WELCOME
INFORMATION SESSION

JOURNALISM PARTNERSHIPS

6 December 2023

This info session will be recorded using WebEx for the purpose of publication on EACEA’s website, accessible via Online-Sessions - Creative Europe - MEDIA 2024.

Only the presentations will be recorded; questions and answers will not be. Please refer to the Data Protection Notice of the event for more information.

European Education and Culture Executive Agency
CREA-CROSS-2024-JOURPART
JOURNALISM PARTNERSHIPS

Info session
https://ecconf.webex.com/ecconf/j.php?MTID=mc7ac301ec3a2255f44dc3ac90ceebf6c

European Education and Culture Executive Agency
WELCOME

- Policy Context
- General Information about the Call for Proposals
- Admissibility and Eligibility Criteria
- Selection Process
- How to Apply?
- Q&A
THE NEWS INITIATIVE

AIM: TACKLE THE STRUCTURAL CHALLENGES FACING THE NEWS MEDIA SECTORS

- Structured dialogue (incl. European News Media Forum)
- Better access to finance, through loans and equity (through InvestEU)
- Grants for news media collaboration & organisations that support pluralism (mainly through Journalism Partnerships within Creative Europe)
- Grants for innovation in Horizon Europe, Digital Europe (e.g. the Media Data Space)
- New grants through Pilot Projects & Preparatory Actions
- Studies/reports (e.g. the European Media Outlook, mapping public financing of news)

More information on the NEWS initiative: https://europa.eu/!JUn6cN
OTHER FUNDING OPPORTUNITIES

• **Creative Europe call** to support **Media Literacy projects** (Deadline 7 March 2024. Two-year projects starting end-2024. Max €500k per project representing max 70% of costs. Total budget €2 million. See recordings of the **Info Session** of 4 December 2023)

• **Preparatory Action: call** to support cross-border **Youth Media projects** (Deadline 29 January 2024. 14-month projects starting in Autumn 2024. Max €3.2 million per project representing max 80% of costs. Total budget: €9 million)

• **Also interesting: DG REGIO call** to cover **Cohesion Policy** (Deadline 9 Jan 2024. One-year projects starting end-2024. Max €300k per project representing 80% of costs. Total budget: €7 million).

• **All grants guarantee Editorial Independence**

• **Stay tuned for all news media updates from DG CNECT via** [https://twitter.com/mediaeu](https://twitter.com/mediaeu)
CALL INFORMATION

SELECTION PROCESS, TIMELINE, ADMISSIBILITY-ELIGIBILITY-AWARD CRITERIA
COLLABORATIONS

Fostering CROSS-BORDER COLLABORATION AMONG NEWS MEDIA

- Address the structural and technological changes faced by the media sector
- Develop collaborative transformation, from a business, technological and/or content point of view.

PLURALISM

Encouraging MEDIA PLURALISM

Third Party Support

- For organisations offering grants and trainings to news media of particular relevance to democracy and civic participation
CREA-CROSS-2024-JOURPART-COLLABORATIONS
EXPECTED IMPACT

- Increased innovation and creativity in business models, journalistic production processes and distribution processes
- Increased interest in journalism, among various social groups, language groups and age groups
- Increased viability of professionally produced journalistic content
- Increased media collaboration
- Sector-wide networks for the exchange of best practices among news media professionals
- Hubs for sub-sectors around technical formats (written/online press, radio/podcast, TV, etc.) and/or journalistic genres (data journalism, general topics, specialised journalism)
- Acquisition and improvement of professional skills by journalists and other media business professionals
CREA-CROSS-2024-JOURPART-COLLABORATIONS

ELIGIBLE ACTIVITIES

- BETTER REVENUE AND MONETISATION MODELS
- NEW APPROACHES TO AUDIENCE DEVELOPMENT, COMMUNITY-BUILDING AND MARKETING
- DEVELOPMENT OF COMMON PROFESSIONAL/TECHNICAL STANDARDS
- NEW TYPES OF NEWSROOMS
- SYNDICATION NETWORKS OR OTHER MODELS TO EXCHANGE CONTENT/DATA BETWEEN NEWS MEDIA ACROSS THE EU
- PROVIDE ASSISTANCE TO SMALL MEDIA ORGANISATIONS
CREA-CROSS-2024-JOURPART-PLURALISM

Expected Impact

- Increased innovation and creativity in business models, journalistic production processes and distribution processes
- Increased interest in journalism, among various social groups, language groups and age groups
- Increased viability of produced journalistic content
- Increased resilience, pluralism and editorial independence
- Increased resilience of civil society organisations
- Improved uptake of new technologies into the targeted media sectors
- Fostering repositories of knowledge about media sectors delivering public interest news
**ONLY FUNDING SCHEMES ALLOWED**

- Local and regional media
- Independent and investigative journalism
- Organisations delivering public interest news/public service journalism

**(OPTIONAL) ACCOMPANYING ACTIVITIES:**

- Development of deontological and governance standards
- Budgetary readiness
- Development of criteria and indicators framing their support
- Repositories of knowledge
- Legal advice
- Trainings

**FUNDING SCHEMES ARE MANDATORY - ACCOMPANYING ACTIVITIES ARE OPTIONAL!**
## CREA-CROSS-2024-JOURPART-PLURALISM

### ELIGIBLE ACTIVITIES

2/3

**WHAT SHOULD THE FUNDING SCHEMES SUPPORT?**

- **Innovations in Editorial Production (e.g. formats, content), coverage and revenue models**
- **The improvement of distribution and dissemination of news**
- **The development and engagement of audiences and community-building strategies**
- **The development of technical tools applying to the above topics**
- **Training on the above topics**
<table>
<thead>
<tr>
<th>Eligible Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>RESPECT WIDELY ACCEPTED PROFESSIONAL MEDIA STANDARDS</td>
</tr>
<tr>
<td>MAJORITY OF THE BUDGET USED BY ORGANISATIONS WITHIN THE EU</td>
</tr>
<tr>
<td>MUST PROVIDE SUPPORT IN <strong>MINIMUM 4 EU COUNTRIES</strong>.</td>
</tr>
<tr>
<td>CONSIDERING THE <strong>NEEDS OF SMALLER NEWSROOMS</strong>, AREAS OF <strong>LOW PROVISION</strong> OF CERTAIN NEWS OR AREAS WHERE MEDIA PLURALISM IS STRAINED, IS ENCOURAGED.</td>
</tr>
</tbody>
</table>
CREA-CROSS-2024-JOURPART-COLLABORATIONS

DEADLINE: 14 FEBRUARY 2024, 17:00 CET

ELECTRONIC SUBMISSION: F&T PORTAL

- **Topic budget:** EUR 6 000 000  
  **Co-funding rate:** 80%

- **Maximum grant amount:** EUR 2 000 000 per project

- **Project duration:** 24 months (as from start date in GA)
CREA-CROSS-2024-JOURPART-COLLABORATIONS

ELIGIBLE APPLICANTS

A CONSORTIUM COMPOSED OF AT LEAST THREE APPLICANTS FROM A MINIMUM OF THREE DIFFERENT COUNTRIES PARTICIPATING IN THE CREATIVE EUROPE PROGRAMME

THE PROJECT COORDINATOR WILL SUBMIT THE APPLICATION ON BEHALF OF ALL PARTNERS

CONSORTIA MAY INCLUDE NON-PROFIT, PUBLIC AND PRIVATE MEDIA OUTLETS (INCL. WRITTEN/ONLINE PRESS, RADIO/PODCASTS, TV, ETC) AS WELL AS OTHER ORGANISATIONS FOCUSING ON NEWS MEDIA (INCL. MEDIA ASSOCIATIONS, NGOS, JOURNALISTIC FUNDS AND TRAINING ORGANISATIONS FOCUSING ON MEDIA PROFESSIONALS, ETC).

NATURAL PERSONS ARE NOT ELIGIBLE EXCEPT FOR SELF-EMPLOYED PERSONS OR EQUIVALENT (SOLE TRADERS) IF THE COMPANY DOES NOT POSSESS LEGAL PERSONALITY SEPARATE FROM THAT OF THE NATURAL PERSON

NATURAL PERSONS CANNOT ASSUME THE ROLE OF THE COORDINATOR
**DEADLINE:** 14 FEBRUARY 2024, 17:00 CET

**ELECTRONIC SUBMISSION:** [F&T portal](#)

- **TOPIC BUDGET:** **EUR 5 000 000**  |  **CO-FUNDING RATE:** **90%**
- **MAXIMUM GRANT AMOUNT:** **EUR 3 000 000 PER PROJECT**
- **PROJECT DURATION:** **24 MONTHS** (AS FROM START DATE IN GA)
ELIGIBLE APPLICANTS

SINGLE APPLICANTS OR A CONSORTIUM OF AT LEAST TWO APPLICANTS ARE ALLOWED FROM COUNTRIES PARTICIPATING IN THE CREATIVE EUROPE PROGRAMME.

(IF APPLICABLE) THE PROJECT COORDINATOR WILL SUBMIT THE APPLICATION ON BEHALF OF ALL PARTNERS.

APPLICANTS ACTIVE IN THE NEWS MEDIA SECTOR, INCLUDING:
- MEDIA ASSOCIATIONS
- NON-GOVERNMENT ORGANISATIONS
- NON-PROFIT ORGANISATIONS
- CIVIL SOCIETY ORGANISATIONS
- PUBLIC AUTHORITIES
- INTERNATIONAL ORGANISATIONS
- UNIVERSITIES
- FOUNDATIONS
- RESEARCH CENTRES
- JOURNALISTIC FUNDS AND TRAINING ORGANISATIONS FOCUSING ON MEDIA PROFESSIONALS
- PROFITMAKING ENTITIES
- ETC...

NATURAL PERSONS ARE NOT ELIGIBLE EXCEPT FOR SELF-EMPLOYED PERSONS OR EQUIVALENT (SOLE TRADERS) IF THE COMPANY DOES NOT POSSESS LEGAL PERSONALITY SEPARATE FROM THAT OF THE NATURAL PERSON.

NATURAL PERSONS CANNOT ASSUME THE ROLE OF THE COORDINATOR.
COST ELIGIBILITY

- **PERSONNEL COSTS** [employees, natural persons under direct contract, seconded persons, and SME owners and natural persons beneficiaries]

- **SUBCONTRACTING COSTS** (beyond 30% of the total eligible costs must be justified in the application)

- **PURCHASE COSTS** [travel and subsistence (actual or unit costs), equipment, other goods, works and services]

- **SUPPORT TO THIRD PARTIES** (grants towards organisations that are not part of the consortium based on an open call)- Maximum EUR 60,000 per grant

- **INDIRECT COSTS** (7% flat rate)
SUPPORT TO THIRD PARTIES (TOPICS 1 AND 2)

Financial support to third parties is allowed under this call, under the following conditions:

• THE CALLS MUST BE OPEN, published widely and conform to EU standards concerning transparency, equal treatment, conflict of interest and confidentiality

• THE CALLS MUST REMAIN OPEN FOR AT LEAST TWO MONTHS

• THE OUTCOME OF THE CALL MUST BE PUBLISHED ON THE PARTICIPANTS’ WEBSITES, INCLUDING A DESCRIPTION OF THE SELECTED PROJECTS, AWARD DATES, PROJECT DURATIONS, AND FINAL RECIPIENT LEGAL NAMES AND COUNTRIES

• THE CALLS MUST HAVE A CLEAR EUROPEAN DIMENSION

• APPLICATIONS MUST BE ASSESSED BY A DIVERSE AND INDEPENDENT JURY

• THE MAXIMUM GRANT IS EUR 60000 PER BENEFICIARY

• THE CO-FINANCING CANNOT BE ASKED FROM THE BENEFICIARIES, PROJECT PARTNERS HAVE TO COVER IT
EVALUATION TIMELINE

• Timeline

  o **Deadline:** 14 February 2024, 17:00:00 CET
  
  o **Evaluation:** February - June 2024 (indicative)
  
  o **Information on Evaluation Results:** August 2024 (indicative)
  
  o **GA Signature:** November 2024 (indicative)

• **Evaluation Committee** (assisted by independent external 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:** 14 February 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)

  • **Declaration on standards and independence** (to be uploaded for each partner)
AWARD CRITERIA

RELEVANCE (35 PTS)

20

The relevance of the project and the proposed activities vis-à-vis the objectives of the call and targeted projects, including its European dimension, the number of countries and languages covered.

10

The relevance and innovation of the proposed activities vis-à-vis the needs analysis of the chosen (sub)sector, mapping of already existing initiatives and expected results.

5

Adequacy of the strategies to ensure gender balance, inclusion, diversity and representativeness, either in the project or in the way of managing the activity.

QUALITY OF THE ACTIVITIES (35 PTS)

10

Adequacy of the proposed methodologies to reach the objectives of the call, including methods for implementing the proposal.

10

Clarity of mechanisms to ensure impartiality and editorial independence.

15

Effective and efficient use of financial resources.
**AWARD CRITERIA**

**PROJECT MANAGEMENT**

(10 PTS)

The composition and experience of the team, the efficiency and clarity of work packages and key performance indicators (KPI’s), allocation of responsibilities and corresponding budgets, the quality of the proposed coordination mechanisms, quality control systems and arrangements to manage risks.

**DISSEMINATION**

(20 PTS)

Quality of the strategies to build and/or exchange knowledge and ensure sustainable transferability of activities and results among as many stakeholders as possible.

The impact at local, regional, and national and/or European levels, beyond those directly involved in the project and beyond the project’s lifetime.
SCORING SYSTEM

MINIMUM THRESHOLD FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA

70/100 PTS

PROPOSALS SCORING LOWER WILL BE REJECTED

PASSING THE MINIMUM THRESHOLD OF 70 POINTS DOES NOT GUARANTEE SELECTION.
ONLY THE HIGHEST RANKING PROPOSALS WILL BE FUNDED WITHIN THE LIMITS OF THE AVAILABLE BUDGET!
APPLYING TO THE CALL
WHERE TO APPLY?
THE FUNDING AND TENDERS OPPORTUNITIES PORTAL

Apply here
NEWS - Journalism Partnerships – Pluralism
CREA-CROSS-2024-JOURPART-PLURALISM

General information

Programme
Creative Europe Programme (CREA)

Call
NEWS - Journalism partnerships (CREA-CROSS-2024-JOURPART)

Type of action
CREA-PUG CREA Project Grants

Type of MGA
CREA-Action Grant Budget-Based [CREA-AG]

Deadline model
single-stage

Opening date
26 October 2023

Deadline date
14 February 2024 17:00:00 Brussels time

Topic description
Scope:
The European news media sectors play a crucial and valuable role in Europe. Yet, they are facing multiple challenges. Partially as a result of the digital shift, with readers shifting to online sources and traditional news outlets losing advertising revenues, the economic sustainability of professional journalism has come under pressure. Many media at the local level as well as those putting their public interest mission before profits, have had to close down, weakening media pluralism and posing risks for...
NEWS - Journalism Partnerships – Pluralism
CREA-CROSS-2024-JOURPART-PLURALISM

Topic updates

Dec 4, 2023 11:09:01 AM
The European Education and Culture Executive Agency (EACEA) will organise an online info session to explain the funding opportunity and the application process:
Wednesday, 6 December 2023, 11:00-12:00 (Brussels time)

Meeting link: https://ecconf.webex.com/ecconf5.php?MTID=mc7ac301ec3a2255144dc3ac90ceedf5c
Meeting number (access code): 2742 321 4036
Meeting password: YyJPm6q*52 (99576676 from phones)
Data protection notice: Online-Sessions - Creative Europe - MEDIA 2024

Topic conditions and documents

1. Eligible countries: as described in the Call document
2. Eligibility and admissibility conditions: as described in the Call document.

Partner search announcements

0 Searches of partners to collaborate on this topic
View / Edit
Partner search announcements

Searches of partners to collaborate on this topic

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

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
If your entity is not yet validated, please see https://www.youtube.com/watch?v=VuNI478WEtU
Call requires at least 3 participant(s) from different EU member states and associated countries, currently you have 1.

Number of participants: 1

Coordinator

Contacts

Main contact

Add Partner
Add Associated partner

Change organisation
Contact organisation
OBLIGATORY FOR EACH PROJECT PARTNER
PART A 1/3

Application forms

Validation result

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!

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).
### Application forms

**Proposal ID**

**Acronym**: Acronym is mandatory

## 3 - Budget

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<th>No.</th>
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<th>Country</th>
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<th>A. Personnel costs - volunteers /€</th>
<th>B. Subcontracting costs /€</th>
<th>C. Purchase costs - Travel and subsistence /€</th>
<th>C. Purchase costs - Equipment /€</th>
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<th>Ineligible costs</th>
<th>Total estimated project costs and contributions</th>
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<th>Max grant amount</th>
<th>Income generated by the project</th>
<th>In kind contributions</th>
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**Columns K and S should be equal (balanced)**
PART A 3/3
FINAL INFORMATION

• BUDGET MUST BE BALANCED (COST/INCOME)

• VOLUNTEER COSTS ARE NOT APPLICABLE

• FINANCIAL SUPPORT TO THIRD PARTIES
  • IS ALLOWED IN TOPIC 1 ‘COLLABORATIONS’
  • IS MANDATORY IN TOPIC 2 ‘PLURALISM’

• SEE CALL DOCUMENT FOR SPECIFICS. MAKE SURE ALL REQUIRED INFORMATION IS PRESENT IN THE PROPOSAL AND IS COHERENT!
PART B 1/5

- **Word Document** (upload as PDF; check page limit warning)

- **Detailed description of project for evaluation**

- **Fill out using the correct questions based on the action/call in question!**
QUESTION 5.2:
WORK PACKAGES
MINIMUM THREE (THOSE MENTIONED IN THE CALL), LIMIT THEIR NUMBER

MILESTONES & DELIVERABLES (OUTPUTS/OUTCOMES)

WORK PACKAGE 1 — PROJECT MANAGEMENT (MANDATORY)
WORK PACKAGE 2 — ACTIVITIES TO BE IMPLEMENTED (AT LEAST ONE IS MANDATORY)
WORK PACKAGE (X, Y, Z) — ACTIVITIES TO BE IMPLEMENTED (MORE CAN BE ADDED IF NECESSARY)
WORK PACKAGE (3 OR..) — FOLLOW-UP AND DISSEMINATION (MANDATORY). THIS SHOULD BE THE LAST WP

MILESTONES — NOT APPLICABLE FOR THIS CALL

DELIVERABLES
• TO BE USED TO SHOW PROJECT PROGRESS - WILL NEED TO BE UPLOADED IN THE PORTAL DURING PROJECT LIFETIME
• ALWAYS INDICATE A DUE DATE AND LINKED TO A SPECIFIC WORK PACKAGE
• DELIVERABLES MUST REFER TO A SPECIFIC MONTH, NOT A RANGE OF MONTHS

EACH WP HAS AN ESTIMATED BUDGET
EACHWP HAS AT LEAST ONE DELIVERABLE
WP1 BUDGET + WP2 BUDGET + ... = TOTAL COSTS PROVIDED IN PART A
Part B 3/5 - Deliverables

- Dissemination level should only be **PU (public)** or **SEN (sensitive)**

- Due date must correspond to the month number in the project’s duration, not to a calendar month. For example, M2 means the deliverable is due in month 2 after the project has started.

- Avoid clustering due dates near the end of the project

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<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>
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## PART B 4/5 — KEY POINTS

<table>
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<tr>
<th>Task No (continuous numbering linked to WP)</th>
<th>Task Name</th>
<th>Description</th>
<th>Participants</th>
<th>In-kind Contributions and Subcontracting (Yes/No and which)</th>
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<th>Description (including format and language)</th>
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<td>[PU — Public]</td>
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**Part B 5/5 — Key Points**

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<td>Total</td>
<td>X person months</td>
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**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.

**CREA Cross**
### CREA Cross

#### Location

<table>
<thead>
<tr>
<th>Country</th>
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<td>Austria</td>
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<td>Tirol</td>
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#### Country and region

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<tr>
<th>Country and region</th>
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<th>NUTS2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>Westösterreich</td>
<td>Tirol</td>
</tr>
</tbody>
</table>
PART C 3/3

Type of project, thematic area and types of activities

Does the project contribute to any of the EU Commission political priorities?

- A Europe fit for the digital age - Empowering people through education and skills
- A European Green Deal - A just transition
- A European Green Deal - Preserving Europe's natural environment
- A new push for European democracy - A greater say for Europeans
- A new push for European democracy - More transparency and scrutiny
- A new push for European democracy - Protecting our democracy
- A stronger Europe in the world - A more active role
- A stronger Europe in the world - Free and fair trade
- An economy that works for people - A union of equality
- An economy that works for people - Europe's social pillar
- An economy that works for people - Social fairness and prosperity
- Promoting our European way of life - Internal security
- Promoting our European way of life - Upholding the rule of law

- A Europe fit for the digital age - The digital age
- A European Green Deal - Climate change
- A European Green Deal - Sustainable Europe Investment plan
- A new push for European democracy - Improving the lead candidate system
- A new push for European democracy - Our democracy
- A new push for European democracy - Special relationship with the European Parliament
- A stronger Europe in the world - Defending Europe
- A stronger Europe in the world - The EU unique brand of responsible global leadership
- An economy that works for people - Deepening our economic and monetary union
- An economy that works for people - Fair taxation
- An economy that works for people - Supporting small business
- Promoting our European way of life - Strong borders and a fresh start on migration
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. EC-FUNDING-TENDER-SERVICE-DESK@EC.EUROPA.EU or +32 2 29 92222
  - **Online Manual** for applying via Funding & tender portal
  - **Annotated Model Grant Agreement**
  - **EACEA-CREATIVE-EUROPE-JOURNALISM-PARTNERSHIPS@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?
THANK YOU