



**Contracting Authority:** European Commission

Raising public awareness of development issues and promoting  
development education in the European Union

## **Annex A.1 – Concept note**

**Budget lines:** BGUE 21.020801 and 21.020802

Reference:

EuropeAid/151103/DH/ACT/Multi

**Raising public awareness of development issues and promoting  
development education in the European Union**

Deadline for submission<sup>1</sup> of concept notes:

**01/06/2016 at 16:00 (Brussels date and time)**

(in order to convert to local time click [here](#)<sup>2</sup>)

[Number & title of lot]	<b>Lot 3 - Financial Support to Third Parties</b>
Title of the action:	<b>Frame, Voice, Report!</b>
Name of the lead applicant	<b>CISU – Civil Society in Development</b>

Dossier No	
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(for official use only)

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<sup>1</sup> Online submission via PROSPECT is mandatory for this call for proposals (see section 2.2.2 of the guidelines). In PROSPECT all dates and times are expressed in Brussels time. Applicants should note that the IT support is open from Monday to Friday 08:30 to 18:30 Brussels time (except for public holidays).

<sup>2</sup> An example of a time converter tool available online: <http://www.timeanddate.com/worldclock/converter.html>

# 1 CONCEPT NOTE

## 1.1. Description of the action

### 1.1.1. Fill in the table below:

<b>Objectives of the action</b>	<p><u>Overall objective:</u> Strengthen the engagement among the general public towards the SDG agenda through communication actions of a large number of small and medium-sized development organizations, based on the tools promoted and developed under former EU DEAR grants: “Reframing the message”, “DevReporter network”, and “Enhancing Southern Voices”, all reflecting similar values and frames for development education.</p> <p><u>Specific objective:</u> To improve and enlarge, through an integrated funding and learning process, the communication on the SDG agenda of 200-300 small and medium-sized development organisations in 7 member states, with a specific emphasis on gender, climate change and migration, while stressing global interconnectedness, involving partners from the Global South and cooperating with the media.</p>
<b>Target group(s)<sup>3</sup></b>	<p>200-300 small and medium sized development organisations and their tens of thousands of active members and volunteers.</p>
<b>Final beneficiaries<sup>4</sup></b>	<p>1.25 million EU citizens who will be informed through the activities of the trained and sub-granted organizations and through cooperation with the media. Among these 62.500 (5%) EU citizens are engaged to take part in actions and make informed choices as citizens and consumers.</p>
<b>Estimated results</b>	<p><u>Output:</u> 1) 200-300 actions of development organisations funded that contribute to a better understanding of the general public on the SDGs and especially SDG goals related to gender, climate change and/or migration. 2) These 200-300 organisations trained to use positive values and frames, cooperation with the media and voices from the south in their communication.</p> <p><u>Outcome:</u> 1) Increased capacity and outreach of 200 to 300 small and medium sized organisations to communicate on the SDGs in a constructive and engaging way and reaching a wider public through media. 2) Increased networking and learning between these organisations (third parties) in the use of relevant communication tools and increased synergy between applicants in the use of methods for capacity building and sub-granting.</p> <p><u>Impact:</u> Citizens in the 7 countries know about the SDGs, how they can contribute themselves towards achieving the SDG agenda, and they act accordingly.</p>
<b>Main activities</b>	<p>1) Two rounds of subgranting to 200 to 300 third parties in 7 countries. 2) Capacity building and networking of these third parties. 3) International meetings and creation of shared website ensuring networking and knowledge sharing among applicants and – where possible - third parties.</p>

<sup>3</sup> **Target groups** are groups/entities who will directly benefit from the action at the action purpose level.

<sup>4</sup> **Final beneficiaries** are those who will benefit from the action in the long term at the level of the society or sector at large.

### 1.1.2. Description of the action: cover all the 5 points in the instructions: (max 1 page)

**i. Background:** EU civil society organisations (CSOs) working with international development are reorienting themselves from using stereotypes of poor people to more nuanced communication on the structural causes of poverty and the role and responsibility of EU citizens. The applicants of this action have all been involved in this process through “*Reframing the Message*”, with its toolkit “Changing Narratives” about values and frames; “*Enhancing Southern Voices*”, collecting best practices of southern voices in development education and “*DevReporter Network*”, with a “Vademecum” on good ethics for development education focusing on cooperation between CSOs and media. Now we want to move from awareness to action and disseminate these tools in 7 countries/regions (BE, Catalonia (ES), DK, FI, NL, Piemonte (IT), Rhône-Alpes (F)). Thus the title: Frame, Voice, Report!

**ii. Explanation to objectives.** Through subgranting, capacity building of third parties and networking and learning between third parties and applicants, the action will contribute to improved and enlarged communication on the SDGs, in a way that invites EU citizens to act and make informed choices.

**iii. Key stakeholders: Attitudes and consultations.** 200 to 300 CSOs from the applicants’ more than 1.000 members as well as the thousands of other organizations accessible to them. During former trainings these organizations expressed great interest in improving and enlarging their communication. Journalists and media: Cooperation between CSOs and the media will involve journalists from the DevReporter Network; from the “World’s Best News” (WBN) campaigns; or active in established media channels or development magazines. All applicants will also share experiences with their national CSO networks.

#### **iv. Types of activities, output/outcomes/impact incl. linkage between clusters of activities**

1) Two rounds of subgranting in 7 countries to 200-300 third parties. Eligible activities: Production of communication outputs (e.g. materials, reportages, photos, text, web, audios and videos), events (e.g. debates, exhibitions, workshops), salary and travel for journalists and consultants, participation of partners from partner countries, translation, travel, coordination and admin for third party. *Actions must:* Contribute to awareness raising and increased public engagement in relation to the SDGs, implement principles from “Reframing the Message” or “Vademecum” and be cost-effective. *Priority* will be given to actions that: Focus on migration, climate change or gender equality, include “Southern Voices” and cooperate with media.

Eligible entities must (in addition to EU defined criteria): Have existed for min. two years; have min. 30 members/supporters/volunteers to ensure popular anchorage; be based in the country (BE, DK, FI, NL) or region (Catalonia, Piemonte, Rhône-Alpes) of the applicants; not have had funding as applicant or co-applicant from EU DEAR calls within the last 3 years. Selection methodology will be based on CISU subgranting procedures (approved by DK state auditors since 2002) and will be administered in each country/region (BE applicants will be administered from NL). Main principles: i) The higher the budget, the higher the demands; ii) Equal access for all eligible CSOs regardless of affiliation to the applicants to this call, iii) Scoring based on selection criteria. The best scored proposals win the grant, iv) Full disclosure of assessment to each third party, full public disclosure of all granted proposals, v) Clear division of roles in between *internal* staff of applicants doing capacity building and administration, and *external* assessment consultants and -committee assessing applications, vi) One application per CSO per call, and only if no previous application has been successful.

2) Capacity building and networking of third parties. The third parties apply for a grant *and* a learning process, consisting of: i) launch seminar (info about Call, guidelines, criteria, principles and tools of previous actions); ii) start up seminar for grantees: establishing a learning community, sharing strategies and methodologies and identifying joint training needs; iii) two trainings (e.g. on “reframing”; media cooperation; use of southern voices or on gender, migration and climate change), iv) peer coaching, v) end seminar: Grantees share experiences with the learning community and other interested organizations.

3) International meetings and shared website: Applicants will meet, share and learn at start-up, during implementation (twice), at closing event, at yearly seminars in Brussels and via a joint website (also for third parties) with tools and training methodologies.

**Financial support:** Total amount to Third Parties: € 4,433,334 (57%) for 200-300 projects. Assessment, PME, and coordination € 1,400,000 (18%). Capacity building and networking: € 1.400.000 (18%). Administration costs: € 544,445 (7%). Grants: Min. € 5,000, Max. € 20,000. Two CSOs together can apply for € 40,000.

**Outputs:** 200-300 CSOs’ communication on the SDGs funded and these CSOs trained. Cooperation between CSOs and media promoted. **Outcome:** Increased capacity and outreach of the same CSOs to communicate in a constructive and engaging way, using relevant Values, Frames and Voices from the South and reaching a wider public through media. **Impact:** Citizens in 7 countries know about the SDGs, how they can contribute to achieving them and they act accordingly.

**v. Timeframe:** 3 years.Y1: International start up meeting, select staff; set up subgranting system and M&E; launch website and 1<sup>st</sup> Call; assess applications. Y2: Training and network activities for 1<sup>st</sup> round applicants; launch 2<sup>nd</sup> Call and assess applications; training and network for 2<sup>nd</sup> round applicants; Y3: continued training & networking; final evaluation; assess reports; international closing event.

## 1.2 Relevance of the action (max 3 pages)

### 1.2.1 Relevance to the objectives/sectors/themes/specific priorities of the call for proposals

#### i. Relevance to the objectives and priorities

The SDGs connect European citizens with the interconnectivity of global problems and root causes of poverty. We will require all third parties to address the role and responsibilities of all countries and citizens in Europe to help achieve the SDGs and to include perspectives from the Global South. In the ranking of proposals received, priority will be given to i) applications which focus on SDGs related to the causes and solutions of *migration* (including poverty, hunger, health, water); *climate change* (including energy, consumption, climate, oceans, desertification); and *gender* (including women, inequality, inclusive societies); ii) aim at informing and engaging European citizens about *global interdependencies* in relation to these three themes; iii) Present concrete possibilities for citizens to contribute to development work.

#### ii. Relevance to sub themes/sectors/areas

Point of departure for third party actions are the stories and experiences from partners in the Global South, using these to feed into the debate. Enhancing Southern voices means not only representing realities from the South, but also engaging people in the South or from diaspora communities to DEAR activities both on strategic and action level. The third parties we aim for are in a special position to do so: Small and medium sized CSOs involved in development - many of them with partners or networks in the Global South or in diaspora communities - can tell nuanced stories about people, communities and living conditions in other parts of the world. These illustrate what people there wrestle with in their lives, what they work on and dream of, and what affects their chances of improving their own lot. E.g. how *climate change* has very real and significant local consequences, how *gender issues* structure power relations and girls' and women's' opportunities, and what urges people to *migrate* despite the dangers lying ahead. First-hand, nuanced and personalised stories are a powerful and engaging voice, which enhances EU citizens' understanding of and engagement in development issues abroad and at home. In addition, small and medium sized CSOs often have a good relationship with Local Authorities, cooperating on local events or promotion of Fair Trade or MDGs (now SDGs). Together, they cover wide parts of applicants' countries/regions and their populations. They are in close touch with people in local communities; directly, through personal contact, and indirectly, through their access to local media and activities on social media. Thus, their messages get close to people. They offer citizens opportunities to get involved in development (education) work as volunteers and, with our support, can link citizens to relevant national or international campaigns.

#### iii. Which results will be addressed

Our Theory of Change is: If sub granting, capacity building and networking are combined then changed communication awareness and experiences can be anchored in concrete *actions* of 200-300 CSOs. If their focus on the SDGs, Values and Frames and Southern Voices is improved, cooperation with media strengthened, and if they offer information on concrete possibilities to act, this leads to: Increased public awareness of global interdependencies between the EU and developing countries and of the SDGs; improved public understanding of issues and difficulties facing developing countries and their peoples among 1.25 million European citizens; and increased active engagement of 62,500 citizens (5%).

### 1.2.2. Relevance to the particular needs and constraints of the target country/countries, region(s) and/or relevant sectors, synergy with other EU initiatives and avoidance of duplication

#### i. Specific pre-project situation in the target country/countries, region(s) and/or sectors.

36 % of European citizens have heard about the **SDGs**, but most do not know what they are. Some target countries score slightly below to above average and two high (Spec. Eurobarometer 441, country reports). More knowledge is needed about the SDGs and especially how one, as an individual or collectively, can help achieve them. E.g. 47% of the EU population perceive **climate change** as one of our most serious problems, but only 19% see themselves as personally responsible for tackling it (IT 12%, ES 20 %, FR 22%, BE 28%, DK 34%, FI 38%, NL 43%) (Euro Barometer 2015). However, climate change undermines food security and stable living conditions, increases poverty and conflict and hence increases **migration** and the harsh debates around it, further fuelled by the economic crisis. The way media frame migration as a security threat is unhelpful in building inclusive societies, and people tend to seek national isolation instead of acting upon the reality of global interconnectedness. Third parties (small and medium sized CSOs) working with Southern partners or diaspora communities can help build bridges by showing the background of migrants, how climate change influences their lives and how migrants contribute to global development, highlighting the motives and personal stories of individual migrants and volunteers helping them. The influx of migrants has furthermore fuelled fierce debates on **gender**, especially on violence against women and gender power relations in Europe and abroad. There is a need for breaking stereotypes and provide personalized stories to create a more conducive environment for dialogue on gender issues across cultures. By developing reframed communication activities and collaborating with the media, CSOs can strengthen public awareness of these issues. The target countries have a long tradition of **development education**. However, the options for public funding have recently decreased or disappeared. There is also a funding crisis in the media. Many media institutions are interested in writing about development, but are forced to cut down on expenses. They focus on the ongoing news flow, using predominantly negative frames. This is worrying as the focus in the

public debate is negative and fear dominates. Yet, many citizens feel they know too little about international development, with an overwhelming majority interested to learn more (annual surveys DK, FL 2015). Yet, the drastic reduction of funds has also led to strategic reorientation and building of alliances and networks. This strengthens the momentum for rethinking *how* to communicate about global development. We will promote third parties' communication that challenges the dominant narratives and create opportunities for journalists and CSOs to cooperate and address these challenges together.

**ii. Detailed analysis of the problems to be addressed and how they are interrelated.**

The economic crisis in Europe affects the solidarity of citizens and their engagement in the reality of poor countries. This can also affect their understanding of the interrelatedness of problems and of their own role in combating poverty and climate change. It is thus essential to strengthen development education and the quality of media coverage. At policy level, development education is emphasized in many ways and CSOs are considered important partners, but funding is scarce. Pressure is put on CSOs' own fundraising. This increases competition and negatively influences the educational quality of CSOs' communication. Therefore, this action will address:

The problem of the *quality* of current development education and coverage in media.

Despite current debates about communication in the development sector – not least due to applicant's former DEAR actions - many CSOs and the media still use simplified communication, reproducing stories of poor victims, stressing that the way to solve poverty is to donate money. Development communication tends to be dominated by a fundraising agenda which prioritizes emotional responses to donate instead of reflection on citizens' own lifestyle and responsibility. *Reframing the Message*, *DevReporter Network* and *Enhancing Southern Voices* have previously addressed this with development organisations (*all*) and journalists (*DevReporter*). First steps have been taken in awareness raising. The interest, enthusiasm and tools exist, but funding to implement the new insights is scarce. This action provides sub grants to small and medium sized CSOs to implement what they have learned, in a way that encourages cooperation with media and continuous learning and sharing.

The problem of *lack of volume* in development education and coverage in media.

The outreach of development education in the 7 countries has decreased significantly due to funding cuts. For small development CSOs time and money are scarce. As their main focus often is international projects, development education often comes as a second priority. By making funding available and cooperation with media an eligible activity, this will be addressed, while the interest and willingness of the media to focus more on development issues will be stimulated reaching an even broader group of final beneficiaries than small CSOs can on their own: At least 1.25 million citizens.

**iii. Relevant plans undertaken at national, regional and/or local level and relation thereto.**

The action will link to current (BE, FI, FR, NL) or upcoming (IT, DK, CAT) SDG Committees or Municipalities.

**iv. Activities/results of previous actions; main conclusions and recommendations of evaluations.**

This action builds on two previous EU funded DEAR actions, *DevReporter Network* and *Reframing the Message*, plus the project *Enhancing Southern Voices*. It will bring these from the level of awareness raising to actions through subgranting, knowledge sharing and networking. All applicants have previous experience with promoting a holistic understanding of the causes of poverty focusing on global interconnectedness. All have developed tools as part of the process of awareness raising of development organizations. All are ready to put these tools into action at a larger scale. All have experience and obtained successes with subgranting (except for FI, though KEPA has been preparing for it). The evaluations of the previous actions stressed the following: 1) to achieve sustainable change at organisational level, one needs to train more than one person per organisation and include trainees from management level; 2) cooperation with the media gives larger outreach; 3) networking and learning strengthens the skills and cooperation of stakeholders; 4) development education actions have more impact and coherence if they include Voices from the South.

**v. Potential synergies with other initiatives, in particular by the European Commission.**

Where World's Best News campaigns exist (DK, NL), the action will cooperate with these. The same for the other five countries if a WBN campaign would be started there. 'Good News' generated by the third parties funded will feed into WBN campaigns. Both *DevReporter Network* and *Reframing the Message* used principles of constructive journalism. Instead of integrating the further development of this method in *this* application, we will link with the World's Best News campaigns that work explicitly with constructive journalism. The action will also link up to and strengthen existing initiatives such as World Village festival and Global Education Network (FI), International Solidarity Week and the Week of the Media at Schools (FR), and cooperation with universities (CAT, IT, FR). We will also continue our knowledge sharing with Concord.

**1.2.3. Describe and define the target groups and final beneficiaries, their needs and constraints, and state how the action will address these needs**

**i. Target groups and final beneficiaries, including selection criteria**

The target group is small and medium sized CSOs involved in development cooperation, located in the regions of Catalonia, Piemonte and Rhône-Alpes and in BE, DK, FL and NL. The direct target group consists of 200-300 CSOs that will receive sub grants, capacity building and networking. These CSOs come from members and associates of the platforms the applicants are representing as well as other active

organisations fulfilling the eligibility criteria described in part 1.1.2.iv. In DK (5.4 mil inhabitants) CISU has 290 members; in NL (17 mil inhabitants) Wild Geese works with 350 organisations and local groups, in FI (5.4 mil inhabitants) KEPA has 300 members, in Piemonte (4.4 mil inhabitants) COP has 35 members and other 200 CSOs active in the region; in Rhône-Alpes (7.7 mil inhabitants) RESACOOOP works with 2,100 CSOs; in Catalonia (7.5 mil inhabitants) LAFEDE.CAT has 116 members and other 200 COSs active in the region; in BE (11.2 mil inhabitants) Wild Geese will collaborate with the Network 11.11.11 (associate partner of the action), which groups 60 Flemish CSOs and 330 municipal groups.

The *indirect target group*, through open Calls for Proposals, consists of all CSOs that fulfil the eligibility criteria, including the thousands of organisations related to the networks of the applicants. Interested CSOs will learn about the subgranting and thus be made aware of the importance of interconnectedness, the SDGs and the principles of our previous actions. The target group CSOs are mostly run by volunteers or have only a few employees or project based staff and a relatively small budget. Most of the sub-grantees will be locally based and have a close relationship with local EU communities. If each reaches an average of 200 persons intensively, this gives 50,000 *direct beneficiaries*. By subgranting cooperation between CSOs and the media, the *final beneficiaries* number more than 1.25 million (in average 5,000 per project).

#### **ii. Needs and constraints of each of the target groups and final beneficiaries.**

Applicants have experienced great enthusiasm and an overall interest among small and medium sized CSOs about how to communicate the values and underlying framework of the SDGs. A main constraint though is their difficulty raising funds for development education. Also, they need to strengthen relationships with journalists and the media plus their use of social media to reach out to more people. They need to improve their capacity to use the principles developed in *Reframing the Message*, *DevReporter* and *Enhancing Southern Voices* and to share best practices. The final beneficiaries face a complex world and need quality information in order to understand the global challenges and take action.

#### **iii. Relevance of the proposal to needs and constraints of target groups and final beneficiaries.**

The tools and networks developed in previous actions will provide strong support to third parties in developing relevant and high quality actions, framing their communication and cooperating with media when communicating about the SDGs and especially migration, climate change and gender. All applicants are CSO platforms or have a long history of cooperation with small and medium sized CSOs who themselves cannot compete for EU funding. We have experience with subgranting, facilitating networking and sharing of best practices. The action builds upon lessons learned and principles developed through former actions. A solid theoretical and methodological base is already established for further capacity building of CSOs. The combination of sub-granting, learning and networking for third parties creates synergy between theory, capacity and activities and addresses the multiple needs of the target CSOs.

#### **iv. Participatory processes ensuring participation by the target groups and final beneficiaries.**

The design of this proposal is based on consultations and seminars with CSOs as part of previous actions and dialogue with member organizations, especially regarding the need for capacity building and networking. All applicants of the consortium apply effective participatory approaches.

#### **1.2.4. Particular added-value elements**

Best practices from the innovative previous actions will be shared at meetings with third parties and through a shared website. Exchanging experiences from previous actions is a cost effective way of disseminating learning. The website will show summaries of all sub-granted actions and lessons learned from the proposed learning communities. Most potential third parties cooperate with partners from the global south or diaspora communities in Europe, giving them a unique opportunity to communicate personal and nuanced stories about real people. The applicants have extensive experience with the implementation of EU grants, with proven methodologies for subgranting; have access to a great number of small and medium sized CSOs, local groups, networks of journalists and the media in Europe and the Global South, local authorities and universities; and link into national networks, platforms and campaigns. CISU as the lead applicant has 15 years experience with subgranting and capacity building for development CSOs and has developed and tested systems and procedures that ensure optimal synergy between subgranting and learning.

For more information on previous actions please see:

*Reframing the message*: <http://deep.org/communication/reframing-the-message/> (CISU, WILDE GANZEN – (plus Divoké husy who is not part of this current proposal)

*DevReporter Network*: <http://devreporternetwork.eu/fr/grant/> (COP, LAFEDE.CAT, RESACOOOP)

*Enhancing Southern Voices*: <https://www.kepa.fi/sites/kepa.fi/tiedostot/julkaisut/enhancing-southern-voices-in-global-education.pdf> (KEPA - not EU DEAR funded)