



Comhar Sustainable Development Media Fund 2010

Guidelines

1. Background

The Comhar Sustainable Development Media Fund is a funding scheme offered by Comhar Sustainable Development Council for media projects focusing on sustainable development. It is aimed at promoting more and better coverage of sustainable development issues in the Irish media.

The Fund is divided into two categories:

- i) Funding for media practitioners – to produce and publish / broadcast media projects focusing on sustainable development issues.
- ii) Funding for capacity-builders – to deliver an event aimed at increasing the capacity of media practitioners to understand and effectively cover sustainable development issues.

2. Who can apply?

Funding for Media Practitioners

- 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.

Funding for Capacity-Builders

- Individuals or organisations with expertise and experience in training and capacity-building on sustainable development. Applicants must also have a strong understanding of Irish media operations.

3. Criteria

Funding for Media Practitioners

- 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 2010 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 Authority of Ireland (unless part of RTÉ or TG4).
- 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 sourcing of additional co-funding from another media sponsor is not precluded under this awards scheme.
- The proposed media project must focus on **one or more of the sustainable development themes** outlined in the following section.

Funding for Capacity-Builders

- The target audience for the capacity-building events must be comprised of media practitioners and / or media students.
- All logistical arrangements – including venue hire, programme details and promotional activity for the event – will be the responsibility of the applicant.
- Successful applicants must commit to publishing the event proceedings within two months of the date of the event, and making these available to Comhar SDC.
- Funding sought must be for **costs to facilitate the project**. Funding will not be granted for retrospective work or capital expenses.
- **€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 events that have a national reach.
- The sourcing of additional co-funding from another media sponsor is not precluded under this awards scheme.
- The proposed event must focus on **all of the sustainable development themes** outlined in the following section.

4. Themes

Proposed media projects should focus on one or more of the following themes. Proposed capacity-building events should cover all of these themes.

- **Climate Change and Clean Energy**
For example:
 - Addressing how Ireland could meet its international obligations on climate change and contribute to the overall EU target of reducing greenhouse gas emissions to at least 20 per cent below 1990 levels by 2020; examining policies and actions which help Ireland adapt to climate change.
 - 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.
- **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 that address the economic recession and environmental problems simultaneously, thus leading to improvements in the overall wellbeing of the population.
 - Examining best practice and sectoral initiatives.
- **Biodiversity and Natural Resources**
2010 is the International Year of Biodiversity and projects in this category are particularly welcome. Such projects might, for example, focus on:
 - Examining the links between human well-being and biodiversity and the 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 that 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.
 - Examining the role of green infrastructure in maintaining ecological functions at the landscape scale, through multi-functional spaces providing associated benefits to human populations (through eco-system goods and services).

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.

5. Selection of successful applications

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

- Noel Casserly, Director of Comhar SDC
- Niamh Kirwan, Policy Analyst, Comhar SDC
- Elaine Nevin, Director of ECO-UNESCO, Ireland's Environmental Education and Youth Organisation
- Duncan Stewart, Broadcaster and Environmentalist
- Catherine Heaney, Director, DHR Communications

For all projects, 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.
- Value for money.

For applications from media practitioners, applications will also be assessed under the following criteria:

- Collaboration across various types of media.
- Estimated audience / readership reach.
- Likely position on broadcast schedule / prominence in publication or online media.

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

6. Terms and Conditions

- Applications must be made by full completion of the relevant funding application form. Application forms are available from DHR Communications, Tel: 01-4885808, Email: media@dhr.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 Friday, 18th June 2010.
- Applications will be accepted by post or – preferably – by email. Applications should be sent to: Comhar Sustainable Development Council, c/o DHR Communications, 101 James's Street, The Digital Hub, Dublin 8, Email: 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 (via DHR Communications) 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 2010.
- Successful applicants will be required to provide bank account details to facilitate the electronic transfer of funds. Payment of funding is made through the Department of the Environment, Heritage and Local Government, and the relevant forms will need to be completed as soon as possible after funding is approved. A representative of DHR Communications will make contact with all successful funding applicants and explain the process in more detail once the funding awards have been announced.
- Funding will be disbursed to successful projects as soon as possible and when a contract has been signed between the applicant 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 their project. Technical advice will be available from Comhar SDC for this purpose.
- Every project funded by Comhar SDC must publicly acknowledge the support received and include a link to the Comhar SDC website in relevant print / online materials. The following wording should be used in relation to projects supported under this Fund: 'Supported by the Comhar Sustainable Development Media Fund, www.comharsdc.ie'.
- Successful applicants may be invited to attend events to showcase the work and outputs arising from the Comhar Sustainable Development Media Fund. As a condition of funding, they will be expected to cooperate with the Fund administrators in the event of being invited to participate in showcasing activities.
- 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 SDC, including on the organisation's website. Comhar SDC will at all times acknowledge copyright.

7. About Comhar SDC

Comhar 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:

- i) The State sector.
- ii) The economic sector.
- iii) Environmental NGOs.

- iv) Social / community NGOs.
- v) The professional / academic sector.

The current Chairperson of the Council is Professor Frank Convery, Director of the Earth Sciences Institute at UCD.

Comhar SDC is supported by a full-time secretariat based in Block 7, Irish Life Centre, Lower Abbey Street, Dublin 1. Further information is available from www.comharsdc.ie.

8. Further Information

The Comhar Sustainable Development Media Fund is administered and promoted by DHR Communications, on behalf of Comhar SDC. If you have questions about the 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.