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.
CREATIVE INNOVATION LAB

Call CREA-CROSS-2024-INNOVLAB
Objectives of the Call

Support the design, development and/or spread of *innovative* tools, models or solutions applicable in the *audiovisual* and other *cultural and creative sectors*.

The objectives of the scheme is to encourage *cooperation* between the *audiovisual sector* and other *CCSs* in order to accompany:

- their greening transition and/or,
- to improve their competitiveness and/or
- to improve the circulation, visibility, discoverability, availability, diversity or the audience of European content across borders.

The support also aims to enable the European audiovisual sector and other CCSs to better adapt to the opportunities offered by the development of *Artificial Intelligence and Virtual Worlds*. 
Eligible activities

Projects **MUST** focus on one (or several) of the below topics:

- **Virtual Worlds** as a new environment for the promotion of European content, audience renewal and competitiveness of European content industries;

- **Innovative Business Tools** enabled or enhanced by new technology (AI, big data, blockchain, Virtual Worlds, NFT, etc) for production, financing, distribution or promotion of European cultural and audiovisual content. It covers activities related to rights management, monetisation, data collection and analysis…

- **“Greener” practices** in order to facilitate the greening process of the audiovisual and other cultural sectors.
**Expected Impact:**

- Improve the competitiveness of the European audiovisual and other cultural and creative sectors: transparency, data collection and the appropriate use of artificial intelligence/big data, adaptation to the challenges and opportunities driven by the ongoing changes in those sectors;

- Improve the adaptation of the European audiovisual and other cultural and creative sectors to the opportunities offered by the development of virtual worlds (also called metaverse(s));

- Improve the production/financing and circulation of European audiovisual and cultural content in the digital age;

- Increase the visibility, discoverability, availability, diversity or potential audience of European audiovisual and cultural content in the digital age;

- Accelerate the greening process of the European audiovisual, cultural and other creative sectors
Key point 1

Start-ups, tech companies and business incubators/accelerators:

1. The call clearly targets these firms: “A wide spectrum of organisations will be invited to participate, including private and public entities, tech companies and start-ups, audiovisual, cultural and creative organisations. The participation of business incubators and accelerators shall be encouraged, to provide space and time for creative ideas to be shaped”.

Key point 2

Clear definition of the AUDIOVISUAL SECTOR (related to the MEDIA strand):

The audiovisual sector covers all activities and companies related to the development, production, distribution, promotion and circulation of the following content:

- **Feature films, animations and creative documentaries** intended primarily for cinematic release;
- **Fiction audiovisual works** (one-off or series), animation (one-off or series) and **creative documentaries** (one-off or series) intended primarily for the purposes of television or digital platform exploitation;
- **Interactive, non-linear fiction, animation or creative documentary projects** (e.g. narrative virtual reality projects);
- **Narrative video games** and **interactive narrative immersive experiences**.
Key point 3

Status of costs related to the production of content:

Content development and/or production costs can *only* be supported if they are clearly **linked to the development of innovative tools or models proposed by the project**. They must be **proportionate** and **limited**.
Importance of the cross-sectoral approach:

Cross-sectoral cooperation within the creative and/or cultural sectors, including the audiovisual sector is at the heart of the Call. Therefore, applications must clearly demonstrate the extent of the cross-sectoral approach, the conditions for its implementation and the expected benefits for the sectors covered.
# AWARD CRITERIA

**Relevance (40 PTS)**

- **20** Relevance of the project to reach the objectives of the call (including its adequation to the new needs of the targeted sectors and the cross sectoral dimension)
- **15** The European dimension/potential of the project
- **5** Adequacy of the strategies to ensure more sustainable industry, gender balance, inclusion, diversity and representativeness

**Quality of the Activities (30 PTS)**

- **15** The adequacy of the methodological and strategic choices to the objectives of the project, including market analysis,
- **15** The coherence of the business model (including structure of co-financing), and feasibility and cost-efficiency of the project
# AWARD CRITERIA

## PROJECT MANAGEMENT (10 PTS)

<table>
<thead>
<tr>
<th>Score</th>
<th>Criteria</th>
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<tbody>
<tr>
<td>5</td>
<td>The coherence and complementarity of the project team and/or the grouping,</td>
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<tr>
<td></td>
<td>including tasks division, decision-making process and the exchange of</td>
</tr>
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<td>knowledge</td>
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<td>The added value of the partnership</td>
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## DISSEMINATION (20 PTS)

<table>
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<th>Score</th>
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<td>The methodology proposed for collecting, analysing and disseminating data</td>
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<td>in order to share results, guarantee the transparency of the project and</td>
</tr>
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<td>propose a knowledge exchange</td>
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<td>The impact of the project</td>
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QUALITY THRESHOLD

70/100 PTS

FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA

70%
BUDGET AND TIMELINE

7.48M EUR

DEADLINE
25.04.24
17:00:00 CET
Funding & tender opportunities
Single Electronic Data Interchange Area (SEDIA)

Innovation Lab
CREA-CROSS-2024-INNOVLAB

Internal navigation
- General information
- Topic description
- Conditions and documents
- Partner search announcements

General information

Programme
Creative Europe Programme (CREA)

Call
Innovation Lab (CREA-CROSS-2024-INNOVLAB)

Type of action
CREA-PJG CREA Project Grants

Type of MGA
CREA Action Grant Budget-Based (CREA-AG)
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

PART A

PART B

PART C
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<thead>
<tr>
<th>Section</th>
<th>Title</th>
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<td>Budget</td>
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PART A

- BUDGET MUST BE BALANCED (COST/INCOME)
- PERSONNEL COST-VOLUNTEERS ARE NOT APPLICABLE
- FINANCIAL SUPPORT TO THIRD PARTIES ARE APPLICABLE
PART B

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 €).

PART B: List of questions

1. RELEVANCE

1.1 Define the objectives of your proposal and explain their relevance to this call for proposals. Describe the scope of your cross-sectoral approach and explain which cultural/creative sectors are targeted and how the audiovisual industry (Feature films/TV series/Narrative video games/animation/Creative documentaries/Interactive narrative immersive content) can benefit from your project. Describe the innovative aspects of your project. (Sub Award Criterion: 1.1).

1.2 Describe how your activity meets the needs of the audiovisual industry (Feature films/TV series/Narrative video games/animation/Creative documentaries/Interactive narrative immersive content) and of the other cultural or creative sectors covered (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: 1.3).
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 in the next years 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 work coordination, 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 European audiovisual industry (Sub Award criterion 4).
PART B: List of questions

5. WORKPLAN, WORK PACKAGES, ACTIVITIES, RESOURCES AND TIMING

5.1 Work Plan (Sub Award criteria 2.1 and 2.2)

5.2 Work packages, activities, resources and timing (Sub Award criteria 2.1, 2.2 and 3)

7. DECLARATIONS
PART B: WORK PACKAGES

PROJECT ACTIVITIES MAY BE ORGANISED IN THE FOLLOWING WORK PACKAGES:

• WP 1 – PROJECT MANAGEMENT (MANDATORY)

• WP 2 – ACTIVITIES OF THE FIRST YEAR OF IMPLEMENTATION OR ACTIVITIES RELATED TO THE TECH DEVELOPMENT...

• WP 3 – ACTIVITIES OF THE SECOND YEAR OF IMPLEMENTATION OR ACTIVITIES RELATED TO THE MARKETING...

ADDITIONAL WORK PACKAGES MAY BE ADDED (WE RECOMMEND NOT TO EXCEED 4 WORK PACKAGES IN TOTAL)
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
  - FINAL REPORT IS NOT A DELIVERABLE
  - AUDIT REPORT IS NOT A DELIVERABLE
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- **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**
## PART C

### CREA Cross

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<table>
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<th>NUTS2</th>
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### Country and region

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**Note:**
- The table above illustrates the CREA Cross data with specific regions and NUTS codes for Belgium, including Région wallonne and Prov. Liège.
Final recommendations

RECOMMENDATION 1:
BEFORE STARTING WORK ON YOUR APPLICATION, PLEASE CONTACT YOUR DOMESTIC CREATIVE EUROPE DESK TO CHECK ITS RELEVANCE TO THE OBJECTIVES OF THE CALL: Creative Europe Desks | Culture and Creativity (europa.eu).

Info:
ON THE 2ND OF FEBRUARY 2024, THE CREATIVE EUROPE DESKS NETWORK IS ORGANIZING A TRANSNATIONAL SESSION ON THE CALL. THIS ONLINE EVENT WILL:

* PRESENT "CASE STUDIES" AND CONCRETE PROJECTS EXAMPLES WITH Q&A,
* A SHARED TOOL (GOOGLE FORM) IN ORDER TO FACILITATE POSSIBLE CONNECTIONS BETWEEN PROJECTS AND EXPERTISES SEARCH BETWEEN APPLICANTS.

THIS EVENT IS OPEN TO ALL STAKEHOLDERS AND POTENTIAL APPLICANTS TO CREATIVE INNOVATION LAB 2024. THE registration link for observer participants is here. THE GOOGLE FORM OPEN TO APPLICANTS WHO ARE INTERESTED TO SHARE THEIR PROJECT CONCEPT AND INFORM THE DESKS ABOUT THEIR PARTNER & EXPERTISE SEARCH IS available here.
RECOMMENDATION 2:
TO FIND OUT HOW TO REGISTER AND VALIDATE YOUR COMPANY ONLINE, PLEASE WATCH THIS VIDEO:
https://www.youtube.com/watch?v=VuNI478WEtU
THANK YOU FOR YOUR ATTENTION!

EACEA-CROSS-INNOVLAB@ec.europa.eu