

Stars4Media NEWS - Application Checklist

ELIGIBILITY	
1. Are you a medium (25-200 employees) or a large (>200 employees) news media organisation?	
<input type="checkbox"/> YES	Your organisation can submit a project
<input type="checkbox"/> NO	If you are a smaller media organisation (<25 employees) or a tech company, you can participate as a partner to a larger organisation.
2. Does the proposed project team involve a mix of professionals with different media profiles?	
<input type="checkbox"/> YES	You can continue with your application
<input type="checkbox"/> NO	Your proposed project team should involve professionals with various backgrounds and profiles, including: editors, reporters, data journalists, graphic designers, web developers, sales directors, project managers, social media managers, user experience and marketing specialists, data and AI experts, etc.
3. Does your proposed project include at least two media organisations, based in two different participating countries*?	
<i>*Participating countries: All EU member states; Iceland; Norway; Liechtenstein; Albania; Bosnia and Herzegovina; Montenegro; North Macedonia; Serbia; Georgia, and Ukraine.</i>	
<input type="checkbox"/> YES	You can continue with your application. Your proposal will receive extra points in the assessment stage for having a paired organisation/ project partner.
<input type="checkbox"/> NO	Having a confirmed partnership is not a prerequisite for submitting an application. You can continue with your application, but you will not receive additional points in the assessment stage. The Stars4Media team will try to guide you to another organisation to form a potential partnership, but we cannot guarantee that.
<input type="checkbox"/> I want to collaborate with a partner from another Eastern European country, other than those listed as "participating countries".	Other Eastern European countries are allowed under a subcontracting model. They cannot be considered a partner/paired organisation for the purposes of this call for proposals.
4. Does your project aim at the partial or total transformation of the company?	
<input type="checkbox"/> YES	Continue with your application under Track 1: Collaborative Business Transformation <i>Track 1: Business transformation will gather initiatives whose scope is the partial or total transformation of the company, with an impact on several departments and/or workflows.</i>

	<i>This track could cover topics like diversifying revenue models; new approaches to audience engagement and monetisation; development of common professional/technical standards; developing business readiness, product thinking, etc.</i>
<input type="checkbox"/> NO	See the guidelines/expectations under Track 2: Collaborative Newsroom Transformation (below under 5.)
5. Does your project aim at the transformation of the newsroom, with an impact specifically on the functioning and organisation of the editorial and news content production activities?	
<input type="checkbox"/> YES	Continue with your application under Track 2: Collaborative Newsroom Transformation <i>Track 2: Collaborative Newsroom Transformation will gather initiatives whose scope is the partial or total transformation of the newsroom, with an impact specifically on the functioning and organisation of the editorial and news content production activities. It will support collaborative journalism and high-quality media content production and could cover subjects like original reporting methods; innovative production methods; innovative distribution methods and new formats; innovative tech solutions for newsrooms; workflow optimisations, internal culture etc.</i>
<input type="checkbox"/> NO	See the guidelines/expectations under Track 1: Collaborative BusinessTransformation (above under 4.)
6. Does your project combine both business and newsroom transformation dimensions?	
<input type="checkbox"/> YES	Make sure to indicate in the application form that your proposal covers both tracks.
<input type="checkbox"/> NO	See the guidelines and definitions of the two tracks and select the appropriate one, depending on the nature of your proposal.
SELECTION CRITERIA	
Make sure your proposal has:	
<ul style="list-style-type: none"> <input checked="" type="checkbox"/> A clear plan of action - clear and achievable goals, and how these will be met through funding and coaching provided by the Stars4Media programme <input checked="" type="checkbox"/> A clear indication of the partnership potential - how collaboration will benefit the project and how the approach will guarantee the achievement of project objectives (<i>whether a partner is secured/paired or not at application stage</i>) <input checked="" type="checkbox"/> A good explanation of its impact potential (innovation; business models; productivity;resilience etc.) <input checked="" type="checkbox"/> Sustainability - a plan to continue the project (results) after the end of the co-funding <input checked="" type="checkbox"/> Diversity - relevant balance and inclusion (in terms of languages, gender, Countries, multidisciplinary of professionals involved, and journalism/media products) 	