Information session EU Grants for news media

13 January 2023

This info session will be recorded using WebEx for the purpose of publication on EACEA's website, accessible via https://europa.eu/!NDjPPv

Only the presentations will be recorded: Questions and answers will not. Please refer to the Data Protection Notice of the event for more information.

European Education and Culture Executive Agency





CREA-CROSS-2023-JOURPART JOURNALISM PARTNERSHIPS

https://ecconf.webex.com/ecconf/j.php?MTID=m50801a63
Info session 1443136c5e0e45574ada2255



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 equity (through InvestEU)
- Grants for news media collaboration & organisations that support pluralism (mainly through <u>Journalism Partnerships</u> within Creative Europe)
- Grants for innovation in Horizon Europe, Digital Europe (e.g. the media data space)
- New grants through Pilot Projects & Preparatory Actions
- Studies/reports (incl. European Media Outlook, foreseen mid-2023)

More information on the NEWS initiative: https://europa.eu/!JUn6cN



Other open calls

- Creative Europe <u>call</u> to support **media literacy** projects (Deadline 30 March 2023. €2 million, max €500k per project representing 70% of costs. <u>Info session</u> Fri 20 January 10.30-12 CET)
- <u>Pilot</u> for the organisation of a European **Festival of Journalism and Media Literacy** (Deadline 28 Feb 2023. €990.500 for one project representing 90% of costs)
- <u>Pilot</u> to improve **media representation and inclusion for refugees and migrants** (Deadline 15 March 2023. €490.500 for one project representing 75% of costs)
- Horizon Europe grants for research on democracy (info session Tue 17 Jan 9am CET)
- Stay tuned via https://twitter.com/mediaEU

Also interesting: Parliament <u>call</u> to cover EP activities and the 2024 elections (Deadline 26 Jan 2023. €30-200k per applicant representing 70% of costs. Total budget: €8 million).

Zooming in: Creative Europe



sector-wide collaboration



attention to diversity and gender balance

greening/sustainability is highly encouraged





open to partners from non-EU countries
which participate in Creative Europe
(EEA, neighbouring and candidate countries, under certain conditions)

full respect for editorial independence, proper editorial arrangements needed



Two topics:



- I. Fostering cross-border collaboration among news media:
 - actions that address the structural and technological changes faced by the media sector
 - supporting business model transformation and/or innovative editorial collaborations

II. NEW: Encouraging media pluralism:

• for organisations offering grants and trainings to news media of particular relevance to democracy and civic participation (i.e. providing support to third parties such as local/regional/community media, investigative journalism or other public interest news)



Topic 1: COLLABORATIONS



Expected Impact (COLLABORATIONS)

- increased media collaboration
- sector-wide networks for the exchange of best practices among news media professionals
- **knowledge-hubs for sub-sectors** around technical formats (written/online press, radio/podcasts, TV, etc.) and/or journalistic genres (data journalism, general topics, specialised journalism, etc.)
- acquisition and improvement of professional skills by journalists and other media business professionals.



Eligible activities (COLLABORATIONS)

The proposed activities should cover at least one of the following two priorities: (1) collaborative business transformation and (2) collaborative journalistic projects.

- (1) Fostering collaborative business transformation i.e. the proposed activities could aim to develop
 - better revenue and management models,
 - new approaches to audience development and marketing
 - common professional/technical standards
 - new types of newsrooms
 - syndication networks
 - models to facilitate the exchange of content between news outlets within the EU
 - solutions assisting small organisations to develop business readiness
 - collaborative solutions for media sectors lacking the means to adapt to the digital environment

Activities can include **events**, **online training** and **workshops** for media professionals, **exchange programmes**, production of **practical guides**, development and **testing of platforms and technical solutions**, as well as **promotional activities**.



Eligible activities (COLLABORATIONS)

- (2) Fostering collaborative journalism projects to increase the efficiency and quality of reporting i.e. the proposed activities could aim to
 - test original reporting formats and innovative production methods
 - increase the **exchange of best practices** among journalists
 - optimise workflows for journalism genres requiring more time and resources

Activities can include **events**, **online training** and **workshops** for journalists, **collaborative development of guidelines and editorial standards**, **exchange programmes**, online **mentoring** schemes, **funding schemes for** collaborative journalism projects, **promotional activities** or **other activities aiming to uphold quality and diversity of journalism**.

Note wherever editorial production is involved, actions will respect the editorial independence of the media and will emphasise the importance of proper and joint editorial arrangements.



Topic 2: PLURALISM



Expected Impact (PLURALISM)

- increased resilience, pluralism and editorial independence of the media at European level, such as local, regional and community media, investigative media or media specialised in public interest topics
- increased resilience of civil society organisations active in the news media sectors and protection of the news media landscape
- improved uptake of new technologies into the targeted media sectors, contributing to media pluralism and a diverse media landscape
- Fostering repositories of knowledge about media sectors delivering public interest news (e.g. by detecting areas with low provision of high-quality content and/or in which media pluralism is strained).

Eligible activities (PLURALISM)

Activities must be run by civil society organisations.

Actions should **develop and implement funding schemes** focusing on independent media and organisations primarily active in news media sectors of special relevance to democracy and civic participation, in particular:

- Local and regional media
- Independent and investigative journalism
- Organisations delivering public interest news/public service journalism (such as community, legal and civic journalism and media, or news increasing transparency about the media)

Activities may include: editorial production, coverage and innovations, improvement of distribution and dissemination of news, development and engagement of audiences, development or maintenance of technical tools applying to the above topics, training on the above topics, legal advice and sectorial events. **They may also take the form of capacity building measures for specific sectors** focusing on deontological standards, budgetary readiness, knowledge hubs, legal advice or training for journalists.



Eligible activities (PLURALISM)

Overall, the proposed projects

- must respect widely accepted professional media standards and highlight these in the proposal with a signed Declaration on Standards & Independence (all applicants)
- need to have a minimum of 80% of their budget used by organisations
 within the EU either through direct or third party support
- must provide support in minimum 4 EU countries.

Considering the needs of smaller newsrooms, areas of low provision of certain news or areas where media pluralism is under threat is encouraged.



Support to third parties (TOPICS 1 and 2)

Financial support to third parties is allowed under this call, 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

Financial support to third parties will be accepted in projects which foresee 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.

The project application must clearly specify why financial support to third parties is needed, how it will be managed (including eligibility and award criteria, indicative amounts, payment arrangements and reporting requirements) and provide a list of the different types of activities for which a third party may receive financial support. The proposal must also clearly describe the results to be obtained.



Budget and timeline



10 M EUR

Topic I - 5 M- 80%

Topic II - 5 M- 90%

24 months



Evaluation: May-June 2023
Evaluation results: July 2023
Grant Agreement preparation:
September 2023



Eligible participants-Topic 1 Collaborations



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**(INCL. WRITTEN/ONLINE PRESS,
RADIO/PODCASTS, TV, ETC)

AS WELL AS **OTHER ORGANISATIONS FOCUSING ON NEWS MEDIA** (INCL. MEDIA ASSOCIATIONS, NGOS, JOURNALISTIC FUNDS AND TRAINING ORGANISATIONS FOCUSING ON MEDIA PROFESSIONALS, ETC).



NATURAL PERSONS ARE NOT ELIGIBLE

SELF-EMPLOYED PERSONS
OR EQUIVALENT (I.E. SOLE TRADERS)
IF THE COMPANY DOES NOT POSSESS
LEGAL PERSONALITY SEPARATE

EXCEPT FOR

FROM THAT OF THE NATURAL PERSON

NATURAL PERSONS <u>CANNOT</u> ASSUME
THE ROLE OF THE COORDINATOR



Eligible participants -Topic 2 Pluralism





FROM **COUNTRIES**PARTICIPATING IN THE CREATIVE
EUROPE PROGRAMME

(IF APPLICABLE)THE
PROJECT COORDINATOR
WILL SUBMIT THE APPLICATION
ON BEHALF OF ALL PARTNERS



APPLICANTS FROM CIVIL SOCIETY
ORGANISATIONS ACTIVE IN THE NEWS
MEDIA SECTOR, (INCL. NGO, JOURNALISTIC
FUNDS AND TRAINING ORGANISATIONS
FOR MEDIA PROFESSIONALS)



NATURAL PERSONS ARE NOT ELIGIBLE

SELF-EMPLOYED PERSONS
OR EQUIVALENT (I.E. SOLE TRADERS)
IF THE COMPANY DOES NOT POSSESS
LEGAL PERSONALITY SEPARATE

EXCEPT FOR

FROM THAT OF THE NATURAL PERSON

NATURAL PERSONS <u>CANNOT</u> ASSUME
THE ROLE OF THE COORDINATOR



Award criteria

RELEVANCE (30 PTS)

THE RELEVANCE OF THE PROJECT VIS-À-VIS THE OBJECTIVES AND TARGETED ACITVITIES OF THE CALL, INCL. ITS EUROPEAN DIMENSION, THE NUMBER OF COUNTRIES AND LANGUAGES COVERED,

THE RELEVANCE AND INNOVATION OF THE PROPOSED ACTIVITIES VIS-À-VIS THE EXPECTED RESULTS AND THE TARGET AUDIENCES, SUBSTANTIATED BY A NEEDS ANALYSIS OF THE CHOSEN (SUB)SECTOR AND MAPPING OF ALREADY EXISTING INITIATIVES

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)

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

10

MECHANISMS TO ENSURE INNOVATION, COLLABORATION, CREATIVITY, DIVERSITY, IMPARTIALITY AND EDITORIAL INDEPENDENCE WHERE APPLICABLE

10

COST-EFFICIENCY OF THE PROPOSED ACTIVITIES IN THE CHOSEN DOMAIN

10



Award criteria

PROJECT MANAGEMENT (20 PTS)

5

THE **EXPERIENCE** OF THE PROPOSED PROJECT TEAM

15

EFFICIENCY OF THE **TEAM COMPOSITION** TO REACH THE OBJECTIVES OF THIS CALL, THE **CLARITY OF WORK PACKAGES AND KEY PERFORMANCE INDICATORS (KPI)**, ALLOCATION OF **RESPONSIBILITIES** AND **CORRESPONDING BUDGETS**, THE **QUALITY OF THE PROPOSED COORDINATION MECHANISMS**, **QUALITY CONTROL SYSTEMS AND ARRANGEMENTS TO MANAGE RISKS**

DISSEMINATION (20 PTS)

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

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



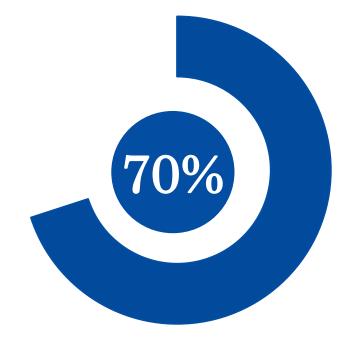


Scoring system

MINIMUM THRESHOLD FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA

70/100 PTS

PROPOSALS SCORING LOWER WILL BE REJECTED



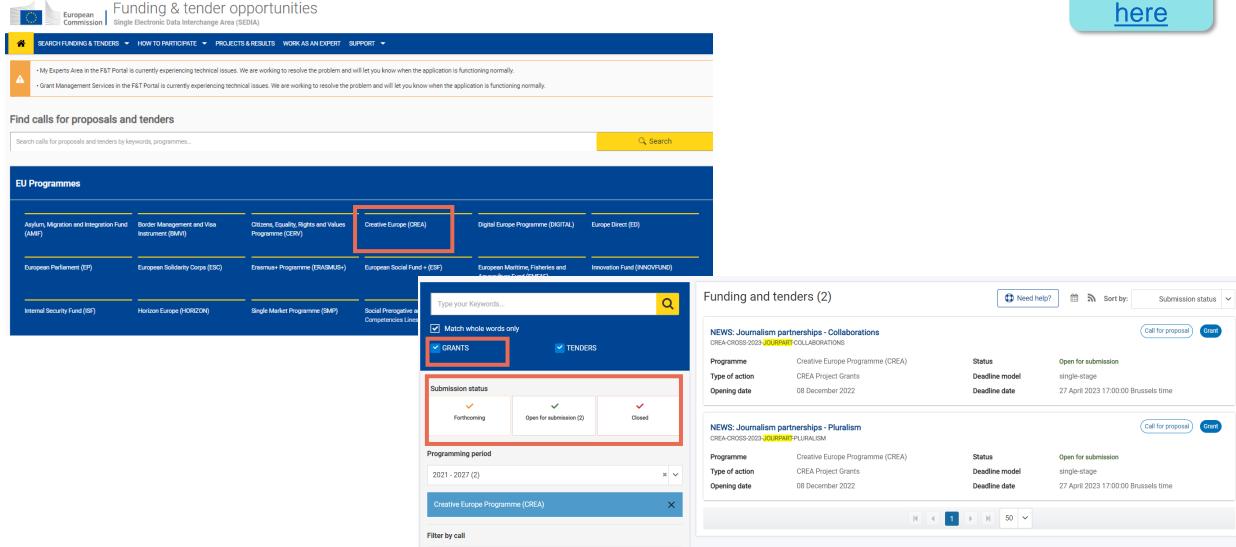


Applying to the call



Where to apply? The Funding and Tenders Opportunities Portal

apply <u>here</u>



How to apply?

Conditions and documents

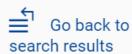
Submission service

Topic related FAQ

Get support

Call information

Call updates



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



How to apply?

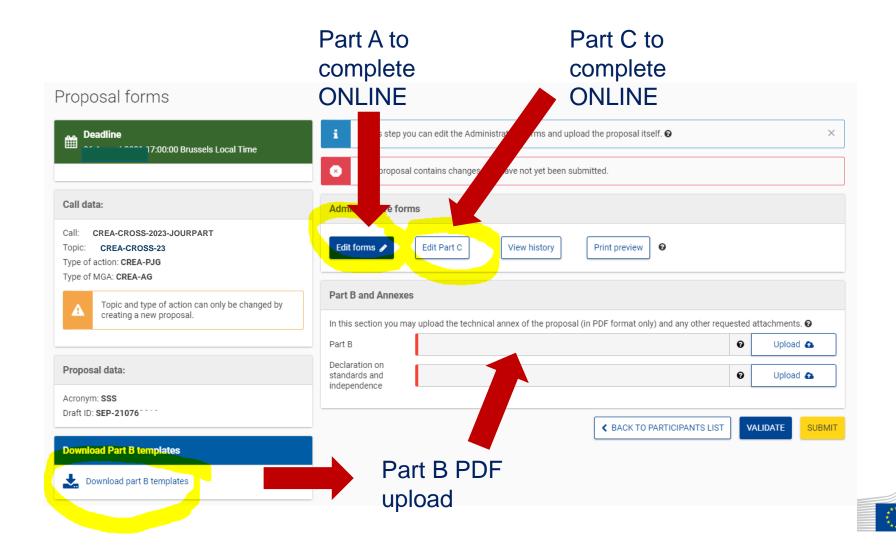


Please submit your proposal at the latest **48 hours before the deadline** (to avoid system congestion or system incompatibility issues). Late proposals will not be accepted. Don't wait until the end because you are worried about confidentiality – we will not open the proposals before the deadline. You can submit the proposal as many times as you wish up until the deadline. Each new submitted version will replace the previous one.

Find y	our organisation
PIC	9 Short name
Searc	ch for your organisation
Organis	sations you have been previously associated with. (Click to select)



How to apply – submission forms



European Commission

Part A

Call: CREA-CROSS-

(NEWS-Journalism partnerships)

Topic: CREA-CROSS-2023-JOURPART

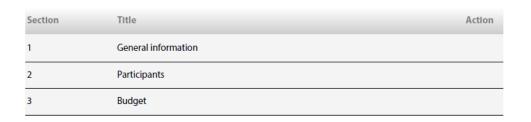
Type of Action: CREA-PJG

Proposal number: xxx

Proposal acronym: xxx

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

Table of contents





Part A - budget

Application forms

Proposal ID

Acronym Acronym is mandatory

3 - Budget

No.	Name of beneficiary	Personnel costs -	costs – volunteers	cting costs/€	C. Purchase costs - Travel and subsistenc e/€ (c1)	t/€	C. Purchase costs - Other goods, works and services/€ (c3)	Total eligible costs/€	Ineligible costs	Total estimated project costs and contributi ons	rate	Maximum EU contributi on to eligible costs	EU	amount		In kind contributi ons	Financial contributi ons	Own resources (r)	Total estimated project income
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

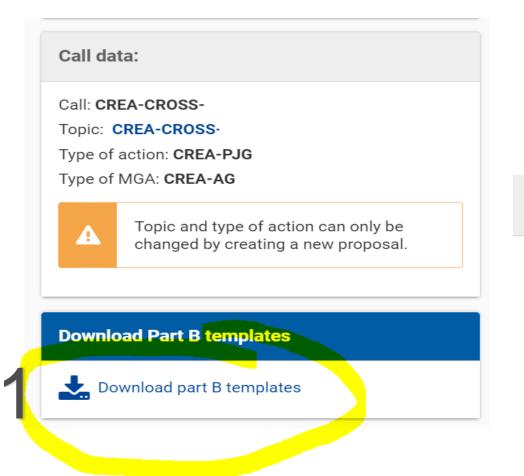


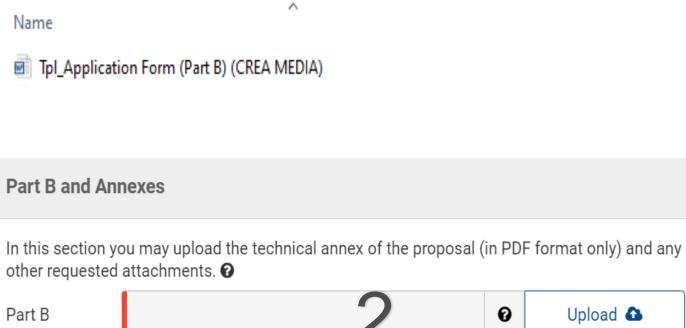
Part A – final information

- Budget must be balanced (cost/income)
- Volunteer costs are not applicable
- Financial support to third parties is allowed see call document for specifics.
 Make sure all required information is present in the proposal and is coherent!



Part B - templates





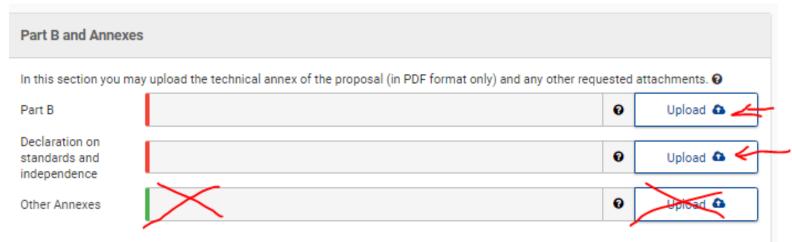


Part B

! Upload your document(s) in PDF format!

Only upload mandatory annexes:

- 1. Part B (once), and
- 2. the declarations on standards and independence FOR EACH APPLICANT





Part B

- Word Document (upload as pdf; check page limit warning)
- Detailed description of project for evaluation
- Fill out using the correct questions based on the action/call in question!

Concept and methodology

For 'Creative Innovation Lab': 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, localisation, 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.

For 'Journalism Partnership', 'Media literacy' and 'Defending media freedom and pluralism': Explain the conceptivoric programme of activities of your project and why the proposed methodology(ies)/strategy(ies) are appropriate to meet the objectives of the call.

Insert text



Part B – key points

QUESTION 5.2:

WORK PACKAGES

MINIMUM THREE (THOSE MENTIONED IN THE CALL),
LIMIT THEIR NUMBER

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

in these calls) –Not applicable for this Call

MILESTONES & DELIVERABLES (OUTPUTS/OUTCOMES)



 To be used to show project progress - will need to be uploaded in the portal during project lifetime

Milestones only for major outputs in complicated projects (generally not used

• Always indicate a due date and linked to a specific Work Package



Work packages checklist

- each WP has an estimated budget
- each WP has at least one deliverable
- WP1 budget + WP2 budget + ... = total costs provided in Part A



Deliverables

- Dissemination level should only be PU (public) or SEN (sensitive)
- Due date must correspond to the month number in the project's duration, not to a calendar month. For example, M2 means the deliverable is due in month 2 after the project has started.
- Avoid clustering due dates near the end of the project

Deliverable No (continuous numbering linked to WP)	Deliverable Name	Work Package No	Lead Beneficiary	Туре	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]	

Part B – key points

Work Package 1: [Name	Work Package 1: [Name, e.g. Project management and coordination]													
Duration:	M1 – M12	Lead Beneficiary:												
Objectives List the specific objectives to whi	Objectives List the specific objectives to which this work package is linked.													
Objective 1 Objective 2														

Task No (continuous	Task Name	Description	Participants	In-kind Contributions and Subcontracting	
numbering linked to WP)			Name	Role (COO, BEN, AE, AP, OTHER)	(Yes/No and which)
T1.1					
T1.2					

Deliverable No (continuous numbering linked to WP)	Deliverable Name	Work Package No	Lead Beneficiary	Туре	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 —		

ıropean ommission

Part B – key points

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 'Videogrand' to the content of the content', 'European Co-development', 'European Slate development', 'European Mini-Slate development', 'TV and Online content', 'European festivals' and 'Videogrand' to the content', 'European Co-development', 'European Slate development', 'European Mini-Slate development', 'TV and Online content', 'European festivals' and 'Videogrand' to the content', 'European Slate development', 'European Mini-Slate development', 'European Slate development', 'European Mini-Slate development', 'European Slate development', 'Eu													nd Videogame
	A. Personnel		B. Subcontrac ting	C.1a Travel		C.1b Accomod ation	C.1c Subsist ence	C.2 Equipment	C.3 Other goods, works and services	D.1 Financial support to third parties		E. Indirect costs	Total costs	
					g									Π
[name]	X person months	X EUR	X EUR	X travels	X persons travellin g	X EUR	X EUR	X EUR	X EUR	X EUR	X prizes	XEUR	X EUR	X EUR
Total	X person months	X EUR	X EUR	X travels	X persons travellin g	X EUR	X EUR	X EUR	X EUR	X EUR	X grants X prizes	XEUR	X EUR	X EUR

= one budget breakdown per work package, listing costs per partner organisation



Questions?



Thank you



© European Union 2023

Unless otherwise noted the reuse of this presentation is authorised under the <u>CC BY 4.0</u> license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

