

MEDIA LITERACY Information Session

Call for proposals CREA-CROSS-2025-MEDIALITERACY 14 November 2024

European Education and Culture Executive Agency

Welcome

- General information about the call, it's objectives and expected impact
- Admissibility and eligibility criteria, and selection process
- How to apply?
- Q&A



Call ID

- Call: "**NEWS Media Literacy**" (CREA-CROSS-2025-MEDIALITERACY)
- Call budget: EUR 2 570 000
- Project budget (maximum grant amount): **EUR 500 000 per project** ≈ 5 projects
- Project duration: >24 months (as from start date in Grant Agreement)
- Electronic submission: <u>F&T portal</u>



Objective and priority of the call



Objective: To promote cross-sectoral activities that aim at adjusting to the structural and technological changes faced by the media, including enhancing a free, diverse, and pluralistic media environment, quality journalism and media literacy including in the digital environment.

Priority: Actions shall promote media literacy in order to enable citizens to use and develop a critical understanding of the media and support knowledge sharing and exchanges on media literacy policies and practices.



Background and policy context

<u>Creative Europe</u>

- Safeguard, develop and promote European cultural and linguistic diversity and heritage
- Increase the competitiveness and the economic potential of the cultural and creative sectors, in particular the audiovisual sector
- EUR 2.4 billion for the period 2021-2027
- <u>Cross Sectoral strand</u>: Promoting policy cooperation and innovative actions supporting all strands of the Programme, promoting a diverse, independent and pluralistic media environment, and media literacy, thereby fostering freedom of artistic expression, intercultural dialogue and social inclusion
- Media Literacy action: Media Literacy but not only see <u>The 'News Initiative'</u>



Areas of activities

Collaborative projects addressing at least two of the following areas of activities:

- 1. Activities **building on, sharing and scaling up best practices** from innovative media literacy projects that take into account a changing media ecosystem, especially by crossing cultural, country or linguistic borders and strengthening collaboration **between different regions of Europe**.
- 2. Developing **innovative**, **interactive online toolkits** to provide solutions to existing and future challenges in the online environment, including disinformation.
- 3. Developing materials and toolkits to enable citizens to develop a critical approach to the media, and to recognise and appropriately react to disinformation.
- 4. Develop **media literacy practices** adapted to the changing media environment including manipulative techniques and AI-based media production.



Eligible activities

- 1. Creation and/or distribution of multilingual and/or multicultural material, including interactive content to improve the digital capacities of citizens and their understanding of the media landscape and their resilience against disinformation
- 2. Development of materials for citizens and trainers targeting all or any age and societal groups
- **3. Development of innovative media literacy solutions** fit for the future media landscape (the project can include prototypes, but not focus exclusively on IT development)
- **4. Training activities for citizens and educators**, including sharing of best practices across linguistic, state and cultural borders.
- 5. Organisation of public events and/or workshops to raise awareness and share best practices
- 6. Community-led activities to tailor and make accessible the above-mentioned tools and materials



Expected impact

- 1. Pan-European consortia scaling up best practices across national, cultural and linguistic borders and developing and upscaling media literacy tools and actions to ensure the transfer of such practices to the widest possible audience, covering different types of media delivery modalities.
- 2. Forums for exchange of best practices around specific age groups, groups with limited media literacy skills or access, or those at risk of social exclusion.
- **3.** Support for media literacy professionals to adapt their practices to fast developing media formats and changing media consumption patterns.



Selection process

Timeline:

- Deadline for submission of proposals: <u>F&T portal deadline</u>
- Evaluation: March June 2025 (*indicative*)
- Information on evaluation results: July 2025 (indicative)
- Grant Agreement signature: December 2025 (indicative)



Evaluation

- Admissibility and eligibility check
- Evaluation committee (assisted by independent outside experts) will assess all applications
 > evaluation based on award criteria set in the Call
- All proposals will be informed about the evaluation result (evaluation result letter)
- Successful proposals will be invited for grant agreement preparation (GAP), the other ones will be put on the reserve list or rejected



Admissibility

- Electronic submission: <u>F&T portal</u>
- Before the deadline
- Must be complete:
 - Application Form **Part A** (filled in online, administrative information about the applicant organisations and the summarised budget for the proposal)
 - Application Form Part B (description of the action with mandatory WPs, from Word template available for download, to be uploaded as PDF file, max 70 pages!)
 - Application Form Part C (KPIs) (filled in online)



Eligibility (1)

Applicants (beneficiaries and affiliated entities) must be:

- Legal entities (public or private, see more details on natural persons' eligibility and other specific cases under section 6. Eligibility of the call)
- Established in eligible country (EU member states and <u>countries participating in</u> <u>Creative Europe Programme</u>)
- **Registered** in the <u>Participant Register</u> > <u>Participant Identification Code</u> (PIC)



Eligibility (2) - Consortium composition

Proposals **must be** submitted by:

- A consortium composed of minimum 3 entities from 3 different eligible countries
- Consortia may include profit and non-profit organisations (private or public), public authorities (national, regional, local), international organisations, universities and educational institutions, media organisations, research and technology institutions, technology providers.



Award criteria (1)

| Award criteria | Minimum pass score | Maximum score |
|-----------------------------------|-----------------------|------------------|
| Relevance | n/a | 30 |
| Quality of content and activities | n/a | 30 |
| Project management | n/a | 20 |
| Dissemination | n/a | 20 |
| Overall (pass) scores | 70 | 100 |

- Maximum points: 100 points.
- Overall threshold: 70 points.
- Proposals that pass the overall threshold will be considered for funding within the limits of the available call budget. Other proposals will be rejected.



Cost eligibility

- A. Personnel costs (employees, natural persons under direct contract, seconded persons, and SME owners and natural persons beneficiaries)
- **B. Subcontracting costs** (beyond 30% of the total eligible costs must be justified in the application)
- **C. Purchase costs** (travel and subsistence (actual or unit costs), equipment, other goods, works and services)
- **D.** Indirect costs (7% flat rate)

The costs will be reimbursed at the **70% funding rate** fixed in the Grant Agreement.



Payment arrangements

- A prefinancing of 70% of maximum grant amount paid within 30 days after grant agreement entry into force
- No interim payments (no periodic report linked to interim payment)
- Payment of the balance at the end of the project (calculation based on final total eligible costs with balance payment or recovery)

All payments will be made **to the coordinator**. For practical and legal reasons, it is recommended to set up internal arrangements for project management and payments in a **Consortium agreement**.



How to apply?



European Commission Single Electronic Data Interchange Area (SEDIA)

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English

Login



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| Creative Europe Programme (C 🗸 | Opening date: 24 October 2024 Next deadline: Single-stage |
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- Start submission > draft proposal
 - Can be submitted before the deadline
 - Can be updated before the deadline if submitted
 - Can be withdrawn before the deadline if submitted









European Commission





Table of contents

Part A

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



Application forms

Validation result



The red 'Show Error' button indicates an error due to a missing or incorrect value related to the call eligibility criteria. The submission of the proposal **will be blocked** unless that specific field is corrected!

Show Warnin

The yellow 'Show Warning' button indicates a warning due to a missing or incorrect value related to the call eligibility criteria. The submission of the proposal **will not be blocked** (proposal will be submitted with the missing or incorrect value).



1. RELEVANCE

1.1 Background and general objectives

• Only applicable sections

Part B

- Convert .rtf > .pdf
- Max 70 pages







Part B

• No annexes

(e.g. no list of

previous projects)

LIST OF ANNEXES

Standard

Detailed budget table/Calculator (annex 1 to Part B) — mandatory for Lump Sum Grants (see <u>Portal Reference Documents</u>) CVs (annex 2 to Part B) — mandatory, if required in the Call document Annual activity reports (annex 3 to Part B) — not applicable List of previous projects (annex 4 to Part B) — mandatory, if required in the Call document

Special

Other annexes (annex X to Part B) - mandatory, if required in the Call document

LIST OF PREVIOUS PROJECTS

| Please provide a | list of your previous projects fo | r the last 4 years. | | | |
|------------------|---|--------------------------------|-------------------------------------|-----------------|------------------|
| Participant | Project Reference No and Title, Funding programme | Period (start and end date) | Role (COO, BEN, AE, OTHER) | Amount (EUR) | Website (if any) |
| [name] | | | | | |
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Part B

| Administrative forms (Part A) | |
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| | BACK TO PARTICIPANTS LIST VALIDATE SUBMIT |



Part C

KPIs (Key Performance Indicators)

Please fill in the data for your project. At submission and grant preparation stage, the data will be on your planned indicators; at reporting stage it should be the real indicators achieved (since the project start). The KPI tool should be updated with the latest available data for each periodic report (the KPIs are mandatory part of the project reporting). Please do not forget to tick the acknowledgement checkbox before submission.

CREA Cross

Location

Type of project, thematic area and types of activities

Type of project participants

Output, result and impact indicators (only at reporting)

Validation Summary

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Manage proposal

(Brussels Local Time) Your proposal was submitted on: Deadline 06 March 2025 17:00:00 Brussels Local Time Your proposal is part of call CREA-CROSS-2025-MEDIALITERACY. The call deadline is 06 March 2025 17:00:00 (Brussels Local Time). days left until closure Your proposal ID is . This number is important and will be used as future reference during the evaluation process. Call data Revisit your proposal Call: CREA-CROSS-2025-MEDIALITERACY Topic: CREA-CROSS-2025-MEDIALITERACY You can edit your proposal and re-submit at any time before the deadline 06 March Update proposal Type of action: CREA-PJG 2025 17:00:00 (Brussels Local Time). Type of MGA: CREA-AG 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. Proposal data You may withdraw your proposal at any time before call closure. When withdrawing, Withdraw proposal your proposal will not be considered in the evaluation stage. Acronym: Draft ID: SEP Final ID:



Don't forget!

- Read carefully the <u>Call document</u>
- Get support



- <u>IT Helpdesk</u> for forgotten passwords, access rights and roles, technical aspects of submission of proposals, etc. or +32 2 29 92222 or <u>EC-FUNDING-TENDER-SERVICE-DESK@ec.europa.eu</u>
- <u>Online Manual</u> for applying via Funding & tender portal
- <u>EACEA-CREATIVE-EUROPE-MEDIA-LITERACY@ec.europa.eu</u> for non-IT related questions > see call's Q&As for answers!
- Check the completeness of your proposal before submission
- Do not submit your proposal at the **last moment**!



Questions?

See <u>Creative Europe-MEDIA and Cross sectoral 2025 - European Commission</u> on EACEA's website for recording of the information session and the presentation.



Thank you!





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