



# MEDIA LITERACY Information Session

Call for proposals  
CREA-CROSS-2024-MEDIALITERACY  
4 December 2023

This info session **will be recorded** using WebEx for the purpose of publication on EACEA's website. Only the presentation will be recorded. Q&A part will not be recorded. Please refer to the Data Protection Notice of the event for more information.

European Education and Culture Executive Agency

# Welcome

- General information about the call for proposals
- Admissibility and eligibility criteria, and selection process
- How to apply?
- Q&A

# Call ID

- Call: “**NEWS – MEDIA LITERACY**” (CREA-CROSS-2024-MEDIALITERACY)
- Call budget: **EUR 2 000 000**
- Project budget (maximum grant amount): **EUR 500 000 per project** ≈ 4 projects
- Project duration: **24 months** (as from start date in GA)
- Electronic submission: [F&T portal](#)

**Deadline: 7 March 2024, 17:00 CET**

# Objective and priority of the call



**Objective:** To promote cross-sectoral activities that aim at adjusting to the structural and technological changes faced by the media, including enhancing a free, diverse, and pluralistic media environment, quality journalism and media literacy including in the digital environment.

**Priority:** Actions shall promote media literacy in order to enable citizens to use and develop a critical understanding of the media and support knowledge sharing and exchanges on media literacy policies and practices.

# Background and policy context

- **Creative Europe**
  - Safeguard, develop and promote European cultural and linguistic diversity and heritage
  - Increase the competitiveness and the economic potential of the cultural and creative sectors, in particular the audiovisual sector
  - EUR 2.4 billion for the period 2021-2027
- **CROSS SECTORAL strand**: Promoting policy cooperation and innovative actions supporting all strands of the Programme, promoting a diverse, independent and pluralistic media environment, and media literacy, thereby fostering freedom of artistic expression, intercultural dialogue and social inclusion
- **Media Literacy action**: Media Literacy but not only – see [The 'News Initiative'](#)

# Areas of activities

Collaborative projects **addressing at least two** of the following 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 and strengthening collaboration between different regions of Europe.
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 recognise 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

1. **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
2. **Development of materials for citizens and trainers** targeting all or any age and societal groups
3. **Development of innovative media literacy solutions** fit for the future media landscape (the project can include prototypes, but not focus exclusively on IT development)
4. **Training activities for citizens and educators**, including sharing of best practices across linguistic, state and cultural borders.
5. **Organisation of public events and/or workshops to raise awareness** and share best practices
6. **Community-led activities** to tailor and make accessible the above-mentioned tools and materials

# Expected impact

- 1. Scaling up best practices** across national, cultural and linguistic borders and **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 via pan-European consortia
- 2. 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
- 3. Support for media literacy professionals** to adapt their practices to fast developing media formats and changing media consumption patterns.



# Evaluation

- **Timeline:**
  - Deadline: 7 March 2024, 17:00:00 CET
  - Evaluation: March - June 2024 (*indicative*)
  - Information on evaluation results: July 2024 (*indicative*)
  - GA signature: December 2024 (*indicative*)
- **Evaluation committee** (assisted by independent outside experts) will assess all applications
- Proposals passing **admissibility and eligibility check** proceed to evaluation based on **award criteria**
- All proposals will be informed about the evaluation result (**evaluation result letter**)
- Successful proposals will be invited for grant preparation (**GAP**), the other ones will be put on the reserve list or rejected

# Admissibility

- Electronic submission: [F&T portal](#)
- Before the deadline: **7 March 2024, 17:00:00 CET**
- Must be complete:
  - Application Form **Part A** (filled in online, administrative information about the applicant organisations and the summarised budget for the proposal)
  - Application Form **Part B** (description of the action with mandatory WPs, from Word template available for download and to uploaded as PDF file, max 70 pages!)
  - Application Form **Part C (KPI)** (filled in online)

# Eligibility (1)

Applicants (beneficiaries and affiliated entities) must be:

- **Legal entities** (public or private, see more details on natural persons' eligibility and other specific cases under section 6. Eligibility of the call)
- **Established in eligible country** (EU member states and [countries participating in Creative Europe Programme](#))
- **Registered** in the [Participant Register](#) > [Participant Identification Code](#) (PIC)

# Eligibility (2) - Consortium composition

Proposals **must be** submitted by:

- A consortium composed of **minimum 3 entities from 3 different eligible countries**
- Consortia may include **profit and non-profit organisations** (private or public), **public authorities** (national, regional, local), **international organisations**, **universities and educational institutions**, **media organisations**, **research and technology institutions**, **technology providers**.

# Award criteria (1)

Award criteria	Minimum pass score	Maximum score
Relevance	n/a	30
Quality of content and activities	n/a	30
Project management	n/a	20
Dissemination	n/a	20
<b>Overall (pass) scores</b>	<b>70</b>	<b>100</b>

- Maximum points: 100 points.
- Overall threshold: 70 points.
- **Proposals that pass the overall threshold will be considered for funding within the limits of the available call budget. Other proposals will be rejected.**

# Award criteria (2) - Relevance

- **Relevance (30 points):**
  - The relevance of the project vis-à-vis the objectives and targeted activities of the Call, including its European dimension, the number of countries and languages covered (**15 points**)
  - The relevance and innovation of the proposed activities vis-à-vis the expected results and target audiences, substantiated by a needs analysis of the chosen (sub)sector and mapping of already existing initiatives (**10 points**)
  - Adequacy of the strategies to ensure gender balance, inclusion, diversity and representativeness, either in the project or in the way of managing the activity (**5 points**)

# Award criteria (4) – Project management

- **Project management (20 points):**
  - The composition and experience of the proposed project team in relation to the objectives of the project (**5 points**)
  - Efficiency and clarity of work packages and KPI's, allocation of responsibilities and corresponding budgets, the quality of the proposed coordination mechanisms, quality control systems and arrangements to manage risks (**15 points**)

# Award criteria (3) - Quality

- **Quality of content and activities (30 points):**
  - Adequacy of the proposed methodologies to reach the objectives of the Call, including methods for implementing the proposal (**10 points**)
  - Mechanisms to ensure innovation, collaboration, creativity, diversity, pluralism, impartiality and independence (**10 points**)
  - Cost-efficiency of the proposed activities in the chosen domain (**10 points**)



# Award criteria (5) – Dissemination

- **Dissemination (20 points):**
  - Quality of the strategies to build and/or exchange knowledge and ensure sustainable transferability of activities and results among as many stakeholders as possible (**10 points**)
  - The impact at local, regional, national and/or European levels, beyond those directly involved in the project and beyond the project's lifetime, including methods to ensure such impact (**10 points**)

# Cost eligibility

- A. Personnel costs** (employees, natural persons under direct contract, seconded persons, and SME owners and natural persons beneficiaries)
- B. Subcontracting costs** (beyond 30% of the total eligible costs must be justified in the application)
- C. Purchase costs** (travel and subsistence (actual or unit costs), equipment, other goods, works and services)
- D. Indirect costs** (7% flat rate)

The costs will be reimbursed at the **70% funding rate** fixed in the Grant Agreement.

# Payment arrangements

- A **prefinancing of 70%** of maximum grant amount paid within 30 days after grant agreement entry into force
- No interim payments (no periodic report linked to interim payment)
- Payment of the **balance** at the end of the project (calculation based on final total eligible costs with balance payment or recovery)

All payments will be made **to the coordinator**. For practical and legal reasons, it is recommended to set up internal arrangements for project management and payments in a **Consortium agreement**.

# How to apply?

The screenshot shows the top navigation bar of the European Commission's 'Funding & tender opportunities' portal. The header includes the European Commission logo, the title 'Funding & tender opportunities', and the subtitle 'Single Electronic Data Interchange Area (SEDIA)'. On the right, there are links for 'English' and 'EU', along with 'Register' and 'Login' buttons. The main navigation menu is a dark blue bar with options: 'SEARCH FUNDING & TENDERS', 'HOW TO PARTICIPATE' (highlighted in yellow), 'PROJECTS & RESULTS', 'WORK AS AN EXPERT', and 'SUPPORT'. Below the navigation, the 'HOW TO PARTICIPATE' section is active, showing a 'Programming period' dropdown set to '2014-2020' and a 'Filter by programme' dropdown set to 'Select a Programme...'. A 'Clear filter' button is also present. The main content area is titled 'Reference Documents' and contains two sections: 'Grants' and 'Procurement'. The 'Grants' section includes a description: 'This page includes reference documents of the programmes managed on the EU Funding & Tenders portal starting with legal documents and the Commission work programmes up to model grant agreements and guides for specific actions.' and a prompt: 'Please select the programme to see the reference documents.' The 'Procurement' section states: 'Reference Documents related to tendering opportunities are published on TED eTendering in the calls for tenders.'



European  
Commission

# Funding & tender opportunities

Single Electronic Data Interchange Area (SEDIA)

HOME

SEARCH FUNDING & TENDERS ▾

HOW TO PARTICIPATE ▾

PROJECTS & RESULTS

WORK AS AN EXPERT

SUPPORT ▾

## Find calls for proposals and tenders

Search calls for proposals and tenders by keywords, programmes...

Search

### EU Programmes

Asylum, Migration and  
Integration Fund (AMIF)

Border Management and  
Visa Policy Instrument  
(BMVI)

Citizens, Equality, Rights  
and Values Programme  
(CERV)

Connecting Europe Facility  
(CEF)

Creative Europe  
Programme (CREA)

Customs Control  
Equipment Instrument  
(CCEI)

#### NEWS - Media literacy

CREA-CROSS-2024-MEDIALITERACY Call for proposal  
Creative Europe Programme (CREA)

Open for submission

Grant



European  
Commission

## Topic conditions and documents

- 1. Eligible countries:** as described in the [Call document](#).
- 2. Eligibility and admissibility conditions:** as described in the [Call document](#).
- 3. Proposal page limits and layout:** please refer to Part B of the [standard proposal template](#)....

▼ Show more

## Topic updates

Nov 6, 2023 12:38:50 PM

The European Education and Culture Executive Agency (EACEA) will organise online info session to explain the funding opportunity and the application process:

Monday, **4 December 2023, 11:00-12:00** (Brussels time)

Meeting link: <https://econf.webex.com/econf/j.php?MTID=md94b1b6f1e1c3710d2158b8c9d68bb3c...>

▼ Show more

## Topic related FAQ

0 item(s) found

There are no FAQ related to this topic.

## Partner search announcements

### 0 Searches of partners to collaborate on this topic

[View / Edit](#)

LEARs, Account Administrators or self-registrants can publish partner requests for open and forthcoming topics after logging into this Portal, as well as any user having an active public Person profile.

## Start submission

[Need help?](#)

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](#)

## Find your organisation

PIC ⓘ \*

9

Short name ⓘ \*

250

Search

Organisations you have been previously associated with. (Click to select)

Placeholder for previously associated organisations (left column)

Placeholder for previously associated organisations (right column)

## Your role

Please indicate your role in this proposal \*

- Main contact
- Contact person

## Your proposal

It will appear also in the "General Information" section of the Application Form Part A and can also be updated there.

Acronym \*

Enter value

20

Short Summary \*

Enter value

2000





Call requires at least 3 participant(s) from different EU member states and associated countries, currently you have 1.

Number of participants: 1 ⓘ

Reorder ↓



Coordinator



1



[Redacted]

Contacts ①



Add contact +

Add Affiliated Entity +

Main contact



Change organisation

Contact organisation


Add Partner +

Add Associated partner +



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### Administrative forms (Part A)

Edit forms 


Edit Part C (KPI)

View history

Print preview



### 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



Other annexes



Upload



### Download Part B templates



Download part B templates

# Part A

## Table of contents

Section	Title	Action
1	General information	Show
2	Participants	Show
3	Budget	Show
4	Other questions	Show

Table of contents

Validate form

Save form

Save & exit form

## Application forms

### Validation result

Show Error

The red 'Show Error' button indicates an error due to a missing or incorrect value related to the call eligibility criteria. The submission of the proposal **will be blocked** unless that specific field is corrected!

Show Warning

The yellow 'Show Warning' button indicates a warning due to a missing or incorrect value related to the call eligibility criteria. The submission of the proposal **will not be blocked** (proposal will be submitted with the missing or incorrect value).

# Part B

- .rtf > .pdf
- Max 70 pages
- No annexes (e.g. list of previous projects)

## 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 'Fostering European media talents and skills', 'Markets & networking', 'Innovative tools and business models', 'MEDIA360', 'Networks of European cinemas', 'Networks of European festivals', 'European VOD networks and operators', 'European festivals', 'Subtitling of cultural content', 'Audience Development and Film Education', 'Media Literacy', 'Defending media freedom and pluralism' and 'Journalism Partnership': Define the objectives of your proposal and explain their relevance to this call for proposals.*

*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.*

*For 'Films on the Move': Describe the experience of the sales agent on pan-European projects, the number of distributors involved and the experience of distributors and their involvement in the project.*

*For 'Creative Innovation Lab': Define the objectives of your proposal and explain their relevance to this call for proposals. Describe the scope of your cross-sectoral approach and explain which cultural/creative sectors are targeted and how the audiovisual industry (Feature films/TV series/Narrative video games/animation/Creative documentaries/Interactive narrative immersive content) can benefit from your project. Describe the innovative aspects of your project.*

Insert text

# Part C


Proposal ID	Call for Proposal	Topic	Type of Action
SEP-211005532	CREA-CROSS-2024-MEDIALITER...	CREA-CROSS-2024-MEDIALITER...	CREA-PJG

## KPIs (Key Performance Indicators)


Please fill in the data for your project. At submission and grant preparation stage, the data will be on your planned indicators ; at reporting stage it should be the real indicators achieved (since the project start). The KPI tool should be updated with the latest available data for each periodic report (the KPIs are mandatory part of the project reporting). Please do not forget to tick the acknowledgement checkbox before submission.

 Validation Summary

### Administrative forms (Part A)

[Edit forms](#) [Edit Part C \(KPI\)](#)[View history](#)[Print preview](#)

### 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 \*

[Delete](#)

Other annexes

[Upload](#)[← BACK TO PARTICIPANTS LIST](#)[VALIDATE](#)[SUBMIT](#)

### Support & Helpdesk

[Online Manual](#)[IT How To](#)[IT Helpdesk](#)[FAQ](#)

#### Service Desk:



EC-FUNDING-TENDER-SERVICE-DESK@ec.europa.eu



+32 2 29 92222

# Don't forget!

- Read carefully the [Call document](#)
- **Get support**
  - [IT Helpdesk](#) for forgotten passwords, access rights and roles, technical aspects of submission of proposals, etc. or +32 2 29 92222 or [EC-FUNDING-TENDER-SERVICE-DESK@ec.europa.eu](mailto:EC-FUNDING-TENDER-SERVICE-DESK@ec.europa.eu)
  - [Online Manual](#) for applying via Funding & tender portal
  - [EACEA-CREATIVE-EUROPE-MEDIA-LITERACY@ec.europa.eu](mailto:EACEA-CREATIVE-EUROPE-MEDIA-LITERACY@ec.europa.eu) for non-IT related questions > see FAQs for answers!
- Check the **completeness of your proposal** before submission
- Do not submit your proposal at the **last moment!**

# Questions?

Check [Online-Sessions - Creative Europe - MEDIA 2024](#) on EACEA website for recording of the information session and the presentation



# Thank you!

Good Luck!  
😊



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