



Comhar Sustainable Development Media Fund 2009

Guidelines

Background

The Comhar Sustainable Development Media Fund is a funding scheme offered by Comhar Sustainable Development Council for media projects focusing on sustainable development. The fund is open to all Irish media, and is aimed at promoting more and better coverage of sustainable development issues.

Comhar SDC is now inviting applications for funding for media projects to be produced and published / broadcast before 31st December 2009.

Who can apply?

Any media organisation, media professional or media student can apply for funding.

Applications for print or broadcast projects will be accepted, as well as for photographic and new media projects.

Applications that involve crossover between, or the integration of, a number of different media outlets are welcome, for example, a series of newspaper articles that forms the basis of a radio panel discussion or a photographic exhibition that is displayed in a gallery and published online on a high-traffic website.

Collaborative applications are also encouraged, for example, a joint application from a photographer and a print journalist.

Criteria

Applications must fulfil the following criteria:

- The proposed media project must be **new**, i.e. it must not have been broadcast or published in any format previously.
- The application must demonstrate proof of a commitment from at least one media outlet – based in Ireland – to broadcast or publish the proposed media project before 31st December 2009 if funding is granted.
- For broadcasting proposals, the media outlet that has committed to broadcast the proposed media project must be registered with the Broadcasting Commission of Ireland.
- Funding sought must be for **costs to facilitate the project**, for example, out-of-pocket expenses (travel, accommodation, etc.); research expenses (publications or attendance at a conference or

event); resources (aids or tools to facilitate your project). Funding will not be granted for retrospective work or capital expenses (i.e. purchase of equipment, furnishings, etc.).

- Applicants must demonstrate their capacity to cover 'in-kind' costs (such as production costs associated with publishing or broadcasting the proposed media project).
- **€3,500** is the maximum amount of funding available to any applicant, but Comhar SDC is not obliged to award the maximum in any case. The maximum award (if applicable) will only be awarded to projects that have a national reach.
- The proposed media project must focus on one or more of the **sustainable development themes** outlined in the following section.

Themes

The proposed media projects should focus on one or more of the following themes:

- **Climate Change and Clean Energy**

For example:

- Addressing how Ireland could meet its target under the Kyoto Protocol and contribute to the overall EU target of reducing greenhouse gas emissions to at least 20 per cent below 1990 levels by 2020.
- Raising awareness of climate change and helping to mobilise different societal actors to address the problem and highlight their role in addressing it.
- Identifying the key areas where Ireland can provide credible leadership in regard to addressing climate change and low carbon energy.
- Examining policies and actions which help Ireland adapt to climate change.

- **Building Sustainable Communities**

For example:

- Best practice and innovative actions in local communities aimed at achieving sustainable development.
- Examining the role of local community groups in promoting sustainable living, civic responsibility and well-being.
- Governance and structures: the role of local and regional authorities in promoting sustainable communities.

- **Building the Green Economy**

For example:

- Examining policies and actions which address the economic recession and environmental problems simultaneously, thus leading to improvements in the overall wellbeing of the population.

- **Biodiversity and Natural Resources**

For example:

- Examining policy and actions to strengthen the protection of native species of plants and animals.
- Examining the drivers of biodiversity loss – such as habitat destruction, invasive species and climate change – and highlighting the programmes and practical actions which can be taken by government, communities and individuals to combat biodiversity loss.
- Examining policy and actions to enhance the protection of landscapes, including coastal zones.

If you require guidance or additional information on any of the above themes, Comhar SDC can provide you with expert advice. You can access this support by contacting: Comhar Sustainable Development Media Fund, c/o DHR Communications, 101 James's Street, The Digital Hub, Dublin 8; Tel: 01-4885808; Email: media@dhr.ie.

Selection of successful projects

Successful applications will be chosen by a judging panel made up of:

- Noel Casserly, Director of Comhar SDC.
- Elaine Nevin, Director of ECO-UNESCO, Ireland's Environmental Education and Youth Organisation.
- Duncan Stewart, Broadcaster and Environmentalist.

Applications will be assessed by the panel for evidence of the following:

- Innovation in treatment of sustainable development themes.
- Innovation in project approach.
- Demonstrated experience and evidence of relevant expertise (for example, technical expertise if the proposal is for a television project).
- Collaboration across various types of media.
- Estimated audience / readership reach.
- Likely position on broadcast schedule / prominence in publication or online media.
- Value for money.

Based on the quality of applications received, the panel may decide to award partial funding to certain applicants.

Terms and conditions

Applications must be made by full completion of a funding application form. Application forms are available from Comhar SDC; Tel: 01-8883990, Email: paschal_stephens@environ.ie or niamh.kirwan@environ.ie. Application forms can also be downloaded from the Comhar SDC website, www.comharsdc.ie.

The closing date for receipt of applications is 5pm on 19th June 2009.

Applications will be accepted by post or preferably by email. Applications by post should be sent to: Comhar Sustainable Development Media Fund, c/o DHR Communications, 101 James's Street, The Digital Hub, Dublin 8. Applications by email should be sent to media@dhr.ie.

Applications that promote any one agency or are of a campaigning nature will not be considered.

Applicants will receive official notification from Comhar SDC once applications have been received and formally screened for compliance with the criteria of the Comhar Sustainable Development Media Fund.

Successful applicants will be notified by the end of July 2009.

Funding will be disbursed to successful projects as soon as possible and when a contract has been signed between the applicant organisation and Comhar SDC.

Funding for any one project will not exceed €3,500. Successful applicants will be paid 80 per cent of their funding when the grant is awarded and 20 per cent on submission of a narrative and financial report.

Sustainability of the project itself will be a consideration when assessing applications. Successful applicants will be invited to measure the carbon emissions arising from the project. Technical advice will be available from Comhar SDC for this purpose.

Successful applicants will be invited to attend an event (in November/ December 2009) to showcase the work and outputs from the project.

Each project funded by Comhar SDC must publicly acknowledge the support received and include a link to the Comhar SDC website, using the following wording: 'Supported by the Comhar Sustainable Development Media Fund, www.comharsdc.ie'.

The copyright of the final product will remain with the applicant. However, materials produced must be made available – free of charge – for potential future use by Comhar Sustainable Development Council. Comhar SDC will at all times acknowledge copyright.

About Comhar SDC

Comhar, the Sustainable Development Council, was established in 1999 as the forum for national consultation and dialogue on all issues relating to sustainable development. The Council has 25 members drawn from five pillars:

1. The State sector
2. The economic sector
3. Environmental NGOs
4. Social / community NGOs
5. The professional / academic sector

The current Chairperson of the Council is Professor Frank Convery, Heritage Trust Professor of Environmental Policy at UCD.

Comhar SDC is supported by a full-time secretariat based in St. Andrew Street, Dublin 2. Further information is available from www.comharsdc.ie.

Further Information

If you have questions about the Comhar Sustainable Development Media Fund, or any aspect of the application process, please contact: DHR Communications, 101 James's Street, The Digital Hub, Dublin 8. Tel: 01-4885808, Email: media@dhr.ie.