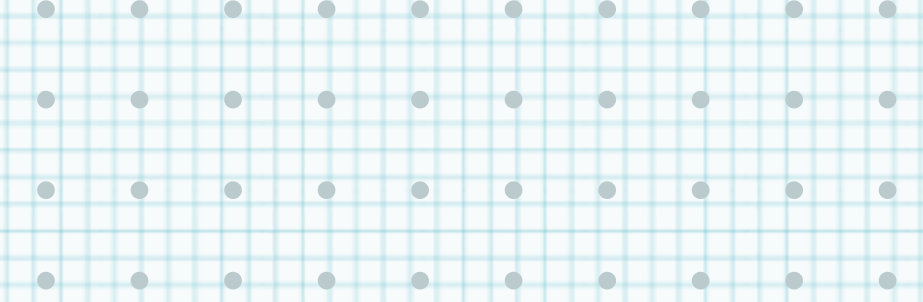




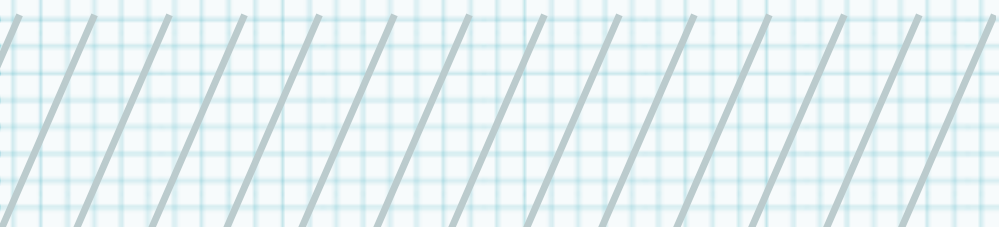
PluPro Project

Innovating Media Revenue Through Design Thinking



INTRODUCTORY WEBINAR

September 16, 2024



WEBINAR AGENDA



- 01. WELCOME & PLUPRO PROJECT OVERVIEW
- 02. TRACK 1: DESIGN LEARNING
- 03. WHAT IS DESIGN THINKING
- 04. EXAMPLES OF DESIGN THINKING IN MEDIA

- 05. TRACK 2: CROSS-BOARDER INVESTIGATIVE JOURNALISM
- 06. YOUR QUESTIONS & ANSWERS
- 07. CLOSING & NEXT STEPS

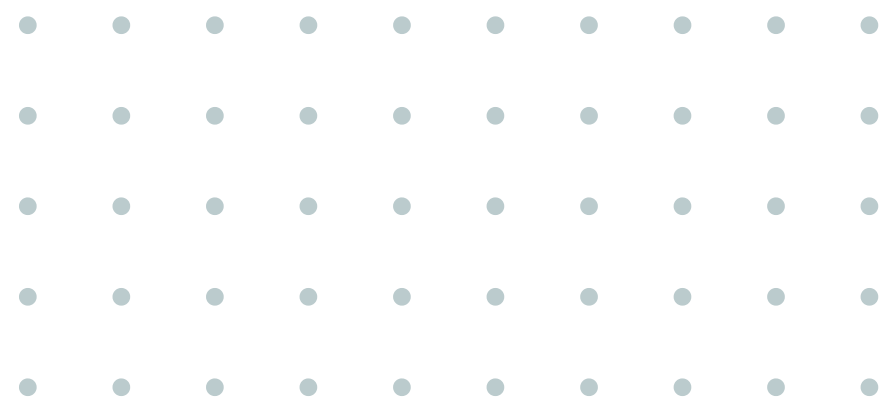
Who are we

Transitions

Supporting high-quality independent journalism and an informed and engaged public.



Strengthening democracy across Europe by facilitating independent cross-border investigative journalism, connecting donors and journalists or media.



The PluPro Project Overview

Pluralism Prodemos = “Latin for “we want to promote pluralism”

TRACK 1

Design Learning

For news media outlets / legal entities

Micro-grants

2 rounds of 25 micro-grants of up to €5 000
for design thinking experiments

Training

2 rounds of 2 in-person 1,5 day training
sessions available for up to 25 participants
each

Mentoring available

TRACK 2

Grants for Cross-border (Local) Investigative Journalism

For freelance journalists / news outlets

European Cross-border Grants

European Local Cross-border Grants

Mentorship

Scholarships

TRACK 1: DESIGN LEARNING

Design Learning Track - The Goal

1

Allow small news outlets in countries where media plurality is under threat to implement new tactics and skills to build resilience and viability.

2

Encourage a culture of innovation at the local level through introducing media personnel to a design-learning approach focused on audience research, prototyping, and testing new products and services.

3

Accumulate a vast set of case studies and best practices that can then be shared with other newsrooms across Europe.

Design Learning Track - Eligibility and Priority

Who can participate

Independent media outlets from EU member states and participating countries in the Creative Europe Programme are eligible but we are placing an emphasis on countries with a medium- or high-risk rating according to the Media Pluralism Monitor

Priority Countries

Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, France, Georgia, Greece, Hungary, Italy, Kosovo, Latvia, Montenegro, North Macedonia, Montenegro, Poland, Romania, Serbia, Slovenia, Romania, Spain, and Ukraine.

Design Learning Track timeline



				
16 September 2024	20 September 2024	16 October 2024	25 - 26 October 2024	November 2024
Introductory webinar	In-person training application open	Microgrants proposal submission open	1st In-person training in Sarajevo	2nd In-person training in Sofia (exact date TBD)

				
17 December 2024	End of January 2025	February 2025	End of March 2025	TBD in 2025
Microgrants proposal submission deadline	Jury decisions	Start of winning projects Mentoring sessions available	Projects to be completed	2nd round announcement Final conference in Prague

WHY PARTICIPATE ?

FREE TRAINING

Learn how to use design thinking to find new revenue sources in your media



MONEY TO EXPERIMENT

Get up to € 5 000 to test out your ideas in real life



NETWORKING

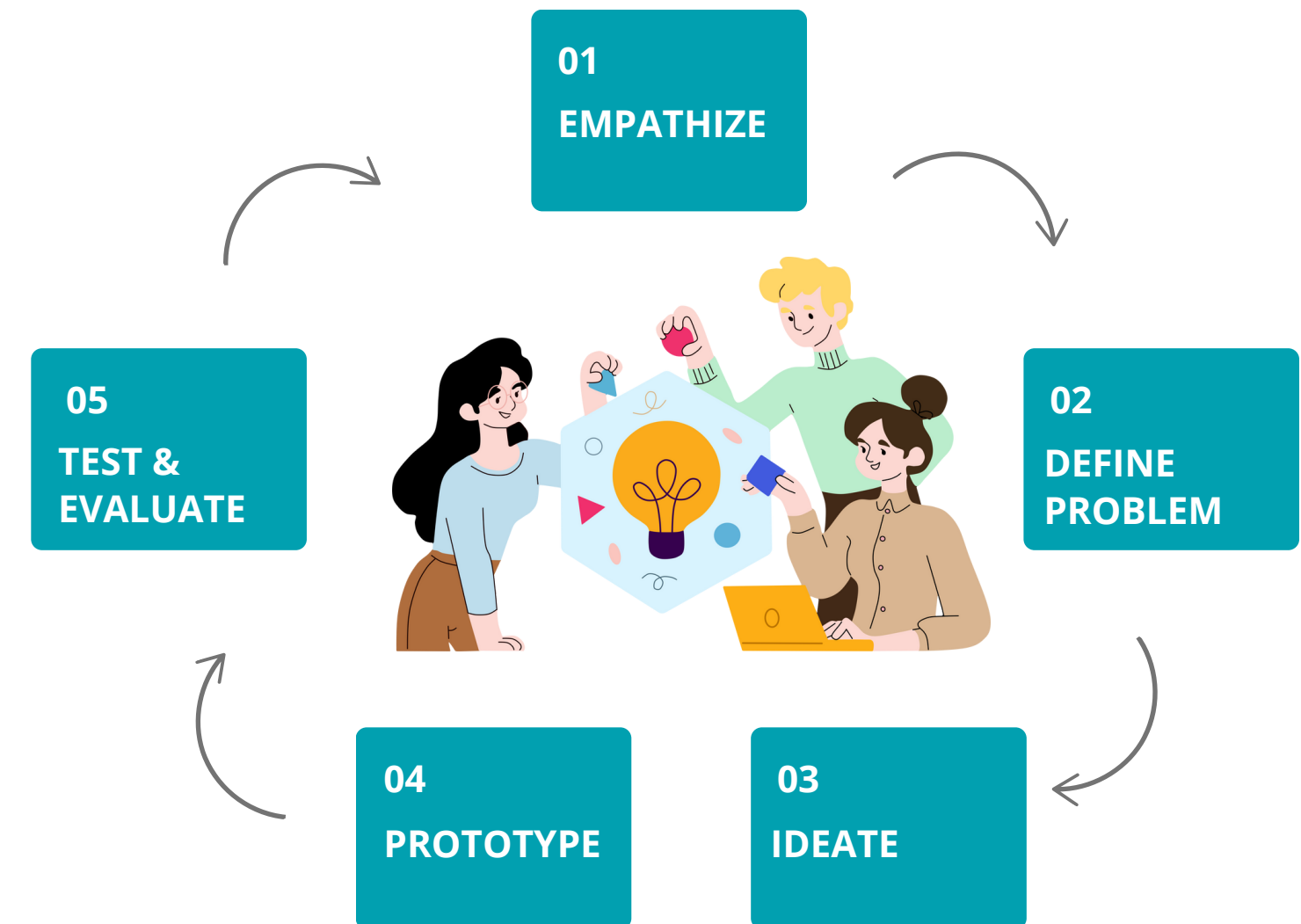
Learn from your peers and mentors passionate about media



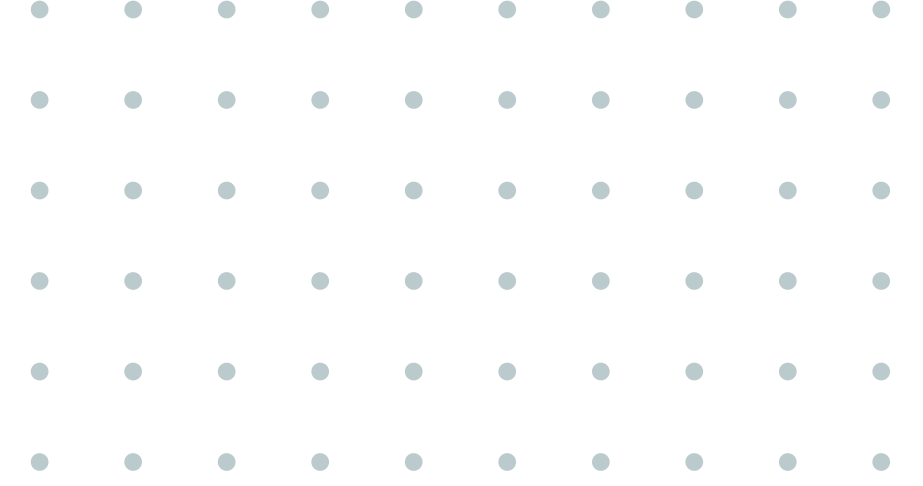
WHAT IS DESIGN THINKING?

Human-centered, iterative, collaborative approach to problem solving and innovation.

Design thinking helps you step into the shoes of your audience, redefine the problem, and come up with innovative solutions, experiment and refine.



Design Thinking Iterative Process



01 EMPATHIZE

It starts with understanding the needs of the target audience (the media consumers) through research, interviews, and observation.

02 DEFINE PROBLEM

You narrow down the problem you are solving based on the audience's needs and challenges.

03 IDEATE

This is where creativity takes over, and you brainstorm potential solutions without constraints.

04 PROTOTYPE

You create tangible, low-fidelity versions (mockups, rough content ideas, etc.) that help you quickly test and validate ideas before committing more resources.

05 TEST & EVALUATE

You gather real-world feedback from your audience and iterate based on those insights.

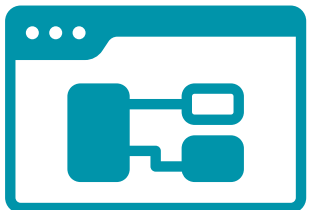
Why it works?



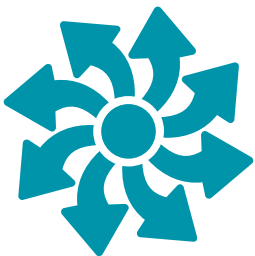
Puts the audience at the heart of the process, ensuring that solutions are relevant and meet real needs.



Fosters creativity by removing assumptions and biases about what the audience wants or what “has been done before”.



Encourages quick prototyping, allowing you to test ideas without huge investments of time or money.



Versatility - can be applied to crafting content, new format, products, or business models that deeply resonate



Selected Media Success Stories with Design Thinking

1 The Guardian

- Challenge: Outdated site navigation & revenue model.
- Solution: Redesigned based on user experience & introduced voluntary contributions.
- Result: Over 1M financial supporters & increased web traffic.

2 BBC

- Challenge: Digital competition.
- Solution: Personalized streaming service.
- Result: iPlayer became one of the UK's top streaming platforms.

3 The New York Times

- Challenge: Declining print subs.
- Solution: Launched "The Daily" podcast & digital personalization.
- Result: 4M daily podcast listeners, boosted digital subscriptions.

4 Economia

- Challenge: Declining print and digital subs in HN (financial & business daily).
- Solution: Launched HN+ product - a digital subscription with special features
- Result: 5X number of subscriptions in 7 months

Design Learning Track - Contacts

Transitions

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TRACK 2: GRANTS FOR CROSS-BORDER INVESTIGATIVE JOURNALISM

European (LOCAL) Cross-border Grants

European Cross-border Grants

Grants for **cross-border teams** of professional journalists and/or news outlets who have good ideas for cross-border investigations and for research on European topics.

European LOCAL Cross-border Grants

- Grants for **local journalists and news outlets** for investigative journalism
- Compare with other regions and cities in other countries that face similar problems or challenges, which are eminently European issues.

European (Local) Cross-border

FOR WHO?

(Local) Cross-border teams of at least two professional journalists and/or (local) news outlets.

At least 80% of the requested budget should go to journalists/media from EU countries.



HOW MUCH ?

For 2024:

- European Cross-border: € 900.000
- European LOCAL Cross-border: €475,000

For 2025:

- European Cross-border: € 450.000
- European LOCAL Cross-border: €240,000



DEADLINE

6 application rounds in 2024 AND 2025 for both grant programmes:

- NEXT DEADLINE: 26 September 2024



European (LOCAL) Cross-border Grants

Pre-application meeting

- Different languages
- Pitch your story idea
- Discuss eligibility
- Dissemination
- Need a teammate?



You can book an online meeting [here](https://www.journalismfund.eu/pre-application):
<https://www.journalismfund.eu/pre-application>

European (LOCAL) Cross-border Grants

Application and Selection Procedure



Journalismfund Grants

Applicant information

Applicants *

An application for this grant programme needs at least 2 applicants from 2 different countries.

Add Applicant (legal entity - news outlets)

Add Applicant (natural person)

Next



Save draft

- 1 APPLICANT INFORMATION
- 2 PROJECT
- 3 HOW WILL YOUR STORY FIND AN AUDIENCE?
- 4 BUDGET
- 5 CONFIRMATION



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VERENIGING
VERÓNICA

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Journalismfund Europe

European (LOCAL) Cross-border Grants

Mentoring

Journalismfund Europe has developed a list of mentors who we have pooled

Country:

58 mentors match your criteria. [View map](#)

Themes

- ☐ Agriculture
- ☐ Armed conflict
- ☐ Cities
- ☐ Corruption
- ☐ Culture
- ☐ Data Journalism
- ☐ Economy
- ☐ Education
- ☐ Energy
- ☐ Environment
- ☐ Equality
- ☐ Exploitation
- ☐ Finance
- ☐ Fishing industry
- ☐ Healthcare
- ☐ Human Rights
- ☐ Industry
- ☐ Innovation
- ☐ Journalism & Media
- ☐ Justice
- ☐ Migration
- ☐ Organised crime
- ☐ Politics
- ☐ Religion
- ☐ Science
- ☐ Security
- ☐ Social affairs
- ☐ Sport
- ☐ Tax evasion
- ☐ Technology
- ☐ Terrorism
- ☐ Trafficking
- ☐ Transport
- ☐ Work

Aiganysh Aidarbekova

Aiganysh Aidarbekova is an OSINT researcher and trainer from Kyrgyzstan.

[READ MORE →](#)

Alberto Cairo

Alberto Cairo is a journalist and designer leading graphics and visualization teams in several countries.

[READ MORE →](#)

Álvaro de Cózar

Álvaro de Cózar is a Spanish journalist specialised in reporting and storytelling.

[READ MORE →](#)

Amanda Cox

Amanda Cox is an American journalist and head of special data projects at USAfacts.

[READ MORE →](#)

Anne Kunze

Anne Kunze is a reporter for ZEIT based in Berlin.

[READ MORE →](#)

Bram Ebus

Bram Ebus is a Dutch criminologist and investigative journalist.

[READ MORE →](#)

Charles Autheman

Charles Autheman is a French independent consultant.

[READ MORE →](#)

Craig McKune

Craig McKune is a South African analyst and media consultant focussed on climate change and financial transparency.

[READ MORE →](#)

European (LOCAL) Cross-border Grants

Scholarships

Journalismfund Europe provides support for its grantees **to present** their investigation **and share their experience and knowledge** with colleagues at conferences, trainings, webinars or other journalistic events.

Up to €1,000 is available to cover:

- registration fees
- hotel and travel expenses.

journalismfund.eu/scholarships

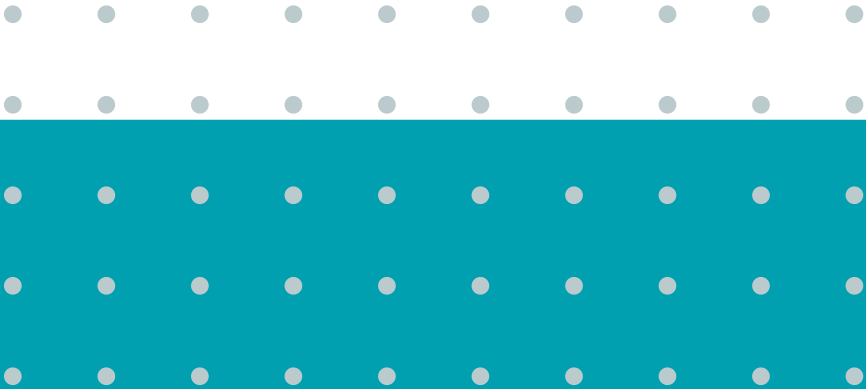
European (LOCAL) Cross-border Grants

Contact

- General website: www.journalismfund.eu
- Application portal: grants.journalismfund.eu
- e-mail: hande.ozhabes@journalismfund.eu
- Phone: +32 2 304 73 66
- Subscribe to our [newsletter](#)
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TIME FOR QUESTIONS & ANSWERS

Feel free to ask us anything!



THANK YOU

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