



WELCOME!

THE SESSION

WILL BEGIN SOON

Kind request to keep your microphone muted and video off until the Q&A part of the meeting.
Thank you!



WARNING

ERROR in the Call document published on the Portal:

On p.11 (Part 6. Eligibility), the statement regarding the “Consortium composition” should be read as "N/A".

→ → Applications submitted by single applicants or consortia are thus eligible.



INNOVATIVE TOOLS AND BUSINESS MODELS

Call CREA-MEDIA-2021-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
OF THE EUROPEAN AV INDUSTRY



WHAT IS NEW



FOCUS STRICTLY LIMITED ON
**ASPECTS RELATED TO INNOVATION AND ON
STRENGTHENING THE COMPETITIVENESS**
OF THE EUROPEAN A/V INDUSTRY
IN THE DIGITAL AGE



DURATION OF THE ACTION

36 MONTHS

vs. 12 MONTHS IN THE PREVIOUS CALLS

SPECIAL EMPHASIS ON:
SOLIDITY OF THE BUSINESS APPROACH
ENVIRONMENTALLY-RESPECTFUL ACTIVITIES
GENDER BALANCE
DIVERSITY AND INCLUSIVITY
REPRESENTATIVENESS



APPLICATIONS VIA THE
**FUNDING & TENDER
OPPORTUNITIES PORTAL**



EXPECTED RESULTS

**IMPROVED COMPETITIVENESS
OF THE EUROPEAN AV INDUSTRY**
TRANSPARENCY, DATA COLLECTION AND THE
APPROPRIATE USE OF BIG DATA, ADAPTATION TO THE
CHALLENGES AND OPPORTUNITIES DRIVEN BY THE
ONGOING CHANGES IN THE A/V MARKETS



**IMPROVED PRODUCTION AND
CIRCULATION OF EUROPEAN AV
WORKS IN THE DIGITAL AGE**

**INCREASED VISIBILITY,
AVAILABILITY AND DIVERSITY
OF EUROPEAN AV WORKS
IN THE DIGITAL AGE**



**INCREASED POTENTIAL AUDIENCE
FOR EUROPEAN AV WORKS
IN THE DIGITAL AGE**

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 POTENTIAL 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, ETC.)

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 A/V MARKET

15

THE EUROPEAN DIMENSION/POTENTIAL OF THE PROJECT (INCLUDING ORIGIN OF A/V WORKS, NATURE OF THE PARTNERSHIP, THE CROSS-BORDER AND CROSS-LANGUAGE DIMENSION, AND/OR THE POTENTIAL FOR EUROPEAN EXPANSION)

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)

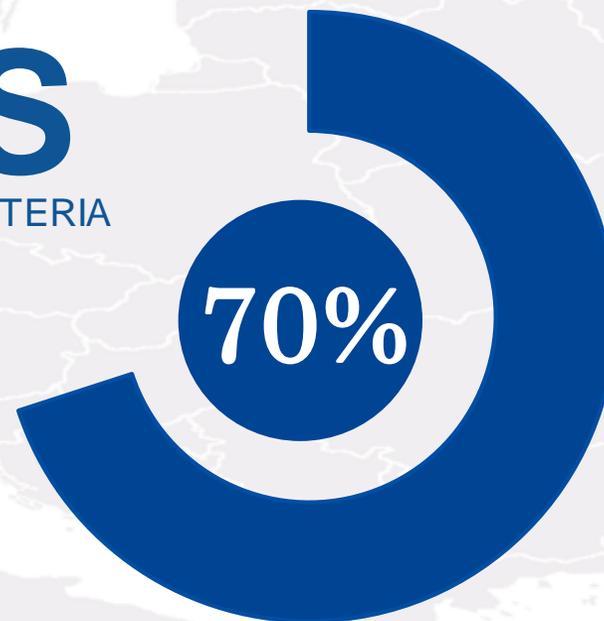
10

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

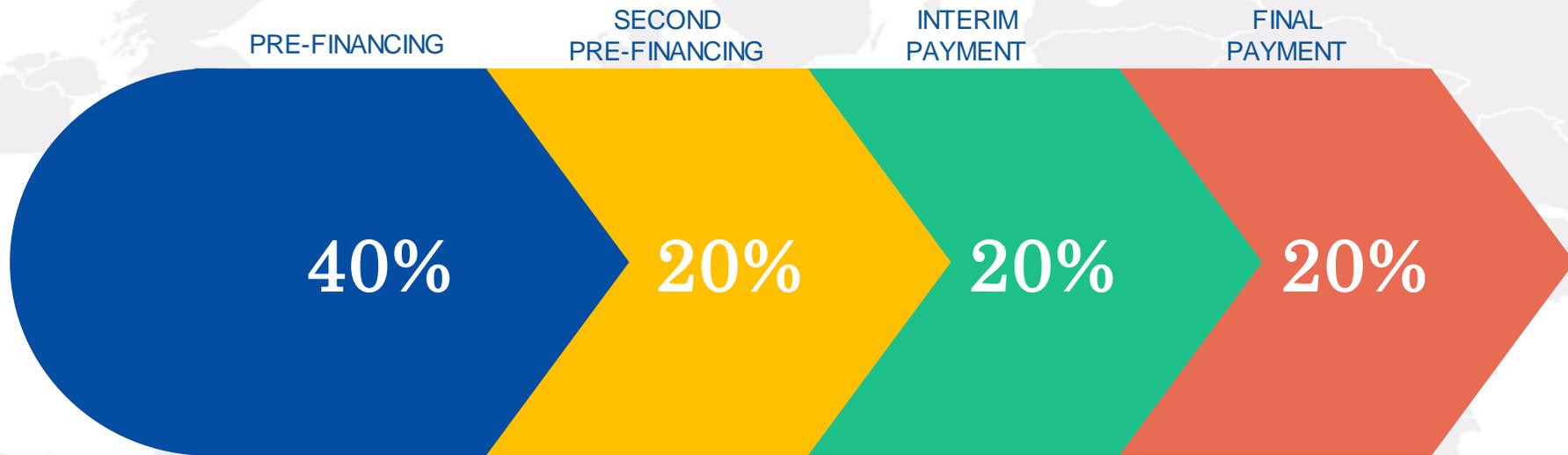
QUALITY THRESHOLD

70/100 PTS

FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA



PAYMENT MODELS



BUDGET AND TIMELINE



14,9M EUR



DEADLINE
24.08.21
17:00:00 CET

CONTACT:
EACEA-MEDIA-INNOVATIVE-TOOLS@EC.EUROPA.EU

Type your Keywords... 

Match whole words only

GRANTS TENDERS

Submission status

Forthcoming (1)
Open for submission (2)
Closed

Programming period

Select a Programme period...  

Filter by Programme / Programme group

Select a Programme... 

Filter by call

Select a Call...  

CPV code (Tenders Only)

Funding and tenders (3)

[Need help?](#)


 Sort by: Submission status 

Grant Innovative tools and business models

Open for submission

Programme	Creative Europe Programme (CREA)	Deadline model	single-stage
ID	CREA-MEDIA-2021-INNOVBUSMOD	Opening date	01 June 2021
Types of action	CREA Project Grants	Deadline date	24 August 2021 17:00:00 Brussels time

Grant Innovative tools for use and re-use of health data (in particular of electronic health records and/or patient registries)

Open for submission

Programme	Horizon Europe (HORIZON)	Deadline model	single-stage
ID	HORIZON-HLTH-2021-TOOL-06-03	Opening date	22 June 2021
Types of action	HORIZON Research and Innovation Actions	Deadline date	21 September 2021 17:00:00 Brussels time

Grant Innovative tools and methods to evaluate the design and support, monitoring and implementation of effective CAP strategic plans

Forthcoming

Programme	Horizon Europe (HORIZON)	Deadline model	single-stage
ID	HORIZON-CL6-2022-GOVERNANCE-01-05	Opening date	28 October 2021
Types of action	HORIZON Coordination and Support Actions	Deadline date	15 February 2022 17:00:00 Brussels time

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?](#)

Create proposal



Deadline

24 August 2021 17:00:00 Brussels Local Time



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. ×

Call data:

Call: **CREA-MEDIA-2021-INNOVBUSMOD**

Topic: **CREA-MEDIA-2021-INNOVBUSMOD**

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

Support & Helpdesk



Online Manual



IT How To

Find your organisation

PIC

9

Short name

250

Search for your organisation

Your role

Please indicate your role in this proposal

- Main contact
 Contact person

Your proposal

Please choose an acronym for your proposal.

It will appear also in the "General Information" section of the Application Form Part A and can also be updated there.

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

[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"/>	Upload
Declaration on ownership and control	<input type="text"/>	Upload

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

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

Error: Your proposal contains changes that have not yet been submitted.

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	Show
2	Participants	Show
3	Budget	Show

Application forms

Proposal ID

Acronym **Acronym is mandatory**

3 - Budget

No.	Name of beneficiary	Country	A. Personnel costs - without volunteers /€	A. Personnel costs – volunteers /€	B. Subcontracting costs/€	C. Purchase costs - Travel and subsistence/€	C. Purchase costs - Equipment/€	C. Purchase costs - Other goods, works and services/€	Total eligible costs/€	Ineligible costs	Total estimated project costs and contributions	Funding rate	Maximum EU contribution to eligible costs	Requested EU contribution to eligible costs	Max grant amount	Income generated by the project	In kind contributions	Financial contributions	Own resources	Total estimated project income
			(a1)	(a2)	(b)	(c1)	(c2)	(c3)	(h)	(j)	(k)	(U)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
1			0	0	0	0	0	0	0,00	0	0		0,00	0,00	0,00	0	0	0	0	0,00
Total			0	0	0	0	0	0	0,00	0	0		0,00	0,00	0,00	0	0	0	0	0,00

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

APPLICATION FORM

PART B: SOME KEY POINTS

QUESTION 1.2 : NEEDS ANALYSIS AND SPECIFIC OBJECTIVES (RELATED TO THE AWARD CRITERION 1.1): “DESCRIBE HOW YOUR ACTIVITY MEETS THE **NEEDS OF THE INDUSTRY/SECTORS**”



THE **ANSWER** (THE NEEDS ADDRESSED BY THE PROJECT) HAS TO BE **CONNECTED TO THE OBJECTIVES OF THE CALL**:

- DEVELOPMENT AND/OR THE SPREAD OF INNOVATIVE AND BUSINESS MODELS
- IMPROVE THE COMPETITIVENESS OF THE EUROPEAN A/V
- INCREASE THE CIRCULATION, VISIBILITY, AVAILABILITY, DIVERSITY AND AUDIENCE OF EUROPEAN A/V WORKS IN THE DIGITAL AGE

QUESTION 2.1 : **CONCEPT AND METHODOLOGY** (RELATED TO AWARD CRITERION 2.1)



PROVIDE A **COMPREHENSIVE MARKET ANALYSIS** JUSTIFYING YOUR MAIN METHODOLOGICAL AND STRATEGIC CHOICES

THE MARKET ANALYSIS MUST **CLEARLY DESCRIBE THE TARGET MARKETS AND THE SITUATION OF THE COMPETITION**

THE **METHODOLOGY** (INCLUDING A LIST OF ACTIVITIES TO BE IMPLEMENTED) AND STRATEGIC CHOICES MUST ALSO BE CLEARLY DESCRIBED

QUESTION 5.2 : **WORK PACKAGES** (IDEALLY THESE SHOULD BE LIMITED TO THREE, THOSE MENTIONED IN THE CALL)



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

- WP 1 – **PROJECT MANAGEMENT** (MANDATORY)
- WP 2 – ACTIVITIES OF THE **FIRST YEAR** OF IMPLEMENTATION
- WP 3 – ACTIVITIES OF THE **SECOND YEAR** OF IMPLEMENTATION
- WP 4 – ACTIVITIES OF THE **THIRD YEAR** OF IMPLEMENTATION

ADDITIONAL WORK PACKAGES MAY BE ADDED

Work Package 1: [Name, e.g. Project management and coordination]		
Duration:	M1 – M12	Lead Beneficiary:
Objectives		
<i>List the specific objectives to which this work package is linked.</i>		
<ul style="list-style-type: none"> ▪ Objective 1 ▪ Objective 2 		

Task No (continuous numbering linked to WP)	Task Name	Description	Participants		In-kind Contributions and Subcontracting (Yes/No and which)
			Name	Role (COO, BEN, AE, AP, OTHER)	
T1.1					
T1.2					

Deliverable No (continuous numbering linked to WP)	Deliverable Name	Work Package No	Lead Beneficiary	Type	Dissemination Level	Due Date (month number)	Description (including format and language)
D1.1		1		[R — Document, report] [DEM — Demonstrator, pilot, prototype] [DEC — Websites, patent filings, videos, etc] [DATA	[PU — Public] [SEN — Sensitive] [R-UE/EU-R — EU Classified] [C-UE/EU-C — EU Classified] [S-UE/EU-S —		

Estimated budget — Resources

Participant	Costs <i>(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')</i>													
	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		

					g									
[name]	X person months	X EUR	X EUR	X travels	X persons travelling	X EUR	X prizes	X EUR	X EUR	X EUR				
Total	X person months	X EUR	X EUR	X travels	X persons travelling	X EUR	X grants X prizes	X EUR	X EUR	X EUR]				



THANK YOU FOR YOUR ATTENTION!

EACEA-MEDIA-INNOVATIVE-TOOLS@ec.europa.eu