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
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


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)

10

- **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**
AWARD CRITERIA

PROJECT MANAGEMENT
(15 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 KPI's, responsibilities and corresponding budgets among the partners, the quality of the proposed coordination mechanisms and arrangements to manage risks

10

DISSEMINATION
(20 PTS)

- Quality of the strategies to exchange knowledge and ensure sustainable transferability of best practices to as many European citizens as possible
- 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

10

10
QUALITY THRESHOLD

70/100 PTS

FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA

70%
PROJECT DURATION

24 MONTHS
COSTS WILL BE REIMBURSED AT 70%
PAYMENT ARRANGEMENTS

PRE-FINANCING
70%

FINAL PAYMENT
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
Apply on Funding & Tenders Portal

Funding & tender opportunities
Single Electronic Data Interchange Area (SEDIA)

Due to an urgent system deployment, eSubmission will be unavailable this Friday 04/03/2022 from 15:00 until 15:30 (Brussels time). We apologize for any inconvenience this may cause.

Funding and tenders (53)

NEWMedia Literacy
CREA-CROSS-2022-MEDIA LITERACY

Programme: Creative Europe Programme (CREA)
Type of action: CREA Project Grants
Opening date: 03 February 2022
Deadline date: 06 April 2022 17:00:00 Brussels time
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 A
SIMPLIFIED BUDGET
DETAILED BREAKDOWN PER WORK-PACKAGE IN PART B

| No. | Name of beneficiary | Role | Personal costs (without volunteers)/ EUR | Personal costs (volunteers)/ EUR | Subcontracting costs/ EUR | Purchase costs (goods and services)/ EUR | Purchase costs (Equipment)/ EUR | Financial support to third parties/ EUR | Indirect costs/ EUR | Total eligible costs/ EUR | Indirect 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 | Over resources/ EUR | Total estimated project income/ EUR |
|-----|---------------------|------|----------------------------------------|----------------------------------|---------------------------|--------------------------------------|-----------------------------------|-------------------------------|-------------------|---------------------------|-------------------|----------------------------------------|----------------|-----------------------------------------------|-----------------------------------------------|-----------------|------------------------------------------|-----------------|-------------------------------------------|-----------------|
| 1   | Firm Consulting Co. | Coordinator | 123.333                               | 0                               | 24.000                    | 10.000                              | 6.000                             | 120.000                      | 2.000                         | 227.000                   | 7.000                       | 348.106.31                            | 70%               | 242.674.41                                 | 240.000.00                                 | 800.000.00 | 10.000.00                               | 0.00           | 10.000.00                                 | 80.000.00      | 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

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 €).

WORK PACKAGES

- 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**

<table>
<thead>
<tr>
<th></th>
<th>C.1a Travel</th>
<th>C.1b Accomodation</th>
<th>C.1c Subsistence</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>X</strong></td>
<td><strong>X</strong></td>
<td><strong>X EUR</strong></td>
<td><strong>X EUR</strong></td>
</tr>
<tr>
<td>Travels</td>
<td>Persons travelling</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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
- PREPARATION OF NEW APPLICATION IS NOT A DELIVERABLE
**DELIVERABLES**

<table>
<thead>
<tr>
<th>Deliverable No (continuous numbering linked to WP)</th>
<th>Deliverable Name</th>
<th>Work Package No</th>
<th>Lead Beneficiary</th>
<th>Type</th>
<th>Dissemination Level</th>
<th>Due Date (month number)</th>
</tr>
</thead>
</table>

- **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