



Guidance

of how to apply for the participation of the Local community pitching.

Introduction: The purpose of this guidance is to inform all active citizens about the new Local community pitching (further- **Pitching**). It is financed by the British Council and the European Union within the framework of the project "Strengthening Cross-Sectoral Collaboration for Social Cohesion (SC3)".

General information:

Active Citizens is a social leadership programme that promotes intercultural dialogue and social responsibility. The programme is being implemented by the British Council in Ukraine since 2014.

The Strengthening Cross-Sectoral Collaboration for Social Cohesion (SC3) project is a 36-month project aimed at effectively addressing development challenges and opportunities at local level through improved cooperation between civil society organisations (CSOs) and local authorities (LAs) in Ukraine. It is delivered by the British Council working with three experienced (CSO) co-applicants and will operate across all of the Government-controlled areas (GCA) of Ukraine, including GCA Donetsk and Luhansk.

European Union, represented by the European Commission

The British Council is the UK's international organisation for cultural relations and educational opportunities, working with over 100 countries across the world.

Organisations – co-applicants:

1. Kherson Regional Charitable Fund 'UNION'
2. Non-governmental organisation 'Strong community'
3. Non-governmental organisation 'Youth Platform'

Project pitching is a competition for social action projects with the financial support of the European Commission and the British Council in co-financing with local governments.

Pitching participants – they can be all residents of the settlement or UTC (where pitching is carried out), who have an idea and desire to implement a social action project offline or online and to receive financial support for the implementation of this social action project.



Attention: Before applying for pitching, it will be useful for participants to view a course on the basics of project design on the VUM platform ([link](#)).

The Process description:

- Submission of the social action project idea for consideration on the website of the British Council in Ukraine.
- If your idea meets the conditions of the competition – you will be invited to a 3-day training, which includes a presentation of initial ideas and training to develop a project plan. **Training is a prerequisite for participation in pitching, if you have not completed it, your application will not be accepted.**
- After training, you submit an improved application for your project on the pitching.
- The finalized project must be presented at the competition in front of the committee for 5 minutes. If the application meets the criteria of the competition according to the committee evaluation - you will receive funding for the project.
- Implementation of the social action project.
- Reporting on the social action project.

Social Action Projects:

Applicants have to propose a project that should be based on generally recognized public values, well-planned and with regard of local-global relations. Applicants will be supported by organizations – co-applicants, mentioned above.

Type of projects:

- **Culture** (creative events, exhibitions, implementation of educational projects);
- **Ecology** (improvement of the environment, ecological education);
- **Non-formal education** (educational activities outside the national education system, in particular aimed at lifelong learning);
- **Young people** (ideas for youth development);
- **Spaces** (arrangement of places of rest and leisure in the community);
- **Inclusion** (increasing equal access to the community, including people with disabilities);
- **Dialogue and cooperation** (improving of communication skills, formation of mutual respect and respect for diversity, ability to conduct conflict-free and mutually beneficial dialogue);
- **Sports** (active recreation and promotion of a healthy lifestyle);
- **Cooperation between the community and local authorities** (building a dialogue and creating joint opportunities for cooperation between the government and the community);
- **Leadership** (popularization of active citizenship and formation of leadership qualities).

Within the frames of pitching, projects can be aimed at:

- strengthening of social cohesion in Ukraine;



- creation and strengthening links between volunteers, local authorities, hospitals, businesses and other representatives of the social processes;
- support for older people and promote inclusiveness (enhancing equal access to the community, including disabled people);
- contribution to the improvement of the environment;
- promotion of youth development, popularization of active citizenship and leadership;
- support of mental health of the community members in condition of social distancing;
- promotion of the gender equality and ensuring equal rights and opportunities;
- improving the environment.

We recommend submitting projects that will take place online or in a mixed format without holding mass events. It is allowed to carry out repair work or other actions that do not involve a mass gathering of people in one room. The implementation of the SAP should be in accordance with the requirements of the Ministry of Health regarding behavior during the Covid-19 pandemic and should not endanger human health.

The organizers reserve the right to recommend a change in the format of planned activities and not to support projects that include activities that could be dangerous to people's health in the context of the Covid-19 pandemic.

Projects should not include agitation, protest or political actions, be of a commercial nature.

Pitching budget:

The pitching budget consists of organizing a competition and financing of social action projects. Co-financing from the local government (partner) is mandatory. The European Commission and the British Council fully fund the competition and allocate UAH 150,000 for the implementation of social action projects. The local government should increase the project budget by an amount to be determined on a case-by-case basis. Within the framework of pitching, support for about 10 applications is expected, i.e. the budget of one social action project is about UAH 15,000 + funding from a local self-government body.

Requirements for social action projects (SAP):

1. The maximum funding for a social action project from the British Council is 15,000.00UAH
2. Co-financing from other partners (own contribution) and from other organizations or local governments up to 30% is encouraged and will get a higher score.
3. The grants provided for the implementation of social action projects require reporting;
4. If the implementation of the SAP requires the consent of the local council / public organization / residents of the house, etc., applicants must provide a letter of support together with the completed application form.
5. Online project activities are encouraged. When planning online events, please state how they will be organized in accordance with the current restrictions related to the COVID-19 pandemic.
6. Grant for the implementation of a social action project may cover the costs of:



- professional services (at market prices)
 - materials,
 - the equipment needed to complete the project,
 - reasonable administrative costs,
 - local travel
 - dissemination of information (except for payment for publications in the media),
 - other costs directly related to the project implementation
7. Grant for the implementation of a social action project **may not cover* the costs of:**
- salary of the project manager;
 - purchasing of office equipment (for example, a laptop, projector, printer, etc.), weapons, models of weapons, alcohol;
 - office rental costs, current organizational costs (for example, top up of mobile accounts, payment for ISPs, cost of software etc.);
 - expenses for outdoor advertising and payment for publications in the media
 - language learning;
 - salaries of civil servants;
 - or projects that have a commercial purpose.
8. The social action project manager must be over 18 years of age.

*** if the final budget of the project will contain items that are not funded under the terms of the competition mentioned above, the pitching organizers may request the exclusion of such items, and reserve the right not to allow such a project to participate in the pitching.**

Child Protection and Adults at Risk Policy:

If a supported social action project involves working with children (carrying out activities for a targeted child), the partner organization must provide the British Council with a copy of the internal child protection policy adopted at the organization level. In the absence of such a document, they must submit a child protection and safety plan for a specific social action project.

The form for the preparation of a plan for children protection and safety can be found at the following [link](#). It should be sent to the project email address.

Committee Formation Requirements and Criteria for evaluation of applications:

Applications for participation in the pitch will be selected by the British Council. Applications for the final competition will be evaluated by a panel of representatives of the British Council, the partner organization and local authorities.



Criteria: The overall project estimate consists of the following criteria:

- 1) Clear aim, outcome and strategy – whether the essence of the project is clear, whether it is social, whether it will have results that develop the whole community, whether it is concrete and measurable. The aim is also evaluated by the SMART system (details – <https://uk.wikipedia.org/wiki/SMART>);
- 2) Relevance to AC priorities (intercultural dialogue, community development, inclusion) and competition criteria – does the project develop the community, improve the lives of residents, involve local authorities, strengthen social cohesion, promote inclusion, etc.;
- 3) Reasonable budget – whether the financial part is properly technically calculated, whether it meets the objectives of the project, whether there is an own contribution to the project;
- 4) Impact – how the project involves community members, representatives of local authorities and other non-governmental organizations;
- 5) Audience reach – how many people will be covered by the project, what target audiences will it attract and what impact will it have on them,
- 6) Sustainability – will the project continue after the completion of funding, how will it develop further?

Each criterion has an equilibrium effect on the overall score. The rating system is implemented from 0 to 10, where:

- 0 - do not meet a criterion;
- 2-4 - low compliance with the criterion;
- 6-8 - medium-high compliance with the criterion;
- 10 - maximum compliance with the criterion.

The evaluation process and the results: To calculate the final score for each project, an average score across all criteria is calculated. According to the evaluation of the committee, ten projects will receive funding. Information on the results of the evaluation will be posted on the British Council's website.

Social Action Project Administration

Administration support will be provided by organization- co-applicants depending on the area where the SAP is implemented:

1) Kherson Regional Charitable Fund 'UNION' – Kherson, Mykolaiv, Odesa, Vinnytsia, Kirovograd, Cherkasy, Zhytomyr, Dnipro regions;

Non-governmental organisation 'Strong community' – Donetsk, Lugansk, Zaporizhia, Kharkiv, Kyiv, Sumy, Chernihiv, Poltava regions;

2) **Non-governmental organisation ‘Youth Platform’** – Volyn, Lviv, Rivne, Zhytomyr, Ternopil, Chernivtsi, Ivano-Frankivsk, Transcarpathian, Khmelnytsky regions;

Agreement with a Social Action Project Manager

The partner organization is obliged to sign an Agreement for the implementation of a supported social action project with the project manager. The partner organization keeps this agreement in their archive.

The standard Agreement and its annexes can be found [link](#).

Reporting on social action projects

Financial and narrative reports together with supporting documents (stamped and signed), must be submitted to the British Council in due time.

Force-majeure:

The impact of unforeseen circumstances of force-majeure following the announcement of a local pitch as a result of emergencies that could neither have been foreseen nor avoided by taking reasonable steps is governed by the British Council's internal procedures. These circumstances include events that occur independently of the will of the organizers or participants of the local pitch, i.e. which the organizers or participants cannot influence and / or are beyond their control, and therefore those for which they cannot be held responsible. These circumstances include, but are not limited to, natural disasters (such as earthquakes, floods, floods, freezing, etc.), fires, other natural disasters, and social cataclysms, strikes, acts of terrorism, hostilities, wars, and so on. These circumstances also include civil unrest, actions / adverse actions of government or other state bodies, blockades, embargoes, other international sanctions, other hostile actions of countries, etc., to which the organizers or participants of the local pitch have no relation and to which they cannot be affected. The existence and validity of force majeure is confirmed by the authorized bodies, in the manner prescribed by applicable law. In case of force-majeure, the competition and the implementation of social action projects are postponed in accordance with the time during which such circumstances will apply. If the force majeure lasts more than 3 (three) months, the local pitch and the implementation of social action projects may be suspended in part of the events that have not yet taken place.

Contacts

Communication on the project with the British Council is via the main mail:
activecitizens@britishcouncil.org.ua

Phone: +38 050 422 81 04

Communication on the project with organization – co-applicants:

1) **Kherson Regional Charitable Fund ‘UNION’**



Ushakova ave. 62/35
Kherson 73026, Ukraine
+380 99 942 8115;

2) Non-governmental organisation ‘Strong community’

st. Artem 153
Lymansky, Donetsk
Yarova 84432, Ukraine
+380 66 673 37 88;

3) Non-governmental organisation ‘Youth Platform’

Gradnyy Descent 5, office
Lutsk 43025, Ukraine
+380 95 151 94 91;

Data Protection

British Council will use the information that you are providing in connection with processing your application. The legal basis for processing your information is agreement with our terms and conditions of application. We may need to pass this information on to the following partners: NGO “Strong Community”, NGO “Youth Platform” and Kherson Regional Charitable Fund “UNION” for processing and storage.

British Council complies with data protection law in the UK and laws in other countries that meet internationally accepted standards. You have the right to ask for a copy of the information we hold on you, and the right to ask us to correct any inaccuracies in that information. If you have concerns about how we have used your personal information, you also have the right to complain to a privacy regulator. For detailed information, please refer to the privacy section of our website, www.britishcouncil.org/privacy or contact your local British Council office info@britishcouncil.org.ua.

We will keep your information for a period of 7 years from the time of collection.