Welcome!

THE SESSION WILL BEGIN SOON
INFORMATION SESSION

MARKETS AND NETWORKING CALL 2024

6 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
MARKETS AND NETWORKING

Call CREA-MEDIA-2024-MARKETNET
CONTENT

1. Context
2. Call information
3. Applying to the call
OBJECTIVES OF THE CALL

- PROMOTION OF EUROPEAN WORKS
- COOPERATION OF AUDIOVISUAL PROFESSIONALS
WHAT ACTIVITIES?

MARKETS

NETWORKS OF MARKETS

NETWORKING ACTIVITIES

INDIVIDUAL MARKETS

B2B PROMOTION ACTIVITIES

CO-CREATION OF SERIES
WHAT ACTIVITIES?

MARKETS

INDIVIDUAL MARKETS

✓ B2B EXCHANGES
✓ FACILITATE CO-PRODUCTIONS & SALES
✓ IMPACT ON PROMOTION AND SALES OF EUROPEAN WORKS
✓ INNOVATIVE CONTENT

NETWORKS OF MARKETS

☐ ORGANISED BY THEMES
☐ BY TYPES OF WORKS
☐ COVER SPECIFIC REGION
WHAT ACTIVITIES?

NETWORKING ACTIVITIES

- ACTIVITIES COVERING EXISTING MARKETS
  - IN & OUTSIDE MEDIA COUNTRIES
  - B2B PROMOTION ACTIVITIES
  - DISTRIBUTION OF WORKS
  - EXCHANGE OF BEST PRACTICE
  - INNOVATIVE TECHNOLOGIES

- CO-CREATION OF SERIES

- FINANCIAL SUPPORT TO THIRD PARTIES
HIGHLIGHT ON

INNOVATIVE CONTENT
AWARD CRITERIA

RELEVANCE OF THE ACTIVITIES
(40 PTS)

10
RELEVANCE IN LINE WITH THE OBJECTIVES OF THE CALL

10
POSITIONING -> USP

10
ADDED VALUE :
• CIRCULATION/PROMOTION OF WORKS
• EUROPEAN/INTL DIMENSION
• CULTURAL/LANGUAGE DIVERSITY

5
STRATEGIES FOR SUSTAINABLE AND ECO-FRIENDLY ACTIVITIES WITHIN THE PROJECT IMPLEMENTATION

5
STRATEGIES FOR GENDER BALANCE INCLUSION DIVERSITY REPRESENTATIVENESS
AWARD CRITERIA

QUALITY OF CONTENT AND ACTIVITIES (30 PTS)

QUALITY OF ACTIVITIES
- INNOVATION
- DIGITAL TECHNOLOGIES / NEW BUSINESS MODELS
- VISIBILITY OF PROFESSIONALS FROM LCC

COHERENCE OF BUSINESS MODEL
- CO-FINANCING STRATEGY
- FEASIBILITY
- COST EFFICIENCY
AWARD CRITERIA

PROJECT MANAGEMENT
(10 PTS)

PROJECT TEAM OR GROUPING
• COHERENCE / COMPLEMENTARITY
• TASK DIVISION
• WORK COORDINATION
• DECISION MAKING
• EXCHANGE OF KNOWLEDGE

DISSEMINATION
(20 PTS)

SYSTEMIC IMPACT
• CO-PRODUCTION, FINANCING, VISIBILITY
• INTERNATIONAL CIRCULATION
• GLOBAL AUDIENCE REACH
• TRACK RECORD
• ASSISTANCE AND FOLLOW UP

STRUCTURING EFFECTS AND ADDED VALUE
• ENTER TARGETED MARKETS
• REINFORCE CO-PRODUCTION AND/OR INTL CIRCULATION
QUALITY THRESHOLD

70/100 PTS
FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA

70%
PROJECT DURATION

24 MONTHS
COSTS WILL BE REIMBURSED AT 70%
BUDGET AND TIMELINE

16,5M EUR

DEADLINE
18.01.2024
17:00:00 CET

EVALUATION: FEBRUARY – MAY 2024

INFO TO APPLICANTS: JULY 2024

SIGNATURE GRANT AGREEMENT: EXPECTED OCTOBER 2024
CONTENT

1. Context

2. Call information

3. Applying to the call
Deadline
18 January 2024 17:00:00 Brussels Local Time
108 days left until closure

Please submit your proposal at the latest **48 hours before the deadline** (to avoid system congestion or system incompatibility issues). Late proposals will not be accepted. Don't wait until the end because you are worried about confidentiality – we will not open the proposals before the deadline. You can submit the proposal as many times as you wish up until the deadline. Each new submitted version will replace the previous one.

Call data

Call: CREA-MEDIA-2024-MARKETNET
Topic: CREA-MEDIA-2024-MARKETNET
Type of action: CREA-PJG
Type of MGA: CREA-AG

Find your organisation

Search for your organisation
TECHNICALITIES
Call: CREA-MEDIA-2024-MARKETNET
( Markets & Networking)

Topic: CREA-MEDIA-2024-MARKETNET

Type of Action: CREA-PJG
(CREA Project Grants)

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<th>Action</th>
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<tbody>
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<td>1</td>
<td>General information</td>
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</tr>
<tr>
<td>2</td>
<td>Participants</td>
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</tr>
<tr>
<td>3</td>
<td>Budget</td>
<td>Show</td>
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<td>4</td>
<td>Other questions</td>
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## PART A
### SIMPLIFIED BUDGET
**BREAKDOWN PER WORK-PACKAGE IN PART B**

<table>
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<tr>
<th>No</th>
<th>Name of beneficiary</th>
<th>Country</th>
<th>Role</th>
<th>Personal costs/without volunteers/EUR</th>
<th>Personal costs/volunteers/EUR</th>
<th>Subcontracting costs/EUR</th>
<th>Purchase costs/travel and subsistence/EUR</th>
<th>Purchase costs/equipment/EUR</th>
<th>Financial support to institutions/EUR</th>
<th>Indirect costs/EUR</th>
<th>Total eligible costs/EUR</th>
<th>Ineligible costs/EUR</th>
<th>Funding rate</th>
<th>Maximum EU contribution to eligible costs/EUR</th>
<th>Requested EU contribution to eligible costs/EUR</th>
<th>Mismatch amount/EUR</th>
<th>Income generated by the project/EUR</th>
<th>EU</th>
<th>Financial contributions/EUR</th>
<th>Own resources/EUR</th>
<th>Total/undistributed income/EUR</th>
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<tr>
<td>1</td>
<td>Baud Consulting Co.</td>
<td>NL</td>
<td>Coor</td>
<td>123,333</td>
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<td>36,000</td>
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<td>80,066.31</td>
<td>349,166.31</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 **ONLY APPLICABLE FOR NETWORKING ACTIVITIES**
PART B

- DESCRIPTION OF THE ACTION
- COVERS THE TECHNICAL CONTENT OF THE PROPOSAL
- MANDATORY

Call data

Call: CREA-MEDIA-2024-MARKETNET
Topic: CREA-MEDIA-2024-MARKETNET
Type of action: CREA-PJG
Type of MGA: CREA-AG

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

Download Part B templates

Download part B templates
PART B

CHECK THE CORRECT QUESTIONS BASED ON THE ACTION/CALL

1. RELEVANCE

1.1 Background and general objectives

Background and general objectives

For ‘European Co-development’, ‘European Slate development’, ‘European Mini-Slate development’, ‘TV and Online content’ and ‘Video games and immersive content development’:
- 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 €).


For ‘European Film Distribution’ and ‘European Film Sales’. Describe your company position on the national and European/international market as well as your editorial line/catalogue (size, genre, focus, etc.) and the latest developments/changes in regards to release windows. Describe typical/planned marketing and promotion campaigns for the release/sale of European non-national film(s) including online releases. If a release is already planned please be specific on the release campaign (number of prints and cinemas, type of marketing and promotion activities, innovative ways to attract audiences, type of audience, objectives in terms of admissions, online activities, etc.) For European Film Distribution, please also explain how you intend to co-produce and/or acquire and/or promote European non-national films. For European Film sales, you can also indicate the festivals/markets that you principally target.
PART B

PROJECT ACTIVITIES MUST BE ORGANISED IN THE FOLLOWING WORK PACKAGES (WP):

• WP 1: PROJECT MANAGEMENT (MANDATORY)

• WP 2: ACTIVITIES TO BE IMPLEMENTED (MANDATORY)
  • ACTIVITIES OF FIRST YEAR IMPLEMENTATION

• WP 3: ACTIVITIES TO BE IMPLEMENTED (MANDATORY)
  • ACTIVITIES OF SECOND YEAR IMPLEMENTATION

• WP 4: ACQUISITION OF A SUSTAINABILITY CERTIFICATE FOR PHYSICAL EVENTS (MANDATORY)
PART B: WORK PACKAGES

BREAKDOWN OF COSTS PER WP

MUST BE CONSISTENT WITH GENERAL BUDGET OF PART A

<table>
<thead>
<tr>
<th>Participant</th>
<th>Costs</th>
<th>A. Personnel</th>
<th>B. Subcontracting</th>
<th>C.1a Travel</th>
<th>X person months</th>
<th>X EUR</th>
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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.
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 !!!!
DELIVERABLES

- 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
## 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**
MILESTONES

NOT APPLICABLE. DO NOT FILL IN
(NO BLOCKING WARNING)
PART B

WORD DOCUMENT

UPLOAD IN PDF

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

BACK TO PARTICIPANTS LIST

VALIDATE

SUBMIT
PART C -> KPIs

- Location
- Type of project, thematic area and types of activities
- Type of project participants
- Output, result and impact indicators (only at reporting)
PART C -> Location = country where the event takes place
Manage proposal

TEST MODE

Deadline
18 January 2024 17:00:00
106 days left until closure

Your proposal was submitted on: 04 October 2023 09:48:08 (Brussels Local Time)

Your proposal is part of call CREA-MEDIA-2024-MARKETNET. The call deadline is 18 January 2024 17:00:00 (Brussels Local Time).

Your proposal ID is [redacted] This number is important and will be used as future reference during the evaluation process.

Revisit your proposal

You can edit your proposal and re-submit at any time before the deadline 18 January 2024 17:00:00 (Brussels Local Time).

The time-stamped and digitally signed PDF version of your proposal is not yet available (and may still take some time). Please contact the Helpdesk if it is not available within 24 hours after the deadline.

You may withdraw your proposal at any time before call closure. When withdrawing, your proposal will not be considered in the evaluation stage.
THANK YOU FOR YOUR ATTENTION!

EACEA-MEDIA-MARKETS@ec.europa.eu
QUESTIONS?