



WELCOME!

**THE SESSION
WILL BEGIN SOON**



European
Commission

CONTEXT

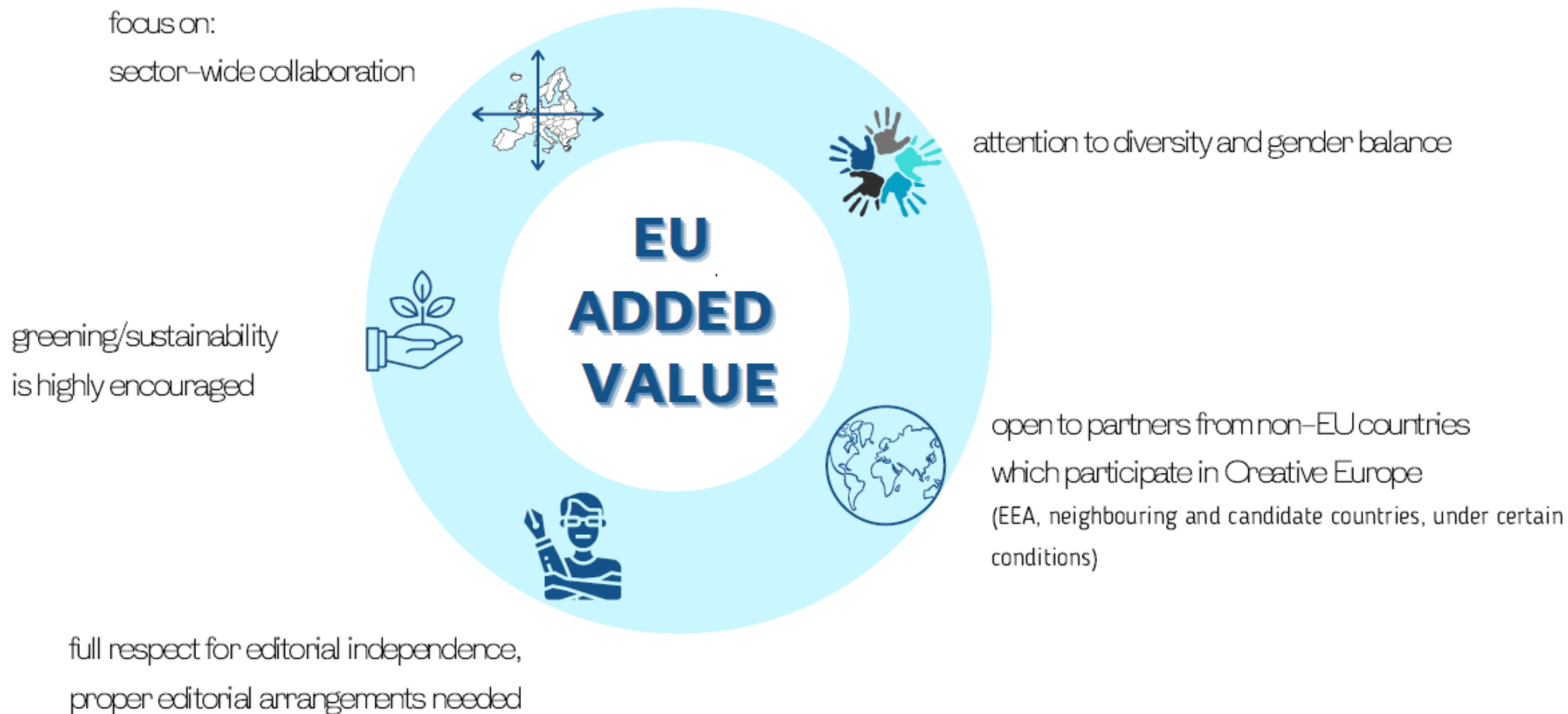


The « News Initiative »

Aim: tackle the structural challenges facing the news media sectors

- *Structured dialogue (European News Media Forum)*
- *Better access to finance, through loans and a pilot equity initiative & "capacity building" among investors and media (through InvestEU)*
- *Support for news media to work on collaborative transformation (mainly through Journalism Partnerships)*
- *Support for innovation in Horizon Europe, Digital Europe*
- *Studies/reports (incl. European Media Outlook)*

Zooming in: Creative Europe



Zooming in: News media in Creative Europe's cross-sectoral strand



PROMOTING CROSS-SECTORAL COLLABORATION
AIMED AT ADJUSTING TO THE STRUCTURAL AND
TECHNOLOGICAL CHANGES FACED BY THE MEDIA



ENHANCING A FREE, DIVERSE AND PLURALISTIC
MEDIA ENVIRONMENT AND QUALITY JOURNALISM



ENHANCING MEDIA LITERACY, INCLUDING IN THE
DIGITAL ENVIRONMENT

How?

- *Yearly calls for Journalism Partnerships*
- *Yearly calls for media literacy (as of next year)*
- *Grants for media freedom & pluralism*



JOURNALISM PARTNERSHIPS

Call CREA-CROSS-2021-JOURPART

Journalism Partnerships: Objectives

- Improve the **economic sustainability** of professional journalism
- Address challenges & opportunities of **transnational nature**
- **Help the wider European news media sector** become more sustainable and resilient
- Contribute to trustworthy reporting on current affairs, to an informed and inclusive democratic debate, to skills development and employment for news media professionals and journalists

Journalism Partnerships: Overall logic

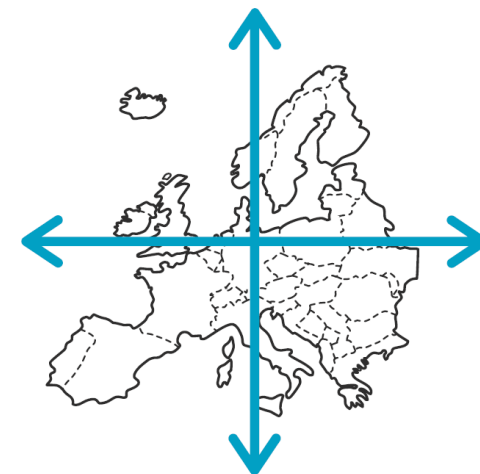
Promote **sector-wide**, cross-border collaboration

Applicants can focus on a sub-sector or genre (e.g. written press/ audio/ visual news, public interest news, local news, data journalism etc)

Consortia should be **diverse** and aim to **share best practices** with the wider news community, including small media

Address structural challenges, based on **needs analysis**

Full respect of **editorial independence**



Journalism Partnerships: Priorities

Focus on one or both of the following priorities:

Collaborative business transformation (e.g. testing new business models, standards, trainings etc.) to uphold the ***viability of journalistic content***

Collaborative journalism (e.g. testing innovative formats, developing editorial standards, exchange of best practices through events, training, grant giving etc) to uphold ***quality and diversity of journalism***





THEMES AND PRIORITIES

JOURNALISM PARTNERSHIPS SHALL ENCOURAGE
**SYSTEMIC COOPERATION BETWEEN
PROFESSIONAL NEWS MEDIA ORGANISATIONS**

TO IMPROVE THE
**VIABILITY AND COMPETITIVENESS OF
PROFESSIONALLY PRODUCED JOURNALISM**

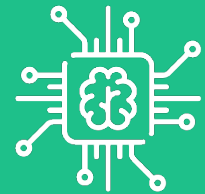
BY SUPPORTING THE
**TESTING OF INNOVATIVE BUSINESS MODELS AND SHARING OF BEST PRACTICES
AND/OR
INNOVATIVE JOURNALISTIC COLLABORATIONS, STANDARDS AND FORMATS**

EXPECTED RESULTS

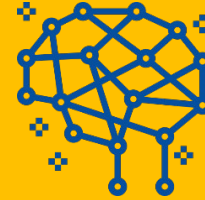
SECTOR-WIDE NETWORKS FOR THE EXCHANGE OF BEST PRACTICES
AMONG NEWS MEDIA PROFESSIONALS



KNOWLEDGE-HUBS FOR SUB-SECTORS
AROUND TECHNICAL FORMATS AND/OR
JOURNALISTIC GENRES



ACQUISITION AND IMPROVEMENT OF PROFESSIONAL SKILLS BY JOURNALISTS
AND BUSINESS PROFESSIONALS



INCREASED INNOVATION AND CREATIVITY
IN JOURNALISTIC PRODUCTION AND
DISTRIBUTION PROCESSES

INCREASED INTEREST IN JOURNALISM
AMONG VARIOUS SOCIAL, LANGUAGE
AND AGE GROUPS



INCREASED VIABILITY OF
JOURNALISTICALLY PRODUCED
CONTENT



ELIGIBLE PARTICIPANTS

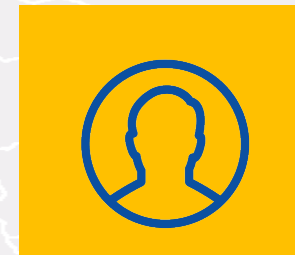


A CONSORTIUM COMPOSED OF AT LEAST
THREE APPLICANTS
FROM A MINIMUM OF
THREE DIFFERENT COUNTRIES
PARTICIPATING IN THE CREATIVE
EUROPE PROGRAMME

THE
PROJECT COORDINATOR
WILL SUBMIT THE APPLICATION
ON BEHALF OF ALL PARTNERS



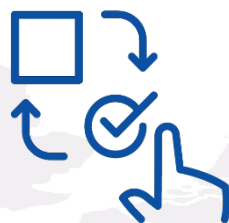
CONSORTIA MAY INCLUDE
**NON-PROFIT,
PUBLIC AND PRIVATE
MEDIA OUTLETS**
AS WELL AS ANY OTHER
ORGANISATIONS FOCUSING ON
NEWS MEDIA



NATURAL PERSONS
ARE NOT ELIGIBLE
EXCEPT FOR
SELF-EMPLOYED PERSONS
OR EQUIVALENT (I.E. SOLE TRADERS)
IF THE COMPANY DOES NOT POSSESS
LEGAL PERSONALITY SEPARATE
FROM THAT OF THE NATURAL PERSON
NATURAL PERSONS CANNOT ASSUME
THE ROLE OF THE COORDINATOR

ELIGIBLE ACTIVITIES

PROPOSALS SHOULD COVER ONE OR MORE OF THE FOLLOWING PRIORITIES:



**COLLABORATIVE
BUSINESS TRANSFORMATION**

AND/OR



**COLLABORATIVE
JOURNALISTIC PROJECTS**

OVERLAPPING ACTIVITIES COMBINING BOTH PRIORITIES MAY BE INCLUDED

PROPOSALS SHOULD INVOLVE AS MANY NEWS MEDIA AS POSSIBLE, IN
ORDER TO BENEFIT THE WIDER EUROPEAN NEWS MEDIA COMMUNITY

ELIGIBLE ACTIVITIES

! **PRIORITY 1: FOSTERING COLLABORATIVE BUSINESS TRANSFORMATION**

→ DEVELOP BETTER: REVENUE & MANAGEMENT MODELS

→ NEW APPROACHES TO: AUDIENCE DEVELOPMENT AND MARKETING

→ DEVELOPMENT OF: COMMON PROFESSIONAL/TECHNICAL STANDARDS

NEW TYPES OF NEWSROOMS, SYNDICATION NETWORKS OR OTHER MODELS TO:

EXCHANGE CONTENT BETWEEN NEWS MEDIA ACROSS THE EU OR PROVIDE ASSISTANCE TO SMALL ORGANISATIONS TO DEVELOP BUSINESS READINESS

PROJECTS CAN INCLUDE: **EVENTS, ONLINE TRAININGS AND WORKSHOPS** FOR MEDIA PROFESSIONALS, **EXCHANGE PROGRAMMES**, MAPPING OF **BEST PRACTICES**, SECTOR-WIDE DEVELOPMENT OF **TECHNICAL STANDARDS**, PRODUCTION OF **PRACTICAL GUIDEBOOKS**, DEVELOPMENT AND TESTING OF **PLATFORMS** AND **TECHNICAL SOLUTIONS** TO EXCHANGE IDEAS AND BEST PRACTICES, **PROMOTIONAL ACTIVITIES**, OR OTHER ACTIVITIES THAT **AIM TO**

UPHOLD THE VIABILITY OF THE SECTOR

ELIGIBLE ACTIVITIES

! PRIORITY 2: FOSTERING COLLABORATIVE JOURNALISM PROJECTS

→ PROJECTS CAN AIM TO INCREASE: EXCHANGES OF BEST PRACTICES AND OPTIMISE WORKFLOWS FOR THOSE JOURNALISM GENRES REQUIRING MORE TIME AND RESOURCES

PROJECTS CAN INCLUDE: EVENTS, ONLINE TRAININGS AND WORKSHOPS FOR JOURNALISTS, COLLABORATIVE DEVELOPMENT OF GUIDELINES AND EDITORIAL STANDARDS, EXCHANGE PROGRAMMES, ONLINE MENTORING SCHEMES, FINANCIAL SUPPORT TO COLLABORATIVE JOURNALISM PROJECTS, PROMOTIONAL ACTIVITIES, OR OTHER ACTIVITIES THAT AIM TO UPHOLD THE QUALITY AND DIVERSITY OF JOURNALISM

→ RESPECT THE EDITORIAL INDEPENDENCE OF THE MEDIA, EMPHASISE THE IMPORTANCE OF PROPER EDITORIAL ARRANGEMENTS AND ALLOW CONSORTIA TO SELECT THOSE INTERVENTIONS THEY FIND MOST APPROPRIATE

SUPPORT TO THIRD PARTIES

Financial support to third parties is allowed for **grants and prizes** under the following conditions:

- the calls must be open, published widely and conform to EU standards concerning **transparency, equal treatment, conflict of interest and confidentiality**
 - the calls must remain **open for at least two months**
- the outcome of the call must be published on the participants' websites, including a description of the selected projects, award dates, project durations, and final recipient legal names and countries
 - the calls must have a **clear European dimension**
 - applications must be assessed by a **diverse and independent jury**

Allowed: exchange programmes for journalists and other media professionals, support to attend trainings or events, support to journalists and media outlets for collaborative journalistic productions, support for legal advice, support for the acquisition, development or maintenance of technical tools for collaborative journalism, support for events in these fields and/or prizes for collaboration or innovation.

AWARD CRITERIA

RELEVANCE (30 PTS)

15

THE RELEVANCE OF THE PROJECT VIS-À-VIS THE OBJECTIVES OF THE CALL INCLUDING ITS **EUROPEAN DIMENSION**, THE **NUMBER OF COUNTRIES AND LANGUAGES COVERED**, AND THE **DIVERSITY OF COUNTRIES/REGIONS INVOLVED**

10

THE RELEVANCE AND INNOVATION OF THE PROPOSED ACTIVITIES VIS-À-VIS THE **NEEDS OF THE CHOSEN (SUB)SECTOR** AND THE **TARGET COUNTRIES/REGIONS**, SUBSTANTIATED BY A NEEDS ANALYSIS AND AN ANALYSIS OF ALREADY EXISTING INITIATIVES

5

ADEQUACY OF THE STRATEGIES TO ENSURE **GENDER BALANCE, INCLUSION, DIVERSITY AND REPRESENTATIVENESS**, EITHER IN THE PROJECT OR IN THE WAY OF MANAGING THE ACTIVITY

QUALITY OF THE ACTIVITIES (30 PTS)

10

ADEQUACY OF THE **PROPOSED METHODOLOGIES** TO REACH THE OBJECTIVES OF THE CALL, INCLUDING METHODS FOR IMPLEMENTING THE PROPOSAL

10

MECHANISMS TO ENSURE **COLLABORATION, DIVERSITY, IMPARTIALITY AND EDITORIAL INDEPENDENCE**

10

COST-EFFICIENCY OF THE PROPOSED ACTIVITIES IN THE CHOSEN DOMAIN

AWARD CRITERIA

DISSEMINATION (20 PTS)

10

QUALITY OF THE **STRATEGIES TO EXCHANGE KNOWLEDGE, ENSURE TRANSFERABILITY OF BEST PRACTICES** AMONG AS MANY MEDIA PROFESSIONALS AS POSSIBLE AND **MONITOR PROGRESS** IN THIS REGARD

10

THE **POTENTIAL 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

PROJECT MANAGEMENT (20 PTS)

THE **EXPERIENCE OF THE PROPOSED PROJECT TEAM**

5

EFFICIENCY OF THE TEAM COMPOSITION TO REACH THE OBJECTIVES OF THIS CALL, THE **CLARITY OF WORK PACKAGES, RESPONSIBILITIES AND CORRESPONDING BUDGETS** AMONG THE PARTNERS, THE QUALITY OF THE PROPOSED **COORDINATION MECHANISMS, QUALITY CONTROL SYSTEMS AND ARRANGEMENTS TO MANAGE RISK**

15

Apply here

Type your Keywords...



Match whole words only

GRANTS

TENDERS

Submission status



Forthcoming



Open for submission (1)



Closed

Funding and tenders (1)

 Need help?



Sort by:

Submission status



Grant

NEWS-Journalism partnerships

Open for submission

| | | | |
|-----------------|----------------------------------|----------------|---------------------------------------|
| Programme | Creative Europe Programme (CREA) | Deadline model | single-stage |
| ID | CREA-CROSS-2021-JOURPART | Opening date | 01 June 2021 |
| Types of action | CREA Project Grants | Deadline date | 26 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?](#)



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. ✕

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-CROSS-2021-JOURPART**
Topic: **CREA-CROSS-2021-JOURPART**
Type of action: **CREA-PJG**
Type of MGA: **CREA-AG**

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

Proposal data:

Acronym: **SSS**
Draft ID: **SEP-210762819**

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 | <input type="text"/> | Upload |
| Declaration on standards and independence | <input type="text"/> | Upload |

Download Part B templates

[Download part B templates](#)

[In this step you can edit the Administrative Forms and upload the proposal itself.](#)

Warning: Your proposal contains changes that have not yet been submitted.

[BACK TO PARTICIPANTS LIST](#) [VALIDATE](#) [SUBMIT](#)



PART A

Call: CREA-CROSS-2021-JOURPART
(NEWS-Journalism partnerships)

Topic: CREA-CROSS-2021-JOURPART

Type of Action: CREA-PJG

Proposal number: xxx

Proposal acronym: xxx

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 AND ANNEX

Call data:

Call: **CREA-CROSS-2021-JOURPART**

Topic: **CREA-CROSS-2021-JOURPART**

Type of action: **CREA-PJG**

Type of MGA: **CREA-AG**




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


Download Part B templates




Download part B templates

Name

 Tpl_Application Form (Part B) (CREA MEDIA)

 Tpl_Declaration on Standards and Independence (CREA CROSS JOURPART)

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 

Declaration
on standards
and
independence



Upload 

Declaration on Standards and Independence

- ✓ *Aim: **Editorial independence** for journalistically produced content*
- ✓ *Applicants need to describe how they will apply general principles such as transparency, non-discrimination and independence, and how they adhere to **journalistic standards** to ensure accuracy, independence, impartiality/plurality of viewpoints.*
- ✓ *Applicants share editorial responsibility*
- ✓ *Annex is part of the agreement, ensuring editorial independence*

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

ADDITIONAL WORK PACKAGES MAY BE ADDED

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 | | | | | |

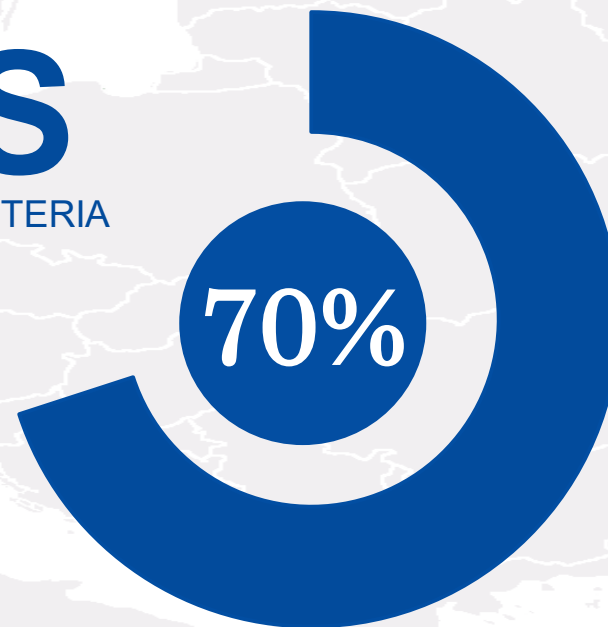
| Deliverable No (continuous numbering linked to WP) | Deliverable Name | Work Package No | Lead Beneficiary | Type | Dissemination Level | Due Date (month number) | Description (including format and language) |
|---|------------------|-----------------|------------------|---|--|----------------------------|--|
| 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



7.6M 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:

EACEA-CREATIVE-EUROPE-JOURNALISM-PARTNERSHIPS@EC.EUROPA.EU