



WELCOME
to the information session on the
European Festivals
Call for Proposals 2023

KEY ASPECTS

- **Available budget:** 10 M EUR
- **Timeline:**
 - Opening 08/12/22
 - Deadline: 09/03/2023 @ 17.00.00 CET**
 - Evaluation: March - June 2023
 - Information on evaluation results: July 2023
 - GA signature: September/November 2023

WHAT IS SPECIFIC

- Multiannual support of 2 years (1 deadline not event date related)
- Duration: 24 months (*extensions are possible, if duly justified through an amendment*)
- Starting period of eligibility: Month following date of signature
- Amount is allocated for two years => financial stability check => applicants must have stable and sufficient resources
- Lump sum (see Calculator Annex)
- Mono-beneficiary (v. consortium)

EXPECTED IMPACT

- Support festivals screening a significant proportion of non-national European films and audiovisual works
- Increase the impact of European audio-visual festivals aiming to reinforce promotion, distribution and circulation of non-national European films and audiovisual works to growing audiences across Europe
- Develop innovative actions especially in the areas of audience outreach and online activities



COMPLEMENTARITY WITH SUPPORT TO NETWORKS OF FESTIVALS

- Foster exchange of knowledge and best-practice models for cooperation among festivals through coordinated/collaborative activities targeted to expand and renew audiences
- In 2022 12 Networks have been selected including
 - ✓ a total of 71 festivals
 - ✓ covering 27 countries
 - ✓ Media investment of 5.67M EUR
 - ✓ 54.54% selection rate
- NEW call in 2024

ELIGIBILITY CRITERIA - Who can apply?

Eligible European audiovisual festival:

- having a clear curation, regulation and selection procedure and screening to the general public as well as accredited international audiovisual professionals and press;
- 50% of the programming for which support is sought should be devoted to non-national European films and audiovisual works from countries participating to the MEDIA strand and presenting a geographical diverse coverage of at least 15 from these countries including low capacity ones;
- having had at least three editions that took place by end of December 2022.

ELIGIBLE ACTIVITIES

- European festivals aiming at increasing audiences' interest in non-national European audiovisual content and promoting its circulation and visibility
- Programming a significant proportion of non-national European audiovisual works
- Aiming at year-long activities targeted to expand and renew audiences and implementing innovative audience outreach activities as well as initiatives for young audiences.
- Applications should present adequate strategies to ensure more sustainable and more environmentally-respectful industry and to ensure gender balance, inclusion, diversity and representativeness.
- Applications should present activities to be implemented over 2 years.

THE FOLLOWING EVENTS ARE NOT ELIGIBLE

- Festivals programming exclusively works that are not considered as eligible, such as commercials, live-broadcast events, TV series, music videos, video games, amateur films, mobile phone films, trailers and non-narrative artistic works.
- Thematic Festivals such as cultural events or art/technology/science-related events, as well as highly specialized festivals dealing with specific topics (for example: tourism, sport, gastronomy, fashion, health etc.) are not eligible.

AWARD CRITERIA – RELEVANCE (40 Points)

- Consistency of the activities towards the audience, taking into account the applicant's definition of existing/potential audience (10 points)
- Innovation of festival audience outreach actions and online activities (10 points)
- Effectiveness of actions for young audiences and film education initiatives (10 points)
- Adequacy of the strategies presented to ensure more sustainable and more environmentally-respectful industry (5 points)
- 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 points).

AWARD CRITERIA

Quality of content and activities (25 points)

- The European dimension and the festival's strategy to put forward/highlight the programming devoted to European non-national films and the programming originating from countries with low audiovisual production capacity (15 points)
- The geographic diversity and the festival's strategy to extend the number of eligible countries represented (10 points).

AWARD CRITERIA

Project management (5 points)

- The festival's organisation structure and the relevance of the distribution of the roles and responsibilities of the team in the activities described in the application

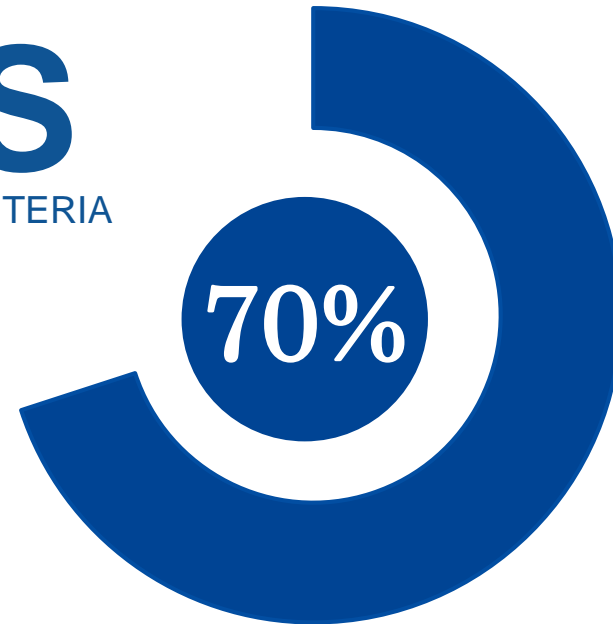
AWARD CRITERIA – Dissemination (30 points)

- The size of the audience taking into account the overall size of the festival and the potential audiences (10 points)
- The level of participation of, and partnerships with, other audiovisual industry operators and cultural institutions and the efficiency of the mechanisms facilitating commercial/alternative circulation of the featured European works (10 points)
- The efficiency and quality of the actions implemented to promote the programming and the European talents during and beyond the event (10 points)

QUALITY THRESHOLD

70/100 PTS

FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA



SOME KEY MESSAGES & TIPS

- Strategic thinking
- Originality, creativity, innovation
- Audience knowledge & increased reach
- Statistics and figures for a solid proposal
- Digital transformation
- Year-long planning
- Long-term forward looking
- Concrete examples
- Competition at European level

TIPS ON RELEVANCE

- Statistics and consistent knowledge of the audience and its composition & evolution (audience demographics, audience's consumption habits)
- Continuous audience analysis: audience needs analysis, information on the audience segmentation, including new audience (general audience, professionals, young audiences, etc.)
- Commitment to audience development during the event and year-long activities
- Long-term cooperation with current stakeholders (professionals, film experts, teachers and film distributors)

TIPS ON RELEVANCE

- Original, innovative, and creative ideas
- Strategy to outreach new as well as non-core audiences
- Hybrid online and offline strategy to reach all types of audiences
- New business models for digital transformation (diversified online strategies)
- Statistics and figures: tools to measure the effectiveness of outreach activities (statistics on audience engagement on social media)
- Connection between year-round activities and the festival itself

TIPS ON RELEVANCE

- Innovative thinking for educational projects
- Diverse and clear educational activities for target audiences per age on a year-long basis
- Film education activities relevant in contemporary society
- Statistics and figures on collaborations with schools and students
- Avoid basic and conventional environmental activities and focus on the audience (children, young people)
- Show awareness and good practices in the environmental field + Strategic approach towards sustainability
- Diversity not only in the programme but in the festival, in its management and in the audience
- Statistics and figures on gender balance, inclusion and diversity + Strategic approach

TIPS ON QUALITY OF THE CONTENT & ACTIVITIES

- Detailed strategy to put forward the programming devoted to European non-national films
- Strategy to ensure potential constant growth of non-national European films
- Strategy and data to put forward works originating from countries with low audiovisual production capacity
- Strategy for widening to new countries
- Numbers and practical steps to increase country %

TIPS ON PROJECT MANAGEMENT

- Balanced and clear distribution of workload (tasks and responsibilities)
- Organisational chart, including team's structure and governance
- Information on people and/or departments in the organisation responsible for each activity (audience development, education, outreach, communication, marketing, etc.)
- Information on team members' background

TIPS ON DISSEMINATION

- Detailed and clear audience development strategy (local, national, and international audiences) to enlarge and engage new and existing audiences, even beyond the event
- Methodology to monitor the audience and its composition
- Statistics to measure the audience and the event impact
- Strategic approach to commercial/alternative circulation, including online strategies
- Multiplicity of stakeholders, including industry involvement (national, non-national)
- Integration of commercial distribution, traditional media, and new online platforms
- Information and statistics on circulation of films from previous editions
- Circulation of selected films beyond the festival's dates
- Detailed promotion strategy, including diverse activities and digital technologies (avoid standard promotion)
- Different strategies according to the types of professionals (filmmakers, students, distributors, sales agents etc.), including national and non-national

WORK PACKAGES AND DELIVERABLES

- **Work packages** -> project activities must be organised as follows:
 - **WP 1** – Festival edition and programming year 1 -> **1 lump sum**
 - **WP 2** – Festival edition and programming year 2 -> **1 lump sum**
- **Deliverables (major project outputs which are submitted to show project progress):**
 - > Festival programming (official catalogues)
 - > Annual Report on year-long activities

FINANCIAL MODALITIES

- **Requested amount** = 1 lump sum per WP X 2 (WP year 1 + WP year 2)
- **Pre-financing 50%** (1 lump sum)
- **Payment of the balance:** at the end of the project (1 lump sum)
- **Lump sum calculator -> 2 grids**
 - Short film festivals
 - Other festivals (Other festivals include animation, documentary, global and youth)

Where can I find the MEDIA call?

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/crea2027>



European
Commission

Funding & tender opportunities

Single Electronic Data Interchange Area (SEDIA)



SEARCH FUNDING & TENDERS

HOW TO PARTICIPATE

PROJECTS & RESULTS

WORK AS AN EXPERT

SUPPORT



Due to technical maintenance, Funding and Tenders Portal services may not be available from: 14/02/2023 19:00 to:14/02/2023 23:55. We apologize for the inconvenience caused.



• **Grant and Audit Management Services may not be accessible** due to the issues experienced by the European Commission Authentication Service (EU Login).
• The **Expert Registration, Legal Entity, Bank Account, Contracts and Payment functionalities** in the Experts Area of the F&T Portal **may be unavailable** due to the issues experienced by the European Commission Authentication Service (EU Login).

Find calls for proposals and tenders

Search calls for proposals and tenders by keywords, programmes...

Search

EU Programmes

Asylum, Migration and
Integration Fund (AMIF)

Border Management and
Visa Instrument (BMVI)

Citizens, Equality, Rights and
Values Programme (CERV)

Connecting Europe Facility
(CEF)

Creative Europe Programme
(CREA)

Customs Control Equipment
Instrument (CCEI)

Customs Programme (CUST)

Digital Europe Programme
(DIGITAL)

Erasmus+ Programme
(ERASMUS)

EU Anti-fraud Programme
(EUAUF)

EU External Action (RELEX)

EU4Health Programme
(EU4H)

How to participate in 5 steps

1

Find an opportunity

2

Find partner(s)

3

Create an account

4

Register your organisation

5

Submit your proposal or offer

Learn how to find and apply for suitable EU funding and tender opportunities.



European
Commission

Type your Keywords... 

Match whole words only


GRANTS

TENDERS

Submission status

Forthcoming Open for submission (1) Closed



Programming period

2021 - 2027 (1)  

Filter by Programme / Programme group

Select a Programme... 

Filter by call


CREA-MEDIA-2023-FEST (1)  

Funding and tenders (1)

 Need help?



Sort by:

Submission status 

Call for proposal

Grant

European Festivals

CREA-MEDIA-2023-FEST

Programme	Creative Europe Programme (CREA)	Status	Open for submission
Type of action	CREA Lump Sum Grants	Deadline model	single-stage
Opening date	08 December 2022	Deadline date	09 March 2023 17:00:00 Brussels time

  **1**   50 

TECHNICALITIES

UNDERSTANDING THE MAIN ELEMENTS OF THE E-FORM

PART
A

PART
B

PART
C

MANDATORY ANNEXES TO THE APPLICATION

1) Calculator Annex for lump sums (1 lump sum per WP)

LUMP SUMS applicable to EUROPEAN FESTIVALS	
Festivals category	Lump Sum
Short film festivals: < 150 European films	19.000 EUR
Short film festivals: 151 - 250 European films	25.000 EUR
Short film festivals: > 250 European films	33.000 EUR
Other festivals: < 41 European films	27.000 EUR
Other festivals: 41 - 60 European films	35.000 EUR
Other festivals: 61 - 80 European films	41.000 EUR
Other festivals: 81 - 100 European films	46.000 EUR
Other festivals: 101 - 120 European films	55.000 EUR
Other festivals: 121 - 200 European films	63.000 EUR
Other festivals: > 200 European films	75.000 EUR
Other festivals include animation, documentary, global and youth.	

CREATIVE EUROPE PROGRAMME - MEDIA Strand EUROPEAN FESTIVALS		
Estimated EU contribution		
<p>ATTENTION: The list of events has to correspond with the list of work-packages described in part B. Please use the same order!</p> <p>1 FESTIVAL EDITION = 1 WORK-PACKAGE</p>		
Project title:		
Event (Work Package) Number	Festival: type and size of festival (<i>choose from drop-down list</i>)	Lump sums (EUR)
1	Other festivals: 41 - 60 European films	EUR 35.000
2	Other festivals: 41 - 60 European films	EUR 35.000
Total Amount		EUR 70.000

MANDATORY ANNEXES TO THE APPLICATION

2) Statistics to be provided in Annex 'Info on Non-national Programming'

INFORMATION ON EUROPEAN NON-NATIONAL PROGRAMMING					
Name of Festival :					
Number of Festival editions :					
Location(s) of event(s) (specify max.capacity and relevant description):					
Type (General, Feature, Animation, Documentary, Shorts, Youth programming):					
	N-3	N-2	N-1	1st year for which support is sought (N)	2nd year for which support is sought
Number of audiovisual works in the programming					
Number of European non-national works in the programming (from MEDIA countries - co-productions including one of these countries count)					
% of European non-national works in the programming	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Number of European non-national feature films in the programming (more than 50')					
Number of European non-national short films in the programming (less than 50')					
Number of MEDIA countries represented in the programming					
Overall Audience (screenings, online screenings, conferences, etc...)					

TIPS

- Page limit = 70 pages together with first page of the Application form
- Pay attention to the instructions in green as sometimes it does not concern the action European Festivals (explanation starting with “n/a”)
- Delete the instructions not relevant to the action European Festivals
- No need to fill the “Estimated budget” in the application form
- With regards the Annex on EU NN programming, when converting it in PDF, please make sure to select the relevant conversion option “fit worksheet to a single page”

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 Accommodation	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

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.

**THANK YOU FOR YOUR
ATTENTION
Questions?**