



Welcome!

THE SESSION WILL BEGIN SOON



INFORMATION SESSION

MARKETS AND NETWORKING CALL 2024

6 NOVEMBER 2023

THIS INFO SESSION WILL BE RECORDED USING WEBEX FOR THE PURPOSE OF PUBLICATION ON EACEA'S WEBSITE. ONLY THE PRESENTATIONS WILL BE RECORDED: Q&A SECTIONS WILL NOT BE RECORDED

PLEASE REFER TO THE DATA PROTECTION NOTICE OF THE EVENT FOR MORE INFORMATION

*European Education and Culture
Executive Agency*



MARKETS AND NETWORKING

Call CREA-MEDIA-2024-MARKETNET



CONTENT

1. Context
2. Call information
3. Applying to the call



OBJECTIVES OF THE CALL



PROMOTION OF EUROPEAN WORKS

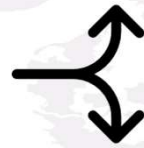


**COOPERATION OF AUDIOVISUAL
PROFESSIONALS**



WHAT ACTIVITIES?

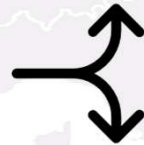
MARKETS



INDIVIDUAL MARKETS

NETWORKS OF MARKETS

**NETWORKING
ACTIVITIES**



B2B PROMOTION ACTIVITIES

CO-CREATION OF SERIES

WHAT ACTIVITIES? MARKETS

INDIVIDUAL MARKETS

- ✓ **B2B EXCHANGES**
- ✓ **FACILITATE CO-PRODUCTIONS & SALES**
- ✓ **IMPACT ON PROMOTION AND SALES OF EUROPEAN WORKS**
- ✓ **INNOVATIVE CONTENT**

NETWORKS OF MARKETS

- ORGANISED BY THEMES**
- BY TYPES OF WORKS**
- COVER SPECIFIC REGION**



WHAT ACTIVITIES?

NETWORKING ACTIVITIES



ACTIVITIES COVERING EXISTING MARKETS

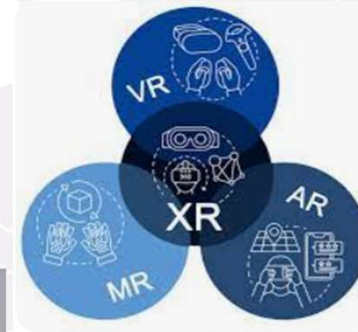
- IN & OUTSIDE MEDIA COUNTRIES
- B2B PROMOTION ACTIVITIES
- DISTRIBUTION OF WORKS
- EXCHANGE OF BEST PRACTICE
- INNOVATIVE TECHNOLOGIES

CO-CREATION OF SERIES



FINANCIAL SUPPORT TO THIRD PARTIES

HIGHLIGHT ON INNOVATIVE CONTENT





AWARD CRITERIA

RELEVANCE OF THE ACTIVITIES (40 PTS)

10

RELEVANCE IN LINE WITH THE
OBJECTIVES OF THE CALL

10

POSITIONING -> USP

10

ADDED VALUE :

- CIRCULATION/PROMOTION OF WORKS
- EUROPEAN/INTL DIMENSION
- CULTURAL/LANGUAGE DIVERSITY

STRATEGIES FOR **SUSTAINABLE AND
ECO-FRIENDLY** ACTIVITIES
WITHIN THE PROJECT
IMPLEMENTATION

5

STRATEGIES FOR **GENDER BALANCE
INCLUSION
DIVERSITY
REPRESENTATIVENESS**

5



AWARD CRITERIA

QUALITY OF CONTENT AND ACTIVITIES (30 PTS)

10

QUALITY OF ACTIVITIES

- INNOVATION
- DIGITAL TECHNOLOGIES / NEW BUSINESS MODELS
- VISIBILITY OF PROFESSIONALS FROM LCC

COHERENCE OF BUSINESS MODEL

20

- CO-FINANCING STRATEGY
- FEASIBILITY
- COST EFFICIENCY



AWARD CRITERIA

PROJECT MANAGEMENT (10 PTS)

PROJECT TEAM OR GROUPING

10

- COHERENCE / COMPLEMENTARITY
- TASK DIVISION
- WORK COORDINATION
- DECISION MAKING
- EXCHANGE OF KNOWLEDGE

DISSEMINATION (20 PTS)

SYSTEMIC IMPACT

- CO-PRODUCTION, FINANCING, VISIBILITY
- INTERNATIONAL CIRCULATION
- GLOBAL AUDIENCE REACH
- TRACK RECORD
- ASSISTANCE AND FOLLOW UP

10

STRUCTURING EFFECTS AND ADDED VALUE

- ENTER TARGETED MARKETS
- REINFORCE CO-PRODUCTION AND/OR INTL CIRCULATION

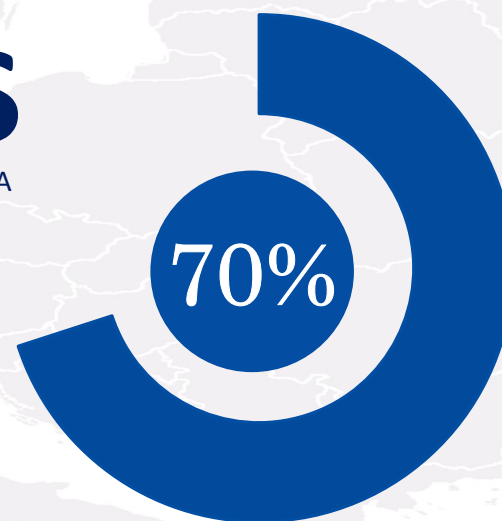
10



QUALITY THRESHOLD

70/100 PTS

FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA



PROJECT DURATION

24 MONTHS





FUNDING RATE

COSTS WILL BE REIMBURSED AT

70%





BUDGET AND TIMELINE



16,5M EUR



DEADLINE

18.01.2024

17:00:00 CET

EVALUATION: FEBRUARY – MAY 2024

INFO TO APPLICANTS: JULY 2024

SIGNATURE GRANT AGREEMENT: EXPECTED **OCTOBER 2024**



CONTENT

1. Context
2. Call information
3. Applying to the call



Apply on Funding & Tenders Portal



European
Commission

Funding & tender opportunities

Single Electronic Data Interchange Area (SEDIA)

[HOME](#)

[SEARCH FUNDING & TENDERS](#)

[HOW TO PARTICIPATE](#)

[PROJECTS & RESULTS](#)

[WORK AS AN EXPERT](#)

MARKETS & NETWORKING

CREA-MEDIA-2024-MARKETNET

Topic

Call for proposal

Internal navigation

[Start submission](#)

[Topic related FAQ](#)

[Get support](#)

[Go back to search results](#)

General information

Programme

Creative Europe Programme (CREA)

[€ Budget overview](#)

Call

Markets & Networking (CREA-MEDIA-2024-MARKETNET)

Type of action

CREA-PJG CREA Project Grants

Type of MGA

CREA Action Grant Budget-Based [CREA-AG]



Deadline

18 January 2024 17:00:00 Brussels Local Time

108 days left until closure

Call data

Call: **CREA-MEDIA-2024-MARKETNET**

Topic: **CREA-MEDIA-2024-MARKETNET**

Type of action: **CREA-PJG**

Type of MGA: **CREA-AG**



Please submit your proposal at the latest **48 hours before the deadline** (to avoid system congestion or system incompatibility issues). Late proposals will not be accepted. Don't wait until the end because you are worried about confidentiality – we will not open the proposals before the deadline. You can submit the proposal as many times as you wish up until the deadline. Each new submitted version will replace the previous one. ✕

Find your organisation

PIC

Short name

Search for your organisation



TECHNICALITIES

PART

A

PART

B

PART

C



APPLICATION FORM



Deadline

18 January 2024 17:00:00 Brussels Local Time

141 days left until closure

Call data

Call: **CREA-MEDIA-2024-MARKETNET**

Topic: **CREA-MEDIA-2024-MARKETNET**

Type of action: **CREA-PJG**

Type of MGA: **CREA-AG**



Submit your proposal as early in the process as possible - you can submit an improved version many times before the call closure.

Submitting a proposal will overwrite any previous versions of the proposal - this is irreversible.

Any changes made to the proposal will not be available to the public unless resubmitted before the call closure.

Administrative forms (Part A)

Edit forms

Edit Part C (KPI)

View history



Part A =
complete
ONLINE



Part C =
complete
ONLINE



[Table of contents](#)

[Validate form](#)

[Save form](#)

[Save & exit form](#)

PART A

Call: CREA-MEDIA-2024-MARKETNET
(Markets & Networking)

Topic: CREA-MEDIA-2024-MARKETNET

Type of Action: CREA-PJG
(CREA Project Grants)

[Table of contents](#)

Section	Title	Action
1	General information	Show
2	Participants	Show
3	Budget	Show
4	Other questions	Show



PART A

SIMPLIFIED BUDGET BREAKDOWN PER WORK-PACKAGE IN PART B

Application forms

Proposal ID SEP-210833587

Acronym LAST360

3 - Budget

2

No.	Name of beneficiary	Country	Role	Personnel costs without volunteers/ EUR	Personnel costs - volunteers/ EUR	Subcontracting costs/ EUR	Purchase costs - Travel and subsistence/ EUR	Purchase costs - Equipment/ EUR	Purchase costs - Other goods, works and services/ EUR	Financial support to third parties/ EUR	Indirect costs/ EUR	Total eligible costs/ EUR	Ineligible costs/ EUR	Total estimated project costs and contributions/ EUR	Funding rate	Maximum EU contribution to eligible costs/ EUR	Requested EU contribution to eligible costs/ EUR	Max grant amount/ EUR	Income generated by the project/ EUR	In kind contributions/ EUR	Financial contributions/ EUR	Own resources/ EUR	Total estimated project income/ EUR
1	Baird Consulting Scs	BE	Coordinator	123 333	0	34 000	10 000	26 000	130 000	2 000	22 773.31	348 106.31	0	348 106.31	70	243 674.41	240 000.00	240 000.00	10 000.00	0.00	18 000.00	80 106.31	348 106.31
			Total	123 333	0	34 000	10 000	26 000	130 000	2 000	22 773.31	348 106.31	0	348 106.31		243 674.41	240 000.00	240 000.00	10 000.00	0.00	18 000.00	80 106.31	348 106.31



PART A

- BUDGET MUST BE **BALANCED** (COST/INCOME)
- PERSONNEL COST-VOLUNTEERS ARE **NOT APPLICABLE**
- FINANCIAL SUPPORT TO THIRD PARTIES **ONLY APPLICABLE FOR NETWORKING ACTIVITIES**

PART B

Call data

Call: **CREA-MEDIA-2024-MARKETNET**

Topic: **CREA-MEDIA-2024-MARKETNET**

Type of action: **CREA-PJG**

Type of MGA: **CREA-AG**



Topic and type of action can only be changed by creating a new proposal.

Download Part B templates



Download part B templates

- **DESCRIPTION OF THE ACTION**
- **COVERS THE TECHNICAL CONTENT OF THE PROPOSAL**
- **MANDATORY**





PART B

CHECK THE CORRECT
QUESTIONS BASED ON THE
ACTION/CALL

1. RELEVANCE

1.1 Background and general objectives

Background and general objectives

For 'European Co-development', 'European Slate development', 'European Mini-Slate development', 'TV and Online content' and 'Video games and immersive content development':

- Provide a presentation of the applicant company (and partners for the European Co-Development and TV and Online actions), its management, its activities, its present position in the national and European markets and its editorial line in terms of development and production.
- For European Slate and Mini-Slate development, also describe the company's development plans and its present and forecast financial status (this must include the company's total turnover and total development expenditure in the last two financial years in €).

For 'Fostering European media talents and skills', 'Markets & networking', 'Innovative tools and business models', 'MEDIA360', 'Networks of European cinemas', 'Networks of European festivals', 'European VOD networks and operators', 'European festivals', 'Subtitling of cultural content', 'Audience Development and Film Education', 'Media Literacy', 'Defending media freedom and pluralism' and 'Journalism Partnership': Define the objectives of your proposal and explain their relevance to this call for proposals.

For 'European Film Distribution' and 'European Film Sales': Describe your company position on the national and European/international market as well as your editorial line/catalogue (size, genre, focus, etc.) and the latest developments/changes in regards to release windows. Describe typical/planned marketing and promotion campaigns for the release/sale of European non-national film(s) including online releases. If a release is already planned please be specific on the release campaign (number of prints and cinemas, type of marketing and promotion activities, innovative ways to attract audiences, type of audience, objectives in terms of admissions, online activities, etc). For European Film Distribution, please also explain how you intend to co-produce and/or acquire and/or promote European non-national films. For European Film sales, you can also indicate the festivals/markets that you principally target.



PART B

PROJECT ACTIVITIES MUST BE ORGANISED IN THE FOLLOWING **WORK PACKAGES (WP)**:

QUESTION 5.2 : **WORK PACKAGES**
(REFER TO THE CALL DOCUMENT)



- WP 1: **PROJECT MANAGEMENT (MANDATORY)**
- WP 2: **ACTIVITIES TO BE IMPLEMENTED (MANDATORY)**
 - ACTIVITIES OF **FIRST YEAR** IMPLEMENTATION
- WP 3: **ACTIVITIES TO BE IMPLEMENTED (MANDATORY)**
 - ACTIVITIES OF **SECOND YEAR** IMPLEMENTATION
- WP 4: ACQUISITION OF A **SUSTAINABILITY CERTIFICATE FOR PHYSICAL EVENTS (MANDATORY)**



PART B: WORK PACKAGES

EU Grants: Application form (CRCA MEDIA and CROSS) - V 1.0 - 15.04.2021

BREAKDOWN OF COSTS PER WP

MUST BE CONSISTENT WITH GENERAL BUDGET OF PART A

Estimated budget – Resources														
Participant	Costs (n/a for Lump Sum Grants: 'European Co-development', 'European Slate development', 'European Mini-Slate development', 'TV and Online content', 'European festivals' and 'Videogame and immersive content development')													
	A. Personnel		B. Subcontracting	C.1a Travel			C.1b Accomodation	C.1c Subsistence	C.2 Equipment	C.3 Other goods, works and services	D.1 Financial support to third parties		E. Indirect costs	Total costs
[name]	X person months	X EUR	X EUR	X travels	X persons travelling	X EUR	X EUR	X EUR	X EUR	X EUR	N/A	N/A	X EUR	X EUR
[name]	X person months	X EUR	X EUR	X travels	X persons travelling	X EUR	X EUR	X EUR	X EUR	X EUR	N/A	N/A	X EUR	X EUR
Total	X person months	X EUR	X EUR	X travels	X persons travelling	X EUR	X EUR	X EUR	X EUR	X EUR	N/A	N/A	X EUR	X EUR

For Lump Sum Grants, see detailed budget table/calculator (annex 1 to Part B; see [Portal Reference Documents](#)).

Work Package ...

To insert work packages, copy WP1 as many times as necessary.



WORK PACKAGES CHECKLIST

- EACH WORK PACKAGE MUST HAVE A SPECIFIC ESTIMATED BUDGET
- EACH WORK PACKAGE MUST CONTAIN **AT LEAST ONE DELIVERABLE**
- CHECK THE CALCULATIONS: WP BUDGET 1 + WP BUDGET 2 + (ETC) = GLOBAL TOTAL ESTIMATED BUDGET **IN PART A !!!!**

DELIVERABLES



DELIVERABLES



- MUST INDICATE A **DUE DATE** WITHIN THE DURATION OF THE RELATED **WORK PACKAGE**
- FINAL REPORT IS **NOT** A DELIVERABLE
- AUDIT REPORT IS **NOT** A DELIVERABLE



DELIVERABLES



Deliverable No (continuous numbering linked to WP)	Deliverable Name	Work Package No	Lead Beneficiary	Type	Dissemination Level	Due Date (month number)
D1.1		1		[R — Document, report] [DEM — Demonstrator, pilot, prototype] [DEC — Websites, patent filings, videos, etc] [DATA — data sets, microdata, etc] [DMP — Data Management Plan] [ETHICS] [SECURITY]	[PU — Public] [SEN — Sensitive] [R-UE/EU-R — EU Classified] [C-UE/EU-C — EU Classified] [S-UE/EU-S — EU Classified]	

- DISSEMINATION LEVEL: **ONLY PU (PUBLIC) OR SEN (SENSITIVE)**
- DUE DATE: **MUST CORRESPOND TO THE MONTH NUMBER IN THE PROJECT NOT TO THE CALENDER MONTH**
- AVOID SUBMITTING ALL YOUR DELIVERABLES THE VERY LAST MONTH OF THE PROJECT



MILESTONES



MILESTONES



NOT APPLICABLE. DO NOT FILL IN
(NO BLOCKING WARNING)



PART B

WORD DOCUMENT



UPLOAD IN PDF

Part B and Annexes

In this section you may upload the technical annex of the proposal (in PDF format only) and any other requested attachments. ⓘ

Part B *



Upload



BACK TO PARTICIPANTS LIST

VALIDATE

SUBMIT

PART C -> KPIs



CREA Media Trainings, Markets and Events

Location



Type of project, thematic area and types of activities



Type of project participants

Output, result and impact indicators (only at reporting)





PART C -> Location = country where the event takes place

CREA Media Trainings, Markets and Events

Location

! Please add at least one country & NUTS codes

+ Add

Country
NUTS1
NUTS2

Country and region

Country and region

Country **?** *

NUTS1 **?** *

NUTS2 **?** *

Finland



Åland



Åland



Manage proposal

TEST MODE



Deadline

18 January 2024 17:0...

106 days left until closure



Your proposal was submitted on: **04 October 2023 09:48:08 (Brussels Local Time)**

Your proposal is part of call **CREA-MEDIA-2024-MARKETNET**. The call deadline is 18 January 2024 17:00:00 (Brussels Local Time).

Your proposal ID is . This number is important and will be used as future reference during the evaluation process.

Revisit your proposal

You can edit your proposal and re-submit at any time before the deadline 18 January 2024 17:00:00 (Brussels Local Time).

Update proposal

The time-stamped and digitally signed PDF version of your proposal is not yet available (and may still take some time). Please contact the Helpdesk if it is not available within 24 hours after the deadline.

Download

You may withdraw your proposal at any time before call closure. When withdrawing, your proposal will not be considered in the evaluation stage.

Withdraw proposal



Support & Helpdesk

 [Online Manual](#)

 [IT How To](#)

 [IT Helpdesk](#)

 [FAQ](#)

Service Desk:



EC-FUNDING-TENDER-SERVICE-DESK@ec.europa.eu



[+32 2 29 92222](tel:+3222992222)



THANK YOU FOR YOUR ATTENTION!

EACEA-MEDIA-MARKETS@ec.europa.eu

QUESTIONS?

