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 <a href="https://europa.eu/!NDjPPv">https://europa.eu/!NDjPPv</a>

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European Education and Culture Executive Agency





### CREA-CROSS-2023-JOURPART JOURNALISM PARTNERSHIPS

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

European Education and Culture Executive Agency

## 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: <u>https://europa.eu/!JUn6cN</u>



### 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)
- Pilot 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)
- Pilot 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** (<u>info session</u> Tue 17 Jan 9am CET)
- Stay tuned via <a href="https://twitter.com/mediaEU">https://twitter.com/mediaEU</a>

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





## 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

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



### **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

*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 <u>CANNOT</u> ASSUME THE ROLE OF THE COORDINATOR



### Eligible participants – Topic 2 Pluralism





SINGLE APPLICANTS OR A CONSORTIUM OF TWO APPLICANTS ARE ALLOWED.

> 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

**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 <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



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



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





### Award criteria

### PROJECT MANAGEMENT (20 PTS)

### DISSEMINATION (20 PTS)

5

THE **EXPERIENCE** OF THE PROPOSED PROJECT TEAM



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 QUALITYOFTHESTRATEGIESTOBUILDAND/OREXCHANGEKNOWLEDGEANDENSURESUSTAINABLETRANSFERABILITYOFACTIVITIESANDRESULTSAMONG ASMANYSTAKEHOLDERSASPOSSIBLESUSTAINABLE

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



10





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

Search



**EU Programmes** 

Asylum, Migrat (AMIF)

European Parlia

Internal Security

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...

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ion and Integration Fund	Border Management and Visa Instrument (BMVI)	Citizens, Equality, Rights and Values Programme (CERV)	Creative Europe (CRE	Creative Europe (CREA)		e Programme (DIGITAL)	Europe Direct (ED)	
ament (EP)	European Solidarity Corps (ESC)	Erasmus+ Programme (ERASMUS+)	European Social Fund	I + (ESF)		aritime, Fisheries and Fund (FMFAF)	Innovation Fund (INNOV	FUND)
y Fund (ISF)	- Horizon Europe (HORIZON)	Single Market Programme (SMP)	Social Prerogative ar Competencies Lines		ur Keywords whole words o		Q	
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				Programmi 2021 - 202				× ~
				Creative I	Europe Program	me (CREA)		×

Filter by call



apply <u>here</u>

## How to apply?

Conditions and documents

### **Start submission**

page of the My Area section.

Please select the type of your submission:

#### Submission service

Topic related FAQ

Get support

Call information

Call updates



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

changed in the submission system. Upon confirmation, you will be linked to the correct entry point.

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

To access existing draft proposals for this topic, please login to the Funding & Tenders Portal and select the My Proposals

Start submission

Deed help?

## How to apply?



Please submit your proposal at the latest **48 hours before the deadline** (to avoid system congestion or  $\times$  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.

	9	Short name		250	
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Search for	your organisation				
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### How to apply – submission forms



### 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

Section	Title	Action
1	General information	
2	Participants	
3	Budget	



### Part A - budget

### Application forms

#### Proposal ID

Acronym Acronym is mandatory

### 3 - Budget

No.	Name of beneficiary	Country	Personnel costs -	costs – volunteers		C. Purchase costs - Travel and subsistenc e/€ (c1)	t/€	C. Purchase costs - Other goods, works and services/€ (c3)	Total eligible costs/€	Ineligible costs (j)	Total estimated project costs and contributi ons (k)	rate	Maximum EU contributi on to eligible costs (I)	EU	amount	Income generated by the project (o)	In kind contributi ons (p)	Financial contributi ons (q)	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

Call data: Call: CREA-CROSS-Topic: CREA-CROSS-Type of action: CREA-PJG Type of MGA: CREA-AG Topic and type of action can only be A changed by creating a new proposal.

#### **Download Part B templates**

Download part B templates

Name

Part B



#### 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. 🕑

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Upload 🙆



### 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 and Annexes	
In this section you may upload the technical annex of the proposa	al (in PDF format only) and any other requested attachments. 🚱
Part B	O Upload O
Declaration on standards and independence	🛛 Upload 🕰 🗲
Other Annexes	

### 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!





### 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



**Milestones** only for **major outputs** in complicated projects (generally not used in these calls) –Not applicable for this Call

#### **Deliverables:**

- To be used to show project progress will need to be uploaded in the portal during project lifetime
- Always indicate a due date and linked to a specific Work Package



### Work packages checklist

- <u>each</u> 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

(con	Deliverable No tinuous 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]		Europea

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## Part B – key points

Lead Beneficiary:

Work Package 1:	[Name, e.g. Pl	roject management and	coordination]

Duration:	M1 – M12
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 —			Jropean Sommission

## Part B – key points

Estimated bud	lget — 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 'Videogam and immersive content development')												
	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									
[name]	X person months	X EUR	X EUR	X travels	X persons travellin g	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 grants X prizes	XEUR	X EUR	X EUR <mark>J</mark>				

<u>= one budget breakdown per work package, listing costs per partner</u> <u>organisation</u>



# Questions?



# Thank you



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