



## Information session

### EU grants for news media

### Part 2: Grants beyond Creative Europe

6 April 2022 – 12h CEST

**This info session will be recorded using WebEx for the purpose of publication on EACEA's website, accessible via <https://europa.eu/!fxdcpp>**

**Only presentations will be recorded: Questions & answers will not. Please refer to the Data Protection Notice of the event for more information.**

*European Commission*

# Recap: Policy context

**Media & Audiovisual Action Plan** (in particular, the “[News initiative](#)”)

**European Democracy Action Plan** (more information [here](#))

+ other initiatives to strengthen the public sphere

- Studies / market research
  - Stakeholder dialogues
  - Easier access to loans & equity
  - EU grants for news media, media literacy & efforts to counter disinfo
-

# Grants from various budgets

- Pilot projects & preparatory actions ([PPPA](#)) proposed by the EP
  - Creative Europe (cross-border collaboration)
  - Horizon Europe (research & innovation)
  - Digital Europe (deployment)
  - Multimedia Actions (to strengthen the EU public sphere)
- + Communication grants with editorial independence (eg REGIO, EP)



See the overview on @mediaEU and <https://europa.eu/!fWWDQW>

# Grant opportunities in 2022 (chronological)

Creative Europe yearly call to support cross-border **media literacy** projects (€2.4 million, deadline 6 April 2022)

Horizon Europe call for **media and democracy research** (€9 million, open until 20 April 2022)

Creative Europe yearly call for '**Journalism Partnerships**' (2<sup>nd</sup> round, €7.5 million, open until 7 September 2022)

*Creative Europe support for **press councils & a rapid response mechanism** to violations of media freedom (€4.1 million, launch of call of proposals ~~mid-March~~ early June 2022)*

*Pilot Project / Preparatory Action (PPPA): Supporting **local and regional news media** (€2 million, launch Q2 2022)*

*Multimedia Actions: coverage of European affairs via a **radio network** (€4.4 million, launch Q2 2022)\**

*Multimedia Actions: coverage of European affairs via **data journalism networks** (€1.4 million, launch Q3 2022)\**

*PPPA: 3rd '**Youth media**' call (€9 million, launch Q3 2022)*

*PPPA: **European media platforms** call (€6 million, launch Q2/3 2022)*

*Digital Europe call for a **European media data space** (€8 million, launch Q3 2022)*

*PPPA: Call to improve the **media representation** and inclusion for refugees and migrants (€500 000, Q3/4 2022)*

*PPPA: Support for a European **Festival** of Journalism and Media Literacy (€1 million, launch Q4 2022)*

**Communication grants DG REGIO \***

4\* = complements the calls listed in the [factsheet summary of March 2022](#)

# Grant opportunities in 2022 (per objective)

Research	Horizon Europe call for <b>media and democracy research</b> (€9 million, open until 20 April 2022)
Media freedom & pluralism	Creative Europe support for <b>press councils &amp; a rapid response mechanism</b> to violations of media freedom (€4.1 million, launch of call for proposals <del>mid-March</del> early June 2022) PPPA: Supporting <b>local and regional news media</b> (€2 million, launch Q2 2022)
Collaboration / innovation	Creative Europe yearly call for ' <b>Journalism Partnerships</b> ' (2 <sup>nd</sup> round, €7.5 million, open until 7 September 2022) PPPA: <b>European media platforms</b> call (€6 million, launch Q2/3 2022) Digital Europe call for a <b>European media data space</b> (€8 million, launch Q3 2022)
Citizens engagement, public sphere	Multimedia Actions: coverage of European affairs via a <b>radio network</b> (€4.4 million, launch Q2 2022)* Multimedia Actions: coverage of European affairs via <b>data journalism networks</b> (€1.4 million, launch Q3 2022)* PPPA: 3rd ' <b>Youth media</b> ' call (€9 million, launch Q3 2022) PPPA: Call to improve the <b>media representation</b> and inclusion for refugees and migrants (€500 000, Q3/4 2022) PPPA: Support for a European <b>Festival</b> of Journalism and Media Literacy (€1 million, launch Q4 2022) Creative Europe yearly call to support cross-border <b>media literacy</b> projects (€2.4 million, deadline 6 April 2022)
Other	<b>Communication grants DG REGIO</b> *

# Towards a news media innovation agenda

## Studies:

- DG CNECT is preparing a “**media outlook**” to analyse media trends (launched, to be finalised by end-2022)
- **Study on Artificial Intelligence** in creative sectors (incl. news): [published](#)
- **Study on “Digital European Platform of Quality Content Providers”** focusing on data interoperability. Phase [1](#) completed, phase [2](#) (coordinated by Intellera Consulting) will include a final workshop in autumn 2022.

## Grants:

- Digital Europe call for a **European media data space** (€8 million, 36 months, call for proposals will be published in Q3 2022) > more info [here](#) and on next slides.
- Working with VR? Winners of the 2021 call for proposals on media innovation in Horizon Europe (€26 million) will soon be published [here](#). **Cascade funding for VR** will be available.
- Working with universities? The 2022 Horizon Europe [call](#) on media and democracy (€9 million, open until 20 April 2022) will support **university research**.

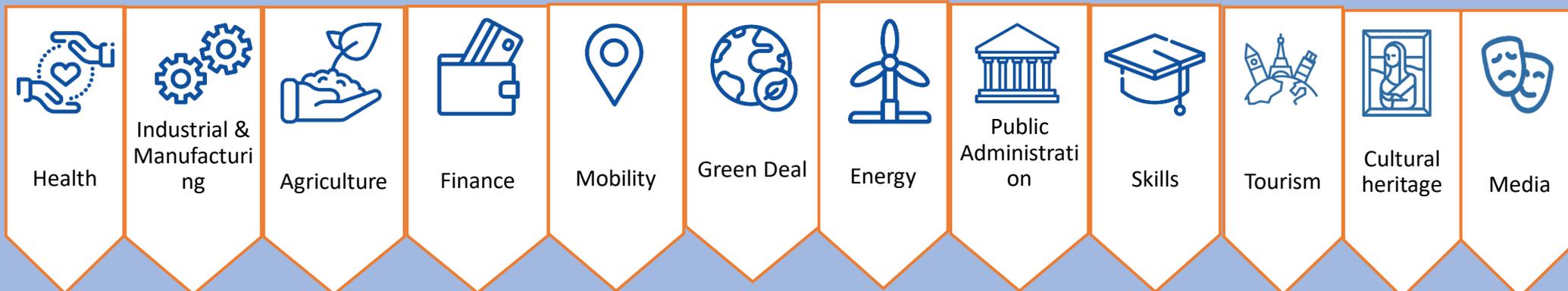
Exploring data  
interoperability

# Digital Europe call : European media data space (deployment)

## **Background**

- [Media and Audiovisual Action Plan](#) – Action 4 - : foster innovation through the creation of a media data space
- [European Data Strategy initiative](#) - A single market for data > the creation of common data spaces

# Common European data spaces

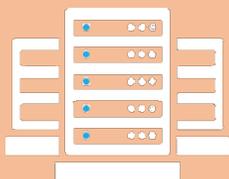


- A secure and privacy-preserving IT environment
- The stakeholders are in control of their data
- Data made available on a voluntary basis and can be reused
- Sectoral data governance (contracts, licenses, access rights, usage rights)
- Technical tools for data pooling and sharing

## Data Spaces Support Centre

- Coordinating the development of data spaces
- Assuring common standards and interoperability

## Technical infrastructure for data spaces



Edge & cloud Services

Smart Middleware solutions

Marketplace

High-Performance Computing

AI on demand platform

AI Testing and Experimentation Facilities

# Digital Europe call : European media data space

## *Overarching objectives*

- Enable **data-based cooperation** among media companies > a more **competitive EU media industry** in face of the online platforms
- **Boost the use of data** for innovative content (entertainment, education and news), production, curation, circulation and distribution across Europe
- Generate **additional value** and open **new markets** for the media industry

## *Sharing of data – Key element of the data space*

- EA wide **variety of data**, e.g. content, user consumption and audience data, 3D animation models, production meta-data.

# Digital Europe call : European media data space

## *Stakeholders*

European publishers, broadcasters, radios, advertising companies, media SMEs, technology providers, content and tech start-ups, content creators, producers and distributors, etc.

## *Technical infrastructure - building blocks*

- secure **interoperability** and an easy, **cross-border access** to key datasets
- link to the **creation of innovative solutions, tools and models** for the production, curation, circulation and distribution of European media content across the Union,
- ultimately contribute to **connect sub-dataspaces from various media sectors** to a coherent data space

## *Important*

- **Type of action:** SME support grant (75% co-funding SMEs and 50% for all the other beneficiaries)
- **Indicative budget:** €8 million
- **Indicative duration:** 36 months
- **Indicative time of call opening:** September 2022

# Digital Europe call : European media data space

## *Outcomes – 3 layers of action*

### 1. *Infrastructure*

- Cloud-based – securely stored data
- Data governance mechanisms
- Features the underlying structural components to design, implement and operate a European common data space
- Testing (“sandbox”) environment for pilots and innovative media services developed through other EU initiatives (e.g. HE)

### 2. *Applications*

- Tools to operationalise content platforms (incl. e.g. modules on automatic translation, neutral search, editing tools, social media interaction, news aggregation and content-driven modules)
- Tools for media data transaction, data analytics
- Services for financial transactions based on the data usage (e.g. using blockchain), services for MR/AR/VR content creations (incl. AI elements)

3. **Content** - support to **curation, joint-production and circulation** of news and media content and its adaptation to different audience targets and consumer preferences.

# Preparatory Action: Media platforms

Aim: Help increase the variety and diversity of factual content available to EU citizens, work towards sector-wide digital media infrastructures that build on multilingual repositories, involving broadcasters and publishers.

Estimated publication of call for proposals in Q3 2022

Budget: €6 million, multiple projects

Targets: News media companies and other organisations active in the sector, media technology developers.

[Stay tuned](#)

# Support for media pluralism

Pilot project: Supporting **local and regional news media** in face of emerging 'news deserts' (€2 million, call for proposals will be published in Q2 2022) aims to prevent 'news deserts' by building resilience of news media in areas/communities where access is limited.

It will consist of:

- Mapping of the local/regional media landscape across Europe
- Providing tailored financial support (cascading grants)

Target: news media & other organisations active in the media domain.

[Stay tuned](#)

# Citizen engagement & public sphere

Aim: strengthen **coverage of European affairs** from pan-European points of view

Support for TV, radio, data journalism, multilingual EU affairs (e.g. [European newsroom](#))

Upcoming calls under [Multimedia Actions](#):

-coverage of European affairs via a **radio network** (€4.4 million, 2 years, call for proposals will be published in Q2 2022)

-coverage of European affairs via **data journalism networks** (€1.4 million, 2 years, call for proposals will be published in Q3 2022)

Upcoming Preparatory Action: 3rd '**Youth media**' call (€9 million, call for proposals will be published in Q3 2022)

[Stay tuned](#)

# Citizen engagement & public sphere

Pilot Project: Call to improve the **media representation and inclusion for refugees and migrants** (€500 000, call for proposals foreseen in Q3/4 2022). Phase 1 project by European Cultural Foundation started 15 Feb 2022 and will last for 15 months, focus on enabling the capacities of the people involved, including artists.

New Pilot Project: Support for a **European Festival of Journalism and Media Literacy** (€1 million, call for proposals foreseen in Q4 2022)

[Stay tuned](#)

Closed today: Creative Europe yearly call to support **cross-border media literacy** projects (€2.4 million, 2 years, deadline 6 April 2022)

# Tackling disinformation

Diverse actions to **tackle disinformation/ increase trust**:

- Horizon 2020: Projects such as [Ontochain](#) and [Trublo](#) provide cascade funding for innovation using blockchain principles for trustworthy information exchange
- Projects have been selected for the 2021 Horizon Europe call [AI against Disinformation](#) (2x €6.5 million) - they will start in a few months
- Horizon Europe 2023-24: continuation of activities expected to support media professionals and citizens using AI for trustworthy information exchange in ever-increasing complex media and social networks

Stay tuned about latest [news](#) on the Commission response to disinformation (incl. EDMO)

# Other relevant calls

Creative Europe  
2021-2027

NEW CALL  
OPEN



CREATIVE INNOVATION LAB

PUSH  
BOUNDARIES



#work4EU European Union, 2021 (CC BY-NC-ND 4.0) sources: @stockphotos.com / Unplash

The poster features a woman with curly hair smiling and a man with a beard looking forward. In the background, there is a stack of colorful cans (yellow, orange, red, green, purple, blue) and a pink circle. The text is in purple and blue.

**Cross-sector innovation lab** under Creative Europe supports projects that address audiovisual as well as other culture/creative sectors and respond to **common challenges and opportunities** brought about by the digital transition ([2022 call](#) is currently open, deadline 7 Sept 2022, €13.6 million, 60% EU co-financing, no minimum/maximum grant, project duration up to 24 months, [info session on 21 April](#))

# DG REGIO – Support for young journalists

New DG REGIO [call](#) to support journalism education by universities and other educational institutions in the EU (1 project, max 95% / €1 million EU co-financing, project duration 12-18 months, deadline 21 April 2022);

Training for journalism students and young journalists (age 18-30). Applications open from 11 April to 11 July 2022: [www.youth4regions.eu](http://www.youth4regions.eu).



#CohesionPolicy



# DG REGIO cohesion policy reporting grant

- Yearly [DG REGIO grants](#) for **reporting on cohesion policy** (up to 80% / €300k per project, total budget €7 million this year)
- 5<sup>th</sup> annual call currently under evaluation: winners to be announced in the summer; campaigns start shortly afterwards and run for **1 year**
- Provides support for the production and dissemination of information and content linked to EU Cohesion policy
- Format and content of campaigns is up to the applicant
- Grant agreement annexes contain an editorial charter and a **guarantee of editorial independence**
- Applicants (**single and/or multiple**) include EU-based media but also academic institutions and NGOs, but **not** public authorities in charge of the implementation of Cohesion policy
- Campaigns cover printed press, audiovisual and online media, events and competitions
- Campaigns can focus on one region, or cover several Member States



# Thank you

<https://twitter.com/mediaeu>



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