



## FAQs

# Media Content Grants

### 1. Can I apply?

The grant will benefit media, marketing agencies, production companies, national minority organisations, as well as individual journalists, directors, and screenwriters who have experience in creating media content and a platform for its publication.

### 2. Do I need a legal entity?

Yes. Apply as for-profit or non-profit legal entity registered in Ukraine (FOP, LLC, NGO).

### 3. What should my project be about?

The main focus of the project should be the history, culture, and current experiences of Ukraine's national minorities. Dedicate 80% of the content to this theme: four out of five articles, 48 minutes of a one-hour film, etc.

Consider the current needs, challenges, and broader context of the national minority about which you are creating content.

### 4. Whom do you consider as national minorities?

**National minorities** are considered to include all groups that:

- Are a stable group of Ukrainian citizens
- Are not ethnic Ukrainians
- Reside within Ukraine's internationally recognised borders
- Are united by shared ethnic, cultural, historical, linguistic, or religious characteristics
- Are aware of their identity as a minority
- Have a desire to preserve and develop their linguistic, cultural, or religious identity



## 5. Will a project about the Ukrainian diaspora abroad be eligible?

No, only projects about national minorities living within Ukraine are eligible.

## 6. What do you mean by media content?

Articles, special projects, documentaries, television and YouTube programmes, TikToks, YouTube reels, and Instagram shorts, radio broadcasts, and podcasts.

## 7. What languages can the content be in?

- Ukrainian.
- **Official languages of the EU**, such as Bulgarian, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hungarian, Irish, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish, or Swedish.
- **Endangered languages of Ukraine**, such as Belarusian, Gagauz, Yiddish, Karaim, Crimean Tatar, Krymchak, Romani, Rumej, or Urum.

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All content must also be available in Ukrainian (subtitles may suffice for videos). We would be delighted if you also prepare an English version, but this is not a requirement.

## 8. Which country should the content be targeted at?

The content should be distributed in Ukraine or the EU, depending on the topic, target audience, and your objectives.

## 9. Where can I publish the content ?

You can publish on your own platforms or negotiate with other media outlets or blogs.

If you plan to promote content through partner media, include a confirmation letter with your application.

## 10. Are there any requirements for promotion ?



No. Our experts will assess your target audience and the strategy for engaging with them. You can include promotion and targeted advertising in your budget, but specific figures will not influence the evaluation of your application.

### **11. Who owns the intellectual property rights to the content ?**

You will retain the copyright to your content. The grant agreement will specify cases where the House of Europe, Goethe-Institut Ukraine, and the EU may use the content for marketing purposes—with your consent.

### **12. Can I make profit from the content ?**

Not until the grant agreement expires.

### **13. When can I start working on the project ?**

You can start working on the project around late March or early April. We will notify you of any changes so you can plan accordingly.

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### **14. How much time do I have to complete the project ?**

Get done with production, publication, promotion, and reporting by 18 August 2025.

### **15. What is the grant amount?**

From EUR 10,000 to EUR 20,000.

### **16. What expenses does the grant cover?**

- Fees for team members and contractors
- Equipment and office or studio rental
- Production expenses, including: Photography and video filming, music recording, editing, and more
- Promotion, such as advertising on social media
- Business trips within Ukraine to create content
- Translation services
- Copyright licences



- Paid software and services required for the duration of the project
- Domain registration or website hosting during the project period
- Design and printing
- Shipping and postal services.
- Other expenses directly related to the project

## 17. What expenses are not covered by the grant ?

- Expenses related to ongoing projects (except for new seasons of existing projects)
- Content for blogs that primarily repost content from other creators rather than producing original work
- Book publishing
- Translating content created by other authors
- Purchasing equipment
- Personal belongings
- Debts
- Preparation of your grant application
- Costs incurred before the grant agreement is signed
- Taxes
- Other expenses unrelated to project implementation

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## 18. Can I cover part of the costs myself?

Of course, you can put up your own money or raise additional financing. Do not forget to include this in the budget.

## 19. Where do we specify all the conditions?

We will sign the grant agreement. The detailed text of the agreement will be available if you win the grant.

## 20. Will I receive the entire amount at once?

No, the grant will be disbursed in two payments: 80% of the grant will be transferred within 14 calendar days of signing the agreement. The remaining 20% will be transferred within 30 calendar days after the reports have been approved.



This means that you need to deposit some of your own money. Once the reports are approved, we will return the money to your account.

## **21. In what currency will the grant be paid?**

The grant will be paid in UAH, based on our domestic exchange rate on the day of the transfer.

## **22. When will I receive the money?**

We will sign the grant agreement in the second half of March. The first payment will be made within 14 calendar days of this date.

## **23. Can I change the budget after signing the agreement?**

Yes, but only slightly: you can adjust each budget category by up to 20%. If you require something that couldn't have been foreseen at the application stage, contact us, and we will do our best to assist.

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Please note, the total grant amount cannot be increased.

## **24. What about taxes?**

The tax liability depends on the legal registration of your organisation.

For non-profit organisations (NGOs and CFs), the grant is not taxable.

For LLCs and individual entrepreneurs, tax must be paid. The exact amount depends on the organisation's legal form and tax system.

To determine the precise amount, consult a tax advisor. Even under a simplified system, you may need to pay a tax of 23% (18% personal income tax and 5% military levy).

## **25. Can tax be included in the budget?**

No, but social benefits and taxes for full-time employees can be included.

## **26. Can the head of an NGO receive a salary?**



Yes, but only under a civil law contract.

## 27. Can the owner of a sole proprietor receive a salary?

If you apply as a sole proprietor, the owner of the legal entity cannot receive salary. This can be avoided by applying as an NGO.

## 28. Can the grant be withdrawn?

Only in critical cases, though we are confident this will not happen to you.

If you spend the grant on anything not outlined in the application, purchase items outside the budget without consulting us, or fail to submit reports, we may ask you to return the grant in full or in part.

To avoid this, contact us immediately if you are unsure about anything.

## 29. How is reporting organised?

After completing the project, you must submit two reports: a financial report and a substantive report. In these, you will explain your activities and detail the associated expenses.

We will provide clear reporting guidelines when the grant agreement is signed. If you have any questions, we are here to help.

## 30. How to apply?

Please complete an [online application](#). Log in, click the “Start entry” button, choose the chapter “Media Content Grants”, and open call “National Minorities Media Content Grants”.

## 31. How many applications may we submit to the competition?

One. If you submit multiple applications, we will consider the most recent one.

## 32. What language should we fill out the application in?

Fill out the application, budget form, and the event plan in Ukrainian or English, whichever is more convenient for you.

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### 33. In what format should I present my idea?

Attach a project description using [our template](#).

In the form, include the following:

- For documentary films: a synopsis, character and expert descriptions, filming locations, duration, equipment, etc.
- For podcasts, radio shows, YouTube, and TikTok formats: a list of episodes with topics, content, format, duration, characters, recording locations, equipment, etc.
- For articles and special projects: a list of materials with topics, content, characters or experts, circulation (for print media), equipment, etc.

Yes, we ask for a lot of details. However, the more details you provide about your project, the easier it will be for the experts to believe in your idea and assess it fairly.

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### 34. How will you choose the winners?

Independent experts will select winners based on the [selection criteria](#).

### 35. How many winners will you choose?

We will support 5–10 projects, depending on the budgets of the selected winners.

### 36. How can I gain an advantage during the evaluation?

- Create content in one of Ukraine's endangered languages
- Publish content in the media of national minorities
- Address one of our priority topics, such as environmental sustainability, equal opportunities, inclusion, digitalisation, media literacy, decolonisation, or cultural heritage preservation

### 37. When will you announce the results?

[We will share the results by the end of March 2025.](#) Do not forget to check the email address you provided during registration on the online platform.



Due to the large number of applications, we will not be able to provide individual feedback.

**ЗВ. I don't see an answer to my question. What should I do ?**

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