**PROJECT PROPOSAL**

**Title of your project:**

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**Summary of your project[[1]](#footnote-1):**

(300 words)

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1. **Applicant Information:**

**1.1 Lead applicant:**

*The lead applicant should be the main contact point for the project*

First name, Surname:

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E-mail:

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Telephone number:

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Country of residence:

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**1.2 Company information:**

Name of organisation:

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Job title in the organisation:

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Organisation address:

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Type of organisation (international, national and/or regional newspaper, magazine or online-only publisher; TV and/or radio broadcaster; technology company; content agency; etc.)

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Media organisation size (number of full-time employees):

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Approximate readership/audience:

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Are you an autonomous enterprise (defined as “other enterprises do not own more than 25% of the capital or voting rights of your enterprise”)

*▢* Yes (= we own at least a 75% stake)

*▢* No

If no: Name the company/companies that own >25% of your shares.

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**II. Description of your project**

**2.1 Which Track are you applying for:**

*▢ Track 1: Business transformation*

*▢ Track 2: Newsroom transformation*

**2.2 What are the specific needs/challenges/issues you want to address/solve with this project and who are you targeting?**

(300 words max)

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**2.3 What will you specifically develop/implement with this project?**

This is your opportunity to present your plan of action in detail, with specific objectives, milestones, and timeline.

(500 words max)

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**2.4 What is the potential impact of your project?**

Think in terms of business sustainability; revenues; innovation in the newsroom; societal impact; amongst other things.

(300 words max)

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**2.5 Will your project lead to business and/or newsroom transformation? Please explain how and describe if you have a ‘Change Management’ approach.**

Keep in mind that this will determine if you are selected to go from EXPLORE to BOOST Phase, later in the programme.

(300 words max)

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**2.6 How and why is your project innovative? What kind of innovation will it bring to the field?**

(300 words max)

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**2.7 How will you communicate about your project to a broader audience (general audience, and/or media sector colleagues)? What are your main communication targets?**

(300 words max)

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**III. Is your media already ‘paired’ with another organisation from a different country[[2]](#footnote-2)?**

**Please note: Having a confirmed partnership is not a prerequisite for submitting an application. However, extra points will be allocated to those who are already paired.**

**If you submit an unpaired project, we may assist you in your search for a suitable partner, provided you clearly describe what kind of company you want to work with and why and what missing expertise would help you implement your project (see next question).**

**3.1 If unpaired, what kind of company would you like to work with and why?**

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**3.2 If already paired, please describe below your partner:**

**Status of the partnership:**

*▢* Confirmed

*▢*  In discussion

*▢* Initial discussions

*▢* Discussion not initiated

Name of organisation:

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Organisation address:

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Type of organisation (international, national and/or regional newspaper, magazine or online-only publisher; TV and/or radio broadcaster; technology company; content agency; etc.)

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Media organisation size (number of full-time employees):

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Approximate readership/audience:

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Is the partner organisation an autonomous enterprise (defined as “other enterprises do not own more than 25% of the capital or voting rights of the enterprise”)

*▢* Yes (=They own at least a 75% stake)

*▢* No

If no: Name the company/companies that own >25% of the shares.

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**3.3 Describe the respective roles of each partner and the way you foresee the cooperation.**

(300 words max):

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**3.4 How does your project proposal tackle diversity?**

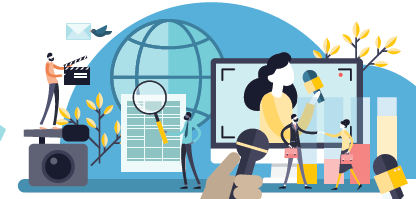
Think about different balances and inclusion, for example, languages, gender, countries, multidisciplinarity of the professionals involved and journalism/media products.

(300 words max)

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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 and participate in a professional media community dedicated to the Stars4Media programme.

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1. Please note that in case of selection to take part in the programme, the summary you provide might be published on the Stars4Media website and other communication channels. [↑](#footnote-ref-1)
2. Participating countries include: All EU member states; Iceland; Norway; Liechtenstein; Albania; Bosnia and Herzegovina; Montenegro; North Macedonia; Serbia; Georgia, and Ukraine. Other Eastern European countries are allowed under a specific subcontracting model. [↑](#footnote-ref-2)