

WELCOME!

Creative Europe MEDIA Networks of European Festivals CREA- MEDIA-2024-FESTNET

We will start soon

Everyone has been muted upon entry. Please do not unmute yourself & turn off your camera to preserve the quality of this web conference

05 December 2023



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This info session will not be recorded. Voice and face are on a voluntary basis, in case attendees intervene during the session.

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

European Education and Culture Executive Agency

Agenda of the meeting

- Key aspects call 2024 & eligibility criteria (Valérie)
- Overview award criteria & relevant tips (Rossella)
- Key figures & comments on selection results 2022 (Soon-Mi)
- Q&A

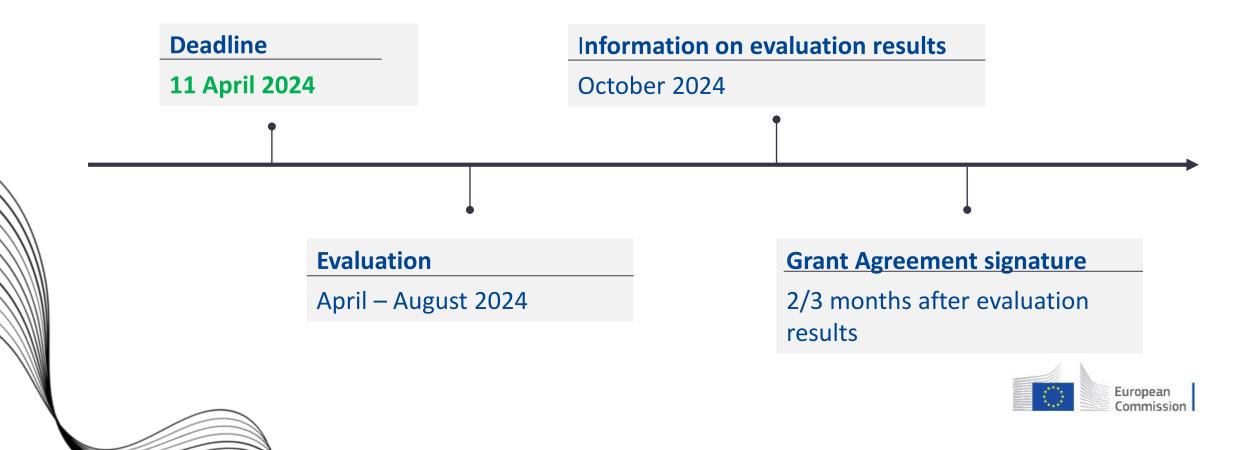




KEY ASPECTS - Timeline

Publication

26 September 2023



KEY ASPECTS - Details



Available budget: 5.5 M



> Duration = 24 months

(extensions are possible, if duly justified and through an amendment)



Starting date of period of eligibility at grant signature

(retroactivity possible if duly justified: at the earliest from the date of submission)

品

Max. amount per Festival member EUR 100 000



Mono-beneficiary agreement to be signed with the coordinator

Members are third parties <u>not</u> partner/cobeneficiary



KEY ASPECTS - Financial Modalities





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?

Eligible European Network of audiovisual festivals

- 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

COORDINATOR ROLE - NETWORKS OF FESTIVALS

 \rightarrow The coordinator is the central contact point

- manages financial & operational aspects
- has 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



MEMBERS OBLIGATIONS (THIRD PARTIES)

- \rightarrow **Contribute** to networking & joint activities
- → Each must keep records of costs relating to the networking & joint activities (individual budget recommended to report to the Coordinator and justify the financial support)
- \rightarrow Each sends a payment request to the coordinator



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 (mandatory)
- WP 3 Joint activities (mandatory)



Recommended deliverables:

WP 1: Network agreement

WP 1: Annual coordination report (including summary of meetings, internal communication plan)

- WP 2: Overview of payment requests from third parties
- WP 2: Overview of expenses (from all member festivals)

WP 3: Activity and impact report (vis-à-vis audience, industry)



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 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 costs that will be <u>directly</u> incurred by each member to implement network coordination and joint activities





- Clear work packages, deliverables and milestones
- Clear budget management and budget methodology behind the financial allocations



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**) for coordinated activities





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**

EXPECTED IMPACT



Increase the impact of European audiovisual festivals aiming to reinforce promotion, distribution and circulation of nonnational 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).

TECHNICAL DESCRIPTION (PART B)

- 1.1 Background and general objectives
- 1.2 Needs analysis and specific objectives
- 1.4 Environment and sustainability
- 1.5 Gender balance, inclusion and diversity



RELEVANCE - TECHNICAL DESCRIPTION (PART B)

1.1 Background and general objectives

Define the objectives of your proposal and explain their relevance to this call for proposals

1.2 Needs analysis and specific objectives

Describe the network scope and strategy to reach a structured, effective and sustainable coordination

1.4 Environment and sustainability

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

1.5 Gender balance, inclusion and diversity

Describe the strategies to ensure gender balance, inclusion, diversity and representativeness, either in the project/content or in the way of managing the activities

TIPS ON **W** RELEVANCE

- Information on the network dimension, including its foundation and the rationale behind
- Network strategy to reach effective and sustainable coordination, including key performance indicators
- Concrete information about ensuring knowledge sharing and collaborative/collective activities among festivals members
- Division of work between members, decision-making between original members and new members
- Information on dimension of the festival members in terms of duration, audience attendance, outreach and year-around activities
- Statistics and figures about audience for each festival
- Common network strategy on sustainable and more environmentally respectful industry & gender balance, inclusion, diversity

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)

TECHNICAL DESCRIPTION (PART B)

- 2.1 Concept and methodology
- 2.4 Cost effectiveness and financial management
- 2.5 Risk management



QUALITY - TECHNICAL DESCRIPTION (PART B)

2.1 Concept and methodology

Describe 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

2.4 Cost effectiveness and financial management

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)

2.5 Risk management

Describe critical risks, uncertainties or difficulties related to the implementation of your project, and your measures/strategy for addressing them

TIPS ON QUALITY

- Concrete examples on common programming
- Detailed information on geographic diversity of the network and how this is ensured in the programming
- Details regarding potential new target audiences (beyond respective festivals ones)
- Innovative approaches on outreach and audience development
- Use of digital technologies and innovative tools, including practical examples about digital communication channels



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)

TECHNICAL DESCRIPTION (PART B)

3.1 Partnership and consortium, roles and tasks division

3.2 Project teams



PROJECT MANAGEMENT - TECHNICAL DESCRIPTION (PART B)

3.1 Partnership and consortium, roles and tasks division

Explain the coherence, added value and complementarity of the project teams and/or the consortium regarding the work coordination, task division, decision making processes, exchange of knowledge vis-à-vis the objectives of the project

3.2 Project teams

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

TIPS ON PROJECT MANAGEMENT

- Clear network management structure, including roles and responsibilities of coordinator & members in relation to project tasks
- Organisational chart, including team's structure and governance
- Information on each team specific expertise and abilities and their link with networks activities



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)

TECHNICAL DESCRIPTION (PART B)

4.1 Communication, promotion and marketing

4.2 Dissemination and distribution



DISSEMINATION - TECHNICAL DESCRIPTION (PART B)

4.1 Communication, promotion and marketing

Describe the methods of communication between the coordinating entity and its members, between members and outside of the network

4.2 Dissemination and distribution

Describe the strategy to disseminate and share results, best practices, audience building techniques and technological developments between the members and outside the network

TIPS ON USSEMINATION

- Branding strategy aimed at creating a brand for the network rather than working under the brand of each festival
- Internal communication structure, including information on online/physical arrangements and knowledge sharing practices
- More concrete examples of networking events and methods applied
- Detailed network communication and dissemination strategy
- Details about cross-promotion to increase audiovisual works circulation
- Audience demographics measurements



QUALITY THRESHOLD vs FUNDING THRESHOLD

70/100 PTS FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA





KEY FIGURES ON SELECTION RESULTS NETWORKS OF FESTIVALS 2022



22 applications were received representing a total of 122 festivals from 32 countries

12 selected networks including 71 festivals members and covering 26 countries

	Size: 5 to 7 festivals	7 previously selected Networks + 5 new Networks	5.67M EUR & 54.54% selection rate	20% Festivals never applied or not selected for individual support	General, Animation, Shorts, Regional, Youth, Documentary
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LIST OF NETWORKS OF FESTIVALS 2022

You may find the list of funded networks in 2022 on the

Funding & tender opportunities portal

Key Aspects pre-application stage



Discuss common goals, purpose & perspectives

Discuss an Activity Plan

- Networking activities among the members

- Activities with impact on audience

- Activities with impact on industry

Define an Annual Agenda taking into account individual festival & common activities (complementarity)



Key Aspects pre-application stage



Discuss potential for Network Development

Evaluate achieved impact on audience & industry

Evaluate benefits / challenges

Evaluate level of innovation of activities (beyond awards, programming, workshops)



RECAP KEY ASPECTS AT APPLICATION STAGE



Branding the network



Strategic thinking in terms of network

Innovative solutions for audience outreach and development Digital transformation

Statistics and figures for a solid proposal

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Concrete examples





THANK YOU FOR YOUR ATTENTION



QUESTIONS?

CONTACT POINTS: VALÉRIE MAURIN & ROSSELLA REGGENTE

EACEA-MEDIA-FESTIVALS@EC.EUROPA.EU



How to submit an application Technical Information

Where to find the MEDIA call?

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



Funding & tender opportunities

2

Find partner(s)

1

Find an opportunity

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J Programmes							
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European Parliament (EP)	European Solidarity Corps (ESC)	Erasmus+ Programme (ERASMUS+)	European Social Fund + (ESF)	European Maritime, Fisheries and Aquaculture Fund (EMFAF)	Innovation Fund (INNOVFUND)		
Internal Security Fund (ISF)	Horizon Europe (HORIZON)	Single Market Programme (SMP)	Social Prerogative and Specific Competencies Lines (SOCPL)	EU External Action (RELEX)	Justice Programme (JUST)		
		Promotion of Agricultural Products (AGRIP)					
		s	Show all				

3

Create an account

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

Learn more

4

Register your organisation

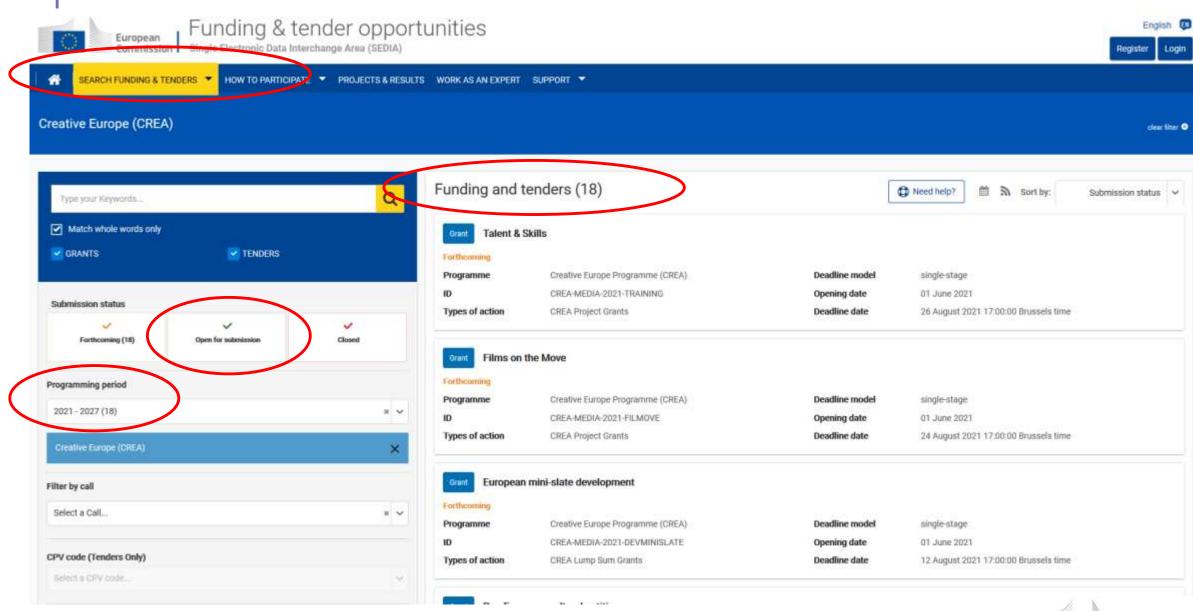


1. 8

5

Submit your proposal or offer







Conditions and documents

Start submission

Topic related FAQ

Submission service

Get support

Call information

Call updates

Go back to search results

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

Deed help?



Getting your PIC



Your key to EU grants and tenders: the Participant Identification Code (PIC)



1. 1



^H 07 April 2022 17:00:00 Brussels Local Time

40 days left until closure

Call data:

A

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.

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	Test Camelia-Valeria	
Baird Consulting SCS		



This is a mono-beneficiary agreement, there are no partners or cobeneficiaries (do we mention the affiliated entities this year?) Participants

Deadline 07 April 2022 17:00:00 Brussels Local Time 37 days left until closure	In this step you as coordinator should manage and review the participants of your proposal. × Only you as coordinator can edit the elements on this screen. Note: Your changes will be applied only after you click the "Save Changes" button.		
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Proposal data:	Change organisation Contact organisation		



TECHNICALITIES

UNDERSTANDING THE **MAIN ELEMENTS OF THE E-FORM**









Edit Proposal



Fill in all parts of the

proposal:

Administrative Form

(to fill in online)

Part C KPI	7	Proposal ID SEP-211004691	Call for Proposal CREA-MEDIA-2024-FESTNET	Topic CREA-MEDIA-2024-FESTNET	Type of Action CREA-PJG
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		Output, result and impact indicators (only at reporting)		v	

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Acronym: FFF Draft ID: SEP-210843362		< BACK TO PARTICIPANTS	LIST VA	



E-FORM IN SUBMISSION SYSTEM

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Proposal ID	Call for Proposal	Торіс	Type of Action
SEP-211004691	CREA-MEDIA-2024-FESTNET	CREA-MEDIA-2024-FESTNET	CREA-PJG

KPIs (Key Performance Indicators)

Please fill in the data for your project. At submission and grant preparation stage, the data will be on your planned indicators; at reporting stage it should be the real indicators achieved (since the project start). The KPI tool should be updated with the latest available data for each periodic re Please do not forget to tick the acknowledgement checkbox before submission.

CREA Media Other

Location		
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Type of project, thematic area and types of activities		
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Type of project participants		
Output, result and impact indicators (only at reporting)	N/A for project proposals. Only for project implementation	

Location		
Please add at least one country & NUTS codes		
		+ Add
Country	NUTS1	NUTS2
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Example		
		+ Add
Country	NUTS1	NUTS2
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Type of project, thematic area and types of activities	
Does the project contribute to any of the EU Commission political priorities?	
A Europe fit for the digital age - Empowering people through education and skills	A Europe fit for the digital age - The digital age
A European Green Deal - A just transition	A European Green Deal - Climate change
A European Green Deal - Preserving Europe's natural environment	A European Green Deal - Sustainable Europe investment plan
A new push for European democracy - A greater say for Europeans	A new push for European democracy - Improving the lead candidate system
A new push for European democracy - More transparency and scrutiny	A new push for European democracy - Our democracy
A new push for European democracy - Protecting our democracy	A new push for European democracy - Special relationship with the European Parliament
A stronger Europe in the world - A more active role	A stronger Europe in the world - Defending Europe
A stronger Europe in the world - Free and fair trade	A stronger Europe in the world - The EU unique brand of responsible global leadership
An economy that works for people - A union of equality	An economy that works for people - Deepening our economic and monetary union
An economy that works for people - Europe's social pillar	An economy that works for people - Fair taxation
An economy that works for people - Social fairness and prosperity	An economy that works for people - Supporting small business
Promoting our European way of life - Internal security	Promoting our European way of life - Strong borders and a fresh start on migration
Promoting our European way of life - Upholding the rule of law	
	(N)



Type of project participants		
Types of participants: Number of participants that are micro-enterprises: 👔 *	Number of participants that are small enterprises: 🍘 *	Number of participants that are medium-sized enterprises: 🍘 *
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Example

Type of project participants

Types of participants:

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KPIs (Key Performance Indicators)

Please fill in the data for your project. At submission and grant preparation stage, the data will be on your planned indicators; at reporting stage it should be the real indicators achieved (since the project start). The KPI tool should be updated with the latest available data for each periodic report (the KPIs are mandatory part of the project reporting). Please do not forget to tick the acknowledgement checkbox before submission.

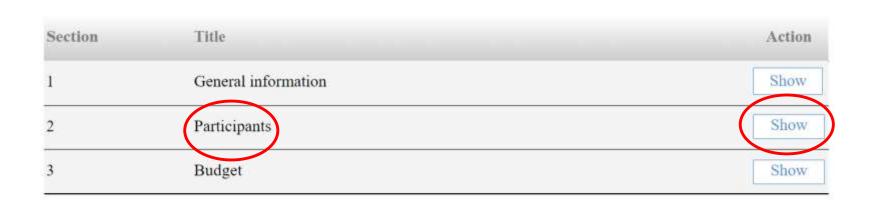
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Commission

Edit forms tab (part A)

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

Table of contents



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.

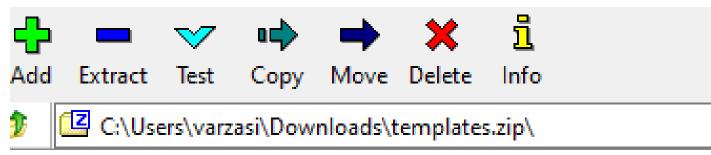


Edit forms tab (part A)

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Town brussels		
Postcode 1050		
Country Belgium		
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Non-profit	no	
International organisation	unknown	
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Research organisation	unknown	
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Download **Part B** documents: Zip file opens and you work on them offline



Name

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



Edit proposal – part B



Structure reflects the award criteria used by experts to evaluate the proposal





ADMINISTRATIVE FORMS (PART A)	3
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Part B (detailed description of the action): choose the relevant questions for the call

1.3 European added value

European added value (n/a for 'European Film Distribution', 'European Film Sales', 'Networks of European festivals', 'European festivals' and Subtitling of cultural content')

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

				70					
	Activities and	Activities and division of work (WP description)							
	Task No (continuous	Task Name	Description	Participants	Participants				
	numbering linked to			Name	Role (COO, BEN,	and Subcontracting (Yes/No and which)			
Tasks	WP)		×O		AE, AP, OTHER)				
	T1.1								
	T1.2								

<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:

Milestone No continuous numbering not linked to WP)	Milestone Name	Work Package No	Lead Beneficiary	Means of 1	/erification	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 formet a language)
D1.1		. 1.		/R — Document, report/ /DEM — Demonstrator, pilot, prototype/ /DEC —	(PU — Public) (SEN — Sensitive) (Classified R- UE/EU-R/ (Classified C-		

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.





SUBMIT PROPOSAL

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

Step 6 Submit HP-FPA-2014		Your proposal has been successfully submitted						
		Your proposal was submitted on: 31 March 2016 at 11:12:00 (Brussels Local Time) as part of the HP-FPA-2014 call, before the deadline of 30 April 2016 at 17:00:00 (Brussels Local Time).						
-	10PE ECC-01-2014	Revisit your Proposal						
8	TYPEOF ACTION CONS-FPA	You may edit your proposal and re-submit at any time before re-edit proposal						
1.8.C.	ACRONVII Test proposal	the deadline of 30 April 2016 at 17:00:00 (Brussels Local Time) by clicking the "re-edit proposal" button.	-					
	FINAL ID 616605 00 AFT ID SEP 238136351	Time of the tereor proposal culture	-					
30	DEACLINE (Brussele Local Taxe) April 2016 17:00:00	A digitally signed and time-stamped version of the latest submitted version of your proposal can be viewed/down-						
16	days left until closure	loaded. Note: this can take from a few seconds to several hours depending upon system load. Please contact the Service Desk if it is not yet available 72 hours after a call closure.						
	Config 🤳	You may withdraw the proposal at any time prior to call closure. withdraw propose In doing so it will not be passed to the evaluation stage.						
Visit o	ur 112920 Online Manual 🧭							



TIPS & TRICKS

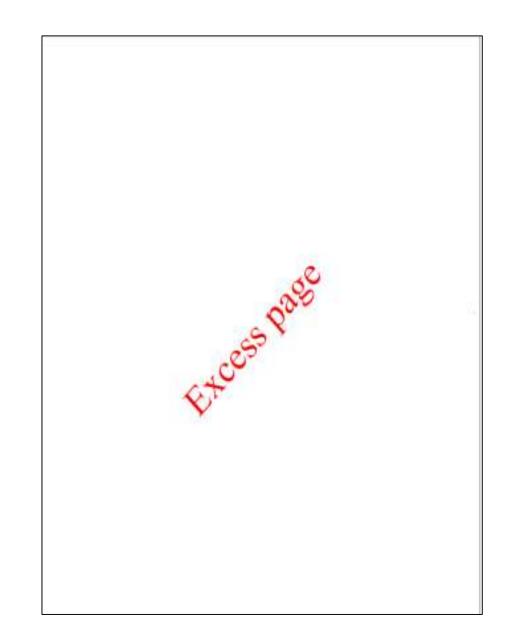
Get familiar with:

- 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 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**

