Information session

INNOVATIVE TOOLS AND BUSINESS MODELS

24 November 2023

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-2024-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

SUBTITLING OR ACCESSIBILITY, DISCOVERABILITY AND RECOMMENDATION TOOLS
TO IMPROVE THE VISIBILITY, AVAILABILITY, CIRCULATION AND/OR POTENTIAL AUDIENCE OF EUROPEAN A/V WORKS

BUSINESS TOOLS IMPROVING THE EFFICIENCY AND TRANSPARENCY OF THE A/V MARKETS
(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 MODES OF PRODUCTION, FINANCING, DISTRIBUTION OR PROMOTION
ENABLED OR ENHANCED BY NEW TECHNOLOGY (AI, BIG DATA, BLOCKCHAIN, METAVERSE/VIRTUAL WORLDS, NFT, ETC.)

INNOVATIVE TOOLS AND BUSINESS MODELS
IMPROVING THE GREENING PROCESS OF THE A/V INDUSTRY
AWARD CRITERIA

RELEVANCE OF ACTIVITIES
(45 PTS)

20

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

15

THE EUROPEAN DIMENSION/POTENTIAL OF THE PROJECT

5

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
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

**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

- **5**
  - 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

- **10**
QUALITY THRESHOLD

70/100 PTS
FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA

70%
BUDGET AND TIMELINE

8.5M EUR

DEADLINE
25.01.24
17:00:00 CET

CONTACT:
EACEA-MEDIA-INNOVATIVE-TOOLS@EC.EUROPA.EU
Search funding & tenders

Search

INNOVBUSMOD

Match whole words only

1 item(s) found

Innovative tools and business models
CREA-MEDIA-2024-INNOVBUSMOD
Call for proposal
Creative Europe Programme (CREA)
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

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: a
- Draft ID: SEP-211003357

**Download Part B templates**
- Download part B templates

**Administrative forms (Part A)**
- Your proposal contains changes that have not yet been submitted.
- Edit forms
- Edit Part C (KPI)

**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
- Info on independence and ownership and control

**Buttons**
- View history
- Print preview
- Upload

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[Image of the submission system interface with highlighted options]
## PART A – EDIT FORMS

### Table of contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>General information</td>
<td>Show</td>
</tr>
<tr>
<td>2</td>
<td>Participants</td>
<td>Show</td>
</tr>
<tr>
<td>3</td>
<td>Budget</td>
<td>Show</td>
</tr>
<tr>
<td>4</td>
<td>Other questions</td>
<td>Show</td>
</tr>
</tbody>
</table>
**PART A**

**SIMPLIFIED BUDGET**

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

| No | Name of beneficiary | Country | Role | Personnel costs/without volunteers/ EUR | Personnel costs/volunteers/ EUR | Subcontracting costs/ EUR | Purchase costs Travel and subsistence/ EUR | Purchase costs Equipment/ EUR | Purchase costs Other goods, works and services/ EUR | Financial support to third parties/ EUR | Indirect costs/ EUR | Total eligible costs/ EUR | Insolvent costs/ EUR | Estimated project costs and contributions/ EUR | Funding costs | 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 cost income/ EUR |
|----|---------------------|---------|------|----------------------------------------|--------------------------------|--------------------------|-----------------------------------------|--------------------------------|----------------------------------------|--------------------------------|----------------|---------------------------|----------------|---------------------------------------------|--------------|------------------------------------------|------------------------------------------|-----------------|-----------------------------|----------------|--------------------------------|-----------------|----------------------------------|---------------------|-----------------------------|
| 1  | Bard Consulting Co. | IE      | Co   | 123 333                                | 0                              | 34 000                   | 10 000                        | 26 000                        | 130 000                               | 2 000                       | 22 770.31      | 346 106.31                | 0               | 346 106.31                      | 243 674.41   | 240 000.00                      | 240 000.00                | 0               | 10 000.00                 | 80 106.31 | 346 106.31                   | 0               | 346 106.31              |
|    |                     |         |      |                                        |                                |                          |                            |                            |                                  |                            |                            |                          |                |                            |                            |                            |                            |                            |                            |                |                            |                            |                            |
|    | Total               |         |      | 123 333                                | 0                              | 34 000                   | 10 000                        | 26 000                        | 130 000                               | 2 000                       | 22 770.31      | 346 106.31                | 0               | 346 106.31                      | 243 674.41   | 240 000.00                      | 240 000.00                | 0               | 10 000.00                 | 80 106.31 | 346 106.31                   | 0               | 346 106.31              |
PART A

- BUDGET MUST BE BALANCED (COST/INCOME)

- PERSONNEL COST-VOLUNTEERS ARE NOT APPLICABLE

- FINANCIAL SUPPORT TO THIRD PARTIES ARE NOT APPLICABLE
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 action) 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 €).


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 in the next years 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 work coordination, 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 European audiovisual industry (Sub Award criterion 4).
PART B: List of questions

5. WORKPLAN, WORK PACKAGES, ACTIVITIES, RESOURCES AND TIMING

5.1 Work Plan (Sub Award criteria 2.1 and 2.2)

5.2 Work packages, activities, resources and timing (Sub Award criteria 2.1, 2.2 and 3)

7. DECLARATIONS
PART B: WORK PACKAGES

PROJECT ACTIVITIES MAY BE ORGANISED IN THE FOLLOWING WORK PACKAGES:

• WP 1 – PROJECT MANAGEMENT (MANDATORY)

• WP 2 – ACTIVITIES OF THE FIRST YEAR OF IMPLEMENTATION

• WP 3 – ACTIVITIES OF THE SECOND YEAR OF IMPLEMENTATION

• WP 4 – ACTIVITIES OF THE THIRD YEAR OF IMPLEMENTATION

ADDITIONAL WORK PACKAGES MAY BE ADDED (WE RECOMMEND NOT TO EXCEED 4 WORK PACKAGES IN TOTAL)
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:

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

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

- FINAL REPORT IS NOT A DELIVERABLE

- AUDIT REPORT IS NOT A DELIVERABLE
<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>
<tbody>
<tr>
<td>D1.1</td>
<td></td>
<td>1</td>
<td></td>
<td>DE</td>
<td>[PU — Public]</td>
<td></td>
</tr>
</tbody>
</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**
Final recommendations

RECOMMENDATION 1:
BEFORE STARTING WORK ON YOUR APPLICATION, PLEASE CONTACT YOUR DOMESTIC CREATIVE EUROPE DESK TO CHECK ITS RELEVANCE TO THE OBJECTIVES OF THE CALL: Creative Europe Desks | Culture and Creativity (europa.eu)

RECOMMENDATION 2:
TO FIND OUT HOW TO REGISTER AND VALIDATE YOUR COMPANY ONLINE, PLEASE WATCH THIS VIDEO: https://www.youtube.com/watch?v=VuNI478WeTu
THANK YOU FOR YOUR ATTENTION!

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