



FOSTERING EUROPEAN MEDIA TALENTS & SKILLS

Call CREA-MEDIA-2021-TRAINING

OBJECTIVES OF THE CALL



FOSTER THE **TALENTS AND SKILLS** OF THE
AV SECTOR PROFESSIONALS



STRENGTHEN THE CAPACITY OF AV
PROFESSIONALS TO ADAPT TO **NEW CREATIVE
PROCESSES AND BUSINESS MODELS**



REINFORCE THEIR CAPACITY TO FULLY EXPLOIT
THE **CREATIVE AND COMMERCIAL POTENTIAL**
OF THE DIGITAL TRANSFORMATION

ACTIVITIES TO BE FUNDED

TRAINING, MENTORING AND CAPACITY-BUILDING ACTIVITIES AIMED TO:



FACILITATE THE LEARNING AND ACQUISITION OF
NEW SKILLS AND EXPERTISE
IN PARTICULAR DIGITAL SKILLS

FOSTER COOPERATION BETWEEN PLAYERS TO ENSURE
KNOWLEDGE TRANSFER
AND MENTORSHIP OPPORTUNITIES



DEVELOP **NEW BUSINESS MODELS**
AND STRENGTHEN
INTERNATIONAL COOPERATION
IN THE A/V SECTOR

PROMOTE BUSINESS STRATEGIES THAT ENSURE A MORE
ENVIRONMENTALLY-RESPECTFUL
INDUSTRY AS WELL AS **DIVERSITY AND**
INCLUSIVENESS



NURTURE YOUNG TALENT AND
SUPPORT YOUNG START-UPS
IN THE A/V SECTOR



ACTIVITIES TO BE FUNDED

ACTIVITIES AIMED AT IMPROVING THE EXPERTISE OF AV
PROFESSIONALS IN THE FIELD OF:

MARKETING, PROMOTION AND NEW MODELS OF DISTRIBUTION AND EXPLOITATION

FOCUSING ON DIGITAL SKILLS AND DIGITAL TOOLS AND TECHNOLOGIES

GREENING OF THE AV INDUSTRY

AIMING AT PROMOTING SUSTAINABLE PRACTICES ACROSS THE ENTIRE VALUE CHAIN

FINANCIAL AND COMMERCIAL MANAGEMENT

WITH A VIEW TO ENHANCE THE CAPACITY TO ACCESS INVESTMENT, MANAGE IP AND DEVELOP NEW BUSINESS MODELS

DEVELOPMENT, PRODUCTION AND POST PRODUCTION

OF A/V WORKS, INCLUDING INNOVATIVE STORYTELLING

ENTREPRENEURSHIP AND NEW BUSINESS CREATIONS

SPECIAL EMPHASIS ON



**SUSTAINABILITY
ENVIRONMENTALLY-RESPECTFUL
ACTIVITIES**



GREENING OF THE INDUSTRY

GENDER BALANCE

**DIVERSITY AND
REPRESENTATIVENESS**

INCLUSIVITY

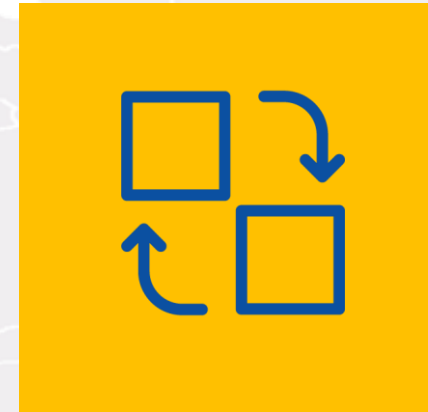
WHAT IS NEW



INCREASE OF MEDIA
CO-FINANCING TO **MAX 80%**
FOR ALL ACTIONS



CHANGE
IN THE LIST OF
LOW CAPACITY COUNTRIES



MORE FLEXIBILITY IN
AWARDING SCHOLARSHIPS
TO PARTICIPANTS

LOW CAPACITY COUNTRIES

GROUP A:

CZECH REPUBLIC, ESTONIA, ROMANIA,
GREECE, CROATIA, PORTUGAL, POLAND

GROUP B:

BULGARIA, LUXEMBOURG, SLOVENIA, LITHUANIA,
SLOVAKIA, HUNGARY, LATVIA, CYPRUS, MALTA

THE FOLLOWING **THIRD COUNTRIES** WOULD ALSO BE CONSIDERED WITHIN **GROUP B**
SUBJECT TO CONDITIONS BEING FULFILLED FOR THEIR PARTICIPATION IN THE MEDIA STRAND:

**ALBANIA, BOSNIA AND HERZEGOVINA, GEORGIA, ICELAND, LIECHTENSTEIN,
MONTENEGRO, NORTH MACEDONIA, REPUBLIC OF SERBIA, UKRAINE**

SCHOLARSHIPS

MUST BE GRANTED TO PARTICIPANTS:

- COMING FROM LCCs GROUP B
- OR COMING FROM A COUNTRY NOT PROVIDING SCHOLARSHIPS FOR THIS KIND OF TRAINING
- OR BEING IN ANY OTHER PROVEN SITUATION OF NEED FOR FINANCIAL SUPPORT

10%

FOR **EUROPEAN/INTERNATIONAL ACTIONS**
SCHOLARSHIPS SHOULD REPRESENT
AT LEAST **10% OF THE TOTAL NUMBER OF PARTICIPANTS**

FOR **REGIONAL ACTIONS**
SCHOLARSHIPS SHOULD REPRESENT
AT LEAST **30% OF THE TOTAL NUMBER OF PARTICIPANTS**

30%

ELIGIBLE TARGET GROUP(S)

PROFESSIONALS FROM THE A/V INDUSTRY, IN PARTICULAR YOUNG PROFESSIONALS, AS WELL AS PROFESSIONALS FROM START UPS



THE MAJORITY OF PARTICIPANTS MUST BE OF **NATIONALITY OTHER THAN THAT OF THE APPLICANT**



PROJECTS MUST ENSURE A GOOD **REPRESENTATIVENESS OF GENDER AND DIVERSITY**



SPECIAL ATTENTION TO PROJECTS DIRECTED AT **WOMEN AND PROFESSIONALS WITH DIVERSE AND DISADVANTAGED BACKGROUND**

ELIGIBLE TARGET GROUP(S)

30%

FOR **EUROPEAN ACTIONS**, NATIONALS FROM COUNTRIES NOT PARTICIPATING IN THE MEDIA STRAND SHOULD NOT REPRESENT MORE THAN **30%** OF THE PARTICIPANTS

FOR **INTERNATIONAL ACTIONS**, NATIONALS FROM COUNTRIES NOT PARTICIPATING IN THE MEDIA SUB-PROGRAMME MAY REPRESENT UP TO **50%** OF THE PARTICIPANTS

50%

REGIONAL ACTIONS ARE **ONLY** OPEN TO PARTICIPANTS FROM **LOW CAPACITY COUNTRIES** AND MIGHT INCLUDE PARTICIPANTS FROM NEIGHBORING COUNTRIES EVEN IF THEY ARE NOT LCCs

AWARD CRITERIA

RELEVANCE OF ACTIVITIES (35 PTS)

15

RELEVANCE OF THE CONTENT OF THE ACTIVITY INCLUDING ITS INTERNATIONAL/ EUROPEAN/ REGIONAL DIMENSION VIS-À-VIS THE OBJECTIVES OF THE CALL AND THE NEEDS AND TRENDS OF THE INDUSTRY, ESPECIALLY DIGITAL DISTRIBUTION, BUSINESS CREATION AND GREENING OF THE INDUSTRY

5

THE LEVEL OF INNOVATION OF THE PROJECT IN RELATION TO THE EXISTING EUROPEAN TRAINING OFFER

5

THE COOPERATION BETWEEN PLAYERS FROM DIFFERENT GROUPS OF COUNTRIES AS WELL AS PARTNERSHIPS WITH THE A/V INDUSTRY

ADEQUACY OF THE STRATEGIES PRESENTED TO ENSURE **MORE SUSTAINABLE AND MORE ENVIRONMENTALLY-RESPECTFUL ACTIVITIES** WITHIN THE PROJECT IMPLEMENTATION

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 CONTENT AND ACTIVITIES (40 PTS)

10

ADEQUACY OF THE CONTENT OF THE ACTION
THE PROPOSED **METHODOLOGY AND
PEDAGOGICAL APPROACH** TO THE SPECIFIC
TYPE OF ACTION
(INTERNATIONAL/EUROPEAN/REGIONAL) AND
TARGET GROUP

10

ADEQUACY OF THE **FORMAT, SELECTION
PROCEDURE, SCHOLARSHIP POLICY, GENDER
AND DIVERSITY BALANCE, PROFESSIONAL
BENEFITS** AND LONG AND SHORT TERM
EFFECTS ON THE PARTICIPANTS

10

THE **COST-EFFECTIVENESS** OF THE PROPOSED
ACTION

INTEGRATION OF INNOVATIVE ASPECTS
RELATING TO THE **LATEST DIGITAL
TECHNOLOGIES** AS WELL AS **INNOVATION IN
CONTENT DEVELOPMENT AND STORYTELLING,**
TALENT DEVELOPMENT AND ACCESS TO
FINANCE

5

SUITABILITY TO REINFORCE THE CAPACITY OF
PROFESSIONALS FROM **LOW CAPACITY
COUNTRIES**

5

AWARD CRITERIA

DISSEMINATION (15 PTS)

5

SUITABILITY OF THE MECHANISMS IN PLACE TO **DISSEMINATE BEST PRACTICES, BUSINESS MODELS AND RESULTS** BEYOND THE PARTICIPANTS AND FOLLOW UP OF PROJECTS AND PARTICIPANTS

10

IMPACT ON PARTICIPATING PROFESSIONALS, ON SELECTED PROJECTS, ON COMPANIES AND ON THE AUDIOVISUAL SECTOR

PROJECT MANAGEMENT (10 PTS)

5

RELEVANCE OF THE **DISTRIBUTION OF THE ROLES AND RESPONSIBILITIES OF THE TEAM**, TAKING INTO ACCOUNT GENDER AND DIVERSITY BALANCE

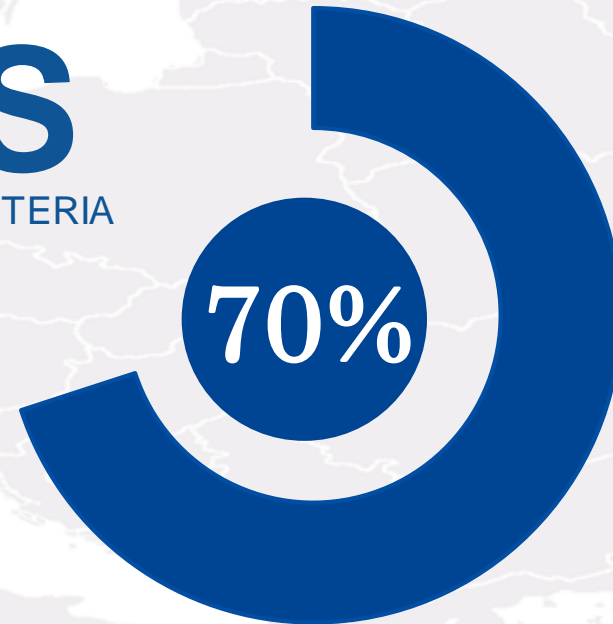
5

RELEVANCE OF THE **PEDAGOGICAL EXPERTISE OF THE PROPOSED TUTORS, EXPERTS AND COACHES** VIS-À-VIS THE OBJECTIVES OF THE ACTION, TAKING INTO ACCOUNT GENDER AND DIVERSITY BALANCE

QUALITY THRESHOLD

70/100 PTS

FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA



APPLICATION FORM

Proposal forms

Deadline
26 August 2021 17:00:00 Brussels Local Time

i In this step you can edit the Administrative Forms and upload the proposal itself. **?** ×

× Your proposal contains changes that have not yet been submitted.

Call data:

Call: **CREA-MEDIA-2021-TRAINING**
Topic: **CREA-MEDIA-2021-TRAINING**
Type of action: **CREA-PJG**
Type of MGA: **CREA-AG**

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

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 **↓** [Delete](#) **🗑️**

Declaration on ownership and control **?** [Upload](#) **📄**

Proposal data:

Acronym: **Baird Training**
Draft ID: **SEP-210760667**

Download Part B templates

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Support & Helpdesk

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i [IT How To](#)

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PART A

Call: CREA-MEDIA-2021-TRAINING
(Fostering European media talents and skills)

Topic: CREA-MEDIA-2021-TRAINING

Type of Action: CREA-PJG
(CREA Project Grants)

Proposal number: SEP-210760667

Proposal acronym: Baird Training

**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

PART A

**SIMPLIFIED BUDGET
MUST BE BALANCED (COST/INCOME)
BREAKDOWN PER WORK-PACKAGE IN PART B**

3 - Budget

No.	Name of beneficiary	Country	Role	Personnel costs - without volunteers /	Personnel costs volunteers /	Subcontracting costs/	Purchase costs - Travel and subsistence/	Purchase costs - Equipment/	Purchase costs - Other goods, works and services/	Financial support to third parties/	Indirect costs/	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
1	Baird Consulting Scs	BE	Coordinator	0	0	0	0	0	0	0	0,00	0,00	0	0	80	0,00	0,00	0,00
	Total			0	0	0	0	0	0	0	0,00	0,00	0	0		0,00	0,00	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

Project summary

See Abstract (Application Form Part A).

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

1.2 Needs analysis and specific objectives

Needs analysis and specific objectives (*n/a for 'Subtitling of cultural content' and 'Audience Development and Film Education'*)

For 'European Co-development':

- Describe the added value of the co-development approach, in particular with regards to the nature of the project and the complementarity of the background and experience of the partners involved.
- Describe how the production companies will collaborate on the joint development of creative aspects and storytelling.

For 'European Slate development' and 'European Mini-Slate development': Describe how the slate will help improve the company's position on the European and international market in relation to its co-production approach, partnership with players from different countries (including from countries with different production capacity), visibility at major film festivals and physical and online markets, capacity to increase the company's turnover, and capacity to

PART B

SOME KEY POINTS

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



PROJECT ACTIVITIES MUST BE ORGANISED IN THE FOLLOWING
WORK PACKAGES:

- WP 1 – **PROJECT MANAGEMENT** (MANDATORY)
- WP 2 – **ACTIVITIES TO BE IMPLEMENTED** (MANDATORY)
- WP 3 – **FOLLOW UP AND DISSEMINATION** (MANDATORY)

ADDITIONAL WORK PACKAGES MAY BE ADDED

MILESTONES & DELIVERABLES
(OUTPUTS/OUTCOMES)



MILESTONES: ONLY FOR **MAJOR OUTPUTS** IN COMPLICATED
PROJECTS

DELIVERABLES: USED TO SHOW PROJECT PROGRESS

- MUST INDICATE A **DUE DATE** WITHIN DURATION OF THE
RELATED WORK PACKAGE
- WILL BE **UPLOADED ON THE PORTAL** AT MONITORING PHASE

PART B

BREAKDOWN OF COSTS PER WP

MUST BE CONSISTENT WITH GENERAL BUDGET OF PART A

NB: FINANCIAL SUPPORT TO THIRD PARTIES NOT APPLICABLE FOR TRAINING

EU Grants: Application form (CREA MEDIA and CROSS); V1.0 - 15.04.2021

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
[name]	X person months	X EUR	X EUR	X travels	X persons travelling	X EUR	X EUR	X EUR	X EUR	X EUR	N/A	N/A	X EUR	X EUR
[name]	X person months	X EUR	X EUR	X travels	X persons travelling	X EUR	X EUR	X EUR	X EUR	X EUR	N/A	N/A	X EUR	X EUR
Total	X person months	X EUR	X EUR	X travels	X persons travelling	X EUR	X EUR	X EUR	X EUR	X EUR	N/A	N/A	X EUR	X EUR

For Lump Sum Grants, see detailed budget table/calculator (annex 1 to Part B; see [Portal Reference Documents](#)).

Work Package ...

To insert work packages, copy WP1 as many times as necessary.

BUDGET AND TIMELINE



8M EUR



DEADLINE
26.08.21
17:00:00 CET

EVALUATION: SEP – NOV 2021

INFO TO APPLICANTS: NOV 2021

SIGNATURE GRANT AGREEMENT: EXPECTED DEC 2021

CONTACT:
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