other technology-driven topic.

*▢ Wave C - Other Innovations*

Examples of topics that fit under Wave C:

* Topic C.1 Services indirectly helping media activities’ cost-efficiency;
* Topic C.2 Services helping media sales;
* Topic C.3 Events leveraging media brands and skills;
* Topic C.4 Web services leveraging media standards;
* Topic C.5 Media response to the current global crisis (Covid-19, climate change, others);
* Topic C.6 Any other topic.

1. **Who is the Initiative leader, who will act as the main contact point during the Initiative implementation and will be in charge of grant management?**

* Name:
* Job title:
* Contact (email + telephone):

1. **Is there a colleague in your media outlet who will work with you on this initiative?**

(Repeat if necessary. Max. 3 people per media outlet, including one senior mentor, are eligible for refunding of expenses.)

* Name:
* Job title:
* Years of professional experience in the media sector:
* Role in the Initiative:
* Contact (email + telephone):

1. **Paired Media outlet** (please repeat this section if you want to work with more than one company)

* Which media outlet(s) would you like to work with?

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* Did they agree to collaborate / Did you already contact them? Please elaborate.

*▢* Yes

*▢* No

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* Describe the respective roles of each partner (your media outlet and the sister media outlet)

(500 words maximum):

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1. **Who will work on the initiative in the paired media organisation(s)? (Repeat if necessary, max 3 people per organisation)**

* Name:
* Job title:
* Years of professional experience in the media sector:
* Role in the Initiative:
* Contact (email + telephone):

**In case you don’t have a media partner yet, we can facilitate the process. By choosing “YES”, you understand and agree that the abstract of your Proposal for initiative elaborated above and your contact details could be published on the Stars4Media website and Stars4Media social media.**

*▢* Yes, I agree

*▢* No, I do not agree

Join the Stars4Media [LinkedIn Group](https://www.linkedin.com/groups/13801060/) to exchange ideas with other media professionals!

By taking part in this group you can exchange ideas, find a partner, and participate in a professional media community dedicated to the Stars4Media project and initiatives.

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