STAR- Ghana – Media Call (Small Grants Component)
Guidelines for Applicants

Guidelines for organisations applying for the Small Grants Component of the Media Call

Open to Community Radio Stations and other Media Organisations operating at District and community levels and District Level Civil Society Organisations (CSOs) focusing primarily on Media Issues.

Theme: Strengthening Media-Civil Society Partnerships for Voice, Accountability and Inclusive Access Quality Public Goods and Services

December 2016
1. Introduction

STAR-Ghana is a five-year voice and empowerment programme (2015 – 2020) supported by UK Aid, the European Union and DANIDA. Its goal is to support a vibrant, well-informed and assertive civil society that is able to contribute to transformative national development and inclusive access to high quality, and responsive public goods and services for all Ghanaian citizens. The programme is in its second phase of implementation, the first phase having ended in April 2015. The current phase builds on the results and learning from Phase 1 to further support citizens in addressing challenges for democratic governance, and to contribute to a more inclusive community and national development process in the long term.

The overarching concern of STAR-Ghana is to ensure that all Ghanaians can make their voices heard and participate actively in policy decisions and accountability processes that affect their lives. The term inclusion and exclusion is used by STAR-Ghana to address a wide diversity of social groups, for example Persons with Disabilities- physical and mental, (PwDs), youth, children, the aged, slum dwellers, migrants and people living with HIV (PLHIV) and indigents. It also captures other factors of marginalisation as well. These include location (poor and remote areas of Ghana, rural areas, etc.) and type of civil society organisations (CBOs, community associations, small CSOs, etc.).

The STAR-Ghana Media Call is informed by the programme’s gender equality and social inclusion (GESI) strategy and the findings and recommendations from its Media Scoping study. It is also based on the programme’s identification of the media as an important stakeholder in facilitating the achievement of transparent, accountable and responsive governance at community, district and national levels.

The term inclusion (and exclusion) is used by STAR-Ghana in reference to

- A wide diversity of social groups, such as people with disabilities, children and youth, older people, slum dwellers, migrants and people living with HIV, and other groups determined to be excluded or in need of support. It is recognised that the exclusion of these groups can be different across locations and regions, depending on culture and custom and other factors.

- Other factors of exclusion, such as location (rural areas, and particularly poor and remote areas of Ghana etc.) and type of civil society organisations (CBOs, community associations, small CSOs, etc.).

Please visit the STAR-Ghana website (http://www.star-ghana.org/) for more detailed information on:

- The STAR-Ghana GESI strategy;
- The report on the Media Scoping Study which informed this call;
- STAR-Ghana’s Grants Strategy
- Other material which may be of interest to applicants.
2. Media Call – Small Grants Component

Objectives of the call

This component will provide small grants support to community radio stations and media organisations/CBOs/NGOs with a district or community base to pilot – or test – innovative (promising and new) strategies with the aim to address GESI issues at the community or district level.

The objectives of the Small Grants call include:

- To strengthen citizen interaction with local governance authorities such as District Assemblies and traditional authorities for sustainable and inclusive access to quality public goods and services.
- Promote citizen empowerment through a greater ability of women, girls and other excluded social groups (and organisations) to engage with district assemblies and traditional authorities to support inclusive, sustainable development.
- Promote increased voice and participation of GESI groups in local governance, including District Assemblies and traditional governance systems.
- Promote increased accountability and responsiveness of district assemblies (including their decentralised agencies) and traditional authorities to citizens, particularly GESI groups.

3. Eligible Organisations

Eligibility for this component of the call is restricted to media organisations and media houses (including radio stations, newspapers and magazines, TV stations, social media organisations, etc.) which are located at the district level and whose programs/activities focus on district and community issues.

Civil society organisations located at the district level and whose work focuses primarily on media issues or working through media organisations to promote inclusive development at the sub-national level.

Please note: Organisations must be registered with the Registrar-General’s department and with the Ghana Revenue Authority.

4. Focus and Duration of projects under this call

The focus of the small grants component is to the testing of innovative approaches to building media-civil society partnerships to achieve inclusive and sustainable development at the community and district levels.

The small grants component also aims at helping to test approaches to citizen empowerment for accountable and responsive access to quality public goods and services for all citizens, particularly those excluded by gender or other considerations from access to services and participation in governance.

Selected organisations will pilot new and innovative approaches to address a range of governance and empowerment issues at community and district levels. These typically will be small scale projects carried out to test ‘what works’ through implementing particular ideas, strategies or approaches to promote inclusive access to quality public services and increased accountability and responsiveness of traditional and local governance institutions.

This call focuses on the piloting of new or changed strategies and approaches to support citizens’ active engagement with local and/or traditional governance institutions and processes. The goal is to
support the identified groups in having a greater voice in governance, better access to good quality public goods and services and/or economic opportunities, better social accountability.

The issues indicated below provide examples of key focus areas identified as essential to achieving the objectives of STAR-Ghana to improve gender equality and social inclusion at the sub-national level, but are not limited to the following:

- Greater accountability and responsiveness of district assemblies to the voices, political participation and influence of citizens who have been excluded in governance at traditional and district assembly levels;
- Better access to good quality public services, particularly health and education;
- Better access to economic opportunities and productive resources for better livelihoods, particularly financial capital, livelihood opportunities and land rights;
- Greater respect of human rights, and better protection of women, girls and other excluded groups.

The proposed project must:

a. Have a maximum length of 12 months and;

b. Not exceed a maximum budget of \textbf{GHC150,000.00}.

Funding support will be considered for proposed projects which employ one or more of the following practices:

- **Citizen mobilisation**: Identifying a goal to work towards together to support ‘fresh’ ways to ignite citizen interest, response and actions that say “we care” and “we want to see change”.

- **Alliances and allies**: Forging allies and partnerships with a range of formal and informal actors and stakeholders for more effective actions to achieve inclusive and sustainable development.

- **Digital and other technology**: Using mobile and web technology as well as local ‘cultural technology’ and popular formats such as local drama to present issues, community evidence collection and analysis, storytelling, video formats and community radio for sensitization, education and campaigns.

5. Application guidance

Section 1 and 2: Information about your organisation

This section seeks to elicit information about your organisation, its objectives, set-up and relevant experiences. It is essentially the curriculum vitae of your organisation. Highlight where your organisation has tested new ideas to support gender equality and social inclusion.

Please note that all information provided under this section will be verified during the Due Diligence stage of the assessment process and provision of information that cannot be verified or is found to be untrue may lead to the disqualification of your application.

For Question 1.10, please note the following:

- In the Result column, please indicate the results achieved by the project or the changes that took place as a result of the interventions of the project;
The Remarks column should be used to highlight any innovative strategies, partnerships or ideas that you piloted or trialled. Please keep it as simple and succinct as possible, focusing on what was new, innovative or exciting about the project.

Section 3: Project summary

Your proposal will need to ensure that you demonstrate how your project is really informed by a gender and social inclusion perspective and analysis of available information. You should also demonstrate how this links to the idea of ‘doing things differently’, and your understanding of the importance of capturing and sharing learning about tackling the problems of inequality and exclusion in Ghana.

Each section below offers guidance for specific questions in the application form – but please note not all questions are covered.

Question 3.6 Key challenges/Issues: Outline the key problem(s) or challenge(s) that you want to work on which your identified target group(s) or intended beneficiaries are facing. Please be as specific as possible in describing the key challenge(s) or issues your project will seek to address. Clarity about the challenge will inform the appropriateness of your target groups, beneficiaries, strategies and expected results and changes.

Question 3.7 Rationale for key challenge/issues: Please explain why you have chosen to focus on the particular challenges/issues. Why these problems/issues? What makes them so critical or important? Why should this particular problem/challenge you have identified be addressed (over other issues)? How are they aligned with STAR-Ghana’s GESI strategy and other strategic frameworks?

Question 3.8: What change do you seek to bring about through your project? What will change, and for who, by the end of the project? Be very clear and specific about the changes and avoid very general or vaguely worded statements.

Question 3.9 Strategies: Please detail how you intend to achieve the objectives of your project and address the challenges and issues identified in 3.7 above. Your strategies should align with the objectives, identified challenges, etc. State why you have identified particular strategies.

Question 3.11 Activities: Please outline what exactly your project will do to implement the above strategies. What specific activities will be implemented under each strategy?

STAR would also like you to outline what new ideas, components or approaches are being tried/tested through your activities?

Question 3.12 - communities/organisations/government actors: Organisations are encouraged to build partnerships with different stakeholders/actors, including media organisations, government agencies and other CSOs operating at district or regional levels. The purpose of this is to enable more innovative and joined-up actions. Particular consideration will be given to proposed projects that build convincing partnerships between various stakeholders to strengthen accountability through citizens’ actions.

Question 3.13: Beneficiaries: Please provide detail on who your target groups are.

Questions 3.14: Link with current and past projects: If building on a current or past project, provide detail on how you will draw on learning from these experiences. How will you ensure that new ideas, approaches and tools are tested if your project builds on current or past projects?
Questions 3.1: Risks: The involvement of socially excluded people and groups in a project can create risks for them, and can affect the project’s success. This creates a need for a review of risks and the development of strategies for managing and reducing these risks. In this section outline what risks you expect to encounter and how you plan to manage these risks.

Project design and implementation should not accidentally strengthen existing inequalities.

Questions 3.17: Learning: This section is looking at how you will capture insights and learning about ‘home grown’ innovation on tackling gender inequality and social exclusion in Ghana; and how you plan to document and share these – and whom you will share them with. How will the project’s communications processes ensure that messages support STAR-Ghana’s goal to improve the voice and influence of socially excluded people and groups?

Section 4 – Results
Ultimately STAR wants to support the media to achieve meaningful results for citizens, particularly those excluded by reasons of gender, geographical location, disability, age, etc. Please outline the specific changes you are looking to achieve towards this goal.

Section 5 – M&E
We expect you to demonstrate commitment to collecting data that can be separated by specific factors associated with exclusion and discrimination (such as disability, gender, age, location). You do not need to have a track record on this.

We expect you to capture, document and share lessons about what works and what does not work for tackling the challenge/issue you have chosen to focus on. You are invited to use tools and approaches most relevant in your context, and where you have skills and experience. This learning does not have to be a written report format. It can be captured for example in photographs, storytelling or radio programming.

5. How to Apply
• Interested organisations should visit: http://www.star-ghana.org/ and download an application form; Alternatively, organisations can request that an application form be sent by email.
• These forms should be completed and submitted by email to the STAR-Ghana address on the application form.
• Deadline for submission of competed application forms will be 5th January, 2017.
• Shortlisted applications will be notified within 4 weeks after close of application period by email.

Information provided during the information sessions will also be circulated to those who have registered interest but are unable to attend.

For enquiries, please email us at the following address: info@star-ghana.org or call (0302) 774488 / 7012404 between 9am-5pm on weekdays.