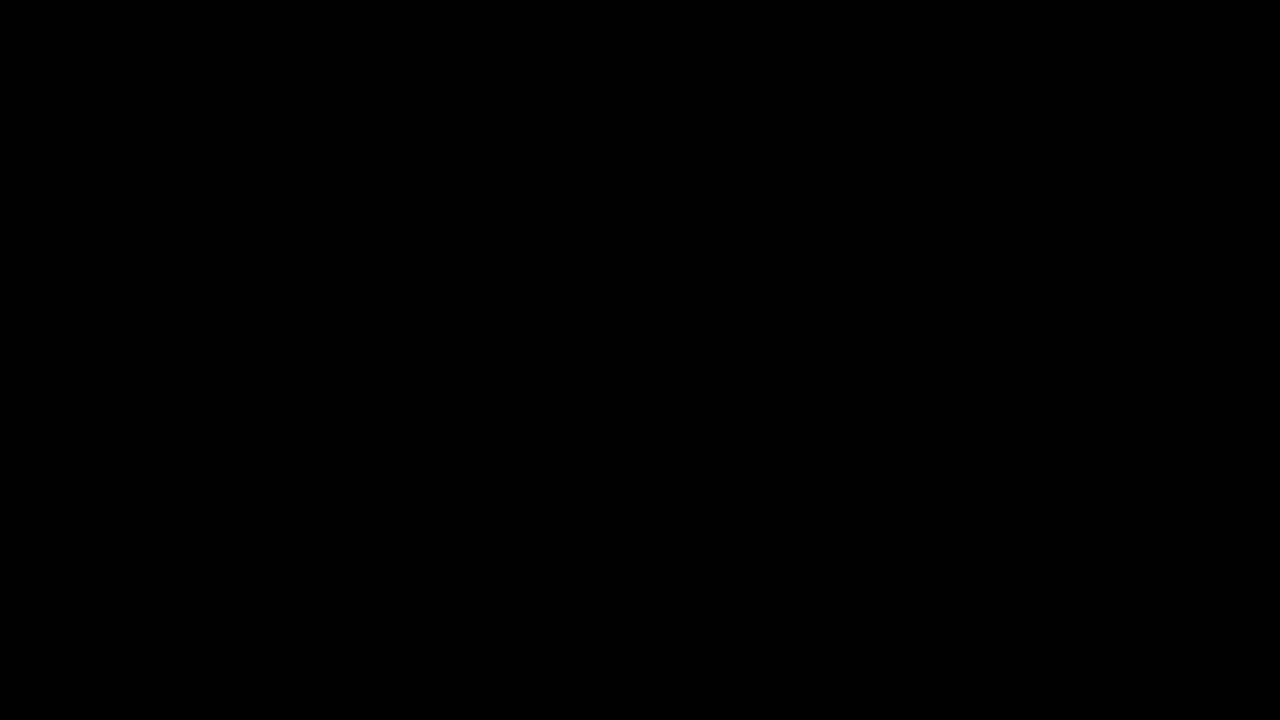


# WELCOME! The session Audience Development and Film Education will start at 10.30 CET

Everyone has been muted upon entry.

Please do not unmute yourself & turn off your camera to preserve the quality of this webconference

European Education and Culture Executive Agency



### SUMMARY

- 1. KEY ASPECTS
- 2. ELIGIBLE ACTIVITIES AND NOVELTIES
- 3. AWARD CRITERIA
- 4. BUDGET AND PAYMENTS
- 5. TIPS FOR PROPOSALS PREPARATION





#### **KEY ASPECTS**

Available budget:

Cofinancing rate:

Multiannual projects:

Deadline:

Evaluation:

• Information on evaluation results:

GA signature:

5 M EUR

70%, budget-based

duration 24 - 36 months

**05/10/2021** @ 17.00.00 CET

October 2021 – January 2022

February 2022

March/April 2022



- 1. KEY ASPECTS
- 2. ELIGIBLE ACTIVITIES AND NOVELTIES
- 3. AWARD CRITERIA
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#### ACTIVITIES TO BE FUNDED

## INNOVATIVE PROJECTS ENSURING PAN-EUROPEAN COOPERATION ESPECIALLY USING NEW DIGITAL TOOLS



INCREASING INTEREST AND
KNOWLEDGE OF AUDIENCES
IN EUROPEAN FILMS AND
AUDIOVISUAL WORKS
INCLUDING SPECIFIC
PROGRAMMES ON FILM
HERITAGE



PROMOTING AND INCREASE
THE CONTRIBUTION THAT
EXISTING EUROPEAN FILMS
AND AUDIOVISUAL WORKS,
INCLUDING CURATED
CATALOGUES OF FILMS, MAKE
TOWARDS AUDIENCE
DEVELOPMENT AND
EDUCATION

INCREASING PAN-EUROPEAN
IMPACT AND AUDIENCE
OUTREACH



SPECIAL ATTENTION TO STRATEGIES TO ENSURE MORE SUSTAINABLE AND MORE ENVIRONMENTALLY-RESPECTFUL INDUSTRY



SPECIAL ATTENTION TO STRATEGIES TO ENSURE GENDER BALANCE, INCLUSION, DIVERSITY AND REPRESENTATIVENESS.



#### ELIGIBLE ACTIVITIES

• THE PROJECT MUST BE BASED ON A SIGNIFICANT PROPORTION (AT LEAST 50%) OF EUROPEAN FILMS AND AUDIOVISUAL WORKS AND

PRESENT PAN-EUROPEAN AUDIENCE REACH INVOLVING AT LEAST 5
 COUNTRIES PARTICIPATING IN THE MEDIA STRAND\*

\* List of non-EU Participating Countries in the Creative Europe Programme @ https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/crea/guidance/list-3rd-country-participation\_crea\_en.pdf

(or follow hyperlink in the call for proposals document!)



#### WHAT IS NEW

#### **NEW FOCUS ON**

**SPECIAL EMPHASIS ON** 

**AUDIENCE ENGAGEMENT** 

FILM EDUCATION

STIMULATE INTEREST AND INCREASE KNOWLEDGE OF AUDIENCES IN EUROPEAN FILMS

**AUDIENCE DEVELOPMENT** 

FILM HERITAGE

BROADER AUDIENCE ORIENTED EVENTS

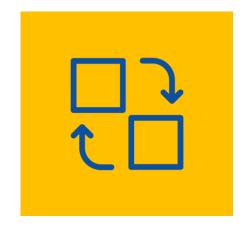
INNOVATIVE AUDIENCE DEVELOPMENT WITH PAN-EUROPEAN AUDIENCE REACH



### WHAT IS NEW



- NO min. EU requested grant
- Projects duration: 24 up to 36 months
  - No obligation to be a consortium



NO MORE SPECIFIC TARGET AUDIENCE



APPLICATIONS VIA THE FUNDING & TENDER OPPORTUNITIES PORTAL\*



#### WHO CAN APPLY?

## No minimum amount of partners in the project

HOWEVER, THE PROJECT MUST PRESENT PAN-EUROPEAN

AUDIENCE REACH INVOLVING AT LEAST 5 COUNTRIES

PARTICIPATING IN THE MEDIA STRAND



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## RELEVANCE OF ACTIVITIES (30 PTS)

POTENTIAL OF THE PROJECT TO PROMOTE, STIMULATE AND INCREASE AUDIENCE'S INTEREST IN, AWARENESS AND KNOWLEDGE OF, EUROPEAN FILMS AND AUDIOVISUAL WORKS, INCLUDING NONNATIONAL AND HERITAGE FILMS, IN PARTICULAR AMONG NEW AND YOUNG AUDIENCES

10

ADEQUACY OF THE
STRATEGIES TO ENSURE MORE
ENVIRONMENTAL
SUSTAINABILITY, GENDER
BALANCE, INCLUSION,
DIVERSITY AND
REPRESENTATIVENESS,
EITHER IN THE
PROJECT/CONTENT OR IN THE
WAY OF MANAGING THE
ACTIVITY

**EUROPEAN DIMENSION AND** ADDED VALUE OF THE PROJECT IN TERMS OF **PARTNERSHIPS**. LEVEL OF PAN-EUROPEAN **COOPERATION AND EXCHANGE** OF KNOWLEDGE, GEOGRAPHIC **COVERAGE** (INCLUDING EFFORTS TO BROADEN PARTICIPATION). CONTENT AND CULTURAL DIVERSITY OF EUROPEAN FILMS AND AUDIOVISUAL WORKS. THE EUROPEAN ADDED VALUE OF THE PROJECT COMPARED TO THE CORE ACTIVITIES OF THE APPLICANTS AND PARTNERS WILL ALSO BE TAKEN INTO **ACCOUNT** 

15



5

## QUALITY OF CONTENT AND ACTIVITIES (40 PTS)

OVERALL QUALITY OF THE PROJECT INCLUDING

- ITS FORMAT
- METHODOLOGY
- SELECTION PROCESS
- TARGET GROUPS/TERRITORIES
- EDUCATIONAL AND PEDAGOGICAL METHODS (IF APPLICABLE),
- COHERENCE OF **NEEDS'**ANALYSIS AND
- EVALUATION OF THE AIMED OUTPUTS IN TERMS OF PAN-EUROPEAN AUDIENCE REACH

FEASIBILITY AND
COST-EFFICIENCY IN
RELATION TO THE PANEUROPEAN
OBJECTIVES TO BE
REACHED



PROJECT, IN
PARTICULAR THE
STRATEGIC USE OF
DIGITAL TECHNOLOGY
AND NEW TOOLS







## DISSEMINATION (20 PTS)

IMPACT OF THE STRATEGY
FOR PROMOTING THE
PROJECT AND FOR THE
DISSEMINATION OF ITS
RESULTS, IN PARTICULAR
IN RELATION WITH PANEUROPEAN EXCHANGE OF
KNOWLEDGE AND BEST
PRACTICES

10

STRATEGIES AND
SUSTAINABLE METHODS
FOR COLLECTING AND
ANALYSING QUANTITATIVE
AND QUALITATIVE DATA ON
THE PROJECT'S RESULTS
AND IMPACT IN TERMS OF
PAN-EUROPEAN AUDIENCE
REACH

## PROJECT MANAGEMENT (10 PTS)

THIS CRITERION WILL TAKE INTO ACCOUNT THE DISTRIBUTION OF THE ROLES AND RESPONSIBILITIES VIS-ÀVIS THE OBJECTIVES OF THE ACTION.

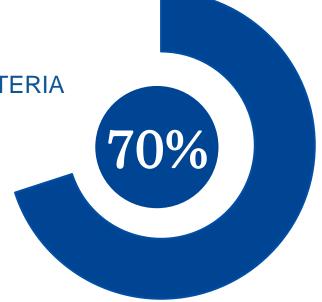




#### **QUALITY THRESHOLD**

## 70/100 PTS

FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA





- 1. KEY ASPECTS
- 2. ELIGIBLE ACTIVITIES AND NOVELTIES
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#### **BUDGET AVAILABLE**

5м €



FOR TWO YEARS → NO CALL FOR PROPOSALS EXPECTED IN 2022

## MAXIMUM CO-FINANCING RATE: 70%

OF ELIGIBLE COSTS

COSTS INCURRED MAY BE ELIGIBLE AS OF 1 JANUARY 2021,
EVEN IF IMPLEMENTED AND INCURRED BEFORE THE DATE OF PROPOSAL SUBMISSION
GRANTS NOT AWARDED RETROACTIVELY FOR ACTIONS ALREADY COMPLETED

PAYMENT: 40% PREFINANCING + 40% 2ND PREFINANCING + 20% FINAL PAYMENT



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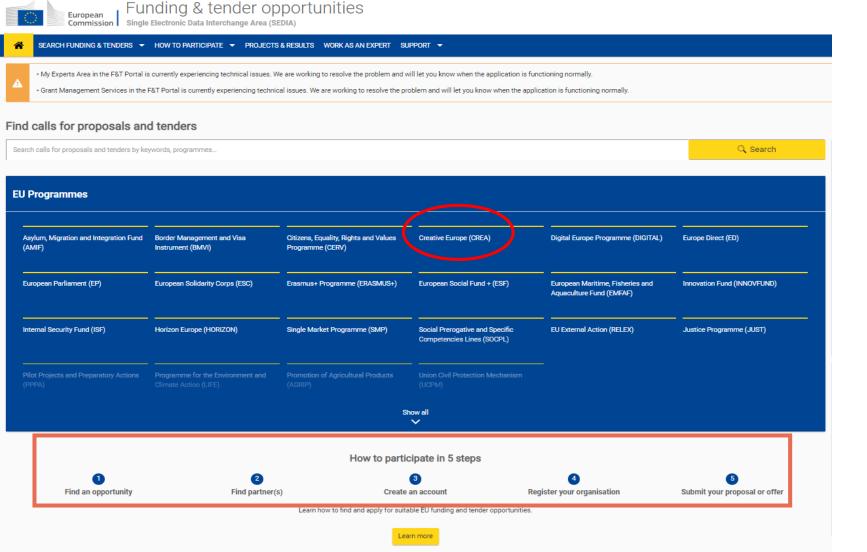
#### TIPS FOR PROPOSALS PREPARATION

#### BE FAMILIAR WITH

- THE CALL FOR PROPOSALS DOCUMENT
- ANNEXES IN THE SUBMISSION SECTION
- REFERENCE DOCUMENTS IN THE PORTAL
- PROPOSAL TEMPLATE (=PART B = DESCRIPTION OF ACTION)\*
  - WORK PACKAGES (AND RELATED PERSON MONTHS)
  - TASKS
  - DELIVERABLES
  - MILESTONES

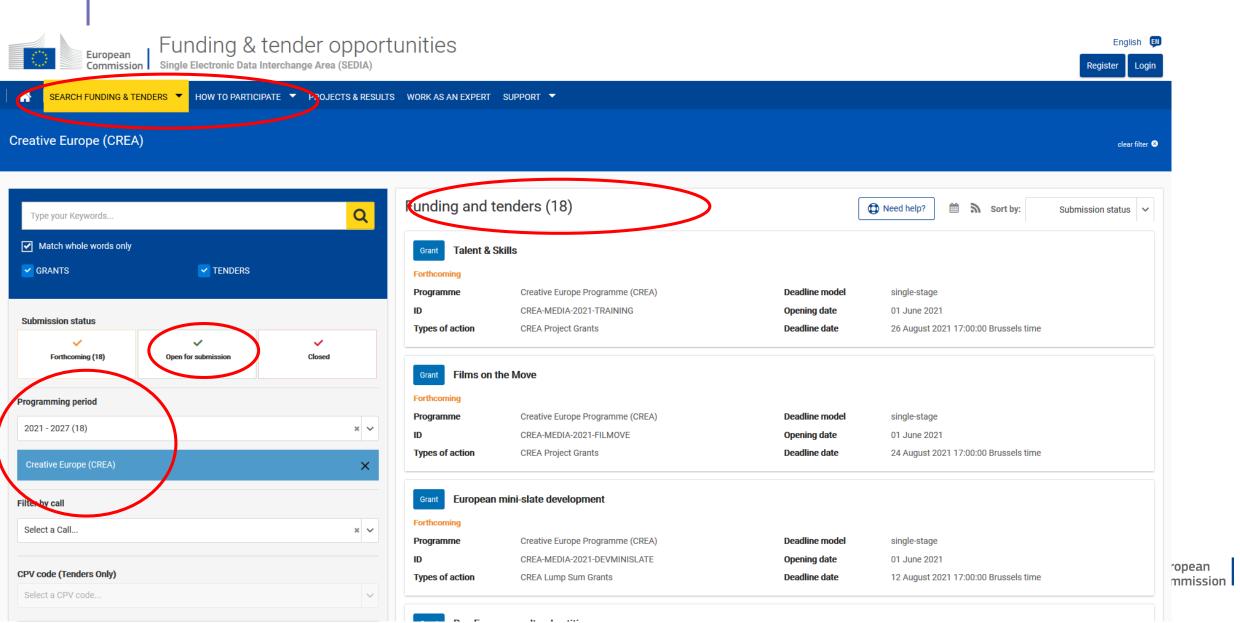


All MEDIA call for proposals are published in Funding & tender opportunities Portal (F&TP)









Conditions and documents

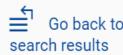
#### Submission service

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:



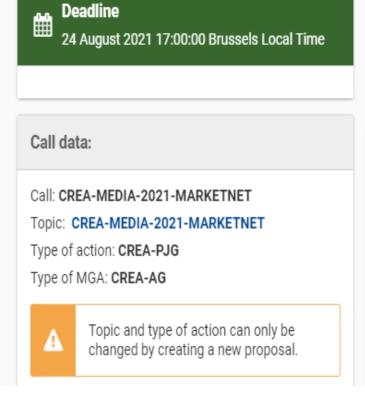
CREA Project Grants [CREA-PJG], CREA Action Grant Budget-Based [CREA-AG]

Start submission





#### Create proposal

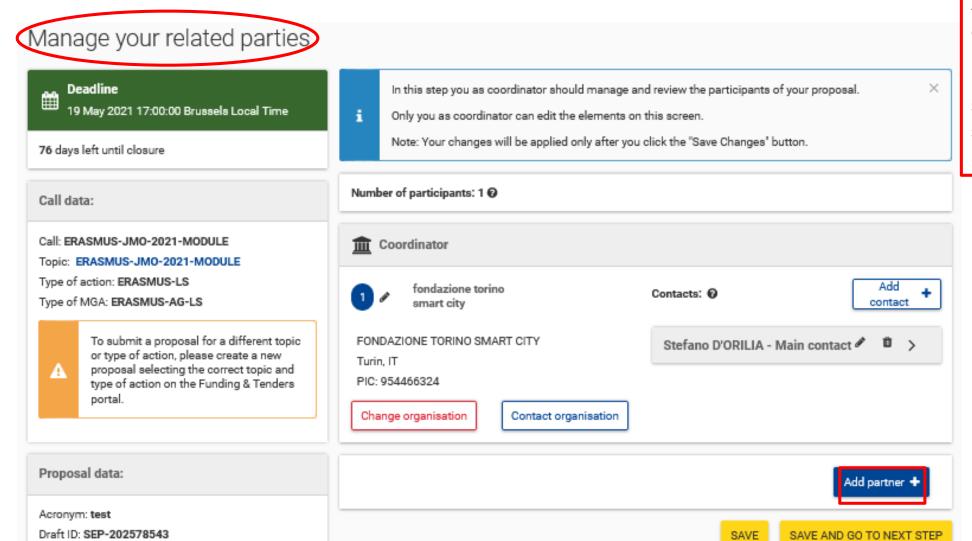




Please submit your proposal at the latest **48 hours before the deadline** (to avoid system congestion or system incompatibility issues). Late proposals will not be accepted. Don't wait until the end because you are worried about confidentiality – we will not open the proposals before the deadline. You 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								
Searc	ch for your organisation								
Organisations you have been previously associated with. (Click to select)									



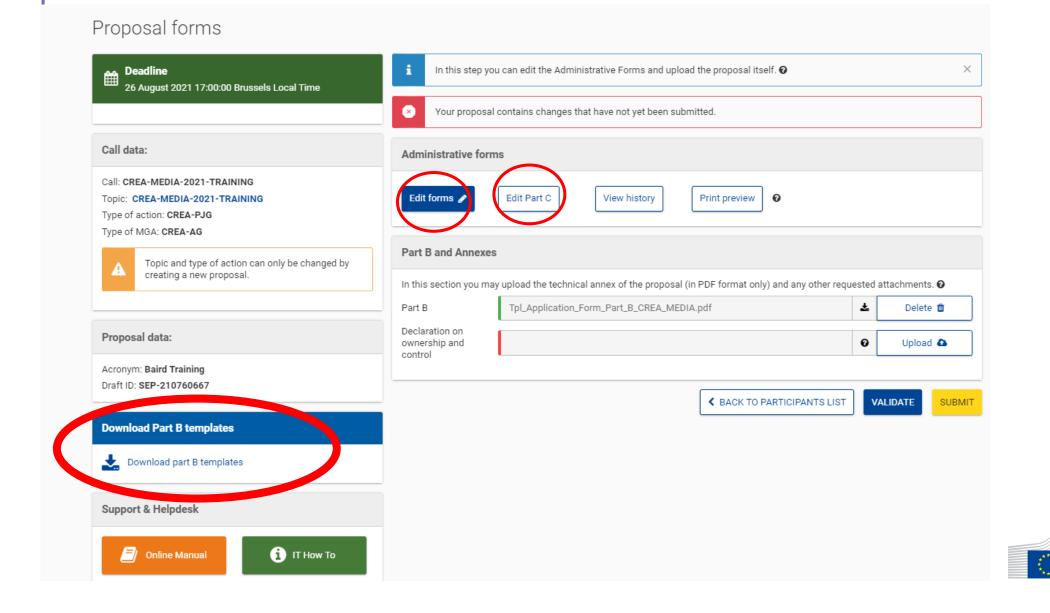


Additional partners can be added via the appropriate Icon

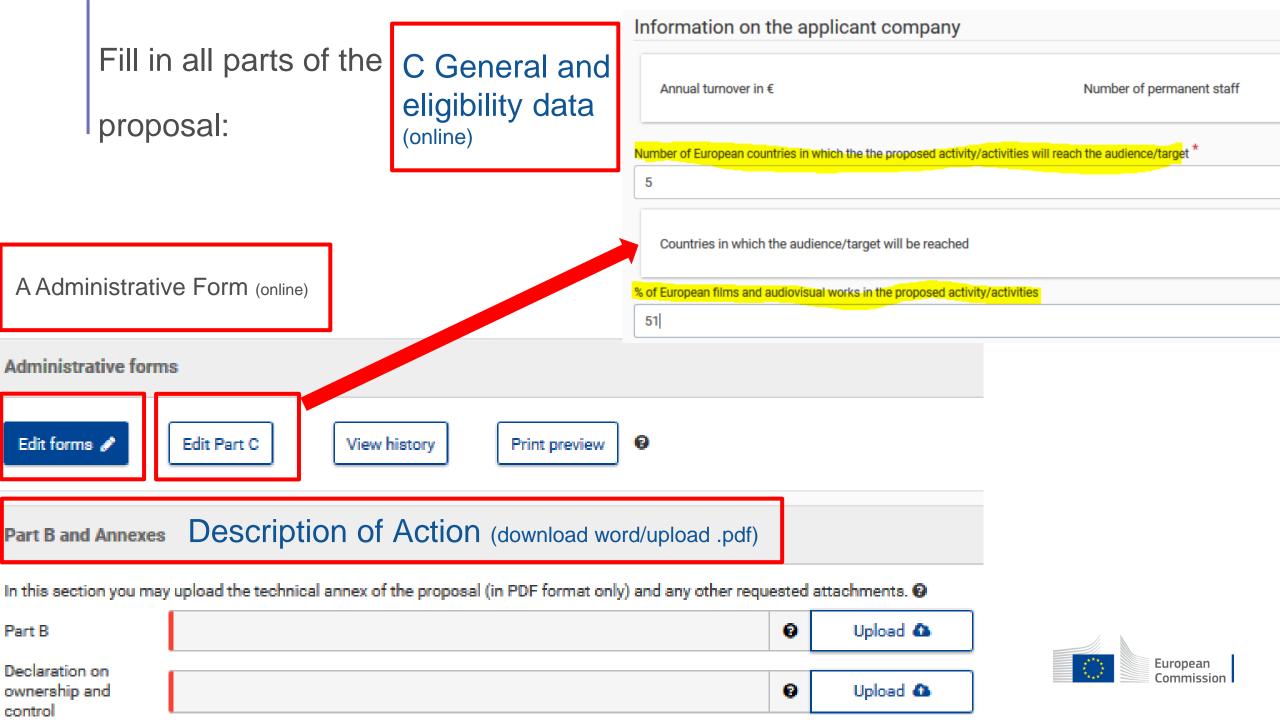
If selected, you will have to search their **PIC** and follow the same steps



### E-FORM IN SUBMISSION SYSTEM



European Commission



## 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, including the budget table and all other administrative details.

Partner organisations can preview the form and edit their contact

Please indicate your role in this proposal

detail information.

• Click the edit forms button to access the forms.

## Budget table



No.	Name of beneficiary	Country		A. Personnel costs – volunteers /€	cting	costs -	C. Purchase costs - Equipmen t/€	C. Purchase costs - Other goods, works and services/€		Ineligible costs	Total estimated project costs and contributi ons	Funding rate	EU	Requested EU contributi on to eligible costs	Max grant amount	ç
			(a1)	(a2)	(b)	(c1)	(c2)	(c3)	(h)	(i)	(k)	(U)	(1)	(m)	(n)	
			?	?	?	?	?	?	?	?	?	?	?	?	?	
1		П	10 000	0	0	2 000	1 000	0	13 000	0	13 000		0	13 000	13 000	_
2		П	5 000	0	0	1 000	500	0	6 500	0	6 500		0	6 000	6 000	
3		SE	3 000	0	0	500	100	0	3 600	0	3 600		0	3 000	3 000	- -
•	Total		18 000	0	0	3 500	1 600	0	23 100	0	23 100		0	22 000	22 000	n

## Part B (DoA)

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







#### TABLE OF CONTENTS

ADMINISTRATIVE FORMS (PART A)
TECHNICAL DESCRIPTION (PART B)
COVER PAGE
PROJECT SUMMARY
1. RELEVANCE
1.1 Background and general objectives
1.2 Needs analysis and specific objectives
1.3 European added value
1.4 Environment and sustainability
1.5 Gender balance, inclusion and diversity
2. QUALITY
2.1 Concept and methodology
2.2 Format
2.3 Potential
2.4 Cost effectiveness and financial management
2.5 Risk management
3. DISSEMINATION
3.1 Communication, promotion and marketing
3.2 Dissemination and distribution
3.3 Impact
4. PROJECT MANAGEMENT
4.1 Partnership and consortium, roles and tasks division
4.2 Project teams
4.3 Development strategy
4.4 Financing strategy
5. WORK PLAN, WORK PACKAGES, TIMING AND SUBCONTRACTING
5.1 Work plan
5.2 Work packages and activities
Work Package 1
Work Package
Overview of Work Packages (n/a for programmes with detailed budget table) (n/a for Lump SumGrants).
Events
5.3 Timetable
5.4 Subcontracting

## TIPS FOR PART B - DESCRIPTION OF ACTION

- 70 PAGE LIMIT (INCL. FIRST PAGE OF THE APPLICATION FORM)
- PAY ATTENTION TO INSTRUCTIONS IN GREEN: SOMETIMES IT DOES NOT CONCERN THIS ACTION (EXPLANATION STARTING WITH "N/A")
- DELETE INSTRUCTIONS NOT RELEVANT TO THIS ACTION

Question applicable to the following actions:

Audience Development and Film Education:

Illustrate the general approach to implement your project, detailing: the format, the methodology, the selection process, the feasibility, the target groups/territories, the educational and pedagogical methods (if applicable), the coherence of needs' analysis and evaluation of the aimed outputs in terms of pan-European audience reach.

Question NOT applicable to the following actions:

Subtitling of cultural content

Audience Development and Film Education



## Part B - planning

Project organised in **Work Packages** = a major sub-division of the project

Number of WPs depending on the type of action, example of a film education project :

WP1 Management and coordination activities

WP2 Collecting audience needs

WP3 Building film catalogue

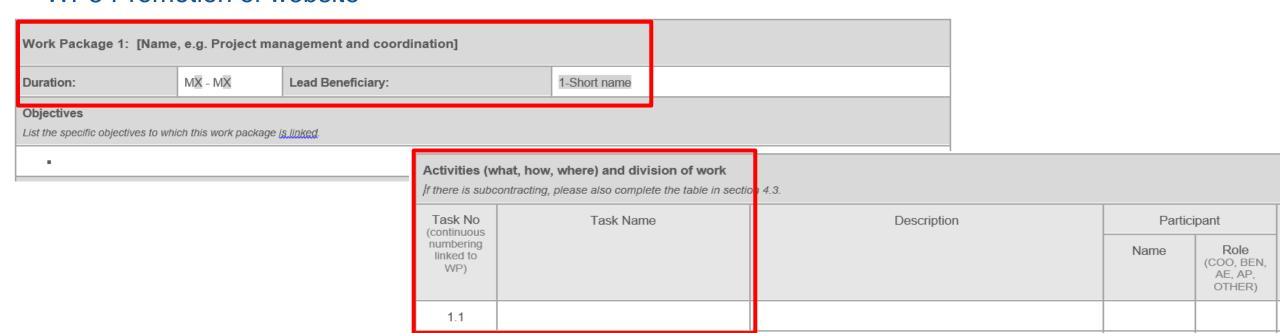
WP4 Setting-up website

WP5 Promotion of website

Each WP must contain at least a deliverable

Keep the WP structure simple

Tasks (Activities) are optional



#### Plan activities in detail well in advance

<u>Deliverables</u>: major project outputs which are submitted to show project progress (any format) <u>MANDATORY</u>: at least 1 per WP

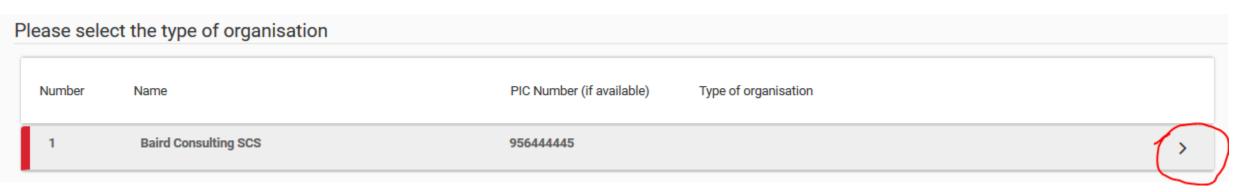
- 1. Management activities report
- 2. Final report on audience needs
- 3. Description of films catalogue
- 4. Hyperlink of website
- 5. Dissemination activities report

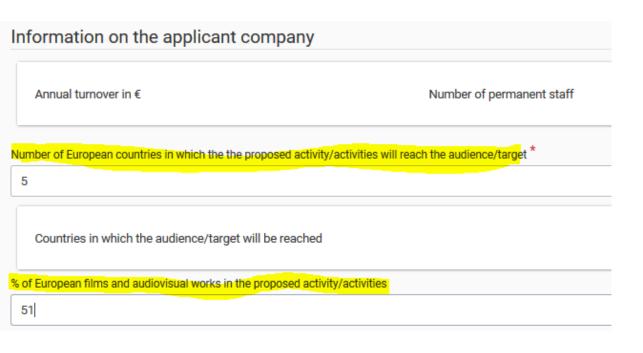
Milestones: OPTIONAL control points in the project that help to chart progress – you may leave the field empty

- 1. Finalise Management activities report
- 2. audience needs collected
- 3. Acquisition of rights of European film catalogue (representing 50% of the total)
- 4. Website goes online
- 5. Website activities reach target group of 5,000 users in 6 Media countries

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

## Part C General and eligibility data (online)





Click on the arrow to be able to select the type of organisation (otherwise the form can not be saved)



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



## Tips and tricks / 1

#### Get familiar with:

- the submission Wizard
- the electronic Form
- - the templates to be filled in (part B, annexes, part C...) and the required information

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 and tricks / 2

• 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 be still able to upload the document but all of the excess pages will contain just a watermark as content.





#### What's next after submission?

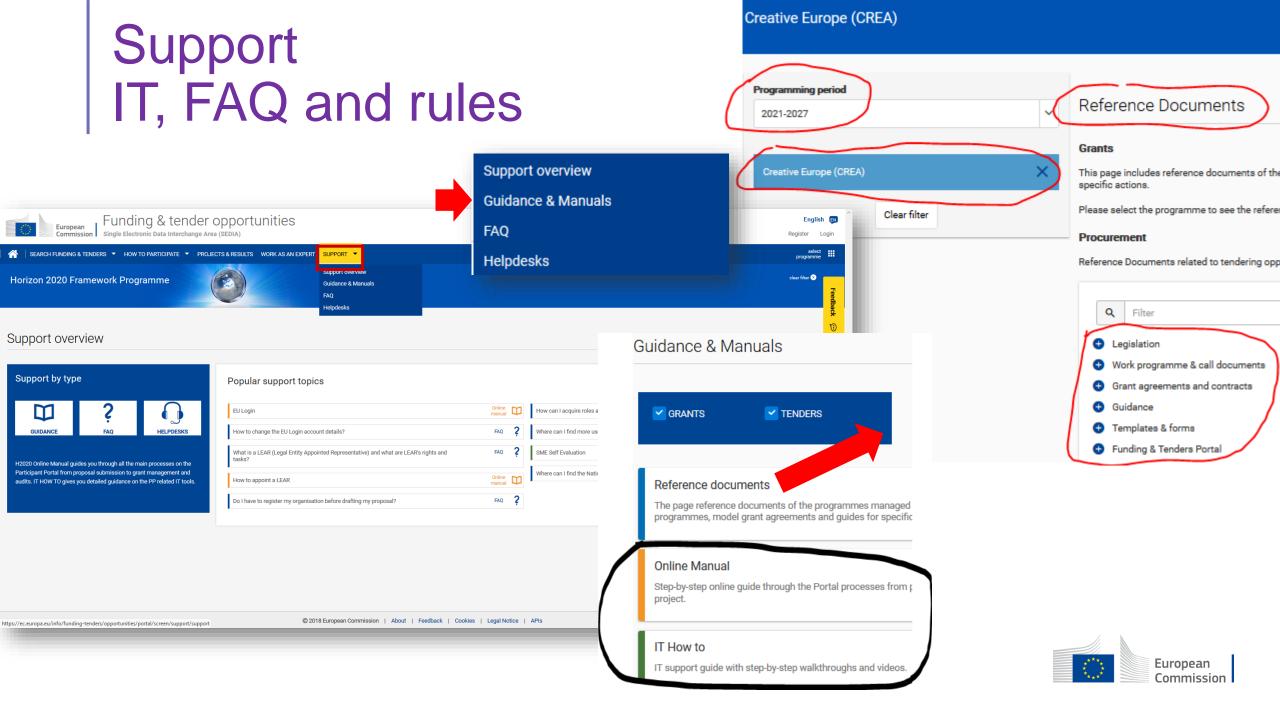
After the finalisation of the evaluation, applicants will receive the Evaluation Result Letter

You can find and download your Evaluation Result Letter in my project area

Notifications sent by email to coordinator's contact persons listed in proposal

Successful applicants start Grant Agreement Preparation in Grant Management system





## Creative Europe Desks

Your gateway to the Creative Europe Programme <a href="https://ec.europa.eu/programmes/creative-europe/contact\_en">https://ec.europa.eu/programmes/creative-europe/contact\_en</a>

Creative Europe Desks can help you develop your project, prepare your application and build partnerships.

Established so far in 38 countries, the Desks provide these services:

- Free information and guidance on how to access funding opportunities under the Creative Europe Programme
- Regular updates on European audiovisual and culture issues
- Networking support facilitating contact between cultural operators in different countries and partner finding
- Targeted info days, workshops, seminars
- Informative websites with all the latest news

REATIVE EUROPE DESKS

Select A Country

Albania

Armenia

Austria

Belgium

Bosnia And Herzegovina

Bulgaria

Croatia

Cyprus

Czech Republic

Denmark

Estonia

Finland

France

## Thank you for your attention!

## QUESTIONS?



Creative Europe 2021-2027

**PUSH BOUNDARIES** 



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