



# Information session

20 January 2023

## **MEDIA LITERACY**

Call for proposals

CREA-CROSS-2023-MEDIALITERACY

This info session will be recorded using WebEx for the purpose of publication on EACEA's website. Only the presentations will be recorded, and Q&A will not be recorded. Please refer to the Data Protection Notice of the event for more information.

*European Education and Culture  
Executive Agency*

# Welcome

- General information about the call for proposals
- Admissibility and eligibility criteria, and selection process
- How to apply?
- Q&A

# Call ID

- Call: “**NEWS – MEDIA LITERACY**” (CREA-CROSS-2023-MEDIALITERACY)
- Call budget: **EUR 2 000 000**
- Project budget (maximum grant amount): **EUR 500 000 per project** ≥ 4 projects
- Project duration: **24 months** (as from start date in GA)
- Electronic submission: [F&T portal](#)
- Deadline: **30 March 2023, 17:00:00 CET**

# Background and policy context

- **Creative Europe**
  - safeguard, develop and promote European cultural and linguistic diversity and heritage
  - to increase the competitiveness and the economic potential of the cultural and creative sectors, in particular the audiovisual sector
  - EUR 2.4 billion for the period 2021-2027
- **CROSS strand:** promoting policy cooperation and innovative actions supporting all strands of the Programme, promoting a diverse, independent and pluralistic media environment, and media literacy, thereby fostering freedom of artistic expression, intercultural dialogue and social inclusion
- **Media Literacy action:** Media literacy but not only – see <https://europa.eu/!JUn6cN>

# Objective and priority of the call



Objective is to **promote cross-sectoral activities** that aim at **adjusting to the structural and technological changes faced by the media**, including **enhancing a free, diverse, and pluralistic media environment, quality journalism and media literacy** including in the digital environment.

**Priority:** actions shall promote media literacy in order to enable citizens to use and develop a critical understanding of the media and support knowledge sharing and exchanges on media literacy policies and practices.

# Areas of activities

Collaborative projects **addressing at least two** of the following areas of activities:

1. Activities building on, sharing and scaling up **best practices** from innovative media literacy projects that take into account a changing media ecosystem, especially by crossing cultural, country or linguistic borders and strengthening collaboration between different regions of Europe.
2. Developing **innovative, interactive online toolkits** to provide solutions to existing and future challenges in the online environment, including disinformation.
3. Developing **materials and toolkits to enable citizens to develop a critical approach** to the media, and to recognise and appropriately react to disinformation.
4. Develop **media literacy practices** adapted to the changing media environment including manipulative techniques and AI-based media production.

# Eligible activities

1. **Creation and/or distribution** of multilingual and/or multicultural **material**, including **interactive content** to improve the digital capacities of citizens and their understanding of the media landscape and their resilience against disinformation
2. **Development of materials for citizens and trainers** targeting all or any age and societal groups
3. **Development of innovative media literacy solutions** fit for the future media landscape (the project can include prototypes, but not focus exclusively on IT development)
4. **Training activities for citizens and educators**, including sharing of best practices across linguistic, state and cultural borders.
5. **Organisation of public events and/or workshops to raise awareness** and share best practices
6. **Community-led activities** to tailor and make accessible the above-mentioned tools and materials

# Expected impact

- **Scaling up best practices** across national, cultural and linguistic borders via pan-European consortia
- **Developing and upscaling media literacy tools and actions** to ensure the transfer of such practices to the widest possible audience, covering different types of media delivery modalities
- **Forums for exchange of best practices** around specific age groups, groups with limited media literacy skills or access, or those at risk of social exclusion
- **Support for media literacy professionals** to adapt their practices to fast developing media formats and changing media consumption patterns.



# Evaluation

- **Timeline:** (*indicative*)
  - Evaluation: April - June 2023
  - Information on evaluation results: July 2023
  - GA preparation: from September 2023
- **Evaluation committee** (assisted by independent outside experts) will assess all applications
- Proposals passing **admissibility and eligibility check** proceed to evaluation based on **award criteria**
- All proposals will be informed about the evaluation result (**evaluation result letter**)
- Successful proposals will be invited for grant preparation (**GAP**), the other ones will be put on the reserve list or rejected

# Admissibility

- Electronic submission: [F&T portal](#)
- Before the deadline: **30 March 2023, 17:00:00 CET**
- Must be complete:
  - Application Form **Part A** (filled in online, administrative information about the applicant organisations and the summarised budget for the proposal)
  - Application Form **Part B** (description of the action with mandatory WPs, from Word template available for download and to uploaded as PDF file, max 70 pages!)
  - Application Form **Part C** (filled in online)

# Eligibility (1)

Applicants (beneficiaries and affiliated entities) must be:

- **legal entities** (public or private, see more details on natural persons' eligibility and other specific cases on page 9 of the Call)
- **established in eligible country** (EU member states and [countries participating in Creative Europe Programme](#))
- **registered** in the [Participant Register](#)

# Eligibility (2) - Consortium composition

Proposals **must be** submitted by:

- a consortium composed of **minimum 3 entities from 3 different eligible countries**
- consortia may include **profit and non-profit organisations** (private or public), **public authorities** (national, regional, local), **international organisations, universities and educational institutions, media organisations, research and technology institutions, technology providers.**

# Cost eligibility

- A. Personnel costs** (employees, natural persons under direct contract, seconded persons, and SME owners and natural persons beneficiaries)
- B. Subcontracting costs** (beyond 30% of the total eligible costs must be justified in the application)
- C. Purchase costs** (travel and subsistence (actual or unit costs), equipment, other goods, works and services)
- D. Indirect costs** (7% flat rate)

The costs will be reimbursed at the **70% funding rate** fixed in the Grant Agreement.

# Payment arrangements

- A **prefinancing of 70%** of maximum grant amount paid within 30 days after grant agreement entry into force
- No interim payments (no periodic report linked to interim payment)
- Payment of the **balance** at the end of the project (calculation based on final total eligible costs with balance payment or recovery)

All payments will be made **to the coordinator**. For practical and legal reasons, it is recommended to set up internal arrangements for project management and payments in a **Consortium agreement**.

# Award criteria (1)

Award criteria	Minimum pass score	Maximum score
Relevance	n/a	30
Quality of content and activities	n/a	30
Project management	n/a	20
Dissemination	n/a	20
<b>Overall (pass) scores</b>	<b>70</b>	<b>100</b>

- Maximum points: 100 points.
- Overall threshold: 70 points.
- Proposals that pass the overall threshold will be considered for funding within the limits of the available call budget. Other proposals will be rejected.

# Award criteria (2) - Relevance

- **Relevance (30 points):**
  - The relevance of the project vis-à-vis the objectives and targeted activities of the Call, including its European dimension, the number of countries and languages covered (**15 points**)
  - The relevance and innovation of the proposed activities vis-à-vis the expected results and target audiences, substantiated by a needs analysis of the chosen (sub)sector and mapping of already existing initiatives (**10 points**)
  - Adequacy of the strategies to ensure gender balance, inclusion, diversity and representativeness, either in the project or in the way of managing the activity (**5 points**)



# Award criteria (3) - Quality

- **Quality of content and activities (30 points):**
  - Adequacy of the proposed methodologies to reach the objectives of the Call, including methods for implementing the proposal (**10 points**)
  - Mechanisms to ensure innovation, collaboration, creativity, diversity, pluralism, impartiality and independence (**10 points**)
  - Cost-efficiency of the proposed activities in the chosen domain (**10 points**)

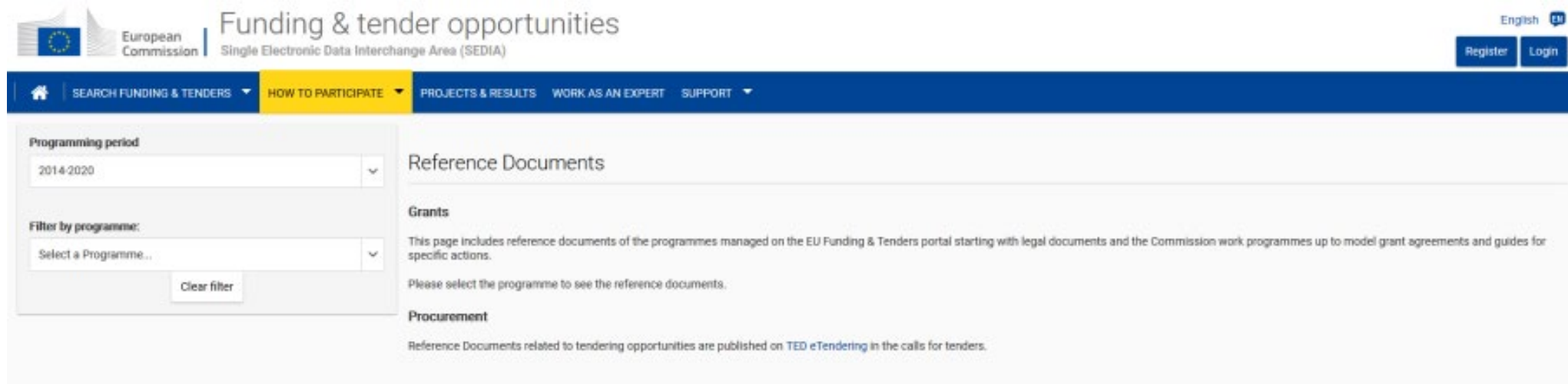
# Award criteria (4) – Project management

- **Project management (20 points):**
  - The experience of the proposed project team (**5 points**)
  - Efficiency of the team composition to reach the objectives of the Call, the clarity of work packages and Key Performance Indicators (KPI's), allocation of responsibilities and corresponding budgets, the quality of the proposed coordination mechanisms, quality control systems and arrangements to manage risks (**15 points**)


# Award criteria (5) – Dissemination

- **Dissemination (20 points):**
  - Quality of the strategies to build and/or exchange knowledge and ensure sustainable transferability of activities and results among as many stakeholders as possible (**10 points**)
  - The impact at local, regional, national and/or European levels, beyond those directly involved in the project and beyond the project's lifetime, including methods to ensure such impact (**10 points**)

# How to apply?



European Commission | Funding & tender opportunities  
Single Electronic Data Interchange Area (SEDIA)

English 

Register Login

SEARCH FUNDING & TENDERS HOW TO PARTICIPATE PROJECTS & RESULTS WORK AS AN EXPERT SUPPORT

**Programming period**  
2014-2020

**Filter by programme:**  
Select a Programme...  
Clear filter

**Reference Documents**

**Grants**  
This page includes reference documents of the programmes managed on the EU Funding & Tenders portal starting with legal documents and the Commission work programmes up to model grant agreements and guides for specific actions.  
Please select the programme to see the reference documents.

**Procurement**  
Reference Documents related to tendering opportunities are published on TED eTendering in the calls for tenders.

- Grant and Audit Management Services may not be accessible due to the issues experienced by the European Commission Authentication Service (EU Login).
- The Expert Registration, Legal Entity, Bank Account, Contracts and Payment functionalities in the Experts Area of the F&T Portal may be unavailable due to the issues experienced by the European Commission Authentication Service (EU Login).
- Grant Management Services will be experiencing issues on Tuesday, 17.01.2023, between 07:30 and 08:10 CET.

## Find calls for proposals and tenders

[Horizon4Ukraine](#) [Brexit info](#) [Report fraud](#)

Search calls for proposals and tenders by keywords, programmes... [Search](#)

### EU Programmes

- Asylum, Migration and Integration Fund (AMIF)
- Border Management and Visa Instrument (BMVI)
- Citizens, Equality, Rights and Values Programme (CERV)
- Connecting Europe Facility (CEF)
- Creative Europe Programme (CREA)
- Customs Control Equipment Instrument (CCEI)

### News

12 Jan, 2023  
**Webinar: 'Horizon Results Platform & Partners: A Value Proposition' – January 24th 10:00 - 11:00 am CET**  
The HRP team is delighted to invite you to join our yearly convention webinar, HRP & Partners: A Value Proposition, at 10:00 a.m. CET on 24 January 2023. Yo...

04 Jan, 2023  
**Webinar: Horizon Europe Coordinators' Day on Grant Agreement Preparation, 02 February 2023, 09:30 CET**  
This webinar is specifically designed for Horizon Europe proposal coordinators who have received a letter inviting them to start Grant Agreement Preparation. Pr...



### NEWS - Media Literacy

CREA-CROSS-2023-MEDIALITERACY [Call for proposal](#) [Grant](#)

<b>Programme</b>	Creative Europe Programme (CREA)	<b>Status</b>	Open for submission
<b>Type of action</b>	CREA Project Grants	<b>Deadline model</b>	single-stage
<b>Opening date</b>	08 December 2022	<b>Deadline date</b>	30 March 2023 17:00:00 Brussels time

## Partner search announcements

**25** Searches of partners to collaborate on this topic

[View / Edit](#)



LEARs, Account Administrators or self-registrants can publish partner requests for open and forthcoming topics after logging into this Portal, as well as any user having an active public Person profile.

## 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?](#)

**Find your organisation**

PIC ⓘ \*   
Short name ⓘ \*

**Your role**

Please indicate your role in this proposal \*

Main contact  
 Contact person

**Your proposal**

It will appear also in the "General Information" section of the Application Form Part A and can also be updated there.

Acronym \*  (20)  
Short Summary \*  (2000)





Coordinator

Baird Consulting SCS



1



Baird Consulting SCS

Add Affiliated Entity +

Baird Consulting SCS

Uccle, BE

PIC:

Change organisation

Contact organisation

Contacts: ⓘ

Add contact +

Main contact

Name SURNAME



Add Partner +

SAVE

SAVE AND GO TO NEXT STEP

NEXT



European  
Commission





### Deadline

30 March 2023 17:00:00 Brussels Local Time

72 days left until closure

### Call data

Call: CREA-CROSS-2023-MEDIALITERACY

Topic: CREA-CROSS-2023-MEDIALITERACY

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: Test

Draft ID: SEP-210919957

### Download Part B templates



Download part B templates



In this step you can edit the Administrative Forms and upload the proposal and its annexes. You may return to this step from the 'My Proposals' section of the Funding & Tenders Portal.

Submit your proposal as early in the process as possible - you can update and resubmit an improved version many times before the call closure.

Submitting a proposal will overwrite any previous versions of this same proposal - this process is irreversible.

Any changes made to the proposal will not be available to the European Commission service unless resubmitted before the call closure.



Your proposal contains changes that have not yet been submitted.

### Administrative forms (Part C)

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 \*



Upload



Other annexes



Upload

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[VALIDATE](#)

[SUBMIT](#)

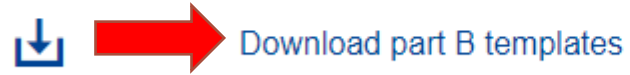


European Commission



# Part B (1)

## Download Part B templates



Call: [insert call identifier] — [insert call name]

EU Grants: Application form (CREA MEDIA and CROSS): V2.0 – 01.06.2022

## TECHNICAL DESCRIPTION (PART B)

### COVER PAGE

Part B of the Application Form must be downloaded from the Portal Submission System, completed and then assembled and re-uploaded as PDF in the system. Page 1 with the grey IMPORTANT NOTICE box should be deleted before uploading.

**Note:** Please read carefully the conditions set out in the Call document (for open calls: published on the Portal). Pay particular attention to the award criteria; they explain how the application will be evaluated.

PROJECT	
Project name:	[project title]
Project acronym:	[acronym]
Coordinator contact:	[name NAME], [organisation name]

# Part B (2)

**Partnership and consortium, roles and tasks division** (*n/a for 'European Slate development', 'European Mini-Slate development', 'Video games and immersive content development', 'European Film Distribution' and 'European Film Sales'*)

*For 'European Co-development': Describe the overall distribution of roles and responsibilities between the partners in the project, including the division of tasks, the budget split, the administrative cooperation and risk management.*

*For 'TV and Online content': Explain how the members of the production and creative team will collaborate. In case of animation, please explain where the animation work will take place.*

*For 'Networks of European cinemas': Present the following aspects:*

- *governance rules of the coordinating entity, including the management structure and the role of the members within the network and the entity*
- *selection and award process to determine the level of funding for cinemas*
- *strategy for the monitoring of the financial support to cinemas*
- *procedures to ensure transparency, equality of treatment and absence of conflict of interest.*

*For 'Films on the move': Explain the methodology to gather third parties output (strategy, results and costs) and the methodology regarding the transparent management and allocation of funds as well as the monitoring of third parties costs.*

*For 'Fostering European media talents and skills', 'Markets & networking', 'Innovative tools and Business models', 'MEDIA 360', 'Networks of European festivals', 'European festivals', 'European VOD Networks and Operators', 'Subtitling of cultural content', 'Audience Development and Film Education', 'Creative Innovation Lab', 'Media literacy', 'Defending media freedom and pluralism' and 'Journalism Partnership': Explain the coherence, added value and complementarity of the project teams and/or the consortium regarding the task division, decision making processes, exchange of knowledge vis-à-vis the objectives of the project.*

# Part C

Proposal ID	Call for Proposal	Topic	Type of Action
SEP-210919957	CREA-CROSS-2023-MEDIALITERACY	CREA-CROSS-2023-MEDIALITERACY	CREA-PJG

Please select the type of organisation

Number	Name	PIC Number (if available)	Type of organisation
1	Baird Consulting SCS	-	>

Contact with a Creative Europe Desk

Did you contact a "Creative Europe Desk" before submitting this application?

YES

NO

Please select minimum 1 option(s)

Information on the applicant company

Annual turnover in € \*  Please enter a valid value

Number of permanent staff


[Configuration Info](#) [Validation Summary](#) [View PDF](#) [Cancel changes](#) [Save data](#)

**Deadline**  
30 March 2023 17:00:00 Brussels Local Time

72 days left until closure

#### Call data


Call: CREA-CROSS-2023-MEDIALITERACY  
Topic: CREA-CROSS-2023-MEDIALITERACY  
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
 Submit your proposal as early in the process as possible - you can update and resubmit an improved version many times before the call closure.  
Submitting a proposal will overwrite any previous versions of this same proposal - this process is irreversible.  
Any changes made to the proposal will not be available to the European Commission service unless resubmitted before the call closure.



 Your proposal contains changes that have not yet been submitted.



#### Administrative forms (Part A)

[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 \*   [Upload](#) 

Other annexes   [Upload](#) 

[← BACK TO PARTICIPANTS LIST](#)

[VALIDATE](#)

[SUBMIT](#)



# Don't forget!

- Read carefully the [call text](#)
- **Get support**
  - [IT Helpdesk](#) for forgotten passwords, access rights and roles, technical aspects of submission of proposals, etc. or +32 2 29 92222 or [EC-FUNDING-TENDER-SERVICE-DESK@ec.europa.eu](mailto:EC-FUNDING-TENDER-SERVICE-DESK@ec.europa.eu)
  - [Online Manual](#) for applying via Funding & tender portal
  - [EACEA-CREATIVE-EUROPE-MEDIA-LITERACY@ec.europa.eu](mailto:EACEA-CREATIVE-EUROPE-MEDIA-LITERACY@ec.europa.eu) for non-IT related questions
- Check the **completeness of your proposal** before submission
- **Do not submit your proposal at the last moment!**

# Questions?

Check [Online-Sessions: Creative Europe-MEDIA 2023](#) on EACEA website for recording of the information session and the presentation



# Thank you!

Good Luck!  
😊



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