



**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!





# CREATIVE INNOVATION LAB

**Call CREA-CROSS-2021-INNOVLAB**

# OBJECTIVES OF THE CALL



INCENTIVISE PLAYERS FROM DIFFERENT CULTURAL AND CREATIVE SECTORS TO **DESIGN AND TEST INNOVATIVE DIGITAL SOLUTIONS** WITH POTENTIAL POSITIVE LONG-TERM IMPACT ON MULTIPLE CULTURAL AND CREATIVE SECTORS



FACILITATE THE CREATION OF **INNOVATIVE SOLUTIONS** THAT CAN APPLY TO THE AV SECTOR AND **AT LEAST ANOTHER CREATIVE OR CULTURAL SECTOR**



FOR THE FIRST YEAR, TWO THEMES WILL BE SPECIFICALLY COVERED:

- INNOVATIVE EDUCATION TOOLS TO TACKLE **RELEVANT SOCIETAL TOPICS** SUCH AS **DISINFORMATION**
- **GREENING** ACROSS THE CREATIVE AND CULTURAL SECTORS

# WHAT IS NEW

BACKGROUND : THE SCOPE OF THE 2018 AND 2019 CALLS WAS EXPERIMENTAL IN NATURE AND DELIBERATELY VERY BROAD. THEY AIMED TO ASSESS THE NATURE AND THE EXTENT OF THE NEEDS OF THE TARGETED MARKETS

THESE TWO CALLS HIGHLIGHTED A NEED FOR A TIGHTENED SUPPORT, TO BEST ACCOMPANY THE ADAPTATION OF THE A/V AND CULTURAL SECTORS TO THE NEW REQUIREMENTS DRIVEN BY THE DIGITAL REVOLUTION



NEW FOCUS ON:

**ASPECTS RELATED TO INNOVATION AND ON STRENGTHENING THE COMPETITIVENESS OF THE A/V AND OTHER CULTURAL SECTORS**

SPECIAL EMPHASIS ON:

**THE SOLIDITY OF THE BUSINESS APPROACH  
ENVIRONMENTALLY-RESPECTFUL ACTIVITIES  
CREATIVITY AS A WAY TO TACKLE  
RELEVANT SOCIETAL TOPICS  
GENDER BALANCE  
DIVERSITY AND INCLUSIVITY  
REPRESENTATIVENESS**



# WHAT IS NEW



WHO CAN APPLY:

A CONSORTIUM COMPOSED OF AT LEAST **THREE LEGAL ENTITIES** COMING FROM AT LEAST **TWO DIFFERENT COUNTRIES** PARTICIPATING IN THE CREATIVE EUROPE PROGRAMME, AND PRESENTING **A DIVERSE RANGE OF EXPERTISE** ACROSS SEVERAL CULTURAL AND CREATIVE SECTORS, INCLUDING A/V



DURATION:

**24 MONTHS**

(VS 18 IN THE PREVIOUS CALLS)



APPLICATIONS VIA THE

**FUNDING & TENDER  
OPPORTUNITIES PORTAL**

COFINANCING RATE STILL AT 60%

# EXPECTED RESULTS

**IMPROVED COMPETITIVENESS OF THE EUROPEAN AV AND OTHER CULTURAL AND CREATIVE SECTORS THROUGH CROSS-SECTORAL COLLABORATION**



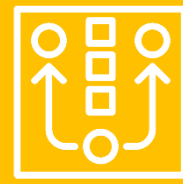
**INCREASED KNOWLEDGE TRANSFER BETWEEN DIFFERENT SECTORS OF CREATIVE INDUSTRIES**



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



**IMPROVED BUSINESS MODELS AND USE OF DATA**



**INCREASED POTENTIAL AUDIENCE FOR EUROPEAN CONTENT IN THE DIGITAL AGE**



# ELIGIBLE PARTICIPANTS



A CONSORTIUM COMPOSED OF AT LEAST  
**THREE LEGAL ENTITIES**

COMING FROM AT LEAST  
**TWO DIFFERENT COUNTRIES**  
PARTICIPATING IN THE CREATIVE  
EUROPE PROGRAMME

THE CONSORTIUM MUST PRESENT A  
**DIVERSE RANGE  
OF EXPERTISE**  
ACROSS SEVERAL CULTURAL AND  
CREATIVE SECTORS, INCLUDING A/V



ENTITIES ESTABLISHED IN ONE OF THE  
COUNTRIES PARTICIPATING IN THE  
**CREATIVE EUROPE  
PROGRAMME**

AND OWNED DIRECTLY OR BY MAJORITY  
PARTICIPATION BY NATIONALS FROM SUCH  
COUNTRIES

IF A COMPANY IS PUBLICLY LISTED,  
**THE LOCATION OF THE  
STOCK EXCHANGE**  
WILL DETERMINE ITS NATIONALITY



**NATURAL PERSONS**  
MAY NOT APPLY FOR A GRANT

EXCEPT FOR  
**SELF-EMPLOYED PERSONS**  
OR EQUIVALENT (I.E. SOLE TRADERS)

IF THE COMPANY DOES NOT  
POSSESS LEGAL PERSONALITY SEPARATE  
FROM THAT OF THE NATURAL PERSON





# ELIGIBLE ACTIVITIES

**DESIGN, DEVELOPMENT AND TESTING OF INNOVATIVE TOOLS, MODELS AND SOLUTIONS**  
APPLICABLE IN THE AV AND OTHER CULTURAL AND CREATIVE SECTORS, AIMED AT SUPPORTING THE COMPETITIVENESS, COOPERATION, CIRCULATION, VISIBILITY, AVAILABILITY, DIVERSITY AND INCREASED AUDIENCE ACROSS SECTORS. SUCH ACTIVITIES SHALL CONTAIN A **HIGH POTENTIAL OF REPLICABILITY** IN AV AND OTHER CULTURAL AND CREATIVE SECTORS

IN PARTICULAR, PROJECTS CAN FOCUS ON:

## **RIGHTS' MANAGEMENT AND MONETISATION**

INCLUDING TRANSPARENCY AND FAIR REMUNERATION

## **DATA COLLECTION AND ANALYSIS**

WITH PARTICULAR EMPHASIS ON PREDICTION FOR CONTENT CREATION AND AUDIENCE DEVELOPMENT

## **GREENING OF THE VALUE CHAIN**

ACROSS THE CREATIVE AND CULTURAL SECTORS, INCLUDING ACTIONS THAT CONTRIBUTE TO THE EUROPEAN BAUHAUS PROJECT

INNOVATIVE EDUCATIONAL TOOLS AND CONTENT USING

## **CREATIVITY TO TACKLE SOCIETAL ISSUES**

SUCH AS MISINFORMATION, FAKE NEWS, ETC.

# AWARD CRITERIA

## RELEVANCE (40 PTS)

20

RELEVANCE OF THE PROJECT TO ADDRESS THE NEW MARKET NEEDS AND FIND SOLUTIONS APPLICABLE ACROSS SECTORS

15

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

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

## 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, TARGET SEGMENTS, TARGET TERRITORIES, SYNERGY AND COLLABORATION WITH DIFFERENT SECTORS, STRATEGIES TO BE IMPLEMENTED AND TOOLS DEPLOYED

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)

5

THE **COHERENCE AND COMPLEMENTARITY OF THE PROJECT TEAM** AND/OR THE GROUPING, INCLUDING TASKS DIVISION, DECISION-MAKING PROCESS AND THE EXCHANGE OF KNOWLEDGE

5

THE **ADDED VALUE** OF THE PARTNERSHIP

## DISSEMINATION (20 PTS)

10

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

10

THE **IMPACT OF THE PROJECT** ON THE **VALUE CHAIN** OF THE CONCERNED SECTORS



Type your Keywords...

Match whole words only

GRANTS  TENDERS

**Submission status**

Forthcoming  Open for submission (1)  Closed (2)

**Programming period**

Select a Programme period... x v

**Filter by Programme / Programme group**

Select a Programme... v

**Filter by call**

Select a Call... x v

**CPV code (Tenders Only)**

Select a CPV code... v

## Funding and tenders (3)

Sort by: Submission status v

**Grant** Innovation Lab

Open for submission

<b>Programme</b>	Creative Europe Programme (CREA)	<b>Deadline model</b>	single-stage
<b>ID</b>	CREA-CROSS-2021-INNOVLAB	<b>Opening date</b>	01 June 2021
<b>Types of action</b>	CREA Project Grants	<b>Deadline date</b>	05 October 2021 17:00:00 Brussels time

**Grant** Bridging culture and audiovisual content through digital

Closed

<b>Programme</b>	Creative Europe (CREA - 2014-2020)	<b>Deadline model</b>	single-stage
<b>ID</b>	CREA-INNOVLAB-2020	<b>Opening date</b>	16 January 2020
<b>Types of action</b>	CREA2020 Action Grant	<b>Deadline date</b>	14 May 2020 17:00:00 Brussels time

**Grant** Bridging culture and audiovisual content through digital

Closed

<b>Programme</b>	Creative Europe (CREA - 2014-2020)	<b>Deadline model</b>	single-stage
<b>ID</b>	CREA-INNOVLAB-2019	<b>Opening date</b>	30 April 2019
<b>Types of action</b>	CREA	<b>Deadline date</b>	20 June 2019 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

05 October 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-CROSS-2021-INNOVLAB**

Topic: **CREA-CROSS-2021-INNOVLAB**

Type of action: **CREA-PJG**

Type of MGA: **CREA-AG**



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

### Find your organisation

PIC

9

Short name

250

Search for your organisation

### Your role

# TECHNICALITIES

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

→ PART A

→ PART B

→ PART C



# E-FORM IN SUBMISSION SYSTEM

**Deadline**  
05 October 2021 17:00:00 Brussels Local Time

**Call data:**

Call: **CREA-CROSS-2021-INNOVLAB**  
Topic: **CREA-CROSS-2021-INNOVLAB**  
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: a  
Draft ID: **SEP-210764946**

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

[← 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	<a href="#">Show</a>
2	Participants	<a href="#">Show</a>
3	Budget	<a href="#">Show</a>

## 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 AC 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:**

- FOSTER COOPERATION
- IMPROVE THE COMPETITIVENESS OF THE EUROPEAN A/V AND OTHER CULTURAL/CREATIVE SECTORS
- INCREASE THE CIRCULATION, VISIBILITY, AVAILABILITY, DIVERSITY AND AUDIENCE OF EUROPEAN CONTENT IN THE DIGITAL AGE

QUESTION 2.1 : **CONCEPT AND METHODOLOGY** (RELATED TO AC2.1)



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 ORGANIZED 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

ADDITIONAL WORK PACKAGES MAY BE ADDED

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

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 —		

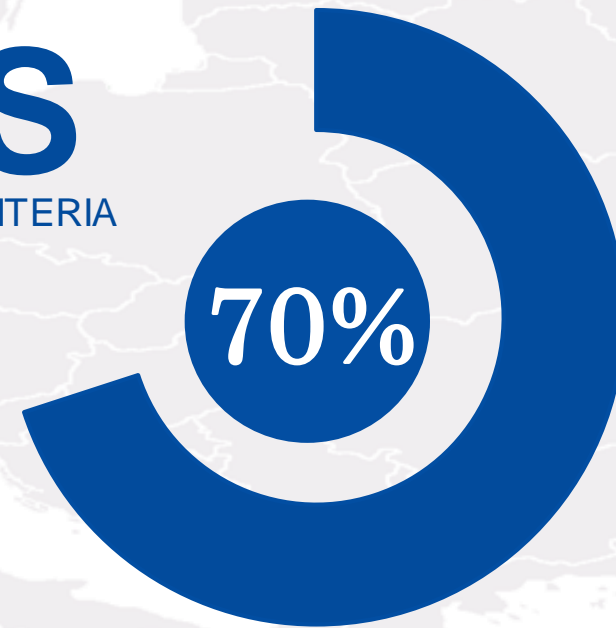
Estimated budget — Resources														
Participant	Costs <i>(n/a for Lump Sum Grants: 'European Co-development', 'European Slate development', 'European Mini-Slate development', 'TV and Online content', 'European festivals' and 'Videogame and immersive content development')</i>													
	A. Personnel	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		
[name]	X person months	X EUR	X EUR	X travels	X persons travelling	X EUR	X EUR	X EUR	X EUR	X EUR	X prizes	X EUR	X EUR	X EUR
<b>Total</b>	X person months	X EUR	X EUR	X travels	X persons travelling	X EUR	X EUR	X EUR	X EUR	X EUR	X grants X prizes	X EUR	X EUR	X EUR]



# QUALITY THRESHOLD

# 70/100 PTS

FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA



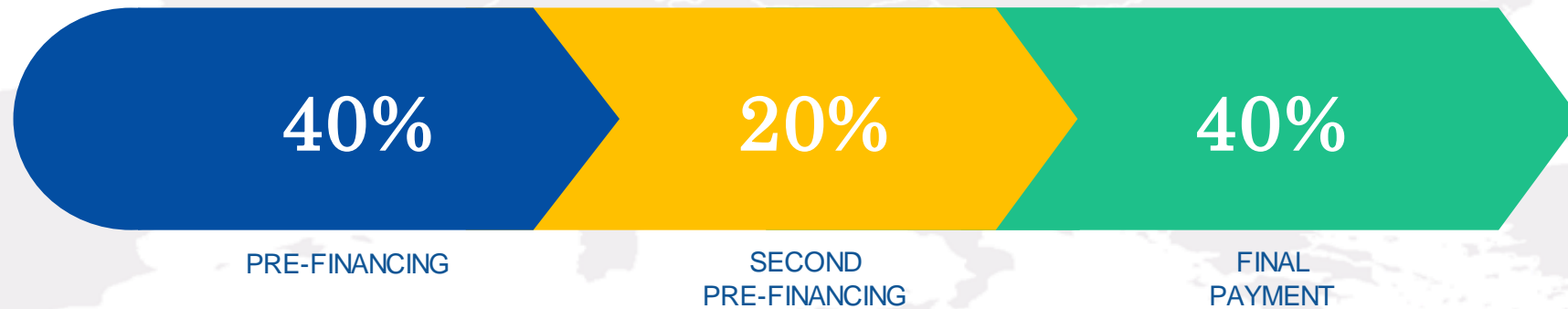


# PAYMENT MODELS

FINANCIAL CAPACITY OK



FINANCIAL CAPACITY NOT OK





# BUDGET AND TIMELINE



**6.3M** EUR



DEADLINE

**05.10.21**

17:00:00 CET

CONTACT:

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



**THANK YOU FOR YOUR ATTENTION!**

**EACEA-MEDIA-INNOVLAB@ec.europa.eu**