

**Local Media Booster
Media Grants Program
CALL FOR PROPOSALS**

1. BACKGROUND

1.1. About the organization

Kosovo 2.0 (K2.0) is a media outlet based in Prishtina committed to explanatory, contextual and narrative journalism, where storytelling is not just about documenting the world around us, but also contributing to its reimagining.

Established in 2010 as Kosovo's very first blogging platform, K2.0 expanded and established itself as a critical and credible journalistic voice in the country and beyond. Over the years, K2.0 has produced a number of theme-based print magazines before transitioning to an online magazine model. Throughout, we have always organized a diverse range of public events and non-formal education initiatives that we see as fundamental to our broader journalistic mission.

1.2. Context of the Call

In January 2025, we started implementing **"Enhancing information integrity in the digital and AI era"**, an action carried out within the project **"Support to the Civil Society in Kosovo"**, funded by the Grand Duchy of Luxembourg and implemented by LuxDev, the Luxembourg Development Cooperation Agency.

The action aims to improve information integrity in Kosovo by enhancing local media and public awareness. The goal is to combat misinformation, promote factual reporting, and strengthen the media.

Through this initiative, we aim to provide **small-scale funding and mentorship** to local media outlets to support **the development of independent, high-quality journalistic content**. This effort is designed to improve the overall media landscape by ensuring that financial resources and expertise are accessible to a diverse range of outlets, especially those that may struggle with securing direct donor funding or need to enhance their journalistic skills and organizational capacity to effectively address the challenges of a digitally evolving environment.

The initiative will also provide tailored support in areas such as audience engagement, artificial intelligence (AI) and the implementation of innovative approaches to storytelling. In addition to strengthening editorial practices, the project will emphasize the importance of fact-checking, ethical reporting, and promoting media transparency.

Through this collaborative approach, local media outlets will be empowered to build sustainable models that prioritize quality journalism over sensationalism. K2.0 will work closely with selected grantees to help them address the pressing challenges of the modern media landscape, such as adapting to new technologies, improving online presence, and ensuring editorial independence.

Ultimately, this initiative seeks to foster a more informed public, capable of distinguishing between credible sources and misinformation. By equipping local journalists with the skills, resources, and mentorship needed to produce reliable and impactful stories, we are contributing to the long-term health of Kosovo's media ecosystem and the protection of democratic processes.

2. OBJECTIVES OF THE CALL FOR PROPOSALS

2.1. Objectives and priorities

The primary objective of this Call for Proposals is to empower small-scale local media outlets through financial grants. This financial support aims to enhance their capacity to produce quality content, foster community engagement, and improve their sustainability in the rapidly changing media landscape with the introduction of AI.

The support will entail:

- Integration of AI tools as a means to enhance efficiency for quality and fact-based journalistic production (as chosen by the beneficiary organisation/media outlet;
- Monthly mentoring sessions to grantees;
- Production of journalistic content focusing on countering disinformation and/or misinformation in the AI era;
- Increased capacities of media outlets to produce quality journalistic content;
- Increased capacities of media outlets in financial and project management.

2.2. Amount of the funding made available

A total of up to **three (3) applicants per round** will receive grants, with each project eligible for up to **5,000 EUR** in funding. Grants are strictly project-based and cannot be used for institutional support.

3. ELIGIBILITY CRITERIA FOR OBTAINING THE GRANT

3.1. Types of bodies eligible to receive financial support

To be eligible, applicants will have to be:

- Registered media outlets based and operating in Kosovo with demonstrated experience in producing media content;
- Registered as an NGO or private media business;
- Small-scale media outlets (of up to 15 employees).

3.2. Required forms and documentation

Each applicant must submit the following filled/completed forms and documents as part of their application:

- Application form;
- Budget proposal form;
- Registration certificate;
- Tax verification certificate (no older than 3 months).

3.2.1. Duration

Projects must be implemented within a 6-month timeframe, with the start date no earlier than **December 1, 2025** and the end date no later than **May 31, 2026**.

3.2.2. Geographic coverage

Projects must take place within Kosovo.

3.2.3. Sector(s) or theme(s)

Projects should primarily contribute to counteracting disinformation and misinformation.

3.2.4. Eligible activities

Eligible activities include:

- Adoption of AI tools to support and innovate media workflows and content creation;
- Journalistic productions (written articles, multimedia, video, documentary, radio, TV, animations, etc.).

3.2.5. Ineligible activities

Ineligible activities include:

- Workshops for participatory journalism and training sessions;
- Conferences, discussions, and networking events that do not produce journalistic outputs;

- Political, party-related activities or campaigns;
- Projects already funded by KSV/025 – Support to civil society in Kosovo;
- Individual sponsorships for workshops, seminars, or similar events.

3.3. Eligibility criteria for costs

3.3.1. Eligible direct costs

Funding may cover:

- Personnel costs directly linked to project implementation;
- AI tools purchase/subscription costs;
- Dissemination and outreach expenses.

There is no strict percentage cap on specific budget categories. However, **the majority of the budget must focus** on journalistic outputs. **Co-financing is allowed but not required.**

3.3.1. Ineligible direct costs

The following costs are ineligible as part of this action:

- Debts and debt service charges (interest);
- Costs occurring prior to start of the implementation of the project, or after its completion;
- Provisions for losses or potential future liabilities;
- Purchases of land or buildings;
- Credit to third parties.

If your project generates a profit, it must be fully reinvested into the project.

4. APPLICATION GUIDELINES

Applicants must submit the following documents to applications@ktwopointzero.com by **October 17, 2025** under the subject **Local Media Booster Application**:

- Project proposal;
- Budget proposal;
- Proof of registration;
- Tax verification (no older than three months).

Templates for your project proposal and budget proposal are **enclosed in this call**. You must use these templates and fill them in in their entirety for your proposal to be considered. Failure

to fill in any section of your project proposal or provide complete information may lead to disqualification of your application

Similarly, for the budget proposal, **all columns** of the template, including the justification column, must be filled. The budget template contains additional instructions, for instance, on proper budgeting and explanation of staff costs. Failure to adhere to the budget instructions may also result in exclusion from consideration.

All application documents must be sent in either Word, Excel or PDF format. It is your sole responsibility making sure that you send documents that can be read and opened; failure to do so may result in exclusion. It is also your sole responsibility making sure that you provide full, accurate and guideline-compliant information in your project application.

Each entity can submit **one proposal only**. If you submit or participate in more than one proposal, all proposals involving you will be rejected.

You can write your application in Albanian, Serbian or English.

5. SELECTION OF APPLICATIONS

Proposals will be assessed by the following criteria:

- Relevance of the proposal to the objectives of the call (30 points max);
- Feasibility of the proposed action (25 points max);
- Integration of gender equality and inclusiveness principles in the design and implementation of the project (5 points max)
- Financial capacity, operational capacity and experience of the applicant (20 points max);
- Budget and cost effectiveness (15 points max);
- Sustainability (5 points max).

Your proposal will be evaluated by a jury composed of two K2.0 staff members and one external evaluator.

While the quality of your proposal remains the fundamental metric of evaluation, the jury will also give due consideration to **the geographic and thematic diversity** of the grants and **applicant organizations**. Principles of **equal opportunities and inclusivity** will be actively promoted during the selection process, with a special emphasis on the empowerment of women and marginalized groups, as well as organizations led by them or ensuring the participation of these groups. This includes taking into account the past sub-granting schemes implemented by K2.0 and the objective landscape in which applicant organizations operate. Additionally, the jury will make efforts to avoid double-funding entities that already receive financial support from the KSV/025 – Support to civil society in Kosovo.

Please consider that, if your project is selected, we may require you **to amend** your proposal in order to receive funding. This may be, for instance, to improve the cost effectiveness of your project, to ameliorate your intervention logic or to increase the impact of your activities.

You will be informed by K2.0's team on the final decision regarding your application. If you wish, you can request clarifications on the jury's decision up to 5 working days after it has been communicated to you.

6. APPENDICES

- Narrative application form;
- Budget application form.

For inquiries, contact applications@ktwopointzero.com by **October 31, 2025**.

The timeline of this call

October 6, 2025	Opening of the call
October 17, 2025	Deadline for submitting inquiries to K2.0
October 31, 2025	Deadline for submitting grant applications
November, 2025	Information to applicants on the evaluation of their applications
November, 2025	Contract signature
December 1, 2025	Earliest start of project implementation
December, 2025	Training to selected sub-grantees