



Granting Guidelines

Connect for Global Change



Co-funded by
the European Union

Connect for Global Change

Connect for Global Change seeks to develop an inclusive society where more EU citizens have a sense of co-responsibility to address sustainable development and global challenges. This is done by subgranting small and medium-sized civil society organisations' global citizenship education and awareness raising projects in eleven EU countries.

How to read the guidelines?

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|------------------------|--|
| 1. Purpose | All actions granted must be in line with the purpose of the support facility; or in other words, the change wanted in the action (project) will be a contribution to the aim of the facility. |
| 2. Principles | Issues (values, ethical concerns) which actions should not be contradictory to and which are sometimes (if stated) reflected in requirements or assessment criteria. |
| 3. Definitions | Definitions of some key concepts within Connect for Global Change. |
| 4. Requirements | Issues that must be met by an action or by the applicant(s) in order for the application to be eligible. E.g. that organisations must have existed for one year. |
| 5. Assessment criteria | Actions can live up to these to a lesser or greater extent. The actions are scored on each criteria which makes it possible to compare actions between each other in order for us to grant the best actions. If applicants apply for a smaller amount they and the action will not have to live up to these criteria to the same extent as an application for a larger amount. These criteria will correspond one-to-one with the criteria in the evaluation grid. |
| 6. Procedure | Applications will be evaluated and assessed according to a pre-established procedure to ensure independence and transparency. |

1. Purpose

The proposed actions must contribute to the purpose of the support facility which is: *Empower, engage, and connect EU citizens, and in particular youth and those less sensitive to and less involved with global challenges, to take shared responsibility to create a more inclusive, equal, and sustainable world.*

Purpose described:

Approaches and methodologies used in the proposed action shall increase awareness, critical understanding, and meaningful engagement in global challenges. The applicant has a responsibility to make it possible for the target group to engage, act, and/or critically reflect on development challenges.

- Promote **critical understanding**: EU citizens must be empowered to take a position and critically reflect on the issues promoted by the action. When critical understanding or thinking is promoted it means that target groups take defensible positions, reflect, analyse, evaluate different ideas and positions. It is demonstrated through the target group's ability to express informed responses and independent thought.

The action is assessed on its ability to motivate the target group to be critically aware of the issues presented by the action (move up in the engagement pyramid to level 2 and up; see an elaborate explanation of the engagement pyramid in chapter 3 of these guidelines or the toolkit).

- **Meaningful engagement**: EU citizens must be enabled to engage in a practical manner with the proposed action and contribute to it as a supporter, activist, multiplier or innovator

The action is assessed on its ability to motivate the target group to meaningfully engage (move up in the engagement pyramid to level 3 and up).

- **Global challenges** have to be part of the actions if we are ***to create a more inclusive, equal, and sustainable world***. Global challenges refer to urgent topics and agendas related to EU partner countries mentioned in this [document](#), development cooperation and promoting Sustainable Development Goals. The actions can focus on topics such as social and environmental justice, gender equality and inclusion, or other topics related to the Sustainable Development Goals. The variety of topics is great but they have in common that they are of global relevance.

2. Principles

The following principles are seen as the basis for well-designed awareness raising and engagement work and actions,

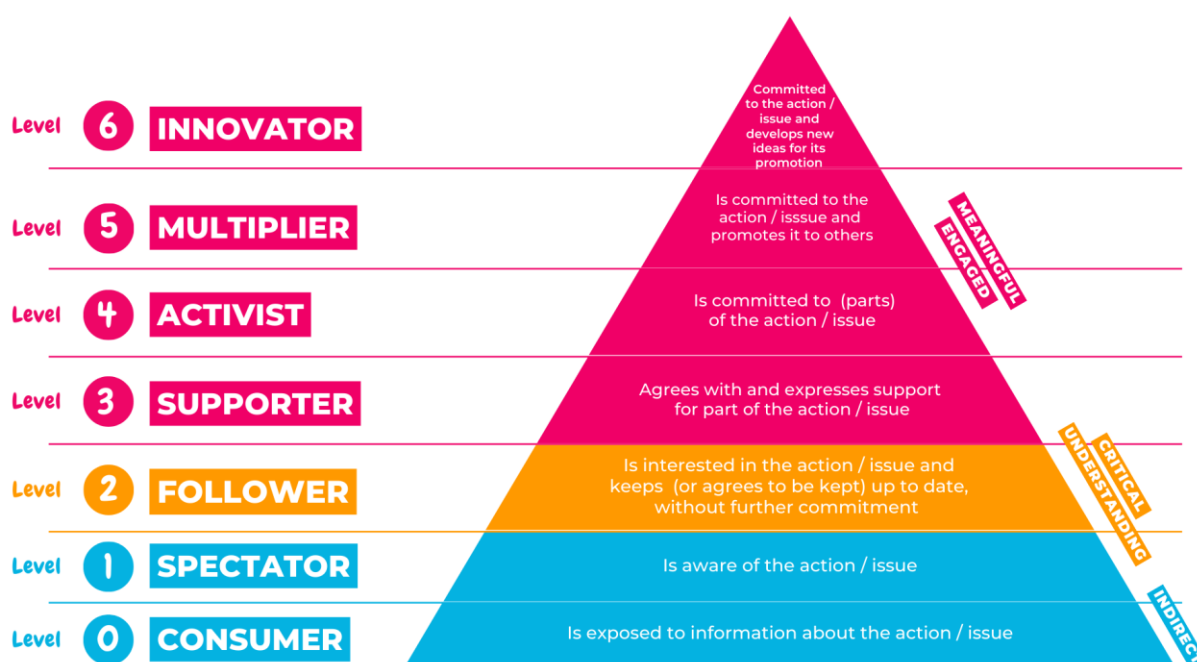
- **Know your target group:** A thorough knowledge of your target group is a prerequisite for reaching these people with knowledge, and opportunities to act. The action's methods must be adapted to the target group and must be based on knowledge of their local context, and what interests, and motivates them. In practice, this means that the applicants are assessed on the extent to which the applicants have specific knowledge of the target group, access to it and are expected to be able to include them in the development of the action (assessment criteria 2).
- **Involve the people who it is about:** The proposed action must involve people touched by the impact of the global challenges, as actors, narrators, participants and/or collaborators in a qualified and ethical sense. When involving these people applicants can benefit and develop existing relations with them. Meaning in an equal, constructive, and respectful way. In practice, this means that the application is assessed on the extent to which people and/or actors from the communities impacted by the global challenges have or will have a central role in the proposed action (assessment criteria 3).
- **Cooperate with relevant stakeholders:** Cooperation makes you stronger. Civil society organisations, youth organisations, networks, informal groups, movements, local authorities, educational institutions, etc. should work together, complement each other and through partnerships across disciplines engage more EU citizens. In practice, this means that it strengthens a proposed action if the applicant is part of a partnership (assessment criteria 3).
- **Be gender transformative:** Proposed actions must take into consideration opportunities for individuals and society to actively challenge gender norms. Promote positions of social and political influence for women and those people affected by intersecting or multiple discriminations, such as racism, LGBTQIA+ phobia, ableism, social class, etc. in communities, and/or address power inequities between people of different gender identities and discrimination from an intersectional gender perspective. In practice this means that the applicant should describe in the application how the proposed action relates to gender equality and gender transformative, rights-based and/or intersectional approaches in its design, planning and implementation (assessment criteria 4).
- **Be innovative:** Trying something new to improve impact is a good idea. When we experiment and get new ideas, try new ways to do things we can create new results and improve our practices. To be innovative is to improve and make better results. In practice, this means that the applicant must include learnings from completed activities or actions carried out by the applicant(s) to ensure that the action is not a repetition of past activities and to ensure that new ideas are reflected in the objectives and approaches applied.
- **Involve youth:** Youth can be effective change-makers if given proper opportunities to participate and act - and they have the right to be heard and have influence on the development of the world. Involvement of youth is key. Youth is considered to be all people

younger than 30 years and older than 15 years. Youth organisations, networks, movements and informal groups are led by younger people and/or are aiming solely at involving people younger than 30 years. In practice this means that the action focussing on youth is assessed on the extent to which it is co-created by and/or developed for young people and promotes collaboration with youth entities (assessment criteria 2 (and 3 on stakeholders?).

- **Focused on non-formal education:** Connect for Global Change focuses on non-formal education. Collaborations and partnerships with schools and educational institutions are possible, but projects framed within formal education or emanating from educational institutions as part of their formal education remit do not fit into Connect for Global Change.

3. Definitions

- **Engagement pyramid:** The applicant must describe in the application how the proposed action takes the point of departure in the Engagement Pyramid - shown in the visual below, and has to explain how it moves the target group(s) from one level to the next level in the pyramid. An elaborate explanation of the engagement pyramid can be found in this [document](#).



- **Critical understanding:** People in the Netherlands are enabled to take a stand and think critically about the issues promoted by the action. This includes enabling the target audience to analyse, evaluate and articulate thoughtful responses and independent thoughts on different ideas and viewpoints. The action is judged on its ability to encourage critical reflection on the issues presented. In the engagement pyramid, critical understanding is reflected from level 2 and up.
- **Meaningful engagement:** EU citizens are empowered to get practically involved in the proposed action and contribute as supporters, activists, multipliers or innovators. The action is judged on its ability to motivate the target group to move up the involvement pyramid, to level 3 and up.
- **People less sensitive and less involved** with the global challenges are identifiable groups in society that possess certain characteristics that either reduce their sensitivity or decrease their involvement in global challenges. The less sensitive and less involved are people who have not taken a position on global development or who have no special knowledge of it. They can easily have a great deal of knowledge about other matters and be deeply engaged in other subjects. And also be neither for nor against global development but their opinion can go

either way. Less sensitive are normally part of a larger target group related to age, education level, financial situation, socio-professional field, Internet use, political orientation, socio-professional categories, therefore in order to reach the target group and the less sensitives, it is important to have in-depth knowledge of their interests, values and skills. Organisations that focus on these target groups should provide an explanation why they consider their target group less sensitive and less involved. This position is reflected in the engagement pyramid as below level 0, so not yet engaged in any way.

4. Requirements

What can you apply for? Requirements concerning the action:

- The project grant awarded can be a minimum of €10.000 and a maximum of €25.000. However, it is possible to establish a partnership with another organization in order to receive a maximum total project grant of € 40.000. In this case, the partners as main applicant and co-applicant(s) should jointly submit a project and each enter into their own cooperation agreement.
- Project grants can cover no more and no less than 90% of the proposed budget. The applicant organization(s) should therefore provide 10% own contribution themselves.
- The 10% own contribution can also be provided by a grant from a province, city, municipality or a grant from a fund or own fundraising. In any case, the total final amount of the incurred, audited and validated costs will consist of 90% funding by the project grant from Connect for Global Change and 10% own contribution by the main organization and partner organizations(s).
- Up to 20% of the awarded project grant can be spent on costs in partner countries of the European Union that are identified in this [document](#) as developing countries and areas outside the area of Europe.
- Project grants are paid 100% at the start of the action.
- For applications submitted in the first application round in late 2024 and awarded in early 2025: Actions including reporting must be completed no later than 31/05/2026
- For applications submitted in the second application round in late 2025 and awarded in early 2026: Actions including reporting must be completed no later than 31/05/2027

Eligible and ineligible cost/activities

For example the following costs/activities can be funded (for a full list see [Article 14 of General Conditions](#) and the [Administrative and Financial Requirements](#)):

This kind of expenses can be funded	This cannot be funded as direct costs
<ul style="list-style-type: none"> Expenses related to activities like participation at events, educational activities, community events, campaigns, mobilising of volunteers etc. Production of communication outputs e.g. learning materials, podcasts, reportages, photos incl. translations and subtitles Expenses related to participation in network and cooperations with others Costs of participation of partners from DAC-countries (visa, insurance, travel, lodging, meals) Fee/salary and travel expenses (including fee for consultants from DAC-countries, for example from partner organisations) Salary of internal staff directly relating to the realisation of the action (e.g. coordination and production of materials) Rent of venue for events Travel (including per diem and insurance) Equipment essential for the realisation of the action (including renting of equipment and insurance) Administration costs directly related to the action Costs related to the verification of expenses: certified copies, costs of mailing original documents (invoices, etc.) Costs for participation in obligatory capacity building activity in the program 	<ul style="list-style-type: none"> Activities with fundraising as their primary purpose Activities that aim at religious conversion Activities which serve (party) politics Administration costs for office, stationery etc. that does not relate directly to the action In-kind contributions (meaning only actual costs can be covered) All costs that are not incurred between the starting date and ending date of the action All costs that are covered by other EU grants All taxes that can be recover

Who can apply for funding? Requirements concerning the applying organisations:

Actions can include the following actors:

- **Lead applicant:** the lead applicant has to meet the eligibility criteria referred to in the next paragraph. If awarded the grant contract, the lead organisation will become the main interlocutor of Wilde Ganzen. It represents and acts on behalf of the co-applicant(s) (if any) and coordinates the design and implementation of the Action. The lead applicant must sign the "[Declaration by applicant](#)" and include in the grant application form.
- **Co-applicant(s):** a co-applicant has to meet the eligibility criteria referred to in the next paragraph. It participates in designing and implementing the Action, and the costs it incurs are eligible in the same way as those incurred by the lead applicant. Co-applicant(s) must sign the "[Declaration by applicant](#)" and include in the grant application form.
- **Associate(s):** any other organisations/institutions involved in the action. Such associates play a real role as a stakeholder in the action but may not receive funding from the grant. Associates do not have to meet the eligibility criteria referred to in the next paragraph, they must be clearly mentioned in the grant application form, they have to formally declare their participation (e.g. with a letter of interest) but they do not have to sign the "Declaration by applicant"
- **Contractors:** lead organisation and partner organisation(s) are permitted to award contracts. Associates cannot also be contractors in the Action. Contractors are subject to the procurement rules set out in the Practical guide on contract procedures for European Union external action ([INTPA PRAG](#)) and chapter 5 of the '[Administrative and Financial Requirements](#)'. They must not be indicated in the grant application form, but selected once the grant contract is awarded.

Lead applicants and co-applicants must:

- be a legal person
- be officially existing as a non-profit organisation
- be a Civil Society Organisation (CSO) or an association of CSOs
- have existed for a minimum of one year and be able to present at least one annual report
- have had a turn-over of not more than € 2.500.000 over the last budget year
- have at least 20 members/supporters/volunteers to ensure popular anchorage
- be established in the Netherlands (Co-applicants may as well be established in all countries indicated in this [document](#)).
- have the financial, administrative and/or operational capacity to successfully carry out the activities to be financed through the financial support.

- not have received funding from Connect for Global Change before (only relevant for the second round)
- not be an applicant or co-applicant in more than one application to Connect for Global Change.
- be neither coordinator, co-beneficiary, affiliated entity, associates, contractor nor beneficiary of a subgrant in the frame of the call for proposal under which the Connect for Global Change facility has been financed (Reference: [EuropeAid/173998/DH/ACT/Multi](#)), nor have the financial, administrative or operational capacity to compete directly for EU funding under this above call for proposals.
- be available to participate in capacity building activities, and the start-up and end seminar. These entails in-person and online training, coaching and facilitation of peer-to-peer learning among the sub-grantees. The in-person sessions are scheduled on the following dates: 7th of February 2025, 14th of March 2025, and the 11th of April 2025. The end seminar and the two online sessions are yet to be scheduled.
- not be in any of the exclusion criteria as defined in paragraph 2.6.10.1.1 of the [INTPA PRAG](#) of 24th of June 2022

There will be equal access for all eligible civil society organisations regardless of membership of one of the Connect for Global Change partners.

5. Assessment criteria

In the assessment, the requirements are always aligned with the size of the grant applied for, the applicant's experience and what the Action seeks to achieve. In other words, the applications are assessed according to the same criteria regardless of the amount of the application, but the requirements for fulfilling the individual criteria increase with the amount.

Proposed actions will be assessed as a whole and whilst taking into account the track-record that the lead applicant and co-applicant have with Wilde Ganzen

Actions will be assessed upon the following six criteria:

1. Purpose and relevance of the action (weight: 20%)

To what extent:

- the action contributes to *Empower, engage, and connect EU citizens, and in particular youth and those less sensitive to and less involved with global challenges, to take shared responsibility to create a more inclusive, equal, and sustainable world*
- the action meaningfully engages the target group
- the action increases critical understanding within the target group

2. The knowledge and involvement of target groups (weight: 20%)

To what extent:

- the applicant demonstrates specific knowledge of the target group and its access to it
- the applicant includes the target group(s) in the development of the action
- the choice of channels and methods is relevant in relation to meaningfully engage the target group and create critical understanding
- the action reaches a target group defined as 'less sensitive' to the global challenges and/or the action reaches a target group defined as 'youth'
- the action will be able to motivate the target group(s) to become meaningfully engaged (move up in the engagement pyramid) and/or become critically aware of the issues presented by the action

3. Southern Voices/Stakeholders (weight: 10%)

To what extent:

- the proposed action involves or engages people touched by the impact of the global challenges, as actors, narrators, participants and/or collaborators in a qualified and ethical sense
- the proposed action involves stakeholders that are relevant to the proposed action, for example youth

4. Coherence (weight: 20%)

To what extent :

- the activities chosen are relevant and sufficient in order to create the change the proposed action seeks to achieve

- the activities chosen are relevant and sufficient in order to reach the chosen target group(s)
- the activities chosen are taking point of departure in the Engagement Pyramid, and to what extent they demonstrate how these activities move target group(s) from one level to the next in the pyramid
- the results of the proposed action are measurable
- the results of the proposed action are likely to be put into play even after the end of the action
- the action promotes gender equality through a gender-transformative, rights-based and intersectional approach.

5. Capacity (weight: 10%)

To what extent:

- the lead-applicant and co-applicant have the relevant capacity to implement the action related to the purpose, methods and target groups of the action
- the applying organisations have the necessary knowledge and experience to carry out the activities including communication skills and access to relevant channels for the target group
- the proposed action somehow relates to the aims, activities, mission and/or vision of the applying organisations(s)

6. Cost effectiveness (weight: 20%)

To what extent:

- the action's cost level is reasonably related to activities, expected results, and the total budget
- the action's cost level is reasonably related to the number of people in the Netherlands reached and engaged

6. Procedure

Deadline for submission of your application is: 5th of December 2024

Upon receipt your application will be registered and it will be assessed whether your application fulfils the eligibility criteria as stated in 'Who can apply for a grant?' and 'What can you apply for?'. Please notice that the proposals must be submitted filling in the application form with all the required information and attachments. The attached documents shall contain ALL relevant information concerning the action and no additional annexes should be sent.

Any error and major inconsistency related to the application instruction and the documents required may lead to the rejection of the application. Incomplete applications may be rejected.

Upon submission of the full application, the lead applicants will receive a confirmation of receipt by Wilde Ganzen. Lead applicants are strongly advised not to wait until the last day to submit their full applications, since heavy Internet traffic or a fault with the Internet connection could lead to difficulties in submission.

Wilde Ganzen cannot be held responsible for any delay due to difficulties. Any application submitted after the deadline will be rejected. When during review it will occur that your application does not meet the eligibility criteria it will be administratively rejected. You will be informed about administrative rejection within two weeks after the deadline.

Applications that meet the eligibility criteria and are complete will be assessed as a whole upon the assessment criteria by independent assessment consultants. After assessment the assessment consultants pass their recommendation on to the grant committee. The grant committee considers the grant consultants' recommendation and makes the final decision and makes sure that the applications which are ranked highest will receive funding.

After this process has been finalised you will receive notice of the decision of the committee and information about the ranking of your application. This notice will be sent to you within 6 weeks after the deadline for submission of your application (in the week of 13-17 January). If your application can be funded you will receive a Grant contract ([draft](#)) within 2 weeks from the decision date to be signed by your legal representatives.

Learning cycle

Organisations who receive a grant will be part of a joint learning cycle together with other grant holders. The learning cycle consists of:

- a start-up seminar where grant holders share strategies and methodologies and identify joint training needs
- 2 in-person and 2 online trainings where the content is relevant to the purpose of Connect for Global Change (e.g. on constructive communication, use of southern voices or on the global challenges)
- end seminar where grant holders share experiences with other interested organisations and stakeholders

Participation in the full learning cycle is obligatory, but free of charge, with two participants per applicant and co-applicant per training. Representation can differ between sessions.

PRINCIPLES FOR ADMINISTRATION AND GRANT APPROVAL

The fundamental principles for administration and approval of grants are:

- **Adaptability of requirements.** Each application is assessed individually, and the final decision is based on looking at the proposal as a whole in view of the desired changes, and financial scale as well as the applicant(s) capacity and track record of working with Wilde Ganzen. The larger the budget, the stricter the requirements regarding the capacity of the organisations involved and the desired changes of the action.
- **Transparency and openness in the administration.** This means, among other things:
 - o All assessment criteria and processes are explicit and available to all applicants.
 - o All applicants receive a response spelling out the reasons for the approval or rejection.
 - o A description of all honoured projects will be published at the website (anonymity can be requested if reasoned).
- **Orderly administration** applying the highest standards of administrative conduct (for instance, ensuring impartiality, making decisions on an informed basis, writing in an understandable manner, complying with deadlines and stating the reasons for decisions as detailed in the guidelines).
- **Clear separation** between the Connect for Global Change staff, the assessment consultants and the assessment committee to ensure impartiality.
- Optimal **consistency** between the assessment committee's decisions and Wilde Ganzen's advisory assistance. After the first application round, the assessment procedure is evaluated for consistency.
- **There is no rigid formula.** Accordingly, there is always room for the assessment system to look at the overall picture in terms of an integrated assessment of applications in view of the purpose of the fund.

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