

WELCOME!

The session

Creative Europe MEDIA NETWORKS OF EUROPEAN FESTIVALS
CREA- MEDIA-2022-FESTNET

will start soon

Everyone has been muted upon entry!

Please do not unmute yourself & turn off your camera to preserve the quality of this webconference



Information session NETWORKS OF EUROPEAN FESTIVALS 7 March 2022

This info session will be recorded using WebEx for the purpose of publication on EACEA's website. Only the presentations will be recorded: the Q&A sections will not be recorded.

Please refer to the Data Protection Notice of the event for more information.

European Education and Culture Executive Agency



Creative Europe MEDIA Call CREA-MEDIA-2022-FESTNET

Info Session 07/03/2022



KEY ASPECTS

Timeline:

Deadline: 07/04/2022 @ 17.00.00 CET

Evaluation: April - August 2022

Information on evaluation results: September 2022

GA signature start: November 2022



KEY ASPECTS

- Available budget: 5M EUR
- Multiannual support of 2 years
- Duration: 24 months
- Starting period of eligibility: signature of agreement/at the earliest date of submission
- Mono-beneficiary agreement to be signed with the coordinator
- Members are third parties => not partner/co-beneficiary
- Budget based (not lump sum)



KEY ASPECTS

- Requested amount
 - No max threshold per proposal
 - Max. amount per Festival member EUR 100 000 (before EUR 30 000)
 - -> it depends on the level of costs that will be undertaken directly by each member in relation with the network coordination and joint activities implementation.
- First Pre-financing 60% (before 50%)
- Second Pre-financing 30%
- Payment of the balance: at the end of the project 10%
- Co-financing rate: 90% (before 50%)



ELIGIBILITY CRITERIA - Who can apply?

Eligible European audiovisual festival:

- Only applications from eligible entities organizing audiovisual festivals in countries participating in the MEDIA strand.
- By eligible audiovisual festival it is understood an event:
- programming European films and audiovisual works that are being screened to wide audiences including general public as well as accredited international audiovisual professionals and press;
- having a clear curation, regulation and selection procedure;
- 50% of the programming should be devoted to non-national 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 LCC.



ELIGIBILITY CRITERIA - Who can apply?

- The support is open to a European network of festivals consisting of a coordination entity plus a minimum of 3 member organisations (1 + 3 = 4 festivals)
- No more than 20% of the festivals participating in the network (including the coordination entity) can come from the same country
- One audiovisual festival can be member of max. 2 different networks



SUPPORT TO NETWORK OF FESTIVALS ACTIVITIES

- Coordinated and collaborative activities aiming to expand audience development and interest for European films/AV works;
- Coordination of the network members and activities relating to its sustainable structured development (e.g. collaborative events; sharing of know-how and information; communication among members);
- Coordinated and collaborative activities promoting sustainable and environmentally responsible practices;
- Support to audiovisual festivals taking place in MEDIA participating countries (through support to third parties).



EXPECTED IMPACT

- Reinforce cooperation among European festivals members of a Network screening a significant proportion of non-national European films/AV works through coordinated/collaborative activities targeted to expand and renew audiences;
- Increase the impact of European audiovisual festivals aiming to reinforce promotion, distribution and circulation of non-national European films/ AV works to growing audiences across Europe;
- Foster exchange of knowledge and best-practice models for cooperation among festivals through coordinated/collaborative activities targeted to expand and renew audiences;
- Harness the digital transformation, including developing and updating online tools and data applications.



AWARD CRITERIA – RELEVANCE (30 Points)

- Relevance of the festivals members of the network to achieve the objectives of this call (10 points)
- Clarity and relevance of the network scope and strategy to reach a structured effective and sustainable coordination (10 points)
- Adequacy of the strategies presented to ensure a 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 (40 points)

- Quality, impact and efficiency of the activities to increase the interest of audiences in European audiovisual works (including new and young audiences) (10 points)
- Geographical coverage within the network including a diverse participation of countries (10 points)
- Quality and clarity of the activities including intended deliverables as well as commitment to innovative actions in the areas of outreach and audience development including the use of the latest digital technologies and tools (10 points)
- Cost-efficiency of the working arrangements in terms of appropriate allocation of the budget and human resources (10 points)



AWARD CRITERIA Project management (10 points)

• Coherence and complementarity of the coordination entity and member teams in terms of distribution of the roles and responsibilities in the activities described in the application (10 points)



AWARD CRITERIA – Dissemination (20 points)

- Efficiency of the mechanisms to communicate among the members and foster sharing of knowledge and best practices (10 points)
- Efficiency and adequacy of the strategy to promote and disseminate results of coordinated activities beyond the scope of the network (10 points)



QUALITY THRESHOLD - Reminder





COORDINATOR ROLE - NETWORKS OF FESTIVALS

- The **coordinator** is the central contact point
- -> manages financial & operational aspects
- =>! appropriate **financial** & **operational** resources
- The coordinator **reports on the implementation** of the action & the results achieved (networking/coordinated & joint activities)
- The coordinator pays the support to festivals members (*terms of payment to be agreed within the network*): invoices/payment request must be duly registered in coordinator's books

COORDINATOR ROLE - NETWORKS OF FESTIVALS

- The **Coordinator**
- Must keep records of
- ✓ Its costs contributing to coordinated activities
- ✓ Payment requests from members

Consolidate the narrative on coordinated activities



COORDINATOR ROLE - NETWORKS OF FESTIVALS

- Coordinator must ensure that the members:
- accept that EC/Agency have the right to carry out checks, reviews, audits on them and must allow access to their premises and provide information and data
- understand that the following obligations are extended
- -> avoid conflicts of interest, maintain confidentiality
- -> promote the action and give visibility to the EU funding
- Best practice: the Coordinator should formalize this through signed arrangements with members (e.g. memorandum of understanding, charter)

MEMBER - Information on reporting obligations

- Each member
- Must keep records of costs relating to the coordinated activities (-> budget recommended to report to the Coordinator and justify the requested financial support)
- Provide the narrative in line with the contribution to coordinated activities
- Send a payment request (depending on arrangements)

REPORTING TIPS FOR COORDINATOR & MEMBER

-> Best practice to check the appropriate use of the funding:

Each member should prepare an excel sheet listing invoices sorted by budget categories indicating invoice ref., supplier identity, amount, description of items/services/supplies or works (scanned & numbered copies of invoices)



IMPORTANT SPECIFIC REMINDER

Project application must address:

- why financial support to third parties is needed (best way to reach the objectives)
- how it will be managed (internal arrangements)
- provide a list of the different types of activities for which a third party may receive financial support (joint activities)
- clearly describe the results to be obtained (deliverables)



OVERALL COMMENTS ON 2020 SELECTION RESULTS

- 18 applications were received from 13 countries. The majority of applications came from the coordinating organisation from Germany (4), followed by France (2) and Denmark (2)
- 7 selected networks including 37 festivals and covering
 23 countries (for a total budget of 600K)
- Size of selected Networks: between 6 to 4 festivals

OVERALL COMMENTS ON 2020 SELECTION RESULTS

- Difference between already existing networks and those in progress
- For some networks the coordinator was the most experienced and the members could take advantage in terms of content, operational and organisational aspects
- Several networks were regional and only few had an extended geographical coverage
- Majority of the networks presented a package of joint activities and only few submitted one common project

OVERALL COMMENTS ON PAST SELECTION RESULTS

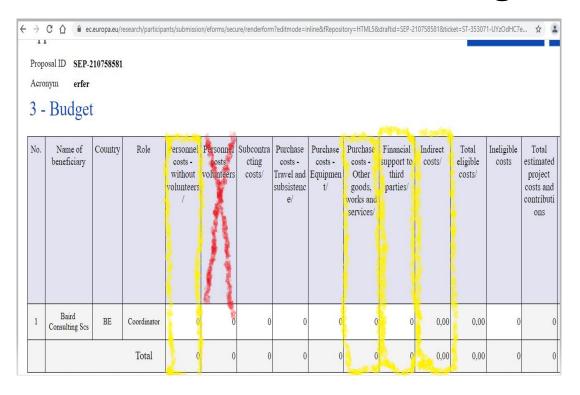
- Some networks were specialised (animation, documentary, shorts, children)
- Some networks had a "charter" which structured objectives and milestones
- The industry should be able to identify the networks which could find their place in the value chain -> in this perspective branding could be an asset
- The objective of having impact on audiences should be reinforced
- The potential of the network to expand should be taken into account as well as strategies to enlarge the network

RECOMMENDATIONS

- This call is an opportunity not an obligation
- There should be organic/genuine spirit in getting together
- Share common goals to increase audience interest, play a role within the industry, improve circulation and showcase of European works & talents
- Find interesting focus/positioning & feel there is common path
- There are challenges: trust, intercultural differences, distribution of workload, slots for common activities, might be time-consuming

Focus on new budget and MEDIA request

√ What does the new budget look like?



	Total eligible costs/	Ineligible costs	Total estimated project costs and contributi ons	Funding rate	Maximum EU contributi on to eligible costs	Requested EU contributi on to eligible costs	Max grant amount	Income generated by the project	In kind contributi ons	Financial contributi ons	Own resources	Total estimated project income
												7
0	577800,00	0	577 800	90	520020,00	520020,00	520020,00	0	0	0	57 780	577800,00
0	577800,00	0	577 800		520020,00	520020,00	520020,00	0	0	0	57 780	577800,00

ELIGIBLE COSTS REMINDER

- Eligible direct costs are those which are identifiable as specific costs directly linked to the performance of the NETWORK ACTIVITIES and which can therefore be booked to it directly by the Coordinator.
- The Coordinator can allocate support to each Member of the Network for a max. of EUR 100,000 -> it depends on the level of costs that will be undertaken directly by each member in relation with the network coordination and the implementation of joint activities.

WORK PACKAGES AND DELIVERABLES



- The project activities must be organised in the following work packages:
- WP 1 Project management (mandatory)
- WP 2 Support to third parties for joint activities (mandatory)

Additional work packages may be added.

Examples of Deliverables:

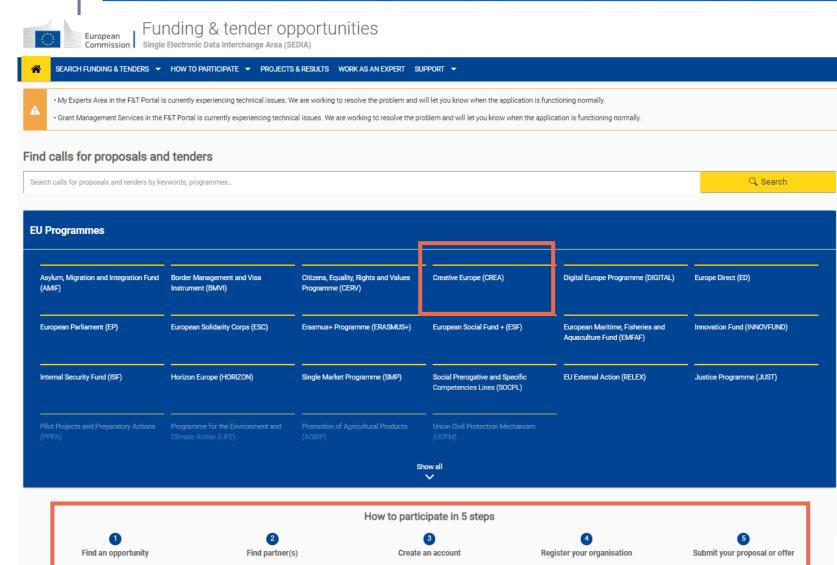
Coordination report (coordination activities e.g. newsletters)

Promotional material



Where to find the MEDIA call?

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

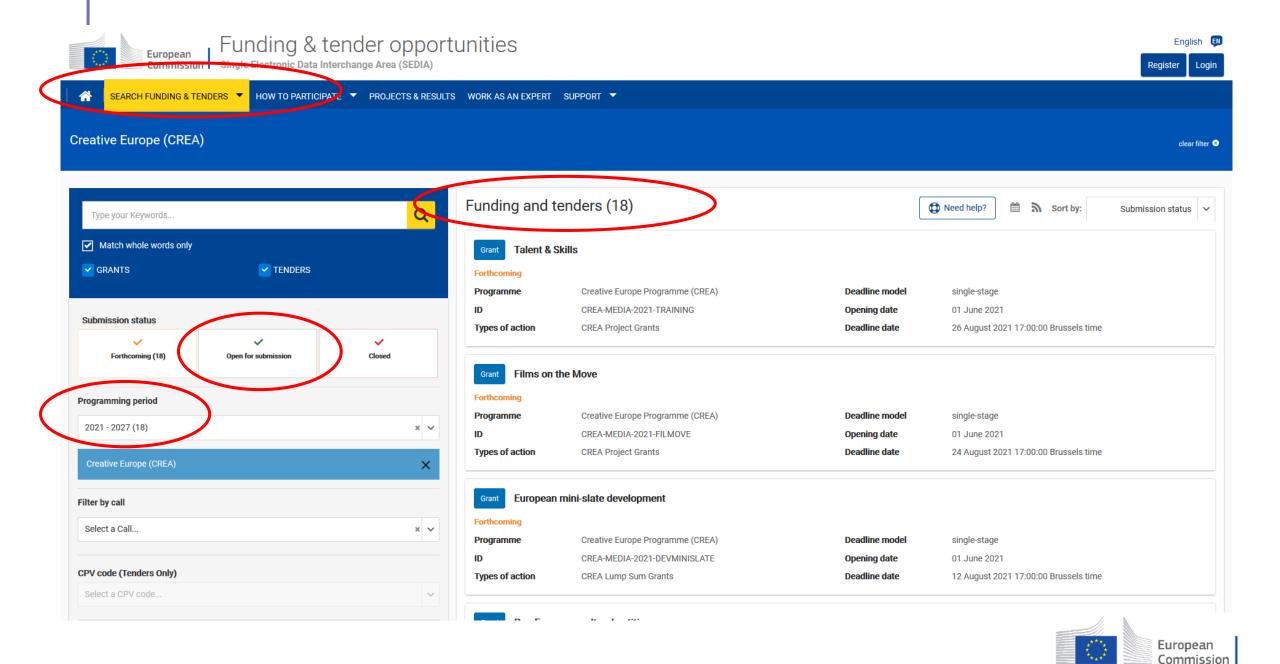








Learn how to find and apply for suitable EU funding and tender opportunities.



Conditions and documents

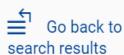
Submission service

Topic related FAQ

Get support

Call information

Call updates



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:



Start submission





Create proposal



Deadline

07 April 2022 17:00:00 Brussels Local Time

40 days left until closure

Call data:

Call: CREA-MEDIA-2022-FESTNET

Topic: CREA-MEDIA-2022-FESTNET

Type of action: CREA-PJG Type of MGA: CREA-AG

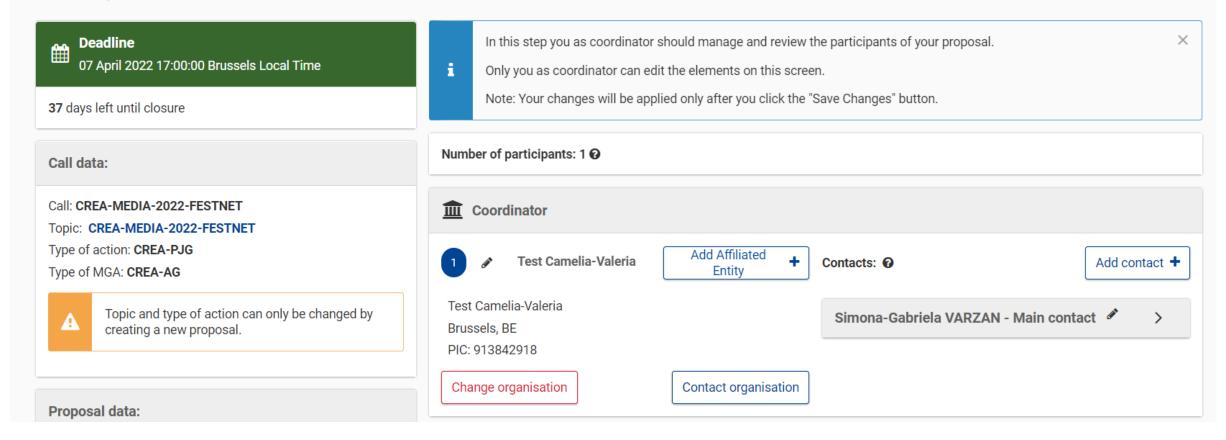
Topic and type of action can only be changed by creating a new proposal.

Tou our submit the proposal as many times as you man up and the academic, Edon not submitted resolve will replace th previous one. Find your organisation 250 PIC Short name Search Organisations you have been previously associated with. (Click to select) PIC: 956444445 PIC: 913842918 **Baird Consulting SCS** Test Camelia-Valeria Vieille rue du Moulin-Rouge 20 place Rogier Uccle,BE Brussels,BE



This is a mono-beneficiary agreement, there are no partners or affiliated entities as co-beneficiaries

Participants





TECHNICALITIES

UNDERSTANDING THE MAIN ELEMENTS OF THE E-FORM

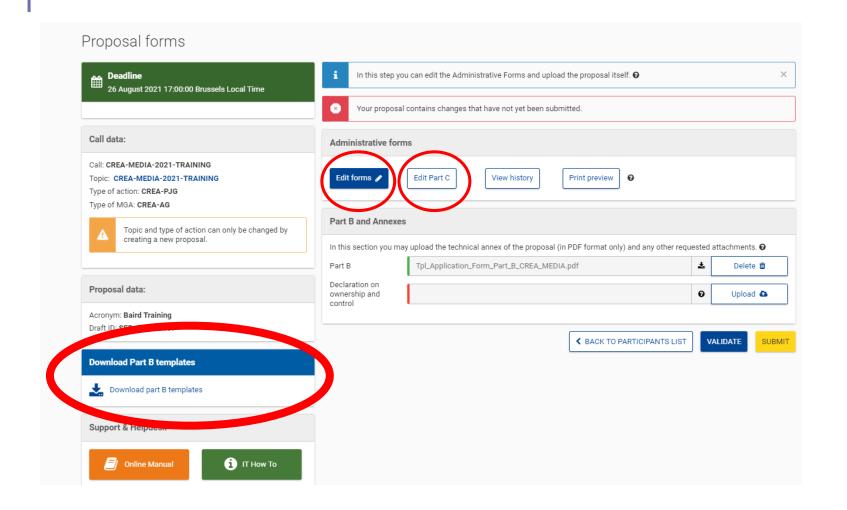








E-FORM IN SUBMISSION SYSTEM





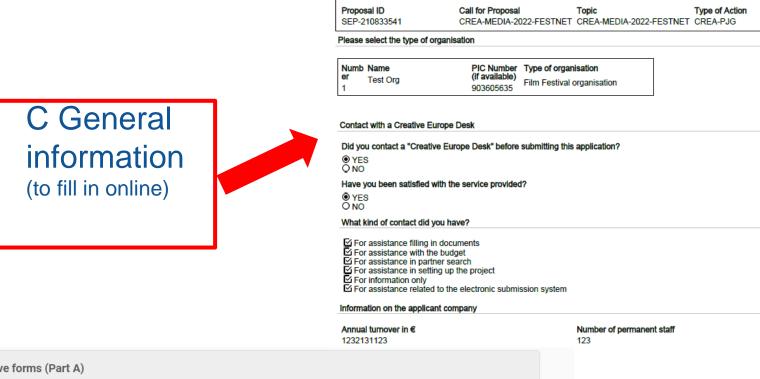
Edit Proposal

Fill in all parts of the proposal:

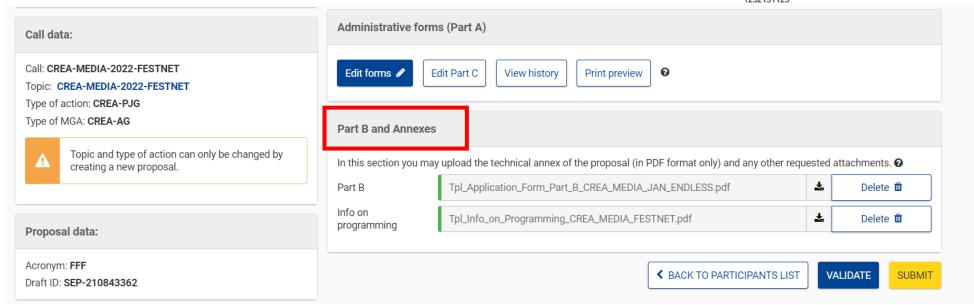
A Administrative Form

(to fill in online)





Proposal Info





Edit forms tab (part A)

Type of Model Grant Agreement: CREA Action Grant Budget-Based

Table of contents

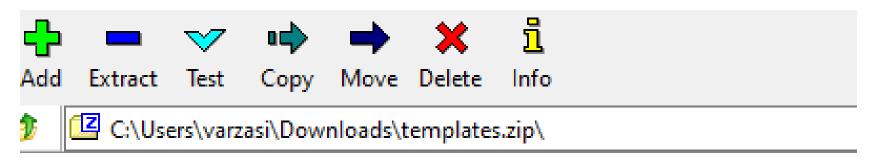
Section	Title	Action
1	General information	Show
2	Participants	Show
3	Budget	Show

How to fill in the forms

The administrative forms must be filled in for each proposal using the templates available in the submission system. Some data fields n the administrative forms are pre-filled based on the steps in the submission wizard.



Download **Part B** documents: Zip file opens and you work on them offline



Name

Tpl_Application Form (Part B) (CREA MEDIA).rtf

Tpl_Info on Programming (CREA MEDIA FESTNET).rtf

Edit proposal – part B

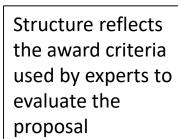






TABLE OF CONTENTS

ADMINISTRATIVE FORMS (PART A)	
TECHNICAL DESCRIPTION (PART B)	
COVER PAGE	
PROJECT SUMMARY	
1. RELEVANCE	
1.1 Background and general objectives	
1.2 Needs analysis and specific objectives	
1.3 European added value	
1.4 Environment and sustainability	
1.5 Gender balance, inclusion and diversity	7
2. QUALITY	7
2.1 Concept and methodology	7
2.2 Format	8
2.3 Potential	9
2.4 Cost effectiveness and financial management	
2.5 Risk management	10
3. PROJECT MANAGEMENT	10
3.1 Partnership and consortium, roles and tasks division	10
3.2 Project teams	11
3.3 Development strategy	11
3.4 Financing strategy	11
4. DISSEMINATION	12
4.1 Communication, promotion and marketing	12
4.2 Dissemination and distribution	12
4.3 Impact	13
5. WORKPLAN, WORK PACKAGES, TIMING AND SUBCONTRACTING	15
5.1 Work plan	15
5.2 Work packages and activities	15
Work Package 1	15
Work Package	19
Overview of Work Packages(n/a for Lump Sum Grants: European Co-development', 'European Slat development', 'European Mini-Slate development', 'TV and Online content', 'European festivals' and and immersive content development')	l 'Videogame
Events and trainings	20
5.3 Timetable	21
5.4 Subcontracting	22
6. OTHER	23
6.1 Ethics	23
6.2 Security	23
7. DECLARATIONS	23
ANNEXES	24



Part B (detailed description of the action): choose the relevant questions for the call

1.3 European added value

European added value (n/a to 'European Film Distribution', 'European Film Sales', 'Networks of European festivals', 'European fest

For 'European Co-development': Describe the European dimension of the collaboration, in particular concerning cooperation between countries with different market sizes, as well as the linguistic and geographical diversity.

objectives of the call.

For 'Networks of European festivals': Discribe the geographical coverage within the network, the activities including intended deliverables as well the innovative actions in the areas of outreach and audience development, including the use of the latest digital technologies and tools.

Edit proposal – part B



To complete the application, plan activities in detail well in advance

A **work package** is a building block of the work breakdown structure that allows the project management to define the steps necessary for completion of the work.

- 1. WP 1 Project management (mandatory)
- 2. WP 2 Support to third parties for joint activities (mandatory)

<u>Deliverables</u>: major project outputs which are submitted to show project progress (any format); dues dates must be feasible

MANDATORY: at least 1 per WP

Project management

- 1. Meeting notes
- 2. Coordination report
- 3. Communication plan

Support to third parties:

- 1. Payment requests form third parties
- Promotional material from third parties

Edit proposal – part B

<u>Milestones</u>: <u>OPTIONAL</u> control points in the project that help to chart progress – you may leave the field empty or milestones could be:

- 1. 100% of the network activities finalised for Work Package 1
- 2. 100% of the network activities finalised for Work Package 2

Milestone No (continuous numbering not linked to WP)	Milestone Name	Work Package No	Lead Beneficiary	Means of Verification		Due Date (month number)	Description
MS1		1					
MS2		1					
Deliverable No (continuous numbering linked to WP)	Deliverable Name	Work Package No	Lead Beneficiary	Туре	Dissemination Level	Due Date (month number)	Description (including format and language)
D1.1		1		/R — Document, report/ /DEM — Demonstrator, pilot, prototype/ /DEC —	(PU — Public) (SEN — Sensitive) (Classified R- UE/EU-R) (Classified C-		
	-					Comm	nission Executive Agency

MANDATORY ANNEX TO THE APPLICATION

Supporting document: Information on the programming

EU Grants: Information on the Programming (CREA MEDIA FESTNET): V1.0 - 15.01.2022

INFORMATION ON THE PROGRAMMING

Please complete the table on the programming of the Network and add rows per member, where applicable

Network Members	Festival Name	Country	Total No of films/ audiovisual works	No of non MEDIA films/ audiovisual works	No of national films/ audiovisual works	No of MEDIA non-national films/ audiovisual works	% of MEDIA non-national films/ audiovisual works	No of MEDIA countries	Estimated cascading grant per network member ¹
Coordinator									
Member 1									
Member 2									
Member 3									

¹ The maximum amount of funding per member is EUR 50,000/year. This amount depends on the level of costs that will be undertaken directly by each member in relation with the network coordination and the implementation of joint activities.



What You Need to Know about Completing the Form

Who Can Fill in the administrative form part A of the proposal?

The **Main Contact** is the only person that can complete the form and all

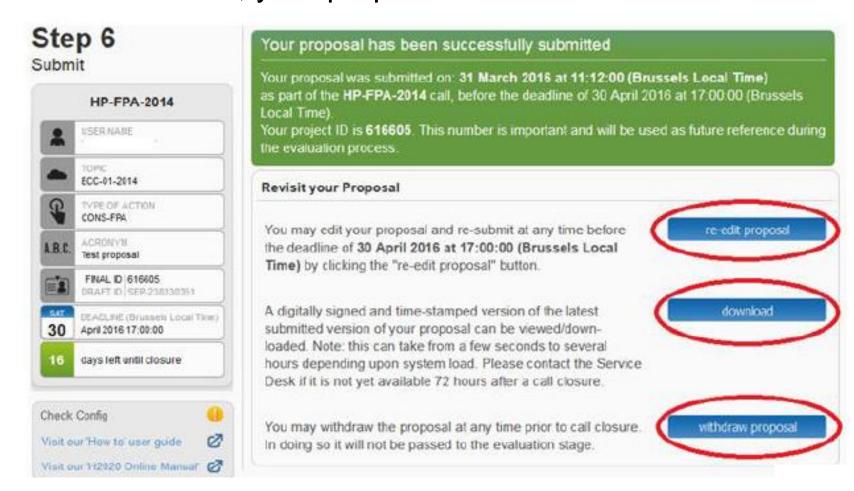
other administrative details.

Your Role		
Please indicate y	our role in this proposal	
Main contact		•
Contact person	· · · · · · · · · · · · · · · · · · ·	· · · · · · · · · · · · · · · · · · ·



SUBMIT PROPOSAL

After submission, your proposal is sent to the EU services for evaluation





TIPS & TRICKS

Get familiar with:

- the submission Wizard
- the electronic Form
- the templates to be filled in (part B, annexes, part C...) and the required information
- Project acronym: it is recommended to put a name allowing easy proposal identification
- Submit proposals well in advance before call closure.
- You can resubmit your proposal if needed until the closure of the call.
- Once the Call is closed, the last submitted version will be the one being evaluated.



TIPS & TRICKS

 The breach of certain limitations, such as document size limits, will result in failure to upload.

• As a result you will need to amend the documents and upload them again.

 If you exceed the page number limit, when applicable, you will still be able to upload the document but all of the excess pages will contain just a watermark as content.



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 NETWORKS OF EUROPEAN FESTIVALS (explanation starting with "n/a")
- Delete the instructions not relevant to the action NETWORKS OF EUROPEAN FESTIVALS
- With regards the Annex on EU programming, when converting it in PDF, please make sure to select the relevant conversion option "fit worksheet to a single page"



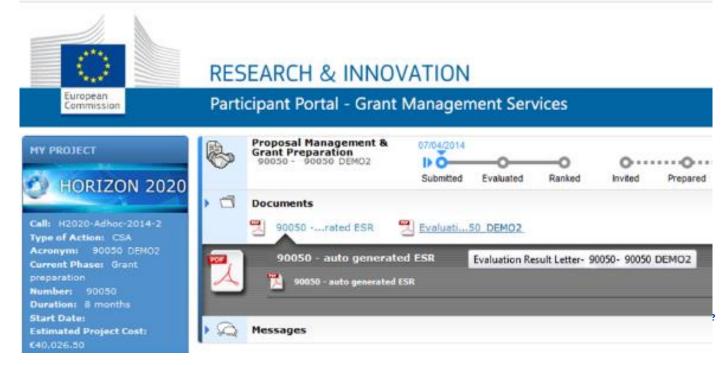
What's next after submission?

Evaluation starts. After the finalisation of the evaluation, applicants will receive the **Evaluation Result Letter**

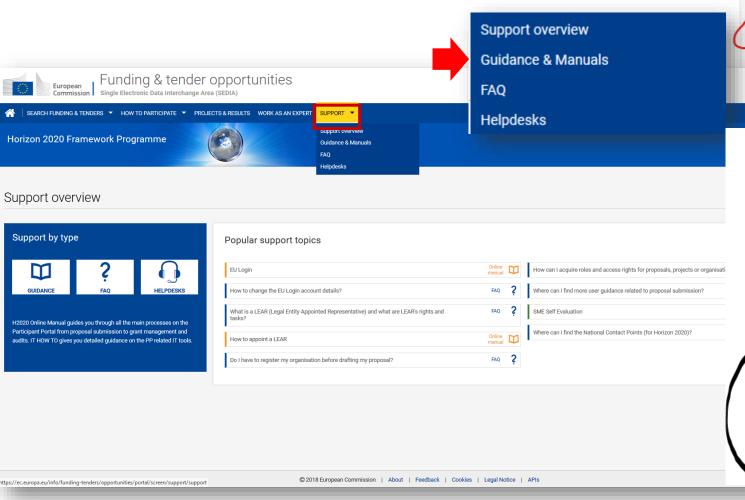
You will find and download your Evaluation Result Letter in my project area

Notifications will be sent by email to the coordinator's contact persons listed in the proposal

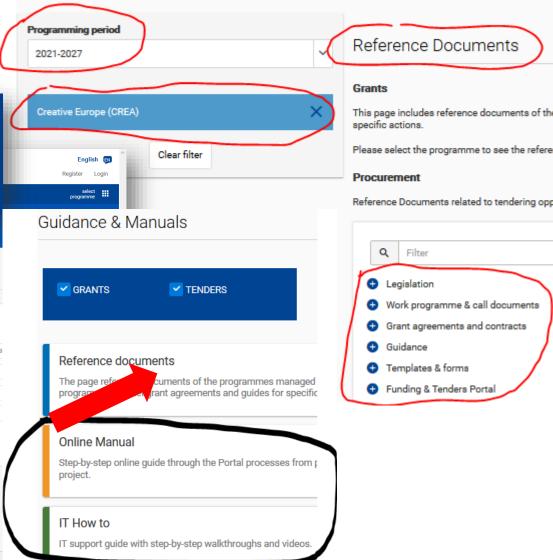
Successful applicants start Grant Agreement Preparation in **Grant Management system**



Support IT, FAQ and rules



Creative Europe (CREA)





THANK YOU FOR YOUR Questions? EACEA-MEDIA-FESTIVALS@ec.europa.eu

