Information session

MEDIA LITERACY

10 March 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.

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

European Education and Culture
Executive Agency

MEDIA LITERACY

Call CREA-CROSS-2022-MEDIALITERACY

OBJECTIVES OF THE CALL

AIMING TO ALLOW CITIZENS TO DEVELOP A CRITICAL UNDERSTANDING AND USE OF MEDIA

LIMITING THE IMPACT OF DISINFORMATION AND FIGHTING AGAINST FAKE NEWS

ENCOURAGE KNOWLEDGE SHARING AND EXCHANGE ON MEDIA LITERACY POLICIES AND PRACTISES. SUPPORT ENVISAGES THE DEVELOPMENT OF CROSS_BORDER MEDIA LITERACY INITIATIVES AND COMMUNITIES ACROSS EUROPE

ACTIVITIES AIMING AT:

Fund collaborative projects with clearly defined objective(s) to advance/target specific area(s)/goal(s) within the field of media literacy, **addressing at least two of the following areas** :

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**;*

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 recognize 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

- *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*

- *Development of **materials for citizens and trainers** targeting all or any age and societal groups;*

- ***Development of innovative media literacy solutions** fit for the future media landscape (the project can include prototypes, but not focus exclusively on IT-development);*

ELIGIBLE ACTIVITIES

- ***Training activities for citizens and educators**, including sharing of best practices across linguistic, state and cultural borders;*
- *Organization of public events and/or workshops to **raise awareness** and share best practices;*
- ***Community-led activities** to tailor and make accessible the above-mentioned tools and materials.*

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
PROFIT AND NON-PROFIT ORGANISATIONS; **PUBLIC AUTHORITIES**; INTERNATIONAL ORGANISATIONS; **UNIVERSITIES AND EDUCATIONAL INSTITUTIONS**; **MEDIA ORGANISATIONS**; **RESEARCH AND TECHNOLOGY INSTITUTIONS**; **TECHNOLOGY PROVIDERS**
WITH PROVEN EXPERTISE IN MEDIA LITERACY AND/OR DIGITAL MEDIA, ITS USE, CREATION, DISSEMINATION, MEDIA IMPACT ASSESSMENT AND/OR RELEVANT DIGITAL TECHNOLOGIES

NATURAL PERSONS
ARE NOT ELIGIBLE

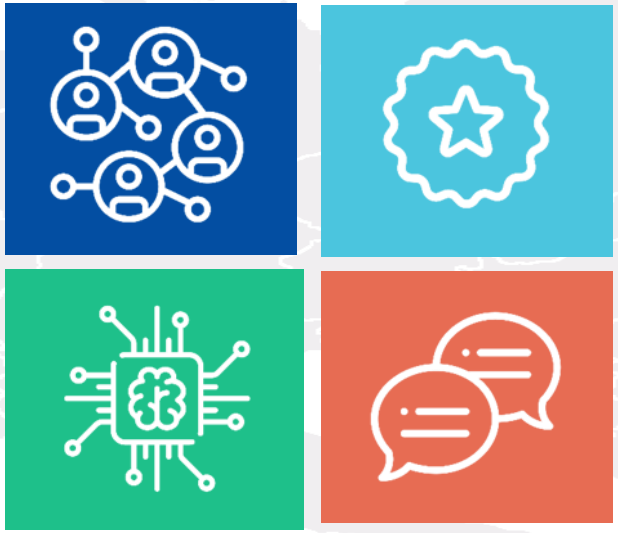
EXCEPT FOR
SELF-EMPLOYED PERSONS
OR EQUIVALENT (I.E. SOLE TRADERS)
IF THE COMPANY DOES NOT POSSESS LEGAL PERSONALITY SEPARATE FROM THAT OF THE NATURAL PERSON

NATURAL PERSONS CANNOT ASSUME THE ROLE OF THE COORDINATOR

EXPECTED RESULTS

pan-European consortia, scaling up best practices across national, cultural and linguistic borders

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



support for media literacy professionals **to adapt their practices** to fast developing media formats and changing media consumption patterns

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

AWARD CRITERIA

RELEVANCE (35 PTS)

15 THE RELEVANCE OF THE PROJECT VIS-À-VIS THE **OBJECTIVES** OF THE CALL FOR PROPOSALS, INCL. THE **NUMBER OF COUNTRIES AND LANGUAGES COVERED** AND THE DEPTH OF THE COVERAGE IN EACH AREA LISTED IN THE DESCRIPTION OF ACTIVITIES

15 THE RELEVANCE OF THE PROPOSED ACTIVITIES VIS-À-VIS THE **EXPECTED RESULTS** AND THE TARGET AUDIENCES, SUBSTANTIATED BY A **NEEDS ANALYSIS AND MAPPING OF ALREADY EXISTING INITIATIVES**

5 **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

QUALITY OF THE ACTIVITIES (30 PTS)

ADEQUACY OF THE **PROPOSED METHODOLOGIES** TO REACH THE OBJECTIVES OF THE CALL, **INCLUDING METHODS FOR SELECTING BEST PRACTICES AND NEW MEDIA LITERACY TOOLS** **10**

MECHANISMS TO ENSURE **INNOVATION, COLLABORATION, CREATIVITY AND DIVERSITY** **10**

COST-EFFICIENCY OF THE PROPOSED ACTIVITIES IN THE CHOSEN DOMAIN **10**

AWARD CRITERIA

PROJECT MANAGEMENT (15 PTS)

5

THE **EXPERIENCE** OF THE PROPOSED PROJECT TEAM

10

EFFICIENCY OF THE **TEAM COMPOSITION** TO REACH THE OBJECTIVES OF THIS CALL, THE **CLARITY OF WORK PACKAGES** AND KPI'S, **RESPONSIBILITIES** AND **CORRESPONDING BUDGETS** AMONG THE PARTNERS, THE **QUALITY OF THE PROPOSED COORDINATION MECHANISMS** AND ARRANGEMENTS TO **MANAGE RISKS**

DISSEMINATION (20 PTS)

10

QUALITY OF THE **STRATEGIES TO EXCHANGE KNOWLEDGE** AND **ENSURE SUSTAINABLE TRANSFERABILITY** OF BEST PRACTICES TO AS MANY EUROPEAN CITIZENS AS POSSIBLE

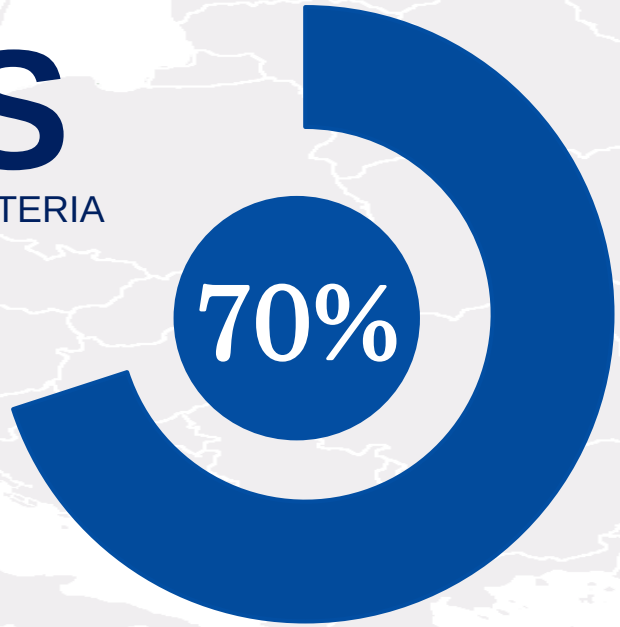
10

THE **IMPACT** AT NATIONAL AND/OR EUROPEAN LEVELS, BEYOND THOSE DIRECTLY INVOLVED IN THE PROJECT AND BEYOND THE PROJECT'S LIFETIME, **INCL. METHODS** TO ENSURE SUCH IMPACT

QUALITY THRESHOLD

70/100 PTS

FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA



PROJECT DURATION

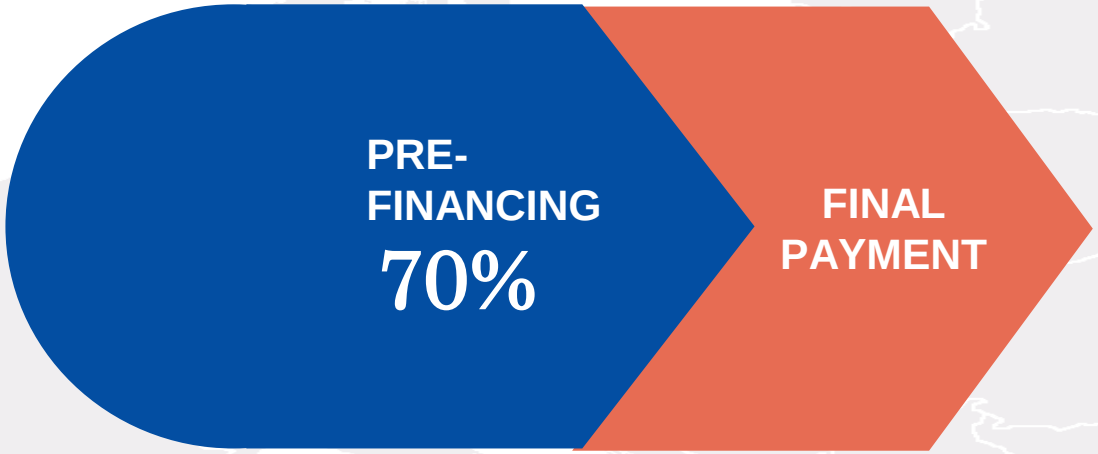
24 MONTHS

FUNDING RATE

COSTS WILL BE REIMBURSED AT

70%

PAYMENT ARRANGEMENTS



BUDGET AND TIMELINE

2.4M EUR

DEADLINE
06/04/2022
17:00:00 CET

Evaluation: April-July 2022
Info to applicants: August 2022
Signature grant agreements: October 2022

CONTACT
EACEA-CREATIVE-EUROPE-MEDIA-LITERACY@EC.EUROPA.EU

HOW TO APPLY

VIA THE FUNDING & TENDER OPPORTUNITIES PORTAL

European Commission | Funding & tender opportunities

Single Electronic Data Interchange Area (SEDIA)

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

- My Experts Area in the F&T Portal is currently experiencing technical issues. We are working to resolve the problem and will let you know when the application is functioning normally.
- Grant Management Services in the F&T Portal is currently experiencing technical issues. We are working to resolve the problem and will let you know when the application is functioning normally.

Find calls for proposals and tenders

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)	Creative Europe (CREA)	Digital Europe Programme (DIGITAL)	Europe Direct (ED)
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)
Pilot Projects and Preparatory Actions (PPPA)	Programme for the Environment and Climate Action (LIFE)	Promotion of Agricultural Products (AGRIP)	Union Civil Protection Mechanism (UCPM)		

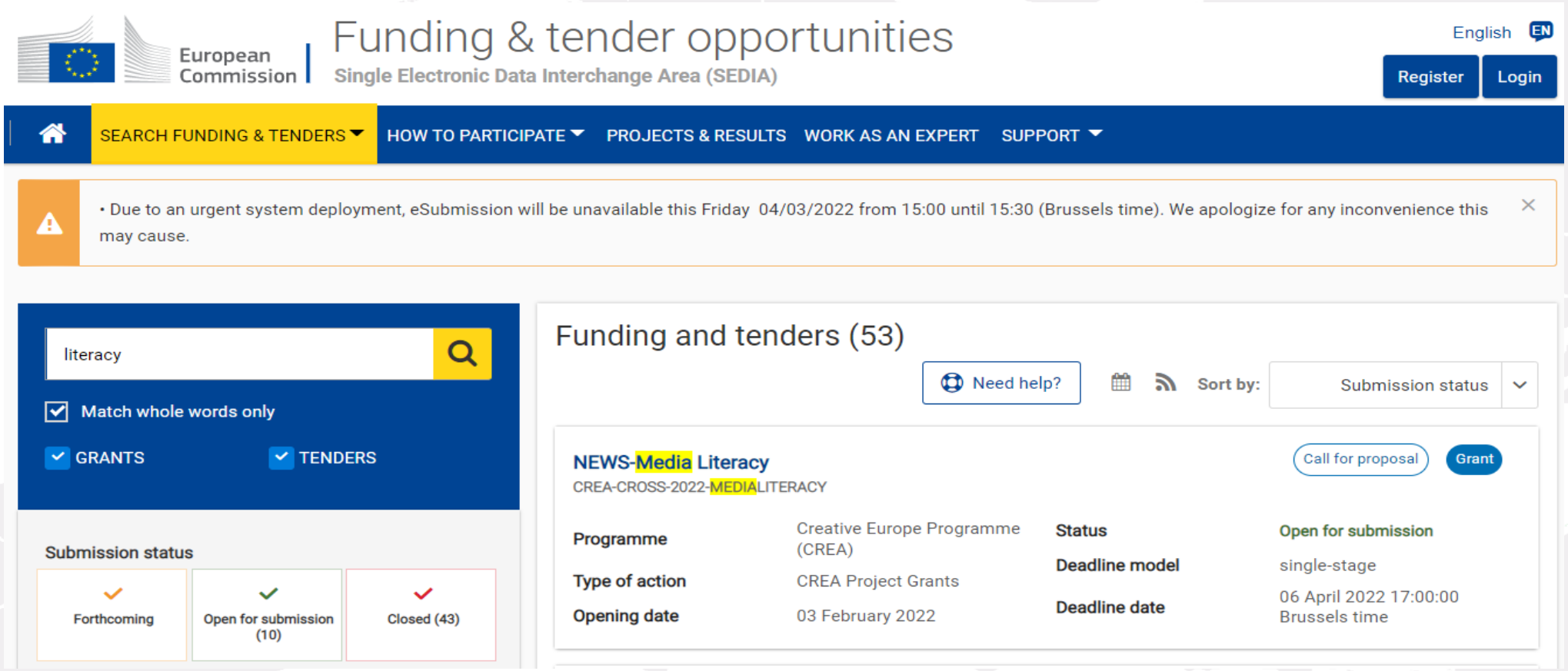
Show all

How to participate in 5 steps

1. Find an opportunity
2. Find partner(s)
3. Create an account
4. Register your organisation
5. Submit your proposal or offer

Learn more

Apply on Funding & Tenders Portal



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.

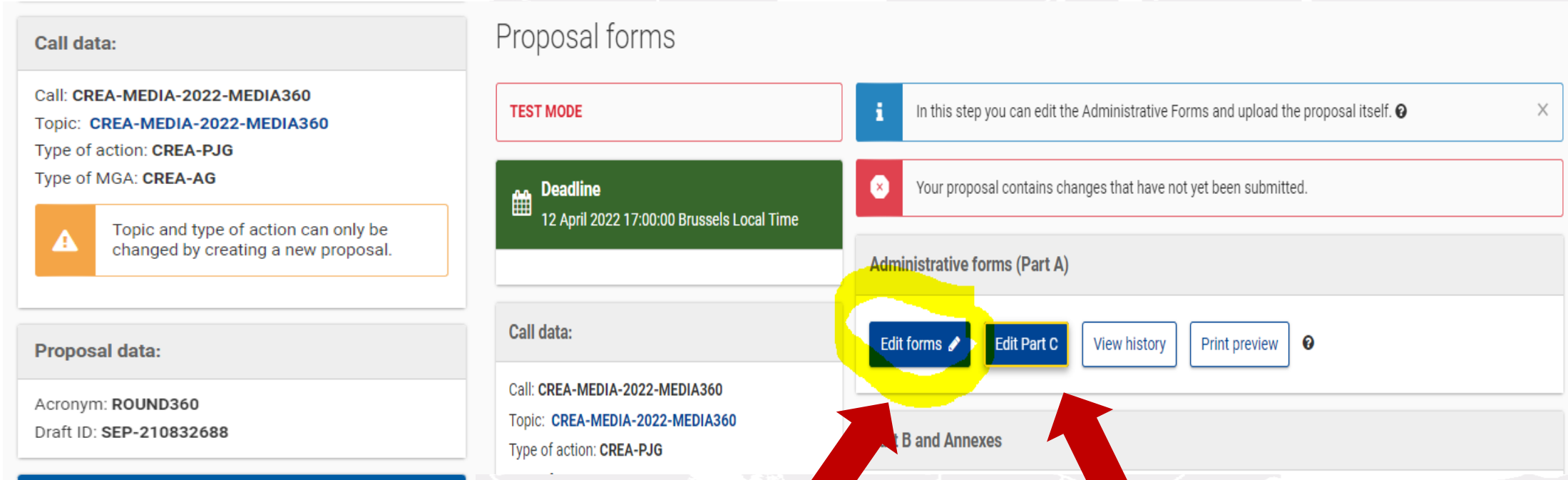
Please select the type of your submission:

- (•) CREA Project Grants [CREA-PJG], CREA Action Grant Budget-Based [CREA-AG]

Start submission

Need help?

E-FORM IN SUBMISSION SYSTEM



Part B = PDF upload

Part A = complete ONLINE

Part C = complete ONLINE

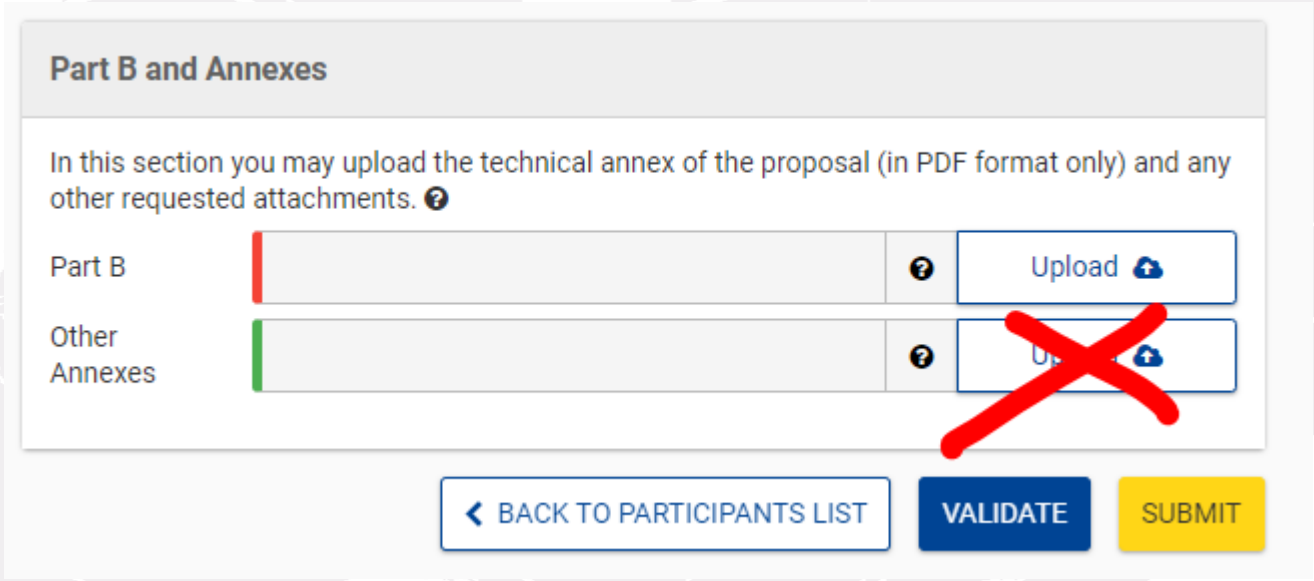
PART B

WORD DOCUMENT

⬇

UPLOAD IN PDF

NO ANNEXES !



TECHNICALITIES

PART
A

PART
B

PART
C

PART A

Application forms

Call: CREA-MEDIA-2022-MARKETNET
(Markets & networking)

Topic: CREA-MEDIA-2022-MARKETNET

Type of Action: CREA-PJG

Proposal number: SEP-210831977

Proposal acronym: MARKET222

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	Baird 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 IS NOT APPLICABLE

PART B

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', 'MEDIA360°', 'Networks of European cinemas','Networks of European Festivals', 'European VOD networks and operators', 'European festivals', 'Subtitling of cultural content', 'Audience Development and Film Education', 'Creative Innovation Lab', 'Media Literacy', 'Defending media freedom and pluralism' and 'Journalism Partnership': Define the objectives of your proposal and explain their relevance to this call for proposals.

WORK PACKAGES

REFER TO THE CALL DOCUMENT

- ❑ WP 1: **PROJECT MANAGEMENT** (MANDATORY)
- ❑ WP 2: **ACTIVITY 1** (MANDATORY)
- ❑ WP 3: **ACTIVITY 2** (IF APPLICABLE)
- ❑ WP 4 **FOLLOW UP AND DISSEMINATION** (MANDATORY)
- ❑ ADDITIONAL WORK PACKAGES MAY BE ADDED

WORK PACKAGES

COSTS FOR TRAVEL IN **PART A**

BREAKDOWN
BETWEEN
TRAVEL,
ACCOMODATION
&
SUBSISTENCE IN **PART B**

C.1a Travel			C.1b Accomodation	C.1c Subsistence
X travels	X persons travelling	X EUR	X EUR	X EUR

WORK PACKAGES CHECKLIST

- EACH WORK PACKAGE MUST HAVE A SPECIFIC ESTIMATED BUDGET
- EACH WORK PACKAGE MUST CONTAIN **AT LEAST ONE DELIVERABLE**
- CHECK THE CALCULATIONS: WP BUDGET 1 + WP BUDGET 2 + (ETC) = GLOBAL TOTAL ESTIMATED BUDGET **IN PART A** !!!!

MILESTONES & DELIVERABLES:

MILESTONES

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

DELIVERABLES

→

- MUST INDICATE A **DUE DATE** WITHIN THE DURATION OF THE RELATED **WORK PACKAGE**
- FINAL REPORT IS **NOT** A DELIVERABLE
- AUDIT REPORT IS **NOT** A DELIVERABLE
- PREPARATION OF NEW APPLICATION 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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