

A blue-tinted background image showing a group of people sitting around a table in a meeting or workshop setting. They are engaged in discussion, with some looking at laptops and others at each other.

# Culture and Creativity for the Western Balkans (CC4WBs)



Open Call for Expressions of Interest  
in Cultural Leadership and Media Programmes

## Guidelines for Applicants



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## Culture and Creativity for the Western Balkans (CC4WBs)

### Open Call for Expressions of Interest in Cultural Leadership and Media Programmes

Ref: CC4WBS001IN/2023

#### Guidelines for Applicants

This Open Call for Expressions of Interest provides a guidance to all individual applicants (hereinafter: applicants) from the IPA Beneficiaries in the Western Balkans interested to apply for the Cultural Leadership and Media Programmes under CC4WBs project.

**This Open Call for Expressions of Interest is open for applicants to submit their applications by 15 March 2023 at 17:00 (CET)**

## I. Background information

The Western Balkans are home to a rich and diverse cultural heritage, reflecting significant parts of European history and identity. The region is also a vibrant hub of contemporary creativity, with lively cultural scenes, promising creative industries and abundant cultural festivals and events.

Several constraints prevent the region from fully harnessing the potential of the cultural and creative sectors. For instance, compared to the contribution of culture to economies in the WBs, public spending on culture is very low and exposed to further cuts due to the crisis generated by the COVID-19 pandemic. While the interest in regional cooperation and co-creation among cultural workers in the region is high, the lack of support mechanisms and mobility opportunities are barriers for collaboration. The low level of diffusion and advancement of inclusive, participatory and integrated management approaches to cultural heritage is accompanied by scarce training opportunities and a fragmented approach to capacity-building that often fails to include all components necessary to effectively develop sectoral capacities.



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The joint project ‘**Culture and Creativity for the Western Balkans**’, implemented by UNESCO, the British Council, and the Italian Agency for Development Cooperation (AICS), aims at a broad participatory approach across all categories of sectoral stakeholders. This systemic and people-centred approach to development is intended to deeply embed progress across the sector, while ensuring ownership and engagement as key requirements for sustainability.

## II. Who can apply?

### CULTURAL AND CREATIVE INDUSTRIES’ PROFESSIONALS

- ✓ aged 18+;
  - Emerging early-career change-makers / leaders and young professionals from cultural and creative sectors in the WBs with at least 1 year of experience in a management/leadership role
  - From all cultural and creative sectors, such as architecture, archives, libraries and museums, artistic crafts, audio-visual including film, television, radio, video games and multimedia, tangible and intangible cultural heritage, design, festivals, music, literature, performing arts, publishing, photography and fairs, etc.
  - Living and working in one of the Western Balkans IPA Beneficiaries
  - Able to cascade and implement knowledge
  - Having at least an upper-intermediate level of English (speaking, listening and writing)
  - Desirable to have a specific project in development

### MEDIA PROFESSIONALS AND OTHER PROFESSIONALS INTERESTED IN CREATING MEDIA CONTENT ON CULTURE AND CREATIVITY

- ✓ aged 18+;
  - Media professionals, journalists and emerging media content creators
  - Living in one of the Western Balkans IPA Beneficiaries
  - At least 1 year of relevant work experience
  - Professionals having at least an upper-intermediate level of English (speaking, listening and writing)

## III. Thematic Window

This Open Call for Expressions of Interest is organized under **the specific Thematic Window 2 of the Culture and Creativity for the Western Balkans Programme’s portfolio of Open Calls** and is aimed at **individual applicants** willing to participate in the specified **Programme Cycles** contributing to cultural sector and cross-sectoral challenges. For an overview of the four thematic windows under the “Culture and Creativity for the Western Balkans”, consult the diagram below.



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## THEMATIC WINDOW 2:

# ARTISTS, MEDIA PROFESSIONALS, AND CULTURAL OPERATORS MOBILISED, CONNECTED AND ENABLED TO PROMOTE THE DIVERSITY OF CULTURAL EXPRESSIONS IN AND FROM THE WESTERN BALKANS

### Expected results

The following are the expected results that the CC4WBs programme aims to achieve through this Thematic Window:

- developed capacities of cultural and creative sectors (CCSs)
- strengthened cultural cooperation at regional level in and with the WBs
- increased mobility of artists and cultural operators and media content creators

Activities under this Thematic Window are envisioned to achieve regional exchange in the cultural and creative sector by enhancing skills through training, mentoring, grants; and creating a virtual portal to support regional networking and collaboration. Working with media professionals in parallel will increase the circulation of



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content on culture in the public sphere and empower journalists and content creators with targeted capacity building and incentive grants for content production.

**For this Expression of Interest, candidates can apply for the following LOTs and Programme Cycles:**

### **LOT 1: Cultural Leadership Programme**

The **Cultural Leadership Programme** will be implemented through an assorted offer of skills and collaboration development strands, including training and networking, mentoring, exchange and research grants, and the creation of a digital portal. The target group are professionals working within arts, cultural and creative industries (CCIs) and cultural organisations, willing to demonstrate their vision to scale up their work in the WBs. Applications from disadvantaged groups will be encouraged by ensuring that all accessibility solutions are in place.

**At this stage, candidates are invited to apply only for Programme Cycle 1: Creative Leaders Academy.**

**Individuals who successfully complete the Creative Leaders Academy will have the opportunity to apply for the other two Programme Cycles under LOT 1: Creative Leaders Mentorship and Creative Leaders Exchange Grant (described below).**

The Cultural Leadership Programme will include the following three Programme Cycles:

**Programme Cycle 1: Creative Leaders Academy** will be delivered by a recognised European cultural leadership training provider. The Academy will cover the following areas: general cultural management, business and strategic planning, communication, audience development and engagement, entrepreneurial skills, and exposure to international best practices. Up to 100 participants will have the opportunity for online capacity-building activities.

**Programme Cycle 2: Creative Leaders Mentorship** will address individual needs for professional growth and connect leaders across the Western Balkans region. The activities will offer a tailor-made programme including mentoring and networking, skills development, peer-learning, capacity-building, while addressing individual needs for professional growth of at least **24 emerging leaders (mentees)** and connecting them across the region.

An already established cohort of young leaders who have undergone the training programme within the Creative Leaders Academy will be offered the opportunity to apply for the Creative Leaders Mentorship programme.

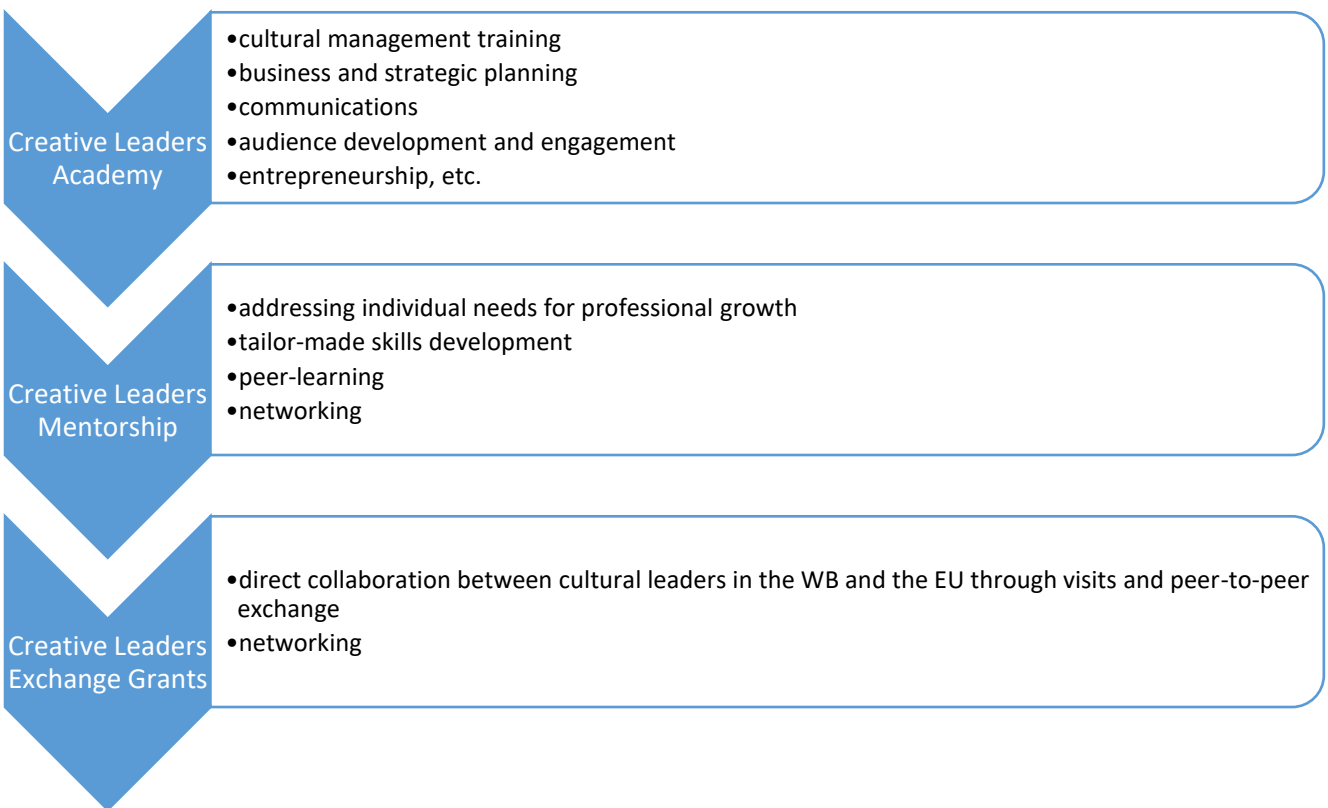
**Programme Cycle 3: Creative Leaders Exchange Grants** will be awarded to support networking and direct collaboration between cultural leaders in the WBs and the EU through study and research visits, and peer-to-peer exchanges. This activity will increase capacities of individuals and their organisations for international partnerships and enhance existing networks in both host and guest organisations at a broader European level.



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**Grants awards:** Up to 6 grants through 6 exchanges will be disbursed following the completion of the Creative Leaders Academy Programme Cycle.

LOT 1 – Cultural Leadership Programme





## LOT 2: Media content for cultural diversity expressions in the Western Balkans

### Programme Cycle 1: Creative Spotlight

Capacity building and individual grants for creative content will be implemented through a proven model of mobilising a network of media professionals, engaging them in skills and professional development courses and peer-learning, and supporting them in the editorial process through incentivised content generation to publish quality content. Specific training topics will be developed in response to the needs of participants. Creative Spotlight will be open for applications by **journalists or emerging media content creators**. Selected participants will have the opportunity to apply for the **Production grant** for generating and sharing content on culture, matched with a writing mentor, and will go through a full editorial process with an experienced publishing supervisor.

**The work** in media development will gear towards a **Culture journalism award** to recognize outstanding achievements. Participants in Creative Spotlight will be networked with participants of other strands of the Cultural Leadership Programme to serve as amplifiers.

This Programme Cycle will be delivered by the Thomson Foundation, the leading European media development organisation dedicated to raising standards of journalism.

### Programme Cycle 2: Countering disinformation and misinformation

Through this Programme Cycle, **young media professionals** covering arts and culture will improve their capacities **to counter disinformation and misinformation**, thereby strengthening freedom of expression and free, independent and pluralistic media. This activity concerns equipping media and journalists with knowledge and skills for the digital age, notably fact-checking and data journalism (including a session on debunking coronavirus misinformation).

## Grants awards:

***Up to 100 individual production grants** will be offered for the Media content for cultural diversity expressions in the Western Balkans upon completion of capacity-building activities and subject to the outcome of the restricted call procedure.*



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## Programme Cycle 1 – Creative Spotlight

### Capacity Building activities

- capacity building
- networking
- professional development courses
- peer-learning for media professionals to support them in generating quality media content

### Production Grant

- grant for generating and sharing content on culture (selected participants)
- support by a mentor
- guidance on the full editorial process with an experienced publishing supervisor
- more networking opportunities

### Culture Journalism Award

- recognizing outstanding achievements in media development
- award ceremony and final networking event

## Programme Cycle 2 – Countering disinformation and misinformation

### Capacity Building activities

- Media Information Literacy training package delivered

### Media Grant Award

- Media professionals submit their proposals for media content and format
- The best proposals are selected and awarded

### Production of content

- Media content produced



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## IV. Duration

**LOT 1** / Programme Cycle 1: Creative Leaders Academy – The expected duration is approximately 1 month in the first half of 2023.

**LOT 2** / Programme Cycle 1: Creative Spotlight – The expected duration of capacity-building activities is approximately 2 months in the first half of 2023. Following the completion of the capacity-building phase, the production of media content should commence.

**LOT 3** / Programme Cycle 2: Countering disinformation and misinformation – The expected duration is approximately 2 months following Programme Cycle 1. Following the completion of the capacity-building phase, the production of media content should commence.

## V. How to apply?

Applicants are required to:

- ✓ Complete and submit the Application Form downloaded from the following link:  
[APPLICATION FOR INDIVIDUALS \(APPLICATION FORM\)](#)
- ✓ Attach CV in English (including information on your level of English which should be at least upper-intermediate (speaking, listening and writing))
- ✓ Attach Proof of Residence in the original language (copy of residence permit or ID)
- ✓ Attach employers' reference/s (written confirmation of relevant experience, e.g. letter) in the original language (only required for LOT 1)
- ✓ Attach portfolio of your previous work: pictures, texts, recordings of artistic work and similar for LOT 1 and sample stories (preferably published), blogs, podcasts, short videos and similar for LOT 2

Application Form in English and the required documentation must be completed and submitted electronically no later than **15 March 2023** by **17:00 hours (CET)** at the following email address:

[CC4WBS.APPLY@britishcouncil.org](mailto:CC4WBS.APPLY@britishcouncil.org)

The email subject line must contain the acronym EOI, name and surname of the Applicant, and the selected LOT 1 or LOT 2.

*Example: EOI Name and Surname\_LOT 1*



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Applications received after the deadline will not be considered. Applications should not exceed 35 MB and should not be shared through WE Transfer or similar platforms subject to expiration. Please note that handwritten applications will not be accepted.

## VI. Evaluation process and Selection criteria

### 1. Number of applications

The Applicant may submit only one application for either LOT 1 or LOT 2.

### 2. Evaluation and selection of applications

The evaluation of applications received will involve:

1. Administrative criteria check
2. Evaluation of application

#### 1. Administrative Check

The administrative check will be performed in accordance with the table below.

**Administrative Check Table**

COMPLIANCE WITH ADMINISTRATIVE CRITERIA		
	YES	NO
1. Application Form is completed and submitted.		
2. CV of the Applicant is attached (including information on your level of English which should be at least upper-intermediate).		
3. Applicant's portfolio (any previous work published or unpublished – in the format of a story, artistic expression, podcast, short video or similar – not to exceed 35 MB with applicable links) is attached.		
4. Proof of Residence (any document verifying that the Applicant is residing in one of the IPA Beneficiaries of the Western Balkans) is attached.		
<b>Please note item no 5 is only required for LOT 1.</b>		
5. Employers' reference/s (written confirmation of relevant experience, e.g. letter) in the original language is attached.		

Applications will be evaluated in accordance with the criteria set out in the evaluation table below.

*Scoring system:*



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Evaluation criteria are divided into sections and sub-sections. **Every section must be scored between 1 and 5, as follows: 1 = very poor; 2 = poor; 3 = average; 4 = good; 5 = very good.** Each Evaluation Committee member signs their own individual evaluation table, and all members jointly sign a summary evaluation table for each application. The ranking of applicants is made in such a way that the first-ranked application is the one with the highest total score, followed by the application that comes in next with its total score and all the way to the lowest total score.

### Scoring table

Criteria	Maximum score	Points
<b>1. Relevance of application</b>		
1.1 Is the purpose of the application clear and relevant to the expected results of the Thematic Window?	5	
<b>2. Capacity and commitment</b>		
2.1 Is it clear from the application that the Applicant has capacity (time and willingness) to be engaged in the capacity-building activities, and in possible next phases which should follow?	5	
<b>3. Impact</b>		
3.1 Does the application indicate how the Applicant will be able to cascade / implement new learning?	5	
<b>4. Regional cooperation/networking</b>		
4.1 Will the Applicant be able to enhance links, information exchange and networking, and connect regionally and/or internationally?	5	

**Geographical distribution:** Without prejudice to the quality of applications, selection processes will **consider principles of equitable geographical distribution among the WBs IPA Beneficiaries**, as an evaluation criterion to be applied in case of equal scores.

The Culture and Creativity for the Western Balkans programme is committed to equal opportunities and welcomes applicants from all sections of the community. We work to ensure that people are not discriminated against on the basis of age, disability, ethnicity, gender, religion or belief, sexual orientation or any other grounds.

## VII. Further information about the Open Call for Expressions of Interest

Video tutorials to support you through the preparation of your application are available at [this link](#).

Open door information sessions about the application process for the Open Call for Expressions of Interest with potential applicants will be held at various locations throughout the Western Balkans. Times and venues of these



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events will be shared *interalia* via various media, [web page](#) /news section and various social media channels including the channels of the organisers of the Call.

For further information and clarification, potential applicants may send their questions concerning the Open Call for Expressions of Interest to the following email address: [CC4WBS.INFO@britishcouncil.org](mailto:CC4WBS.INFO@britishcouncil.org) with the following subject: **EOI Open Call Clarification: title of LOT**

**Questions can be sent up to 7 calendar days prior to the specified deadline for the submission of applications.** Answers to the received questions will be published each Monday, during the whole period of the Open Call for Expressions of Interest, at the link below, under the Questions and Answers section:

[APPLICATION FOR INDIVIDUALS](#) (QUESTIONS AND ANSWERS SECTION)

**Please note that participation in any LOT does not guarantee automatic access to the grant.**

#### Timetable

<b>Deadline for requesting clarifications</b>	17:00 CET on 8 March 2023
<b>Deadline for submitting applications</b>	17:00 CET on 15 March 2023

## VIII. Notice of Decision

All applicants will be notified **in writing** of the decision regarding their application within 60 days from the closing date of the Open Call for Expressions of Interest.

**Successful applicants will be informed about the details of the Programme Cycles.**

**Visibility:** Successful applicants will be instructed to follow [“EU visibility guidelines for external actions”](#) as all communication and visibility activities implemented under framework of the CC4WBs programme will seek to ensure synergy with the EU Communication Strategy.

## IX. Privacy Notice

UNESCO (The United Nations Education, Scientific and Cultural Organization) and British Council and AICS (Italian Agency for Development Cooperation) are joint Data Controllers of the information that you provide for the purpose of processing your application and administration of your involvement in the EU-funded programme **“Culture and**



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**Creativity for the Western Balkans**". UNESCO, British Council and AICS comply with their applicable data protection regulations and rules that meet internationally accepted standards. The legal basis for processing your information is agreement with Terms of Use and conditions stated in section II above.

Your personal information will be shared among implementing partners, i.e. UNESCO, British Council and AICS (Italian Agency for Development Cooperation), and the following organisations for the purpose of project implementation:

- EU Commission, as Contracting Authority, for monitoring and reporting purposes – [https://european-union.europa.eu/privacy-policy\\_en](https://european-union.europa.eu/privacy-policy_en)
- partners' corporate accounts for Microsoft MS365 Products will be used for communication and collaboration, <https://privacy.microsoft.com/en-us/privacystatement>.
- training and service providers supporting the programme delivery (names of organisations to be confirmed);

In order to achieve the necessary purposes outlined above, your personal information will be securely transferred and/or stored in the following locations: WB IPA beneficiaries, EU countries, UK. We will keep your information for a period of up to 7 years after the programme closure if your application has been successful, and until the end of the programme if your application has been unsuccessful.

You have the right to ask for a copy of the information we hold on you, and the right to ask us to correct any inaccuracies in that information. If you have concerns about how we have used your personal information, you also have the right to complain to a privacy regulator.

For further detailed information about your rights, how to raise complaints and how we process personal information, please refer to the Privacy Section of partners' websites:

- UNESCO <https://www.unesco.org/en/privacy-policy>
- British Council [www.britishcouncil.org/privacy](http://www.britishcouncil.org/privacy) or at [CC4WBS.INFO@britishcouncil.org](mailto:CC4WBS.INFO@britishcouncil.org).
- AICS at [AICS's Personal data protection webpage](#)



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