



Coimisiún
na Meán

Media Skills and Development Programme - Guide for Applicants

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Deadline for response: 10th November 2026



Introduction

This document is a guide for applicants who wish to apply to Coimisiún na Meán's Media Skills and Development Programme. The guidance covers the following matters:

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Applicants are advised to read this guidance before completing and submitting an application. If you have any queries in relation to the Media Skills and Development Programme, contact mediaskillsdev@cnam.ie

Closing Date for Applications

Completed Coimisiún na Meán applications must be submitted via <https://cnam.submit.com/> by **12 noon on 10th November 2026**. 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, as reflected in our [Strategy Statement](#). It was established under the provisions of the [Online Safety and Media Regulation Act 2022](#) on the 15th March 2023. Our responsibilities include:

- We implement the regulatory regime for online safety.
- We regulate broadcasters and video-on-demand providers.
- We support the wider media sector.

2. Coimisiún na Meán's Media Skills and Development Programme

An Coimisiún recognises the importance of ongoing training, and development activities for those working in media. Through this Programme, we aim to support training and development activities that, in line with our [Strategy Statement](#), nurture a vibrant and trusted media landscape that is sustainable, pluralistic and participative, and that reflects and shapes who we are as a society. An Coimisiún is calling for applications for funding for such activities in the upcoming calendar year.

Coimisiún na Meán has published a [Media Skills and Development Programme Policy](#) that sets out the Programme objectives and sets out further relevant details about who is eligible to apply, what types of support are provided and the process involved. **Applicants are advised to read this Policy before making an application to the Programme.** Further relevant details can be found below.



3. Who We Support

The Programme is open to the following types of organisations / registered businesses that work across the media sector or with media:

- Representative organisations
- Advocacy organisations
- Training and support bodies
- Educational organisations that work to address media related matters.

Applications from individual media organisations will be considered. However given funding limitations, those above, or collaborations or partnerships will be given priority.

4. What We Support?

- Funding can be sought to help deliver specific and measurable training and development activities in a particular timeframe.
- Applications must align with our [Strategy Statement](#) and the aims and objectives of our [Media Skills and Development Programme Policy](#)
- Operational and overhead costs associated with the delivery of such activities, for example the coordination and implementation of training initiatives, are permissible.
- Applicants must apply for funding to support specific training and development activities taking place in **2027 only**.
- Applicants are encouraged to explore other Funding supports offered by An Coimisiún to ensure support is being sought from the most appropriate programmes or scheme. Further information available on our [website](#) .



Other Important Information For Applicants

- Multi-annual funding is not available under this round.
- Funding is not offered to produce films, television radio programmes or similar under this Programme.
- Applicants are expected to contribute some funding to the proposed activities concerned and should not seek to use this Programme as their only source of funding. No more than 95% of the relevant budget may be requested.
- If an Applicant is in receipt of funding under another Coimisiún na Meán scheme, the Applicant cannot apply to this Programme to support the same activity / activities or event that is in receipt of funding via the other support mechanism.
- This Programme is not designed to support the day to day running costs of an organisation. Funding for such operational or overhead costs outside identified training and development activities is not permitted.
- Funding for capital or infrastructure costs is not permitted.



5. State Aid Funding

An Coimisiún operates this Programme having regard to EU State Aid Rules, and uses the [De Minimis Regulation \(EU\) 2023/2831](#). Under this regulation, aid granted to one 'undertaking' cannot exceed €300,000 in a rolling 3-year period. It should be noted that De Minimis payments to one undertaking under a number of measures or schemes have to cumulatively observe the €300,000 limit.

De Minimis Aid Under De Minimis, the current ceiling for all De Minimis aid, regardless of the source of such De Minimis aid, awarded to any single undertaking by any State agency or public body over a three-year period is €300,000. De Minimis aid of up to €300,000 per undertaking over any period of three years is allowed by the European Commission under the De Minimis Regulation as this is considered to be at a level which will not have a substantive effect on trade between Member States nor distort or threaten to distort competition and therefore can be awarded without notification to or clearance by the European Commission.

Applicants must declare to An Coimisiún any De Minimis aid received by them from any public body in the three years before funding is received from An Coimisiún (and any "in progress" applications for state funding). All projects will be checked for De Minimis applicability as part of the initial application and on submission of claims, and this may result in applications being ineligible for grant aid under this Programme.

Applicants seeking support under the De Minimis Regulation will be required to submit a declaration to An Coimisiún declaring all De Minimis aid received over the past three years, in accordance with EU State Aid Rules. It should be noted that a false declaration resulting in the threshold of €300,000 being exceeded could later give rise to the aid being recovered by An Coimisiún with interest.

Please note that should funding be awarded to an Applicant, the De Minimis funding awarded will be listed on the [eAidRegister](#). The eAidRegister platform provides transparent access to both de minimis and State aid award data encoded and published by Member States and national authorities in compliance with the applicable de minimis regulations and the European transparency requirements for State aid.

Monitoring & Reporting Requirements

An Coimisiún will retain records with information and supporting documents to establish that all the conditions laid down in De Minimis are fulfilled for 10 years from the date of the last award of aid under the Programme.

For further information: [De Minimis Aid](#)



6. Children First Act

As a public body, An Coimisiún has obligations under the Children First Act (2015). Where An Coimisiún is funding a project or activity which involves children or vulnerable adults, both An Coimisiún and the grantee are obliged to comply with the provisions of the Act. If one or more of your proposed activities involve children or vulnerable adults, this should be indicated in the application form. Please note that as a condition of funding you will be asked to provide a copy of your Child Protection Policy/Vulnerable Adult Protection Policy and to provide assurances that your project is operating in compliance with the Children First Act. A National Guidance document in relation to Children First can be found [here](#).

7. Required information for an application.

Applicants must complete the relevant official Coimisiún na Meán Media application form on <https://cnam.submit.com/> with the following information:

Details of the Applicant / Proposed Contractor, including :

- Contact details (*email, phone, address, social media, website*)
- Confirmation of the Applicant / Proposed Contractor's legal status, (*registered company, organisation or individual business name.*)
- Brief background of the applicant / Proposed Contractor, including any relevant track record.

Details of the proposed training and development activities

- A description of the specific activities for which the applicant is seeking funding and how those activities address the aims and objectives of the [Media Skills and Development Programme Policy](#).
- If relevant, Date(s), location, brief description of any event that may be associated with the proposed training activities.

Finance Details

- Amount requested from An Coimisiún. **Please note no more than 95% of the relevant budget may be requested.**
- Finance plan indicating other funding sources, for example An Coimisiún (if successful), funding to be provided by the Applicant, and any other partners. **(Template provided in Appendix One).**
- Total budget for the proposed activities. **(Template provided in Appendix Two)**



Promotion and Recognition

- Explain how any funding support from Coimisiún na Meán will be recognised.

Relevant Track Record of applicant

- Relevant track record of applicant in delivering training and development activities previously and status of existing contracts with An Coimisiún if applicable.

8. Submitting an application

Completed application forms must be submitted via <https://cnam.submit.com/> by **12 noon on 10th November 2026**. Coimisiún na Meán will not accept late or incomplete applications.



9. Assessment of applications

Preliminary Evaluation: To ensure that an applicant is eligible for funding under the programme. The focus here is to ensure that minimum criteria, having regard to the Policy, have been met and all required documentation / information has been submitted.

Qualitative Assessment: Each application is assessed on its own merits in the context of the assessment criteria below.

Assessment Criteria	Marks Available %	Minimum score required
(A) Alignment and relevance to our Strategy Statement and Media Skills and Development Programme Policy specific objectives.	40	24
(B) Offers value for money.	25	15
(C) The extent to which the proposal set out is realistic and achievable.	15	9
(D) The relevant experience and track record of the applicant having regard to the activities proposed. An Applicant's track record in terms of the contracting process and closing contracts within agreed timelines will be considered as part of the assessment process. If the applicant has previously secured funding, please note that Coimisiún na Meán will not enter into a new contract, until all previous contracts are closed.	20	12
Total	100%	-



Strategic Assessment:

In instances where there are more qualifying applications than funds available, there will be a second evaluation phase. This will focus on achieving a balance in the overall package of funded projects in the context of the Programme. The recommendations from the qualitative phase will be considered here.

A final package of recommendations is then submitted to the Commissioners for consideration and ratification.

The assessment criteria for this phase are:

Criteria	Available Score
Diversity and innovative nature of training proposed.	40
Level of collaboration/ partnerships	20
Marks achieved from qualitative assessment phase	15
Irish Language	15
Environmental Sustainability	10
TOTAL	100

Please note that previous success in securing funding does not guarantee future offers of funding.

10. Decisions

Coimisiún na Meán will communicate decisions to successful and unsuccessful applicants in early 2027.



11. Requirements for successful applications

Contract: All offers of funding are subject to applicants formally accepting the offer and executing an agreement / contract with Coimisiún na Meán within timeframes specified by An Coimisiún.

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 contracts entered into with Coimisiún na Meán, 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 for any upcoming event / activity awarded funding.

Funding offers may be withdrawn should a successful applicant not engage with An Coimisiún to finalise a contract in accordance with agreed timelines.

- View an [Indicative Contract](#) for the Media Skills and Development Programme, with terms and conditions.

Other requirements to have ready in order to finalise a contract

Please note all requirements are set out in the [Indicative Contract](#) and in particular Schedules 1 – 7 of the contract.

- **De Minimis Declaration**
Further to Section 5 above a template will be provided to successful applicants to complete the require declaration.
- **Separate Bank Account and No Set Off Letter.**
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. Example wording can be provided.

For information 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.

- **MTS 45 Statement**
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.
- **Seal**
Successful applicants are required to have a company seal or equivalent to seal the relevant contract once finalised.

12. Freedom of Information

An Coimisiún undertakes to use its best endeavours to hold confidential any material provided in response to this process, subject to An Coimisiún's obligations under law, including the Freedom of

Information Act 2014 ("FOI Act"). Applicants and Contractors are asked to consider if any of the information supplied to An Coimisiún in an application or during subsequent contracting should not be disclosed because of its information content, to identify same and to specify reasons for its sensitivity. An Coimisiún will consult with applicants about confidential, personal, or commercially sensitive information before deciding on any request received under the FOI Act. Such information may be released in response to an FOI request if information is not deemed to be commercially sensitive.

13. 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 Office of 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 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 Programme.



Appendix One – Finance Plan

Funder	Amount	% of Total Budget	Confirmed? (Y/N)
Total			

Appendix Two - Budget Template

Complete a table for each proposed activity. (Max. 5 activities)

NOTE: There is a separate table at the bottom for Operational costs (finance/insurance/overheads) for the overall project which must be filled in.

Activity 1					
Line	Description	Cnam contribution €	Applicant contribution €	Other funder €	Total (€)
1					
2					
3					
4					
5					
6					
7					
8					
9					
	Total Activity 1	0	0	0	0

Activity 2					
Line	Description	Cnam contribution €	Applicant contribution €	Other funder €	Total (€)
1					
2					
3					
4					



5					
6					
7					
8					
9					
	Total Activity 2	0	0	0	0

Activity 3					
Line	Description	Cnam contribution €	Applicant contribution €	Other funder €	Total (€)
1					
2					
3					
4					
5					
6					
7					
8					
9					
	Total Activity 3	0	0	0	0

Activity 4					
Line	Description	Cnam contribution €	Applicant contribution €	Other funder €	Total (€)
1					
2					
3					
4					
5					
6					
7					
8					
9					
	Total Activity 4	0	0	0	0

Activity 5					
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Line	Description	Cnam contribution €	Applicant contribution €	Other funder €	Total (€)
1					
2					
3					
4					
5					
6					
7					
8					
9					
	Total Activity 5	0	0	0	0

Total Operational Costs for all activities					
Line	Description	Cnam contribution €	Applicant contribution €	Other funder €	Total (€)
1	Finance & accounting* <i>mandatory</i>				
2	Insurance* <i>mandatory</i>				
3	Overheads (no more than 5%)				
4	Total Operational Costs	0	0	0	0

	Total Project Costs	0	0	0	0
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