Information session

Innovative tools & Business models

17 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
INNOVATIVE TOOLS AND BUSINESS MODELS

Call CREA-MEDIA-2022-INNOVBUSMOD
OBJECTIVES OF THE CALL

ENCOURAGE THE DEVELOPMENT AND SPREAD OF INNOVATIVE TOOLS AND BUSINESS MODELS

IN ORDER TO IMPROVE THE VISIBILITY, AVAILABILITY, AUDIENCE AND DIVERSITY OF EUROPEAN WORKS IN THE DIGITAL AGE

AND/OR THE OVERALL COMPETITIVENESS AND/OR GREENING OF THE EUROPEAN A/V INDUSTRY
ELIGIBLE ACTIVITIES

Activities aimed at encouraging the development and/or spread of:

Subtitling or accessibility, discoverability and recommendation tools to be widely used across borders and platforms to improve the visibility, availability and audience of European A/V works.

Business tools improving the efficiency and transparency of the A/V market (automated rights management system, technology for data gathering and analysis, etc.).

Business models seeking to optimise the synergies and complementarities between distribution platforms.

Business tools exploring new models of production, financing, distribution or promotion enabled or enhanced by new technology (AI, Big Data, Blockchain, NFT, Metaverse etc.).

Innovative tools and business models improving the greening process of the audiovisual industry.
AWARD CRITERIA

RELEVANCE OF ACTIVITIES
(45 PTS)

RELEVANCE OF THE PROPOSED DEVELOPMENT AND/OR SPREAD OF INNOVATIVE TOOLS AND BUSINESS MODELS TO ADDRESS THE NEW NEEDS OF THE A/V MARKET

20

THE EUROPEAN DIMENSION/POTENTIAL OF THE PROJECT

15

ADEQUACY OF THE STRATEGIES PRESENTED TO ENSURE A MORE SUSTAINABLE AND MORE ENVIRONMENTALLY-RESPECTFUL INDUSTRY

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

5
AWARD CRITERIA

QUALITY OF THE ACTIVITIES
(30 PTS)

THE ADEQUACY OF THE METHODOLOGICAL AND STRATEGIC CHOICES TO THE OBJECTIVES OF THE PROJECT, INCLUDING MARKET ANALYSIS, NATURE AND TIMING OF THE ACTIVITIES TO BE IMPLEMENTED, TARGET GROUP, SELECTION METHODS, TARGET SEGMENTS AND TERRITORIES, SYNERGY AND COLLABORATION WITH DIFFERENT SEGMENTS OF THE VALUE CHAIN, STRATEGIES TO BE IMPLEMENTED AND TOOLS DEPLOYED

THE COHERENCE OF THE BUSINESS MODEL (INCLUDING STRUCTURE OF CO-FINANCING), AND FEASIBILITY AND COST-EFFICIENCY OF THE PROJECT
AWARD CRITERIA

**DISSEMINATION (15 PTS)**
- The methodology proposed for collecting, analysing and disseminating data in order to share results, guarantee the transparency of the project and propose knowledge exchange.
- The impact of the project on the visibility and/or availability, audience of European works in the digital age and/or the competitiveness of the European A/V industry.

**PROJECT MANAGEMENT (10 PTS)**
- The coherence, added-value and complementarity of the project team and/or partnership, including tasks division, decision-making process and exchange of knowledge vis-à-vis the objectives of the project.
QUALITY THRESHOLD

70/100 PTS

FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA

70%
BUDGET AND TIMELINE

7M EUR

DEADLINE
07.04.22
17:00:00 CET

CONTACT:
EACEA-MEDIA-INNOVATIVE-TOOLS@EC.EUROPA.EU
PAYMENT MODELS

- PRE-FINANCING: 40%
- SECOND PRE-FINANCING: 20%
- INTERIM PAYMENT: 20%
- FINAL PAYMENT: 20%
Creative Europe (CREA)

Funding and tenders (2)

Innovative tools and business models
CREA-MEDIA-2022-INNOVBUSMOD

Programme
Creative Europe Programme (CREA)
Type of action
CREA Project Grants
Opening date
03 February 2022

Status
Deadline model
Deadline date
07 April 2022 17:00:00 Brussels time

Innovative tools and business models
CREA-MEDIA-2021-INNOVBUSMOD

Programme
Creative Europe Programme (CREA)
Status
Closed
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?
TECHNICALITIES

MAIN ELEMENTS TO UNDERSTAND THE E-FORM:

→ PART A
→ PART B
→ PART C
E-FORM IN SUBMISSION SYSTEM

Deadline
24 August 2021 17:00:00 Brussels Local Time

Call data:
Call: CREA-MEDIA-2021-INNOVBUSMOD
Topic: CREA-MEDIA-2021-INNOVBUSMOD
Type of action: CREA-PJG
Type of MGA: CREA-AG

Topic and type of action can only be changed by creating a new proposal.

Proposal data:
Acronym: aa
Draft ID: SEP-219764943

Download Part B templates

In this step you can edit the Administrative Forms and upload the proposal itself.

Your proposal contains changes that have not yet been submitted.

Administrative forms

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.

Part B

Declaration on ownership and control

Upload

BACK TO PARTICIPANTS LIST
VALIDATE
SUBMIT
**PART A**

Proposal number: SEP-210764943

Proposal acronym: aa

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

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### PART A

**SIMPLIFIED BUDGET**

**DETAILED BREAKDOWN PER WORK-PACKAGE IN PART B**

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| No. | Name of beneficiary | Country | Role | Personnel costs without volunteers/ EUR | Personnel costs/ volunteers/ EUR | Subcontracting costs/ EUR | Purchase costs/ transfer and subsistence/ EUR | Purchase costs/ Equipment/ EUR | Purchase costs/ Other goods and services/ EUR | Financial support to third parties/ EUR | Indirect costs/ EUR | Total/ eligible costs/ EUR | Ineligible costs/ EUR | Total cost/ estimated project costs and contributions/ EUR | Funding ratio | 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    | Reed Consulting Srl | BE      | Coordinator | 122,333 | 0 | 34,000 | 10,000 | 26,000 | 1,380,000 | 2,000 | 22,773.37 | 348,106.37 | 0 | 348,106.37 | 7/0 | 243,547.41 | 240,000.00 | 10,000.00 | 10,000.00 | 0 | 18,000.00 | 80,106.37 | 348,106.37 |
PART A

- BUDGET MUST BE BALANCED (COST/INCOME)

- PERSONNEL COST-VOLUNTEERS ARE NOT APPLICABLE

- FINANCIAL SUPPORT TO THIRD PARTIES ARE NOT APPLICABLE
PART B

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) on management, its activities, its present position in the national and European markets and its editorial line in terms of development and production.
- For European Sails 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', 'Networks of European cinemas', 'European VOD networks and operators', 'European festivals', 'Subtitling of cultural content', 'Audience Development and Film Education', 'Creative Innovation Lab' and 'Journalism Partnership' Define the objectives of your proposal and explain their relevance to this call for proposals.

For 'Films on the Move'. Describe the experience of the sales agent or pan-European projects, the number of distributors involved and the experience of distributors and their involvement in the project.

Insert text.
PART B: List of questions

1. RELEVANCE

1.1 Define the objectives of your proposal and explain their relevance to this call for proposals (sub Award Criterion: 1.1).

1.2 Describe how your activity meets the needs of the industry/sectors (sub Award criterion: 1.1).

1.3 Explain the European dimension of your project (including, if applicable: origin of content or audiovisual works; crossborder and cross-language dimension; potential for European expansion; nature of the partnership; scope and size of partners) (sub Award criterion: 1.2).

1.4 Describe the strategies to ensure a more sustainable and environmentally-respectful industry (Sub Award criterion: 1.3).

1.5 Describe the strategies to ensure gender balance, inclusion, diversity and representativeness, either in the project/content or in the way of managing the activities (Sub Award criterion: 1.4).
PART B: List of questions

2. QUALITY

2.1 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, localization, 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 (Sub Award criterion: 2.1).

2.2 Explain your business model and your medium-term financial strategies. An estimation of the expected revenues (from 2022 to 2024) must be provided (Sub Award criterion: 2.2).

2.4 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) (Sub Award criterion: 2.2).

2.5 Describe critical risks, uncertainties or difficulties related to the implementation of your project, and your measures/strategy for addressing them. Indicate for each risk (in the description) the impact and the likelihood that the risk will materialize (high, medium, low), even after taking into account the mitigating measures (Sub Award criterion: 2.2).
PART B: List of questions

3. PROJECT MANAGEMENT

3.1 Explain the coherence, added value and complementarity of the project teams and/or the consortium regarding the task division, decision making processes, exchange of knowledge vis-à-vis the objectives of the project (Sub Award criterion 3).

3.2 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 (Sub Award criterion 3).

4. DISSEMINATION

4.2 Describe the methodology proposed for collecting, analysing and disseminating data in order to share the results, guarantee the transparency of your project and propose an exchange of knowledge (Sub Award criterion 4).

4.3 Explain the impact of your project on the visibility, availability, audience of European works in the digital age and/or competitiveness and greening of the targeted European sectors (Sub Award criterion 4).
PART B: List of questions

5. WORKPLAN, WORK PACKAGES, TIMING AND SUBCONTRACTING

5.1 Work Plan (Sub Award criteria 2.1 and 2.2)

5.2 Work packages and activities (Sub Award criteria 2.1 and 2.2)

5.3 Timetable (Sub Award criteria 2.1 and 2.2)

5.4 Subcontracting (Sub Award criteria 2.1 and 2.2)

7. DECLARATIONS
PART B: 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)

- MUST INDICATE A DUE DATE WITHIN THE DURATION OF THE RELATED WORK PACKAGE

DELIVERABLES

- FINAL REPORT IS NOT A DELIVERABLE
- AUDIT REPORT IS NOT A DELIVERABLE
DELIVERABLES

- 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 FOR YOUR ATTENTION!

EACEA-MEDIA-INNOVATIVE-TOOLS@ec.europa.eu