



MARKETS AND NETWORKING

Call CREA-MEDIA-2021-MARKETNET

OBJECTIVES OF THE CALL



**FOSTER BUSINESS TO BUSINESS EXCHANGES AND
INCREASE PARTICIPATION FROM LOW CAPACITY COUNTRIES**



**SUPPORT INDUSTRY EVENTS FOCUSED ON CONTENT,
NEW TECHNOLOGIES AND NEW BUSINESS MODELS**



ENCOURAGE ENVIRONMENTAL-FRIENDLY APPROACHES

TARGET ACTIVITIES



ACTIVITIES FACILITATING EUROPEAN AND INTERNATIONAL CO-PRODUCTIONS:

- FEATURE FILMS AND SHORT FILMS
- TV SERIES
- VIDEO GAMES
- CROSS-MEDIA



ACTIVITIES FACILITATING ACCESS TO TRADE EVENTS AND MARKETS:

- PHYSICAL
- ONLINE

NEW FOCUS ON:

PARTICIPATION FROM LCCs
NEW AND DIGITAL TECHNOLOGIES
SUSTAINABLE BUSINESS MODELS
GREENING THE INDUSTRY



SPECIAL EMPHASIS ON:

SUSTAINABILITY
ENVIRONMENTALLY-RESPECTFUL ACTIVITIES
PARTICIPATION OF WORKING PARENTS
GENDER BALANCE
DIVERSITY AND INCLUSION
REPRESENTATIVENESS



WHAT IS NEW



ACTION 1 AND ACTION 2

MERGED

TO INCLUDE BOTH ACTIONS



REDUCTION OF MEDIA CO-FINANCING TO

60% MAX

vs. 80% MAX IN 2020

ELIGIBLE ACTIVITIES



MARKETS

FOR EUROPEAN A/V PROFESSIONALS

FOCUSED ON **B2B EXCHANGES**

SHOWING **IMPACT ON VISIBILITY AND SALES**
OF EUROPEAN A/V WORKS

WITH AN ACCENT ON **CONTENT AND/OR**
NEW TECHNOLOGIES AND BUSINESS
MODELS

WITHIN/OUTSIDE THE **MEDIA STRAND**
COUNTRIES

SHOWING AN **ENVIRONMENTALLY-FRIENDLY**
APPROACH

B2B PROMOTIONAL ACTIVITIES

OF EUROPEAN A/V WORKS



WITHIN/OUTSIDE **MEDIA STRAND**
COUNTRIES

ORGANISED BY A **PAN-EUROPEAN**
NETWORK
OF **AT LEAST 15 MEDIA COUNTRIES**

FACILITATING THE **DISTRIBUTION AND/OR**
CIRCULATION OF EUROPEAN A/V WORKS

INCLUDING **FINANCIAL SUPPORT**
TO THIRD PARTIES

AWARD CRITERIA

RELEVANCE OF THE ACTIVITIES (40 PTS)

10

B2B & PROMOTION ACTIVITIES IN LINE
WITH THE OBJECTIVES OF THE CALL

10

**NEEDS OF THE INDUSTRY
AND INNOVATION**

10

ADDED VALUE:

- CIRCULATION OF THE WORKS
- QUALITY OF THE POSITIONING
- EUROPEAN/INTERNATIONAL DIMENSION

STRATEGIES FOR **SUSTAINABLE AND
ECO-FRIENDLY ACTIVITIES**

5

STRATEGIES FOR **GENDER BALANCE,
INCLUSION, DIVERSITY AND
REPRESENTATIVENESS**

5

AWARD CRITERIA

QUALITY OF CONTENT AND ACTIVITIES (30 PTS)

10

THE **METHODOLOGY** PROPOSED
TO ACHIEVE THE OBJECTIVES:

- FORMAT, CONTENT, TARGET GROUP
- TOOLS AND DIGITAL TECHNOLOGIES
- SELECTION AND DISTRIBUTION STRATEGIES
- VISIBILITY OF THE PROFESSIONALS

10

THE **COST EFFICIENCY** OF THE ACTION
AND THE **SUSTAINABILITY** OF THE
CO-FINANCING STRATEGY

QUALITY AND FEASIBILITY:

10

- CONSISTENCY OF THE BUDGET,
OBJECTIVES AND CONTENT
- RELEVANCE OF THE SYNERGIES
AND NEW BUSINESS MODELS

AWARD CRITERIA

DISSEMINATION (20 PTS)

10

SYSTEMIC IMPACT:

- CO-PRODUCTION, FINANCING, VISIBILITY
- INTERNATIONAL CIRCULATION
- GLOBAL AUDIENCE REACH
- TRACK RECORD
- LEVEL OF ASSISTANCE AND FOLLOW UP AFTER THE EVENT

10

THE **STRUCTURING EFFECT** AND THE **ADDED VALUE** TO ENTER TARGETED MARKETS AND TO REINFORCE CO-PRODUCTION AND INTERNATIONAL CIRCULATION

PROJECT MANAGEMENT (10 PTS)

THE **DISTRIBUTION OF THE ROLES** AND RESPONSIBILITIES OF THE TEAM, INCLUDING **GENDER** AND **DIVERSITY BALANCE**

5

PARTNERSHIPS:
ADDED VALUE AND ROLES OF EACH MEMBER OF THE PROPOSED GROUPING

5



Funding & tender opportunities

Single Electronic Data Interchange Area (SEDIA)

English **EN**

Register

Login



SEARCH FUNDING & TENDERS

HOW TO PARTICIPATE

PROJECTS & RESULTS

WORK AS AN EXPERT

SUPPORT

Creative Europe (CREA)

clear filter

Type your Keywords...



Match whole words only

GRANTS

TENDERS

Submission status

Forthcoming (18)

Open for submission

Closed

Programming period

2021 - 2027 (18)



Creative Europe (CREA)



Filter by call

Select a Call...



CPV code (Tenders Only)

Select a CPV code...



Funding and tenders (18)

Need help?



Sort by:

Submission status



Grant Talent & Skills

Forthcoming

Programme Creative Europe Programme (CREA)

ID CREA-MEDIA-2021-TRAINING

Types of action CREA Project Grants

Deadline model single-stage

Opening date 01 June 2021

Deadline date 26 August 2021 17:00:00 Brussels time

Grant Films on the Move

Forthcoming

Programme Creative Europe Programme (CREA)

ID CREA-MEDIA-2021-FILMOVE

Types of action CREA Project Grants

Deadline model single-stage

Opening date 01 June 2021

Deadline date 24 August 2021 17:00:00 Brussels time

Grant European mini-slate development

Forthcoming

Programme Creative Europe Programme (CREA)

ID CREA-MEDIA-2021-DEVMINISLATE

Types of action CREA Lump Sum Grants

Deadline model single-stage

Opening date 01 June 2021

Deadline date 12 August 2021 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-MARKETNET**

Topic: **CREA-MEDIA-2021-MARKETNET**

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

Organisations you have been previously associated with. (Click to select)

TECHNICALITIES

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

→ **PART A**

→ **PART B**

→ **PART C**

E-FORM IN SUBMISSION SYSTEM

Proposal forms

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

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.

Proposal data:

Acronym: Baird Training
Draft ID: SEP-210760667

Download Part B templates

Download part B templates

Support & Helpdesk

Online Manual IT How To

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 Tpl_Application_Form_Part_B_CREA_MEDIA.pdf Delete

Declaration on ownership and control Upload

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

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

⏪ BACK TO PARTICIPANTS LIST VALIDATE SUBMIT

PART A

Application forms

Call: CREA-MEDIA-2021-MARKETNET
(Markets & networking)

Topic: CREA-MEDIA-2021-MARKETNET

Type of Action: CREA-PJG

Proposal number: xxx

Proposal acronym: xxxx

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

Table of contents

Section	Title	Action
1	General information	
2	Participants	
3	Budget	

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.

text

APPLICATION FORM

PART B: SOME KEY POINTS

QUESTION 5.2 : **WORK PACKAGES**
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 TO BE IMPLEMENTED** (MANDATORY)
- WP 3 – **FOLLOW-UP AND DISSEMINATION** (MANDATORY)
- WP XX – TO BE ADDED IF NECESSARY

MILESTONES & DELIVERABLES (OUTPUTS/OUTCOMES)



MILESTONES ONLY FOR MAJOR OUTPUTS IN COMPLICATED
PROJECTS

DELIVERABLES:

- TO BE USED TO SHOW PROJECT PROGRESS - **TO BE UPLOADED ON THE PORTAL**
- MUST INDICATE A **DUE DATE** WITHIN DURATION OF THE RELATED **WORK PACKAGE**

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 —		

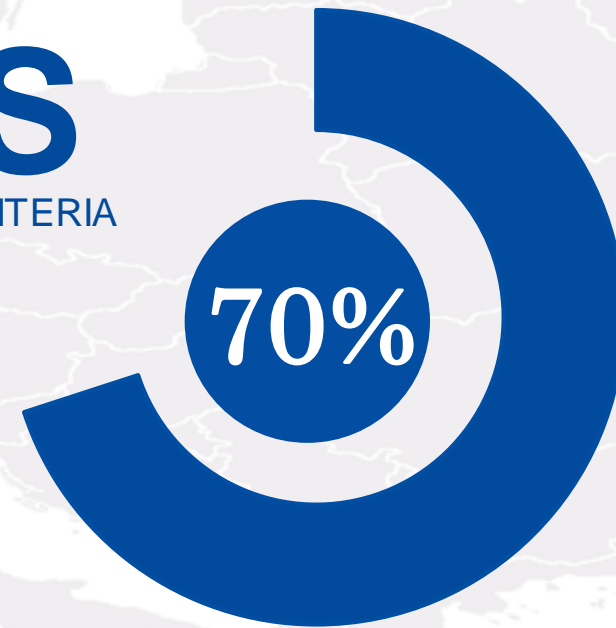
Estimated budget — Resources														
Participant	Costs <i>(n/a for Lump Sum Grants: 'European Co-development', 'European Slate development', 'European Mini-Slate development', 'TV and Online content', 'European festivals' and 'Videogame and immersive content development')</i>													
	A. Personnel	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		
[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
Total	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



BUDGET AND TIMELINE



7.5M EUR



DEADLINE

24.08.21

17:00:00 CET

EVALUATION: SEP – NOV 2021

INFO TO APPLICANTS: NOV 2021

SIGNATURE GRANT AGREEMENT: EXPECTED DEC 2021

CONTACT:

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