

MEDIA INNOVATION EUROPE 3.0

INFO SESSION — QUESTIONS & ANSWERS

BUSINESS INNOVATION SYNERGIZER

Q. Can we apply in both calls: the Validation Booster and the Business Innovation Synergyzer?

A. Yes. Applicants may submit applications to both the Business Innovation Synergizer and the Validation Booster programmes. However, if selected, they may receive funding under only one of the two grant schemes.

Q. Is the project budget not required in a separate file? Is it enough to fill out a short budget form in the online application itself? And can new lines be added there?

A. We do not need a separate budget file at this stage. It is enough to complete the budget section in the application form and include the main budget items. If your application is selected, you will work with a dedicated mentor to prepare a more detailed budget later.

Q. What should the “Company organisational chart” document specifically include? Is an organisational chart indicating the company’s structure and the persons responsible sufficient, or are there specific formal requirements as to its form?

A. An organisational chart showing the company’s structure and the key responsible persons is sufficient. There are no specific formal requirements regarding its format.

Q. Is it sufficient, for participation in the program, to operate as a professional online media outlet (YouTube media) or must the legal entity hold a separate, official status as a media entity under the legislation of its country?

A. The media outlet must be represented by a legally registered entity. The applicant organisation must be able to provide proof of its legal registration in accordance with the laws of its country.

Q. Would team members engaged under standing/ongoing service contracts as self-employed individual entrepreneurs count toward the "5+ full-time employees" threshold, provided we can demonstrate a regular, continuous working relationship (e.g. through contracts, working hours, and duration of cooperation)?

A. Any media organisation that meets all eligibility criteria at the time of application, including the requirement to have at least five full-time employees (individuals who are formally employed by the media outlet on a full-time basis), will be considered eligible to enter the quality assessment (evaluation) phase. Long-term contractual collaborators or freelancers who provide services on a regular or full-time basis, but are not formally employed by the media outlet, cannot be counted towards the requirement of five full-time employees.

Q. Could you please let us know whether media outlets in exile may still apply with a lower annual revenue than 80.000 EUR? Are there any possible exceptions or alternative eligibility criteria for organisations working under these circumstances?

A. There are no exceptions to the minimum annual revenue requirement for media outlets operating in exile. Therefore, an outlet that had annual revenue below EUR 80,000 in the 2025 calendar year would not meet the eligibility criteria for the BIS programme.

Q. Does the programme allow a single media organization to submit more than one application for different projects, or is there a strict limit of one application per applicant?

A. The call does not establish a strict limit of one application per media organisation. Therefore, a single media organisation appears able to submit more than one application for different projects. However, each application will be evaluated on its own merits and must independently meet all eligibility and selection requirements.

Q. Whether media organisations working primarily in the field of literature and culture are eligible to apply, or whether the programme is specifically limited to local, investigative and community-based media?

A. The programme is not limited exclusively to media outlets that focus on local, investigative or community-based journalism. Media organisations working in specific thematic areas, including literature and culture, may also be eligible to apply, provided they meet all other eligibility requirements from the Call for Applications.

Q. Is a public media company owned by a city/local government and operating as a profit-generating legal entity eligible to apply under the Business Innovation Synergizer Call, provided that it meets all other eligibility requirements specified in the Call?

A. Public media organisations are not excluded from the Call based solely on their ownership structure or profit-generating status. Therefore, a public media company owned by a city or local government may apply, provided that it meets all other eligibility requirements set out in the Call for Applications.

Q. If we were part of BIS 2024, are we eligible to apply?

A. Yes, organisations that participated in BIS 2024 are eligible to apply for the current BIS Call. However, in the selection process, preference will be given to applicants that have not previously had the opportunity to participate in the BIS programme.

Q. Can we apply in a consortium (2-3 media organizations)?

A. No. Applications must be submitted by a single eligible media organisation. Applications submitted by consortia of two or more media organisations are not permitted.

Q. Annual revenue above EUR 80,000 - Which financial year is used to assess this threshold?

A. 2025 should be used to assess EUR 80,000 annual revenue.

Q. For a non-profit media organisation, does “annual revenue” include grant income and other organisational income, or only commercial/earned revenue?

A. For a non-profit media organisation, annual revenue refers to the organisation’s total income for the financial year, including grant funding and other sources of organisational income, not only commercial or earned revenue. Applicants should report the total annual revenue reflected in their financial records for the relevant financial year.

Q. Which documents should an NGO provide to confirm its registration and its connection to the media outlet?

A. If the applicant is an NGO that operates a media outlet, it should provide: a registration certificate confirming the NGO's legal status; documents demonstrating the NGO's ownership, management, or operational responsibility for the media outlet (e.g. statutes, organogram, website ownership, editorial governance documents, or a signed declaration from the legal representative); evidence that the media outlet has published journalistic content prior to the eligibility date.

Q. According to the call, applicants are required to have an annual turnover of at least €80,000. Our media organization did not meet this threshold in 2025; however, we do meet the €80,000 turnover requirement in 2026. Could you please clarify whether we are eligible to apply if we can provide documentation demonstrating that we meet the required annual turnover threshold in 2026?

A. No. Under the eligibility criteria of the Call, the minimum annual turnover requirement of €80,000 applies specifically to the 2025 financial year. Therefore, turnover achieved in 2026 cannot be taken into account for the purpose of meeting this eligibility requirement, even if supporting documentation is available.

Q. Which exchange rate and reference date should applicants use when preparing the budget in euros?

A. Applicants should use the InfoEuro exchange rate applicable at the time of preparing their budget. The relevant InfoEuro rate can be found on the European Commission's InfoEuro website and should be used to convert costs from local currency to euros.

Q. Does the 40% equipment ceiling apply exclusively to physical equipment, or does it also include software, licences, cloud services and other digital infrastructure?

A. The 40% ceiling applies to physical equipment only. This refers to tangible equipment that needs to be recorded and tracked in the beneficiary's Inventory List. The equipment purchased through the grant will remain with the beneficiary after the end of the project, and the beneficiary will be required to complete the relevant change-of-ownership documentation following the end of the grant period. Grantees may purchase only the equipment items that have been specifically approved in the project Budget.

Q. Is non-recoverable VAT eligible, and should the proposed budget be presented inclusive or exclusive of VAT?

A. Non-recoverable VAT is an eligible cost, provided that the applicant can demonstrate that the VAT is not recoverable. Depending on the media organisation's VAT status, the proposed Budget should therefore include either VAT-inclusive or VAT-exclusive amounts, as applicable.

Q. Is there a required procurement procedure or a minimum number of quotations for equipment, software, licences and external services?

A. For purchases exceeding EUR 1,000, the grantee must obtain at least three written quotations in response to a Request for Quotation (RfQ). A comparative assessment of the offers and a procurement decision memo must be retained in the grantee's records. Prior approval from the Project Manager is not required; however, all procurement documentation must be included with the grantee's Financial Reports. Failure to comply with these procurement requirements may result in the related expenditure being deemed ineligible.

Q. If one legal entity operates two licensed media outlets, may the proposed project be implemented jointly across both outlets?

A. No. The proposed project should focus on and be implemented through one media outlet only. If a legal entity operates multiple media outlets, the application should clearly indicate which media outlet will be the beneficiary of the project and where the proposed activities will be implemented.