Information session

INNOVATION LAB

21 April 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
CREATIVE INNOVATION LAB

Call CREA-CROSS-2022-INNOVLAB
OBJECTIVES OF THE CALL

SUPPORT THE DEVELOPMENT OF INNOVATIVE TOOLS, MODELS AND SOLUTIONS APPLICABLE IN THE AUDIOVISUAL AND OTHER CULTURAL AND CREATIVE SECTORS.

IT AIMS TO IMPROVE THE COMPETIVENESS AND/OR GREENING PROCESS OF EUROPEAN CONTENT SECTORS, CIRCULATION, VISIBILITY, AVAILABILITY AND/OR AUDIENCE OF EUROPEAN CONTENT.

TWO THEMES WILL BE SPECIFICALLY COVERED:
- INNOVATIVE EDUCATION TOOLS AND CONTENT USING CREATIVITY TO TACKLE RELEVANT SOCIETAL TOPICS SUCH AS DISINFORMATION
- GREENING ACROSS SECTORS
Key point 1

Start-ups and tech companies

1. The call clearly targets the start-ups: “A wide spectrum of organisations will be invited to participate, including private and public entities, tech companies and start-ups, audiovisual, cultural and creative organisations. The participation of business incubators and accelerators shall be encouraged, to provide space and time for creative ideas to be shaped”.
2. Clear definition of the **AUDIOVISUAL SECTOR** (related to the MEDIA strand):

The audiovisual sector covers all activities and companies related to the development, production, distribution, promotion and circulation of the following content:

- **Feature films, animations and creative documentaries** intended primarily for **cinematic release**;
- **Fiction audiovisual works** (one-off or series), animation (one-off or series) and **creative documentaries** (one-off or series) intended primarily for the purposes of **television** or **digital platform** exploitation;
- **Interactive, non-linear fiction, animation or creative documentary projects** (e.g. narrative virtual reality projects);
- **Narrative video games** and **interactive narrative immersive experiences**.
Key point 3

3. Status of costs related to the production of content:

Mainly applicable to projects proposing « innovative educational tools and content using creativity and creative sectors to tackle societal issues such as misinformation, fake news etc”.

Content development and/or production costs can only be supported if they are clearly linked to the development of innovative tools proposed by the project. They must be proportionate and limited.
Key point 4

4. Importance of the cross-sectoral approach:

Cross-sectoral cooperation within the creative and/or cultural sectors, including the audiovisual sector is at the heart of the Call. Therefore, applications must clearly demonstrate the extent of the cross-sectoral approach, the conditions for its implementation and the expected benefits for the sectors covered.
Examples of projects not relevant

**EX 1:** creation of a streaming platform offering audiovisual recordings of music/theater live events (the project includes the production of the recordings).

**EX 2:** all the projects driven by museum(s) or theaters proposing immersive experiences.

Why it is not relevant:

Absence of the audiovisual sector (the recordings of live events is not a content covered by the definition of the AV sector + the audiovisual sector can not be included in a project only through the production of audiovisual content), No benefits for the audiovisual sector. **These projects should be submitted under the European Cooperation call (Culture strand)**

The development of a streaming platform is not innovative anymore.
ELIGIBLE ACTIVITIES

RIGHTS’ MANAGEMENT AND MONETISATION
INCLUDING TRANSPARENCY AND FAIR REMUNERATION

DATA COLLECTION AND ANALYSIS
WITH PARTICULAR EMPHASIS ON PREDICTION FOR CONTENT CREATION AND AUDIENCE DEVELOPMENT

GREENING OF THE VALUE CHAIN
ACROSS THE CREATIVE AND CULTURAL SECTORS, INCLUDING ACTIONS THAT CONTRIBUTE TO THE NEW EUROPEAN BAUHAUS INITIATIVE

INNOVATIVE EDUCATIONAL TOOLS AND CONTENT USING CREATIVITY TO TACKLE SOCIETAL ISSUES SUCH AS MISINFORMATION, FAKE NEWS, ETC.
AWARD CRITERIA

RELEVANCE (40 PTS)

20

RELEVANCE OF THE PROJECT TO ADDRESS THE NEW MARKET NEEDS AND FIND SOLUTIONS APPLICABLE ACROSS SECTORS

15

THE EUROPEAN DIMENSION/POTENTIAL OF THE PROJECT

5

ADEQUACY OF THE STRATEGIES TO ENSURE GENDER BALANCE, INCLUSION, DIVERSITY AND REPRESENTATIVENESS

QUALITY OF THE ACTIVITIES (30 PTS)

15

THE ADEQUACY OF THE METHODOLOGICAL AND STRATEGIC CHOICES TO THE OBJECTIVES OF THE PROJECT, INCLUDING MARKET ANALYSIS.

15

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

PROJECT MANAGEMENT (10 PTS)

5. The coherence and complementarity of the project team and/or the grouping, including tasks division, decision-making process and the exchange of knowledge

5. The added value of the partnership

DISSEMINATION (20 PTS)

10. The methodology proposed for collecting, analysing and disseminating data in order to share results, guarantee the transparency of the project and propose a knowledge exchange

10. The impact of the project
PAYMENT MODELS

FINANCIAL CAPACITY OK

60% 40%
PRE-FINANCING FINAL PAYMENT

FINANCIAL CAPACITY NOT OK

30% 30% 40%
PRE-FINANCING SECOND PRE-FINANCING FINAL PAYMENT
BUDGET AND TIMELINE

13.64M EUR

DEADLINE
07.09.22
17:00:00 CET

CONTACT:
EACEA-MEDIA-INNOVLAB@EC.EUROPA.EU
Creative Europe (CREA)

Funding and tenders (1)

Innovation Lab
CREA/CROSS/2022/INNOVLAB

Programme
Creative Europe Programme (CREA)

Type of action
CREA Project Grants

Opening date
01 March 2022

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

Submission status
Forthcoming
Open for submission (1)
Closed

Call for proposal
Grant

Need help?
Sort by:
Submission status

Match whole words only
GRANTS
TENDERS
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?
Call data:

Call: CREA-CROSS-2022-INNOVLAB
Topic: CREA-CROSS-2022-INNOVLAB
Type of action: CREA-PJG
Type of MGA: CREA-AG

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

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
[Upload]

Info on independence and Ownership and control
[Upload]

Other annexes
[Upload]

Proposal data:

Acronym: aa
Draft ID: SEP-210856941

Download Part B templates

Download part B templates
TECHNICALITIES
PART A

Proposal number: SEP-210764943
Proposal acronym: aa
Type of Model Grant Agreement: CREA Action Grant Budget-Based

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<td>1</td>
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<tr>
<td>2</td>
<td>Participants</td>
<td>Show</td>
</tr>
<tr>
<td>3</td>
<td>Budget</td>
<td>Show</td>
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### PART A

**SIMPLIFIED BUDGET**

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

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<th>Role</th>
<th>Personal costs - volunteers/ EUR</th>
<th>Subcontracting costs/ EUR</th>
<th>Purchase costs - Equipment/ EUR</th>
<th>Financial support to third parties/ EUR</th>
<th>Financial costs - Other goods, works and services/ EUR</th>
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<td>80 158.31</td>
<td>348 168.31</td>
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</tbody>
</table>
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

- Provide a presentation of the applicant company (and partners for the European Co-development and TV and Online content).
- For European Co-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 European TV 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 an 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.

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: 1.3).
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

- WP 1: PROJECT MANAGEMENT (MANDATORY)

Additional work packages laying out the different activities must be added.

REFER TO THE CALL DOCUMENT
**PART B: WORK PACKAGES**

**BREAKDOWN OF COSTS PER WP**

**MUST BE CONSISTENT WITH GENERAL BUDGET OF PART A**

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For Lump Sum Grants, see detailed budget table/calculator (annex 1 to Part B; see Portal Reference Documents).

*Work Package ...*

To insert work packages, copy WP1 as many times as necessary.
MILESTONES & DELIVERABLES:

- MILESTONES
  - NOT APPLICABLE. DO NOT FILL IN
    - (NO BLOCKING WARNING)

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

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- **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**