



Information session

INNOVATION LAB

21 April 2022

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

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*European Education and Culture
Executive Agency*



CREATIVE INNOVATION LAB

Call CREA-CROSS-2022-INNOVLAB

OBJECTIVES OF THE CALL



SUPPORT THE DEVELOPMENT OF **INNOVATIVE** TOOLS, MODELS AND SOLUTIONS APPLICABLE IN THE **AUDIOVISUAL** AND OTHER **CULTURAL AND CREATIVE SECTORS**.



IT AIMS TO IMPROVE THE COMPETIVENESS AND/OR GREENING PROCESS OF EUROPEAN CONTENT SECTORS, CIRCULATION, VISIBILITY, AVAILABILITY AND/OR AUDIENCE OF EUROPEAN CONTENT



TWO THEMES WILL BE SPECIFICALLY COVERED:

- INNOVATIVE EDUCATION TOOLS AND CONTENT USING CREATIVITY TO TACKLE **RELEVANT SOCIETAL TOPICS** SUCH AS **DISINFORMATION**
- **GREENING** ACROSS SECTORS



Key point 1

Start-ups and tech companies

1. The call clearly targets the start-ups: “A wide spectrum of organisations will be invited to participate, including private and public entities, tech companies and start-ups, audiovisual, cultural and creative organisations. The participation of business incubators and accelerators shall be encouraged, to provide space and time for creative ideas to be shaped”.



Key point 2

2. Clear definition of the AUDIOVISUAL SECTOR (related to the MEDIA strand):

The audiovisual sector covers all activities and companies related to the development, production, distribution, promotion and circulation of the following content:

- **Feature films, animations and creative documentaries** intended primarily for **cinematic release**;
- **Fiction audiovisual works** (one-off or series), animation (one-off or series) and **creative documentaries** (one-off or series) intended primarily for the purposes of **television** or **digital platform** exploitation;
- **Interactive, non-linear fiction, animation or creative documentary projects** (e.g. narrative virtual reality projects);
- **Narrative video games and interactive narrative immersive experiences.**

Key point 3

3. Status of costs related to the production of content:

Mainly applicable to projects proposing « innovative educational tools and content using creativity and creative sectors to tackle societal issues such as misinformation, fake news etc”.

Content development and/or production costs can **only** be supported if they are clearly **linked to the development of innovative tools proposed by the project.** They must be **proportionate** and **limited.**



Key point 4

4. Importance of the cross-sectoral approach:

Cross-sectoral cooperation within the creative and/or cultural sectors, including the audiovisual sector is **at the heart** of the Call. Therefore, applications must clearly **demonstrate** the extent of the cross-sectoral approach, **the conditions for its implementation** and the **expected benefits** for the sectors covered.

Examples of projects not relevant

EX 1: creation of a streaming platform offering audiovisual recordings of music/theater live events (the project includes the production of the recordings).

EX 2: all the projects driven by museum(s) or theaters proposing immersive experiences.

Why it is not relevant:

Absence of the audiovisual sector (the recordings of live events is not a content covered by the definition of the AV sector + the audiovisual sector can not be included in a project only through the production of audiovisual content), No benefits for the audiovisual sector. **These projects should be submitted under the European Cooperation call (Culture strand)**

The development of a streaming platform is not innovative anymore.



ELIGIBLE ACTIVITIES

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 NEW EUROPEAN
BAUHAUS INITIATIVE**

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

5

ADEQUACY OF THE STRATEGIES TO ENSURE **GENDER BALANCE, INCLUSION, DIVERSITY AND REPRESENTATIVENESS**

QUALITY OF THE ACTIVITIES (30 PTS)

THE **ADEQUACY OF THE METHODOLOGICAL AND STRATEGIC CHOICES** TO THE **OBJECTIVES OF THE PROJECT**, INCLUDING MARKET ANALYSIS,

15

THE **COHERENCE OF THE BUSINESS MODEL** (INCLUDING STRUCTURE OF CO-FINANCING), AND **FEASIBILITY AND COST-EFFICIENCY** OF THE PROJECT

15

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)

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**

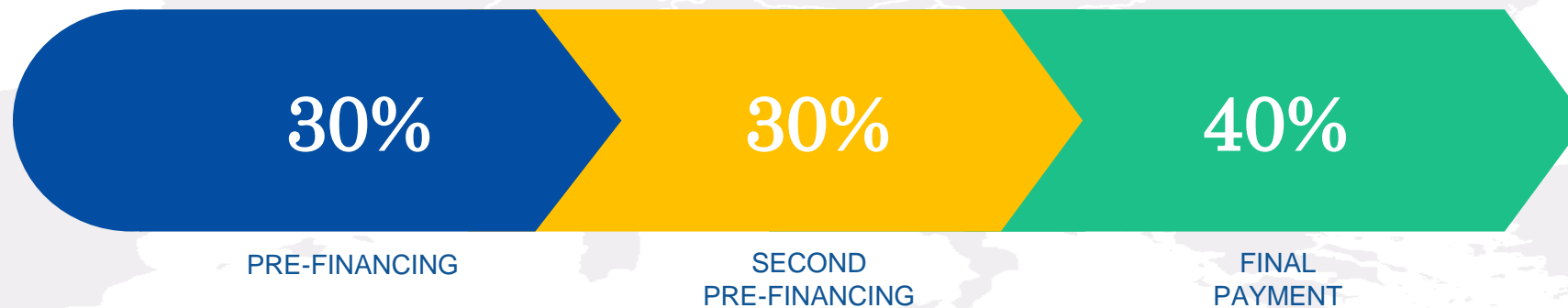
10

PAYMENT MODELS

FINANCIAL CAPACITY OK



FINANCIAL CAPACITY NOT OK



BUDGET AND TIMELINE



13.64M EUR



DEADLINE

07.09.22

17:00:00 CET

CONTACT:

EACEA-MEDIA-INNOVLAB@EC.EUROPA.EU



SEARCH FUNDING & TENDERS

HOW TO PARTICIPATE

PROJECTS & RESULTS

WORK AS AN EXPERT

SUPPORT

Creative Europe (CREA)

clear filter

Innovation



Match whole words only

GRANTS

TENDERS

Submission status



Forthcoming



Open for submission
(1)



Closed

Funding and tenders (1)

 Need help?



Sort by:

Submission status



Innovation Lab

CREA-CROSS-2022-INNOVLAB

Call for proposal

Grant

Programme	Creative Europe Programme (CREA)	Status	Open for submission
Type of action	CREA Project Grants	Deadline model	single-stage
Opening date	01 March 2022	Deadline date	07 September 2022 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?](#)

Call data:

Call: **CREA-CROSS-2022-INNOVLAB**

Topic: **CREA-CROSS-2022-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.

Proposal data:

Acronym: **aa**

Draft ID: **SEP-210856941**

Download Part B templates



Download part B templates

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 

Info on independence and Ownership and control



Upload 

Other annexes



Upload 

[← BACK TO PARTICIPANTS LIST](#)

VALIDATE

SUBMIT

TECHNICALITIES

PART
A

PART
B

PART
C

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	Show
2	Participants	Show
3	Budget	Show

PART A

SIMPLIFIED BUDGET

DETAILED BREAKDOWN PER WORK-PACKAGE IN PART B

Application forms

Proposal ID SEP-210833587

Acronym LAST360

3 - Budget

No.	Name of beneficiary	Country	Role	Personnel costs - without volunteers/ EUR	Personnel costs - volunteers/ EUR	Subcontracting costs/ EUR	Purchase costs - Travel and subsistence/ EUR	Purchase costs - Equipment/ EUR	Purchase costs - Other goods, works and services/ EUR	Financial support to third parties/ EUR	Indirect costs/ EUR	Total eligible costs/ EUR	Ineligible costs/ EUR	Total estimated project costs and contributions/ EUR	Funding rate	Maximum EU contribution to eligible costs/ EUR	Requested EU contribution to eligible costs/ EUR	Max grant amount/ EUR	Income generated by the project/ EUR	In kind contributions/ EUR	Financial contributions/ EUR	Own resources/ EUR	Total estimated project income/ EUR
1	Bald Consulting Scs	BE	Coordinator	123 333	0	34 000	10 000	26 000	130 000	2 000	22 773.31	348 106.31	0	348 106.31	70	243 674.41	240 000.00	240 000.00	10 000.00	0.00	18 000.00	80 106.31	348 106.31
Total				123 333	0	34 000	10 000	26 000	130 000	2 000	22 773.31	348 106.31	0	348 106.31		243 674.41	240 000.00	240 000.00	10 000.00	0.00	18 000.00	80 106.31	348 106.31

PART A

BUDGET MUST BE BALANCED (COST/INCOME)

PERSONNEL COST-VOLUNTEERS ARE **NOT APPLICABLE**

FINANCIAL SUPPORT TO THIRD PARTIES ARE **NOT APPLICABLE**

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

PART B: List of questions

1. RELEVANCE

1.1 Define the objectives of your proposal and explain their relevance to this call for proposals (sub Award Criterion: 1.1).

1.2 Describe how your activity meets the needs of the industry/sectors (sub Award criterion: 1.1).

1.3 Explain the European dimension of your project (including, if applicable: origin of content or audiovisual works; crossborder and cross-language dimension; potential for European expansion; nature of the partnership; scope and size of partners) (sub Award criterion: 1.2).

1.4 Describe the strategies to ensure a more sustainable and environmentally-respectful industry.

1.5 Describe the strategies to ensure gender balance, inclusion, diversity and representativeness, either in the project/content or in the way of managing the activities (Sub Award criterion: 1.3).

PART B: List of questions

2. QUALITY

2.1 Provide a comprehensive market analysis justifying your main methodological and strategic choices (development, marketing, pricing, etc). The market analysis must clearly describe the target markets (size and structure, demographics, localization, trends and growth perspectives) and the situation of the competition (direct/indirect competitors, differentiation, barriers to entry, regulation, etc). The methodology (including a list of activities to be implemented) and strategic choices must also be clearly described (Sub Award criterion: 2.1).

2.2 Explain your business model and your medium-term financial strategies. An estimation of the expected revenues (from 2022 to 2024) must be provided (Sub Award criterion: 2.2).

2.4 Demonstrate the cost effectiveness of your action and explain how the estimated budget is conceived in the most economical way. Please also explain your co-financing strategy (if applicable) (Sub Award criterion: 2.2).

2.5 Describe critical risks, uncertainties or difficulties related to the implementation of your project, and your measures/strategy for addressing them. Indicate for each risk (in the description) the impact and the likelihood that the risk will materialize (high, medium, low), even after taking into account the mitigating measures (Sub Award criterion: 2.2).

PART B: List of questions

3. PROJECT MANAGEMENT

3.1 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 (Sub Award criterion 3).

3.2 Describe the project teams and how they will work together to implement the project. List the main staff included in the project by function/profile and describe briefly their tasks (Sub Award criterion 3).

4. DISSEMINATION

4.2 Describe the methodology proposed for collecting, analysing and disseminating data in order to share the results, guarantee the transparency of your project and propose an exchange of knowledge (Sub Award criterion 4).

4.3 Explain the impact of your project on the visibility, availability, audience of European works in the digital age and/or competitiveness and greening of the targeted European sectors (Sub Award criterion 4).

PART B: List of questions

5. WORKPLAN, WORK PACKAGES, TIMING AND SUBCONTRACTING

5.1 Work Plan (Sub Award criteria 2.1 and 2.2)

5.2 Work packages and activities (Sub Award criteria 2.1 and 2.2)

5.3 Timetable (Sub Award criteria 2.1 and 2.2)

5.4 Subcontracting (Sub Award criteria 2.1 and 2.2)

7. DECLARATIONS

PART B: WORK PACKAGES

REFER TO THE CALL DOCUMENT



□ WP 1: **PROJECT MANAGEMENT** (MANDATORY)

Additional work packages laying out the different activities must be added

PART B: WORK PACKAGES

EU Grants: Application form (CREA MEDIA and CROSS), V1.0 – 15.04.2021

BREAKDOWN OF COSTS PER WP

MUST BE CONSISTENT
WITH GENERAL BUDGET
OF PART A

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.

MILESTONES & DELIVERABLES:



MILESTONES



NOT APPLICABLE. DO NOT FILL IN
(NO BLOCKING WARNING)



DELIVERABLES



- FINAL REPORT IS **NOT** A DELIVERABLE
- AUDIT REPORT IS **NOT** A DELIVERABLE

DELIVERABLES



Deliverable No (continuous numbering linked to WP)	Deliverable Name	Work Package No	Lead Beneficiary	Type	Dissemination Level	Due Date (month number)
D1.1		1		[R — Document, report] [DEM — Demonstrator, pilot, prototype] [DEC — Websites, patent filings, videos, etc] [DATA — data sets, microdata, etc] [DMP — Data Management Plan] [ETHICS] [SECURITY]	[PU — Public] [SEN — Sensitive] [R-UE/EU-R — EU Classified] [C-UE/EU-C — EU Classified] [S-UE/EU-S — EU Classified]	

- DISSEMINATION LEVEL: **ONLY PU (PUBLIC) OR SEN (SENSITIVE)**
- DUE DATE: **MUST CORRESPOND TO THE MONTH NUMBER IN THE PROJECT NOT TO THE CALENDER MONTH**
- AVOID SUBMITTING ALL YOUR DELIVERABLES THE VERY LAST MONTH OF THE PROJECT

Thank you



Creative Europe
2021-2027

PUSH BOUNDARIES



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