



Coimisiún  
na Meán

# Sectoral Learning & Development Programme - Guide for Applicants

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# Contents

<b>Introduction</b>	<b>3</b>
<b>1. About Coimisiún na Meán</b>	<b>3</b>
<b>2. About our Sectoral Learning and Development Programme</b>	<b>4</b>
<b>3. Eligible Applications</b>	<b>4</b>
<b>4. Funding Available</b>	<b>5</b>
<b>5. Required Information For An Application</b>	<b>5</b>
<b>6. Useful Information For Applicants</b>	<b>6</b>
<b>7. Submitting an application</b>	<b>6</b>
<b>8. Assessment of applications</b>	<b>7</b>
<b>9. Funding Decisions</b>	<b>8</b>
<b>10. Requirements for Successful Applicants</b>	<b>9</b>
<b>11. Freedom Of Information</b>	<b>10</b>
<b>12. Data Protection</b>	<b>10</b>



## Introduction

This document is a guide for applicants who wish to apply to Coimisiún na Meán for funding under its Sectoral Learning and Development Programme. The guidance covers the following matters:

1. About Coimisiún na Meán
2. About Coimisiún na Meán's Sectoral Learning and Development Programme
3. Eligible applications
4. Funding available
5. Required information for an application
6. Useful Information for applicants
7. Submitting an application
8. Assessment Process
9. Requirements for successful applicants
10. Freedom of Information
11. Data protection

Applicants are advised to read this guidance before completing and submitting an application form. If you have any queries about the Sectoral Learning and Development Programme, contact [secdev@cnam.ie](mailto:secdev@cnam.ie) or (01) 644 1200.

### Closing Date for Applications

Completed application forms must be submitted in **PDF** to [secdev@cnam.ie](mailto:secdev@cnam.ie) by **12 noon on Day, 5<sup>th</sup> December 2024**. Coimisiún na Meán will not accept late or incomplete applications.

## 1. About Coimisiún na Meán

[Coimisiún na Meán](#) is Ireland's agency for developing and regulating a thriving, diverse, creative, safe and trusted media landscape. It was established under the provisions of the [Online Safety and Media Regulation Act 2022](#) on the 15<sup>th</sup> March 2023. Our responsibilities are to:

- Oversee the funding of and support the development of the wider media sector in Ireland.
- Oversee the regulation of broadcasting and video-on-demand services.
- Develop and enforce the Irish regulatory regime for online safety.

## 2. About our Sectoral Learning and Development Programme

Coimisiún na Meán carries out a range of activities to support Ireland's media sector and helps develop content for Irish audiences that reflects and shapes Irish society. General information on our [media development activities](#) including other funding schemes, initiatives and supports can be found on our website.

In particular it is important to us to encourage and support training, learning and development in Ireland's broadcasting, audio and audiovisual sectors<sup>1</sup>.

As a regulator we do not deliver training, learning and development activities ourselves. Rather, through our Sectoral Learning and Development Programme, we help fund these activities for industry networks and representative organisations. This approach helps the industry to remain sustainable and supports creativity and innovation. The Programme is operated further to our current Sectoral Learning and Development Policy.<sup>2</sup>

## 3. Eligible Applications

Coimisiún na Meán accepts applications under its Sectoral Learning and Development Programme from industry networks and representative organisations that work in the media sector. An applicant must be a registered legal entity.

- An applicant can represent the interests of its membership in a sub-section of the media sector, for example commercial or community radio, television and / or film.
- An applicant can also work in an area of interest to the media sector, for example gender, equality, diversity and inclusion, Irish language, or environmental sustainability within the media sector.
- Applicants are expected to apply for funding to support specific learning, training and development activities taking place in **2025 only**. Applicants cannot apply for multi-annual funding in this current funding round.
- Applicants seeking support for specific media events and activities that do not relate to training, learning and development may consider our separate Sponsorship Scheme.
- Applicants may seek some funding to support their operations in delivering learning, training and development activities.
- Funding is not offered to produce films, television radio programmes or similar under this Programme.

In addition, ideally, funding is not expected to cover 100% of an organisation's costs.

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<sup>1</sup> Section 7(3)g of the OSMR Act states that An Coimisiún shall 'encourage research, promote or endorse educational and training initiatives and activities, including in media literacy, and co-operate for that purpose with educational and training bodies, sporting bodies and community, local and representative bodies, and otherwise promote public awareness, knowledge and understanding, in relation to matters connected to its functions.'

<sup>2</sup> Please note this policy was established by the previous regulator, the BAI, and remains in place. An Coimisiún is to review this Policy as part of an overall review of the current Sectoral Learning and Development Programme and aims to launch a revised programme in 2025.

## 4. Funding Available

Coimisiún na Meán has funding of **up to €550,000** available in 2025 to allocate under its Sectoral Learning and Development Programme to support training and development activities in 2025, subject to receipt of applications of sufficient standard.

## 5. Required Information For An Application

Applicants must complete an official Coimisiún na Meán Sectoral Learning and Development [application form](#) with the following information:

- Details of the applicant / Proposed Contractor, including full name, address, telephone and email contact details.
- Confirmation of the applicant / Proposed Contractor's status, including whether it operates as a registered company, organisation or charity.
- Brief background of the applicant / Proposed Contractor, including any relevant track record.
- A description of the specific activities for which the applicant is seeking funding and how those activities address the learning, training and development needs of organisation's membership and / or the relevant section / subsection of the media for which it advocates or represents.
- An indicative Budget for the proposed activities. A template budget is provided in the Application Form.
- Finance Plan:- How the applicant intends to finance the activities concerned, including;
  - the amount of funding being sought from An Coimisiún;
  - the amount of funding being provided by the applicant itself towards the proposed activities;
  - the amount of, if any, funding being contributed by other partners, organisations and / or funding bodies. Please note in this instance the applicant should confirm whether the funding being sought has been secured and provide evidence of such confirmation as part of their application, for example a letter / email from the funder concerned.
  - Should the applicant be partnering with another organisation for the activities concerned, for example another proposed funder, please confirm that the organisation concerned is not separately seeking funding for the same activities, so as to avoid duplication.
- Explain how the proposed training, learning and development activities will be promoted and how An Coimisiún will be acknowledged or recognised as a funder, should the application be successful.

## 6. Useful Information For Applicants

### Media Development

An Coimisiún's media development work covers a variety of areas. Some of these areas are outlined below for information and may be of interest to applicants in the context of their proposed training, learning and development activities.

### Gender, Equality, Diversity, and Inclusion

- An Coimisiún published its first [Gender, Equality, Diversity and Inclusion Strategy](#) for the Irish audio and audio visual sector in July 2024. Applicants seeking to undertake training, learning and development activities that raise awareness of, and / or support, gender, equality, diversity and inclusion in media should have regard to this Strategy.

### Environmental Sustainability

- We support Climate action initiatives and innovation through our work with [Sustainable Media Ireland](#), a voluntary group that brings the Irish media sector together to learn, share knowledge and experience, and partner on sustainability initiatives and campaigns.
- We will be implementing & managing the roll out of a Carbon Calculator tool for the industry and work towards carbon action plans and certification for productions.

### Irish Language

- An Coimisiún is undertaking a variety of work in line with its commitment to support the Irish language media sector, including its work on the *Irish Language Advisory Committee*.

### Sports Broadcasting

- An Coimisiún is undertaking work to develop and publish a comprehensive strategic plan and toolkit for Sports Broadcasting in collaboration with Sport Ireland and in conjunction with Federation of Irish Sport.

### All Island Economy

- An Coimisiún will be preparing a research proposal on developing the all-Island media economy and maximising collaboration between Public Service Media and Public Service Content Providers on an all-island basis

## 7. Submitting an application

Completed application forms must be submitted in **PDF format** to [secdev@cnam.ie](mailto:secdev@cnam.ie) by **12 noon on Day, 5<sup>th</sup> December 2024**. Coimisiún na Meán will not accept late or incomplete applications. Application forms are available to download on Coimisiún na Meán's website. Please note that applications must be saved to a computer. Applications filled out in the PDF viewer of an internet browser cannot be successfully uploaded.

## 8. Assessment of applications

Further to An Coimisiún's aim to ensure a thriving, diverse and safe online and media landscape and its *Sectoral Learning and Development Policy*, eligible applications will be assessed having regard to the criteria below.

Criteria	Weighting %
<ul style="list-style-type: none"> <li>- Creativity, Innovation, Sustainability</li> <li>- Diversity &amp; Inclusion</li> <li>- Working in partnership</li> <li>- Strategic Planning</li> <li>- Needs Assessment</li> <li>- Measurement and Evaluation</li> <li>- Building Capacity for the Broadcasting Sector</li> <li>-</li> </ul>	30%
Quality of Proposal	30%
Resources	25%
Track record of applicant and capacity to deliver	15%
Total	100%

Please note that applicants are not expected to meet all of the criteria listed. However, the following questions, which relate to the above criteria may be helpful when framing your application.

### Creativity, Innovation, Sustainability

- Does the application have a focus on creativity and innovation?
  - Are there aspects to the application that aim to support sustainability of the broadcasting, audio and audiovisual sectors?

### Diversity & Inclusion

- Has the application got a focus on diversity and inclusion?
- Does the application provide training for participants with accessibility requirements?
  - Is there any specific training for under-represented groups?
- Is there training that could create better awareness/understanding of EDI issues?
  - How does the application align with Coimisiún na Meán's Gender, Equality, Diversity and Inclusion Strategy?

### Working in Partnership

- Does the application support and promote cross network and/or broadcaster activities?
- Are any co-funders on board? If a network partnership is proposed – what is the rationale?
  - Will the partnership be of benefit to the Networks themselves and to the sector in general?
  - If a financial partnership is proposed – have co-funder amounts been included in the workplan?

### Strategic Planning

- Does the application support industry networks and broadcasters and align with their sectoral learning and development needs across the broadcasting sector?

### Needs Assessment

- Does the proposal identify skills gaps in the broadcasting sector and adequately demonstrate how these needs were assessed and how they will be addressed?

### Measurement and Evaluation

- Is there evidence that measurements have been developed, or that evaluation has been (or will be) undertaken to ensure that networks and broadcasters realise the benefits of any learning, training and development initiative they undertake?

### Building Capacity for the Broadcasting Sector

- Does the application support the sector in developing and strengthening its role within the wider media environment?

## 9. Funding Decisions

Applications are assessed by An Comisiún and we expect to inform applicants of funding decisions by the first quarter of 2025.

Successful applicants will be offered feedback on their application and may be offered recommendations on their proposal. It is expected that applicants take recommendations on board.

Unsuccessful applicants will also be offered feedback on their application.



## 10. Requirements for Successful Applicants

**Contract:** All offers of funding are subject to applicants formally accepting the offer and executing a funding contract with Coimisiún na Meán within timeframes specified by An Coimisiún and no later than the date the proposed activities being funded take place. An Coimisiún accepts no liability for costs incurred by the networks in relation to events/activities taken place before a funding contract is put in place.

Upon execution of a contract, an initial tranche of the funding allocated will be made. In order to drawdown remaining funds, applicants are required to comply fully with the terms of the contract. Requirements include submission of all the required deliverables set out in the contract to a satisfactory standard.

Successful applicants with existing funding contracts entered into with the An Coimisiún, will be required to close such contracts, and submit any outstanding deliverables to the satisfaction of Coimisiún na Meán in order to commence contract negotiations. A sample contract is available from An Coimisiún.

In addition, please note the following:

**Funding drawdown:** Generally, funding will be paid in two or three tranches and the percentage of funding in each tranche is agreed during contract negotiations between the successful applicant and Coimisiún na Meán. By way of guidance, generally the first tranche of funding will not exceed 50% or at a maximum 60% depending on the level of funding concerned.

**Bank account:** Funding may only be issued to a separate bank account for the activities being funded. The name on the bank account must match the successful applicant, and a No Set Off letter from the relevant bank is required.

**Accounting:** Successful applicants are required by the contract to use the MTS 45 accounting standard when preparing final cost statements for the funded activities. The final tranche of funding cannot be issued without this. Guidance on the MTS 45 accounting standard is available from An Coimisiún.

**Tax clearance:** Successful applicants must submit tax access and tax reference numbers to Coimisiún na Meán to demonstrate tax compliance before any funding may be issued.

**VAT:** Successful applicants who are VAT-registered must issue valid VAT invoices to Coimisiún na Meán in order to receive funding.

## 11. Freedom Of Information

Coimisiún na Meán undertakes to use its best endeavours to hold confidential any material provided in applications, subject to Coimisiún na Meán's obligations under law, including the Freedom of Information (FOI) Act 2014. Applicants are asked to consider if any of the information supplied in their applications should not be disclosed because of its information content, to identify same and to specify reasons for its sensitivity. Coimisiún na Meán will consult with applicants about sensitive information before making a decision on any request received under the FOI Act. If applicants consider that none of the information supplied by them is sensitive, they should make a statement to that effect. Such information may be released in response to an FOI request.

## 12. Data Protection

Coimisiún na Meán is subject to all applicable national and EU data protection laws, regulations and guidelines including, but not limited to, Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (the "General Data Protection Regulation") and any guidelines and codes of practice issued by the Data Protection Commissioner or other supervisory authority for data protection in Ireland from time to time.

Coimisiún na Meán will be a data controller (where Data Controller has the meaning given to it under the Data Protection Laws) in respect of any Personal Data (where Personal Data has the meaning given to it under the Data Protection Laws) required to be provided by applicants for funding.

The applicant, as data controller in respect of any data provided by it in its application, is required to confirm in writing that all data subjects (where data subject has the meaning given to it under the data protection Laws) whose personal data is provided by the applicant have consented to the processing of such personal data by the applicant, Coimisiún na Meán and the assessment panel for the purposes of participation in this funding programme or, that the applicant has a legal basis for providing such personal data to Coimisiún na Meán for the purposes of its participation in this funding programme.

--ENDS--



