

EPIM Call for Interest – Communications Capacity Development

EPIM Sub-Fund “Communicating on Migration in a Changing Environment”

Across Europe, migration has developed into an issue that ranks among people’s top concerns. The fact that those with outspoken views on immigration dominate the public debate risks leaving politicians with a **distorted image of public support or rejection of migration policies** and influences current policy-making at Member State and EU level to a disproportionate extent.

Voices of people **in support of, or with more nuanced views on migration have been underrepresented** in public discourses despite polls and survey results highlighting that these represent the majority. Reasons range from limited capacities for mobilisation and engagement of supporters, the consideration of newsworthiness by media outlets and the lack of recognition of the role of communications and the public discourse in shaping policy and practice around migration among actors with more positive or constructive views on the issue.

Based on these developments, many organisations and institutions are now **rethinking their own messaging and approach to their target audiences** to remain relevant in a fast-paced and sensitive discourse. In this context, EPIM dedicates a Sub-Fund to encourage and support civil society organisations (CSOs) working on migration who engage in such process, recognising their role as legitimate and potentially **powerful links to local communities and their realities**.

Through this support, EPIM hopes to **enable increased weight of CSO messages and recommendations** to contribute to a more nuanced political and public discourse as well as policy-making on migration in and across EU Member States and at EU level.

Expression of interest

With this Call for expressions of interest, EPIM aims to identify CSOs working on migration with a Pan-European membership and/or a mandate with Pan-European relevance who are **interested in support to make strategic communications an integral part of their overall strategy and day-to-day work**.

Developing a longer-term plan

On the basis of the expressions of interest, EPIM will support selected organisations in developing a proposal for a **two- to three-year capacity development plan**. This support may involve consultancy support to the organisation, where required, and/or bilateral conversations with EPIM. The proposal submitted to EPIM after this process should include a budget required for the implementation of such plan.

Objectives of those development plans should be in line with the organisation’s broader strategy and could be focused, **for example**, on strengthening organisational capacities **to be effective communicators**. This may involve dedicated trainings, commissioning and/or applying relevant polling and other research, pilots of new tools, co-funding of new staff etc. Development plans could also be aimed at **contributing to organisational and structural shifts** with regards to the role of strategic communications. This could include activities such as refining communications strategies, elaborating the role of communications staff, rethinking acquisition and allocation of resources for communications, and similar activities.

A number of the most promising proposals will be awarded with a grant of **up to 60,000 EUR per year** for a **timeframe of up to three years**.

Selection criteria

Organisations interested in being invited to draw up a capacity development plan must meet a variety of criteria including the ability to show the ambition and **potential for change or development**, executive support for the involvement as an **organisational priority** and the potential for **sustainability** of any impact beyond EPIM's support (see details in DOC 1).

Organisations awarded grants are expected to **support peers and share their expertise**, tools and experience with the wider sector, whenever possible. Membership-based organisations are encouraged to explicitly describe how they will involve at least some of their members and cascade learning.

HOW TO SUBMIT AN EXPRESSION OF INTEREST

All organisations eligible for EPIM funding are invited to submit an expression of interest **by 26 March 2018**. Organisations eligible for EPIM funding with promising expressions of interest meeting the selection criteria will be invited to develop a proposal for a capacity development plan. This process may be supported by EPIM's Strategic Communications Advisor, other relevant consultants and/or EPIM staff.

The plan will be submitted to EPIM by early May and a decision on the plans to be awarded with grants will be made by the EPIM Selection Committee by mid-May 2018.

To apply for EPIM funding in response to this call for expressions of interest, please use our online application system (<https://applications.nef-europe.org/>) and click on the tab 'Login/Register'. We encourage you to consult the following documents before applying:

DOC 1: Guidelines for the submission of a proposal.

CONTACT

Please refer any questions you may have to EPIM Senior Programme Manager, Sarah Sommer, at sarah.sommer@epim.info.