



# Information session

## Innovative tools & Business models

**17 March 2022**

**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*



# **INNOVATIVE TOOLS AND BUSINESS MODELS**

**Call CREA-MEDIA-2022-INNOVBUSMOD**

# OBJECTIVES OF THE CALL

ENCOURAGE THE DEVELOPMENT AND SPREAD OF  
**INNOVATIVE TOOLS AND BUSINESS MODELS**

IN ORDER TO IMPROVE THE  
**VISIBILITY, AVAILABILITY,  
AUDIENCE AND DIVERSITY**  
OF EUROPEAN WORKS IN THE DIGITAL AGE

AND/OR THE OVERALL  
**COMPETITIVENESS** AND/OR **GREENING**  
OF THE EUROPEAN A/V INDUSTRY





# ELIGIBLE ACTIVITIES

ACTIVITIES AIMED AT ENCOURAGING THE DEVELOPMENT AND/OR SPREAD OF:

## **SUBTITLING OR ACCESSIBILITY, DISCOVERABILITY AND RECOMMENDATION TOOLS**

TO BE WIDELY USED ACROSS BORDERS AND PLATFORMS TO IMPROVE THE VISIBILITY, AVAILABILITY AND AUDIENCE OF EUROPEAN A/V WORKS

## **BUSINESS TOOLS IMPROVING THE EFFICIENCY AND TRANSPARENCY**

OF THE A/V MARKET (AUTOMATED RIGHTS MANAGEMENT SYSTEM, TECHNOLOGY FOR DATA GATHERING AND ANALYSIS, ETC.)

BUSINESS MODELS SEEKING TO OPTIMISE THE

## **SYNERGIES AND COMPLEMENTARITIES BETWEEN DISTRIBUTION PLATFORMS**

BUSINESS TOOLS EXPLORING

## **NEW MODELS OF PRODUCTION, FINANCING, DISTRIBUTION OR PROMOTION**

ENABLED OR ENHANCED BY NEW TECHNOLOGY (AI, BIG DATA, BLOCKCHAIN, NFT, METAVERSE ETC.)

*INNOVATIVE TOOLS AND BUSINESS MODELS IMPROVING*

## **THE GREENING PROCESS OF THE AUDIOVISUAL INDUSTRY**

# AWARD CRITERIA

## RELEVANCE OF ACTIVITIES (45 PTS)

20

RELEVANCE OF THE PROPOSED DEVELOPMENT AND/OR SPREAD OF INNOVATIVE TOOLS AND BUSINESS MODELS TO ADDRESS THE NEW NEEDS OF THE AV MARKET

15

THE EUROPEAN DIMENSION/POTENTIAL OF THE PROJECT

ADEQUACY OF THE STRATEGIES PRESENTED TO ENSURE A MORE SUSTAINABLE AND MORE ENVIRONMENTALLY-RESPECTFUL INDUSTRY

5

ADEQUACY OF THE STRATEGIES TO ENSURE GENDER BALANCE, INCLUSION, DIVERSITY AND REPRESENTATIVENESS, EITHER IN THE PROJECT/CONTENT OR IN THE WAY OF MANAGING THE ACTIVITY

5

# AWARD CRITERIA

## QUALITY OF THE ACTIVITIES (30 PTS)

15

**THE ADEQUACY OF THE METHODOLOGICAL AND STRATEGIC CHOICES TO THE OBJECTIVES OF THE PROJECT**, INCLUDING MARKET ANALYSIS, NATURE AND TIMING OF THE ACTIVITIES TO BE IMPLEMENTED, TARGET GROUP, SELECTION METHODS, TARGET SEGMENTS AND TERRITORIES, SYNERGY AND COLLABORATION WITH DIFFERENT SEGMENTS OF THE VALUE CHAIN, STRATEGIES TO BE IMPLEMENTED AND TOOLS DEPLOYED

**THE COHERENCE OF THE BUSINESS MODEL** (INCLUDING STRUCTURE OF CO-FINANCING), AND **FEASIBILITY AND COST-EFFICIENCY** OF THE PROJECT

15

# AWARD CRITERIA

## DISSEMINATION (15 PTS)

5

THE METHODOLOGY PROPOSED FOR COLLECTING, ANALYSING AND DISSEMINATING DATA IN ORDER TO SHARE RESULTS, GUARANTEE THE TRANSPARENCY OF THE PROJECT AND PROPOSE KNOWLEDGE EXCHANGE

10

THE IMPACT OF THE PROJECT ON THE VISIBILITY AND/OR AVAILABILITY, AUDIENCE OF EUROPEAN WORKS IN THE DIGITAL AGE AND/OR THE COMPETITIVENESS OF THE EUROPEAN A/V INDUSTRY

## PROJECT MANAGEMENT (10 PTS)

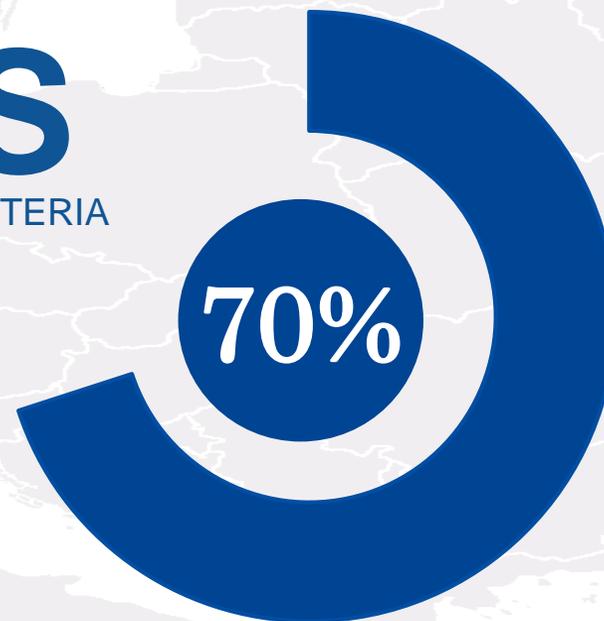
10

THE COHERENCE, ADDED-VALUE AND COMPLEMENTARITY OF THE PROJECT TEAM AND/OR PARTNERSHIP, INCLUDING TASKS DIVISION, DECISION-MAKING PROCESS AND EXCHANGE OF KNOWLEDGE VIS-À-VIS THE OBJECTIVES OF THE PROJECT

# QUALITY THRESHOLD

# 70/100 PTS

FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA



# BUDGET AND TIMELINE



**7M EUR**



DEADLINE

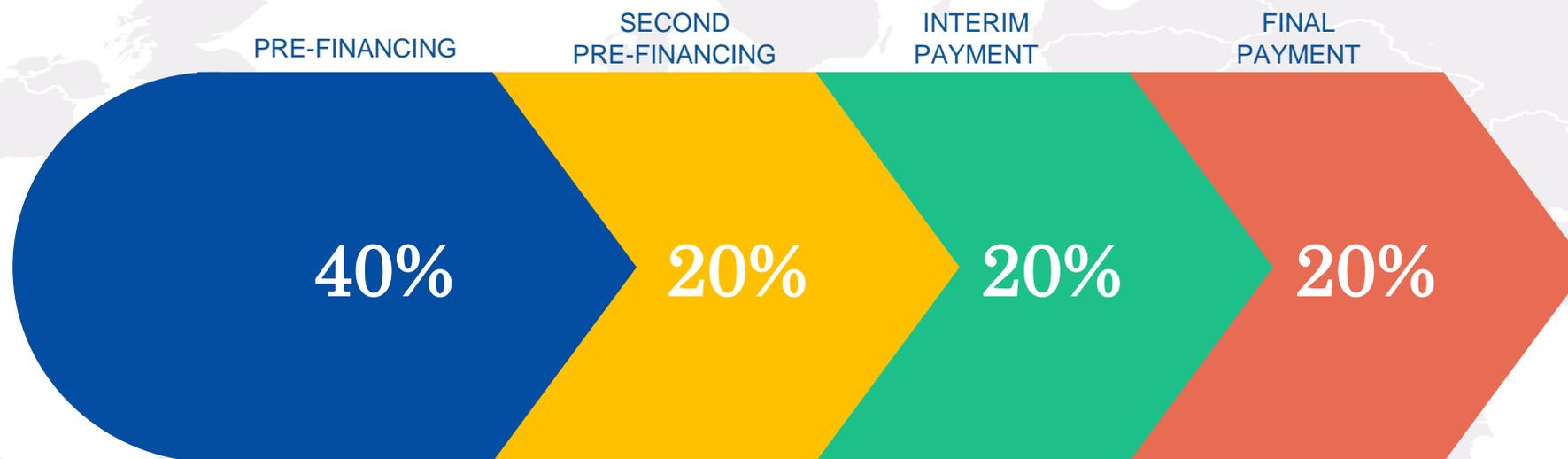
**07.04.22**

17:00:00 CET

CONTACT:

[EACEA-MEDIA-INNOVATIVE-TOOLS@EC.EUROPA.EU](mailto:EACEA-MEDIA-INNOVATIVE-TOOLS@EC.EUROPA.EU)

# PAYMENT MODELS





SEARCH FUNDING & TENDERS ▾

HOW TO PARTICIPATE ▾

PROJECTS & RESULTS

WORK AS AN EXPERT

SUPPORT ▾

## Creative Europe (CREA)

clear filter ✕



Match whole words only

GRANTS

TENDERS

### Submission status

 Forthcoming

 Open for submission (1)

 Closed (1)

### Programming period

Select a Programme period... ✕ ▾

## Funding and tenders (2)

 Need help?



Sort by:

Submission status ▾

### Innovative tools and business models

CREA-MEDIA-2022-INNOVBUSMOD

Call for proposal

Grant

**Programme** Creative Europe Programme (CREA)  
**Type of action** CREA Project Grants  
**Opening date** 03 February 2022

**Status** Open for submission  
**Deadline model** single-stage  
**Deadline date** 07 April 2022 17:00:00 Brussels time

### Innovative tools and business models

CREA-MEDIA-2021-INNOVBUSMOD

Call for proposal

Grant

**Programme** Creative Europe Programme (CREA)

**Status** Closed

Conditions and  
documents

**Submission service**

Topic related FAQ

Get support

Call information

Call updates

 Go back to  
search results

## Start submission

To access the Electronic Submission Service, please click on the submission-button next to the **type of action** and the **type of model grant agreement** that corresponds to your proposal. You will then be asked to confirm your choice, as it cannot be changed in the submission system. Upon confirmation, you will be linked to the correct entry point.

To access existing draft proposals for this topic, please login to the Funding & Tenders Portal and select the My Proposals page of the My Area section.

**Please select the type of your submission:**

CREA Project Grants [CREA-PJG], CREA Action Grant Budget-Based [CREA-AG]

[Start submission](#)

 [Need help?](#)

# TECHNICALITIES

MAIN ELEMENTS TO UNDERSTAND THE **E-FORM**:

→ PART A

→ PART B

→ PART C

# E-FORM IN SUBMISSION SYSTEM

**Deadline**  
24 August 2021 17:00:00 Brussels Local Time

**Call data:**  
Call: **CREA-MEDIA-2021-INNOVBUSMOD**  
Topic: **CREA-MEDIA-2021-INNOVBUSMOD**  
Type of action: **CREA-PJG**  
Type of MGA: **CREA-AG**

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

**Proposal data:**  
Acronym: **aa**  
Draft ID: **SEP-210764943**

**Download Part B templates**

**Administrative forms**

In this step you can edit the Administrative Forms and upload the proposal itself. ?

Your proposal contains changes that have not yet been submitted.

**Administrative forms**

[Edit forms](#) [Edit Part C](#) [View history](#) [Print preview](#) ?

**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	<input type="text"/>	<a href="#">Upload</a>
Declaration on ownership and control	<input type="text"/>	<a href="#">Upload</a>

[← BACK TO PARTICIPANTS LIST](#) [VALIDATE](#) [SUBMIT](#)

# PART A

**Proposal number: SEP-210764943**

**Proposal acronym: aa**

**Type of Model Grant Agreement: CREA Action Grant Budget-  
Based**

Table of contents

Section	Title	Action
1	General information	<a href="#">Show</a>
2	Participants	<a href="#">Show</a>
3	Budget	<a href="#">Show</a>

# PART A

## SIMPLIFIED BUDGET

### DETAILED BREAKDOWN PER WORK-PACKAGE IN PART B

#### Application forms

Proposal ID SEP-210833587

Acronym LAST360

#### 3 - Budget

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	Bald 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 ARE **NOT APPLICABLE**

# PART B

- WORD DOCUMENT  
(TO UPLOAD IN PDF)
- DETAILED DESCRIPTION OF PROJECT FOR  
EVALUATION
- 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' and 'TV and Online content':*

- 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', 'Networks of European cinemas', 'European VOD networks and operators', 'European festivals', 'Subtitling of cultural content', 'Audience Development and Film Education', 'Creative Innovation Lab' and 'Journalism Partnership':* Define the objectives of your proposal and explain their relevance to this call for proposals.

*For 'Films on the Move':* Describe the experience of the sales agent on pan-European projects, the number of distributors involved and the experience of distributors and their involvement in the project.

Insert text

# PART B: List of questions

## 1. RELEVANCE

1.1 Define the objectives of your proposal and explain their relevance to this call for proposals (sub Award Criterion: 1.1).

1.2 Describe how your activity meets the needs of the industry/sectors (sub Award criterion: 1.1).

1.3 Explain the European dimension of your project (including, if applicable: origin of content or audiovisual works; crossborder and cross-language dimension; potential for European expansion; nature of the partnership; scope and size of partners) (sub Award criterion: 1.2).

1.4 Describe the strategies to ensure a more sustainable and environmentally-respectful industry (Sub Award criterion: 1.3).

1.5 Describe the strategies to ensure gender balance, inclusion, diversity and representativeness, either in the project/content or in the way of managing the activities (Sub Award criterion: 1.4).

# PART B: List of questions

## 2. QUALITY

2.1 Provide a comprehensive market analysis justifying your main methodological and strategic choices (development, marketing, pricing, etc). The market analysis must clearly describe the target markets (size and structure, demographics, localization, trends and growth perspectives) and the situation of the competition (direct/indirect competitors, differentiation, barriers to entry, regulation, etc). The methodology (including a list of activities to be implemented) and strategic choices must also be clearly described (Sub Award criterion: 2.1).

2.2 Explain your business model and your medium-term financial strategies. An estimation of the expected revenues (from 2022 to 2024) must be provided (Sub Award criterion: 2.2).

2.4 Demonstrate the cost effectiveness of your action and explain how the estimated budget is conceived in the most economical way. Please also explain your co-financing strategy (if applicable) (Sub Award criterion: 2.2).

2.5 Describe critical risks, uncertainties or difficulties related to the implementation of your project, and your measures/strategy for addressing them. Indicate for each risk (in the description) the impact and the likelihood that the risk will materialize (high, medium, low), even after taking into account the mitigating measures (Sub Award criterion: 2.2).

# PART B: List of questions

## 3. PROJECT MANAGEMENT

3.1 Explain the coherence, added value and complementarity of the project teams and/or the consortium regarding the task division, decision making processes, exchange of knowledge vis-à-vis the objectives of the project (Sub Award criterion 3).

3.2 Describe the project teams and how they will work together to implement the project. List the main staff included in the project by function/profile and describe briefly their tasks (Sub Award criterion 3).

## 4. DISSEMINATION

4.2 Describe the methodology proposed for collecting, analysing and disseminating data in order to share the results, guarantee the transparency of your project and propose an exchange of knowledge (Sub Award criterion 4).

4.3 Explain the impact of your project on the visibility, availability, audience of European works in the digital age and/or competitiveness and greening of the targeted European sectors (Sub Award criterion 4).

# **PART B: List of questions**

## **5. WORKPLAN, WORK PACKAGES, TIMING AND SUBCONTRACTING**

5.1 Work Plan (Sub Award criteria 2.1 and 2.2)

5.2 Work packages and activities (Sub Award criteria 2.1 and 2.2)

5.3 Timetable (Sub Award criteria 2.1 and 2.2)

5.4 Subcontracting (Sub Award criteria 2.1 and 2.2)

## **7. DECLARATIONS**

# PART B: 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 !!!!**

# MILESTONES & DELIVERABLES:



## MILESTONES



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



## 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



**THANK YOU FOR YOUR ATTENTION!**

**[EACEA-MEDIA-INNOVATIVE-TOOLS@ec.europa.eu](mailto:EACEA-MEDIA-INNOVATIVE-TOOLS@ec.europa.eu)**