Creative Europe MEDIA

Call CREA-MEDIA-2021-FEST

Info Session 15/07/2021

KEY ASPECTS

- **Available budget**: 9 M EUR
- **Timeline:**

Deadline:	**24/08/2021 @ 17.00.00 CET**
Evaluation:	September - November 2021
Information on evaluation results:	December 2021
GA signature:	January/February 2022

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WHAT IS NEW/SPECIFIC

- Multiannual support of 2 years (1 deadline not event date related)
- Duration: 24 months (*extensions are possible, if duly justified through an amendment*)
- Starting period of eligibility: 01/01/21 (if duly justified)
- Amount is allocated for two years => financial stability check => applicants must have stable and sufficient resources
- Lump sum (see Calculator Annex)
- Mono-beneficiary (v. consortium)

NEW EMPHASIS

AUDIENCE CLUSTER

- European festivals programming **a significant proportion of non-national European works** and aiming at activities targeted to **expand and renew audiences**.
- *Special attention will be given to applications presenting adequate strategies to ensure more sustainable and more environmentally-respectful industry and to ensure gender balance, inclusion, diversity and representativeness.*

ELIGIBILITY CRITERIA - Who can apply?

Eligible European audiovisual festival:

- programming European films **and** audiovisual works that are being screened to wide audiences including general public as well as accredited international audiovisual professionals and press;
- having a clear curation, regulation and selection procedure;
- taking place over a specific period of time, in a prior defined city;
- having a clear curation, regulation and selection procedure

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ELIGIBILITY CRITERIA

- 50% of the programming must be devoted to **non-national films and audiovisual works** from countries participating to the MEDIA strand and
- presenting a **geographical diverse coverage of at least 15** of these countries including low capacity ones;
- having had at least **three editions** that took place by end of December 2020

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ELIGIBLE ACTIVITIES - European audiovisual festivals which:

- demonstrate strong efficiency in audience development (especially towards young audiences) by implementing activities before, during or after the event such as: year-long activities and/or decentralisation to other cities (with smaller partner festivals nationally and/or cross-border) and/or any efficient outreach activities towards non-core film festival audience;
- demonstrate a commitment to innovative actions especially in the areas of audience outreach and development using the latest digital technologies and tools such as social media and online activities in order to create a permanent community;
- amplify innovative approaches beyond their traditional events expanding their reach (for instance cross-platform programmes etc.);

ELIGIBLE ACTIVITIES - European audiovisual festivals which:

- organise initiatives for film literacy (for example film education) in close cooperation with schools and other institutions throughout the year;
- focus on European films in general and particularly films from countries with a low audiovisual production capacity;
- place strong emphasis on non-national European programming and geographic diversity of non-national European programming;
- develop collaboration and partnerships with other European film festivals across borders to increase resource efficiency including subtitling/dubbing, online viewing platforms etc.

EXPECTED IMPACT

- Support the **recovery of festivals** screening a significant proportion of non-national European films and audiovisual works;

- Increase the impact of European audio-visual festivals aiming to **reinforce promotion, distribution and circulation** of non-national European films and audiovisual works to growing audiences across Europe;

- Foster exchange of knowledge and best-practice models for **cooperation** among festivals through coordinated/collaborative activities targeted to expand and renew audiences;

- Harness the digital transition

AWARD CRITERIA – RELEVANCE (40 Points)

- Consistency of the activities towards the audience, taking into account the applicant's definition of existing/potential audience (10 points)
- Efficiency of the festival's outreach mechanisms including online activities, the use of the latest digital technologies and tools such as social media (10 points)
- Effectiveness of the film education initiatives, including actions for young audiences (10 points)
- Adequacy of the strategies presented to ensure more sustainable and more environmentally-respectful industry (5 points)
- 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 (5 points).

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AWARD CRITERIA
Quality of content and activities (35 points)

- The quality and impact of actions put in place towards collaboration and partnerships with other European film festivals across borders (20 points)
- The European dimension and the festival's strategy to put forward/ highlight the programming devoted to European non-national films and the programming originating from countries with low audiovisual production capacity (10 points)
- The geographic diversity and the festival's strategy to extend the number of eligible countries represented (5 points).

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AWARD CRITERIA
Project management (5 points)

- The festival's organisation structure and the relevance of the distribution of the roles and responsibilities of the team in the activities described in the application

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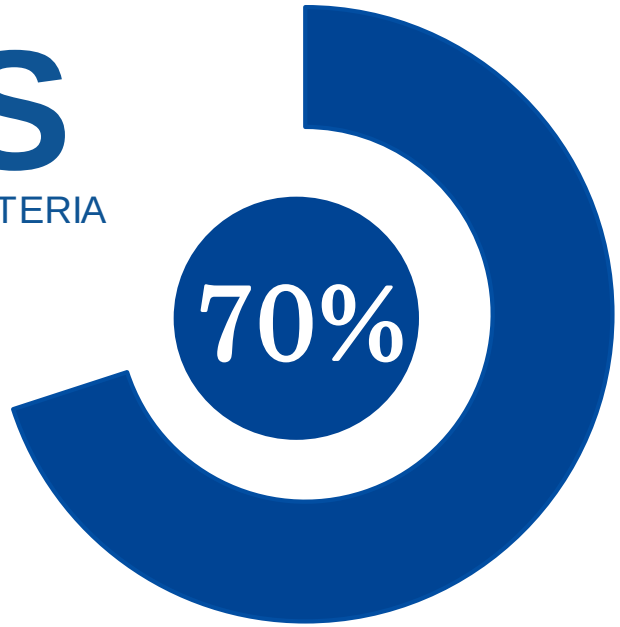
AWARD CRITERIA – Dissemination (20 points)

- The size of the audience taking into account the overall size of the festival and the potential audiences (10 points)
- The level of participation of the professional community, partnerships with other festivals, the efficiency of the mechanisms facilitating commercial or alternative circulation of the featured European films and the use of digital technologies (5 points)
- The efficiency and quality of the actions implemented to promote the programming and the European talents during and beyond the event (5 points)

QUALITY THRESHOLD

70/100 PTS

FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA



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WORK PACKAGES AND DELIVERABLES

NEW

- **Work packages** -> project activities must be organised as follows:
- **WP 1** – Festival edition and programming **year 1 -> 1 lump sum**
- **WP 2** – Festival edition and programming **year 2 -> 1 lump sum**

- Deliverables -> **Festival programming** and report on **year-long activities (yearly activity plan)**

COSTS INCURRED **MAY BE CONSIDERED ELIGIBLE AS OF 1 JANUARY 2021, EVEN IF THEY WERE IMPLEMENTED AND INCURRED BEFORE THE DATE OF SUBMISSION** OF **THE ACTIVITY PLAN** AND ESTIMATED BUDGET.

*GRANTS SHALL **NOT** BE AWARDED RETROACTIVELY **FOR ACTIONS ALREADY COMPLETED**.*

E.g. Festival main event was in May 21

WP 1 start could be March 21 to February 22 - WP2 could be from March 22 to February 23

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FINANCIAL MODALITIES

- **Requested amount** = 1 lump sum per WP X 2(WP year 1 + WP year 2)
- **Pre-financing 50%** (1 lump sum)
- **Payment of the balance**: at the end of the project (1 lump sum)
- **Information to be provided on WP1**
- **Lump sum calculator -> 2 grids**
- Short film festivals
- Other festivals (Other festivals include animation, documentary, global and youth)

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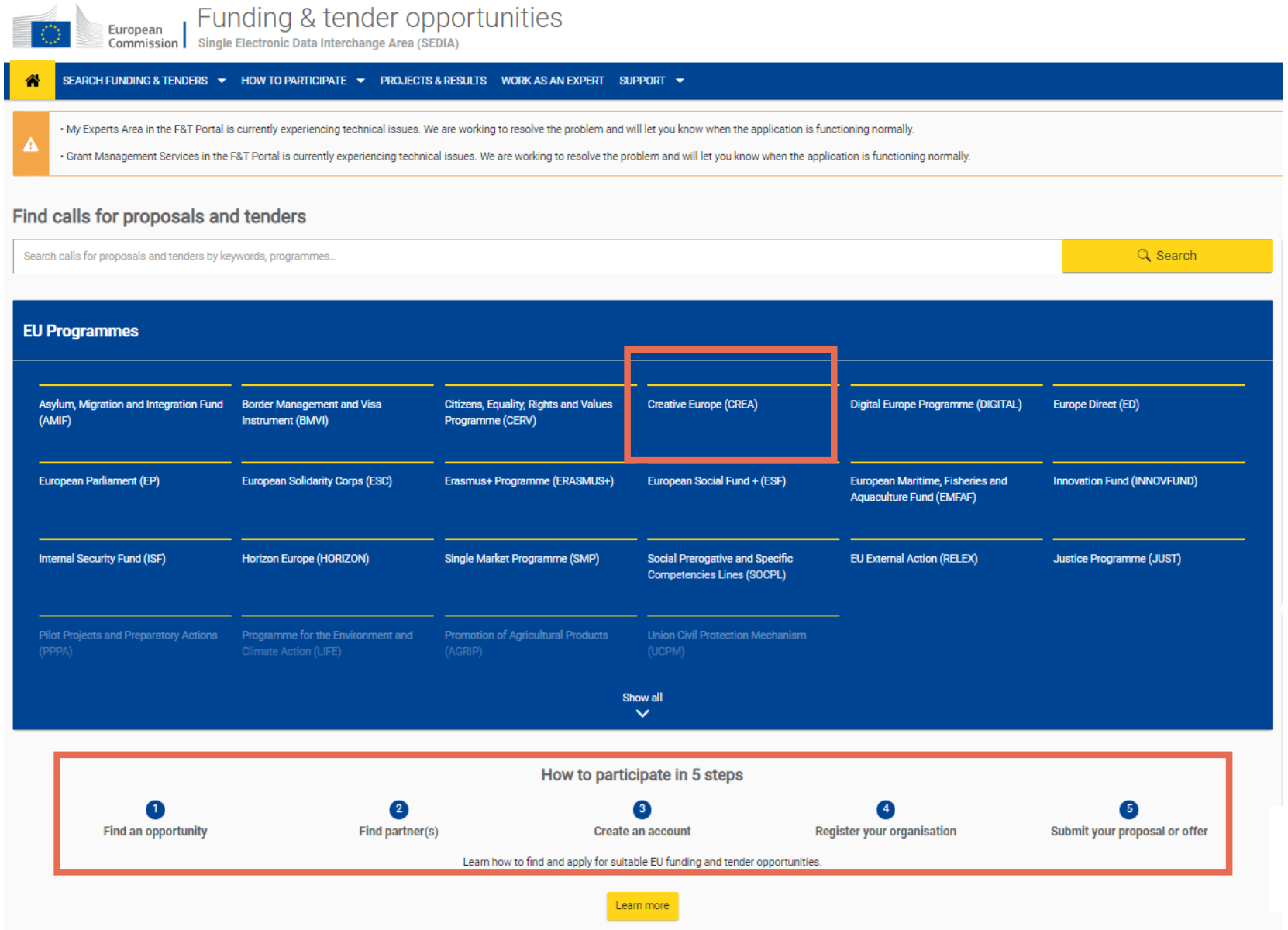
Where can I find the MEDIA call?

https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/crea2027



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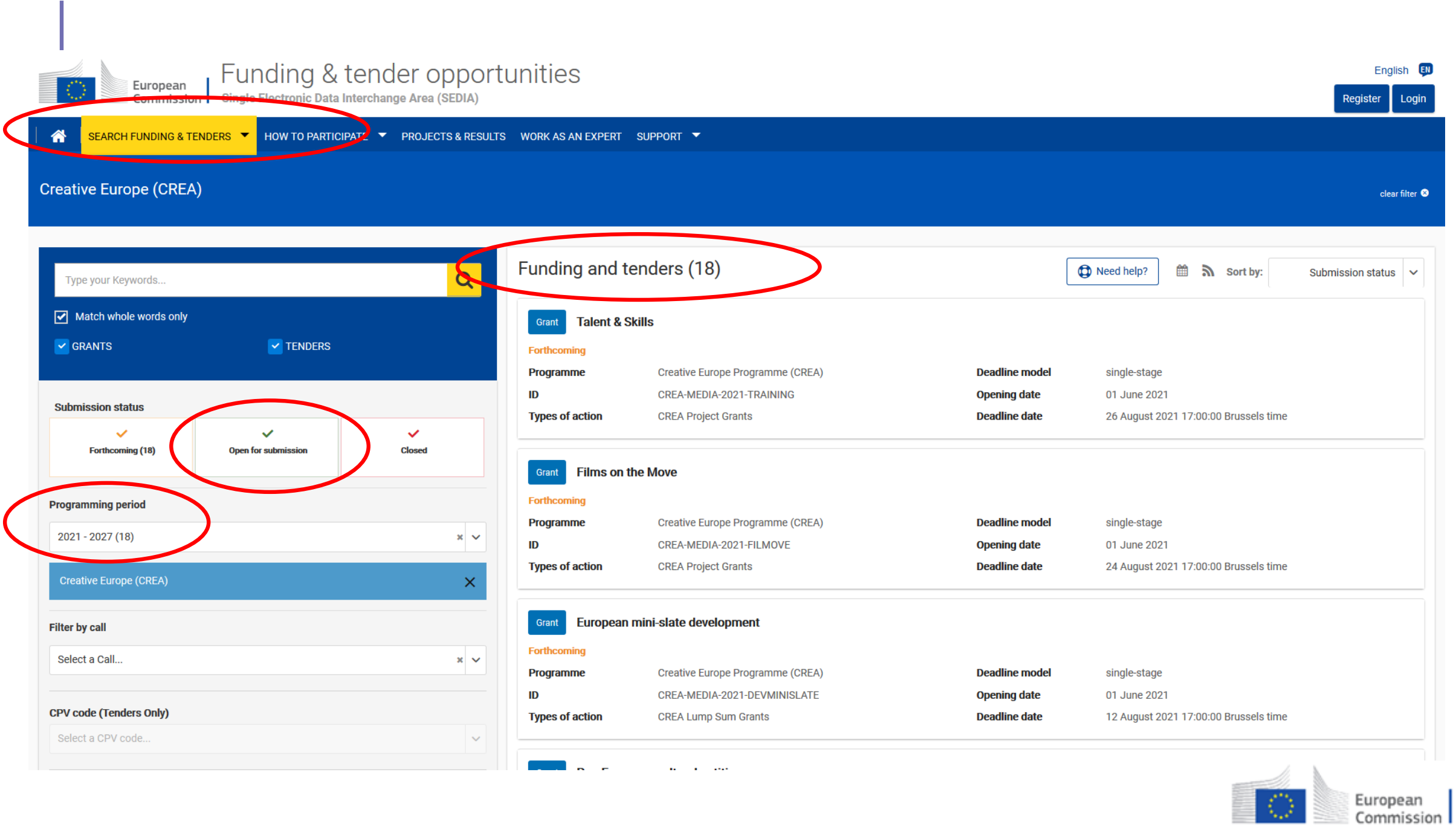
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Funding & tender opportunities
Single Electronic Data Interchange Area (SEDIA)
English EN
Register
Login
SEARCH FUNDING & TENDERS
HOW TO PARTICIPATE
PROJECTS & RESULTS
WORK AS AN EXPERT
SUPPORT
Creative Europe (CREA)
clear filter
Type your Keywords...
Match whole words only
GRANTS
TENDERS
Submission status
Forthcoming (18)
Open for submission
Closed
Programming period
2021 - 2027 (18)
Creative Europe (CREA)
Filter by call
Select a Call...
CPV code (Tenders Only)
Select a CPV code...
Funding and tenders (18)
Need help?
Sort by:
Submission status
Grant
Talent & Skills
Forthcoming
Programme
Creative Europe Programme (CREA)
ID
CREA-MEDIA-2021-TRAINING
Types of action
CREA Project Grants
Deadline model
single-stage
Opening date
01 June 2021
Deadline date
26 August 2021 17:00:00 Brussels time
Grant
Films on the Move
Forthcoming
Programme
Creative Europe Programme (CREA)
ID
CREA-MEDIA-2021-FILMOVE
Types of action
CREA Project Grants
Deadline model
single-stage
Opening date
01 June 2021
Deadline date
24 August 2021 17:00:00 Brussels time
Grant
European mini-slate development
Forthcoming
Programme
Creative Europe Programme (CREA)
ID
CREA-MEDIA-2021-DEVMINISLATE
Types of action
CREA Lump Sum Grants
Deadline model
single-stage
Opening date
01 June 2021
Deadline date
12 August 2021 17:00:00 Brussels time
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Conditions and documents

Submission service

Topic related FAQ

Get support

Call information

Call updates

Go back to search results

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?

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Create proposal

Deadline
24 August 2021 17:00:00 Brussels Local Time

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-2021-MARKETNET**

Topic: **CREA-MEDIA-2021-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.

Find your organisation

PIC (9) Short name (250)

Search for your organisation

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

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TECHNICALITIES

UNDERSTANDING THE
MAIN ELEMENTS OF THE E-FORM

PART **A**

PART **B**

PART **C**

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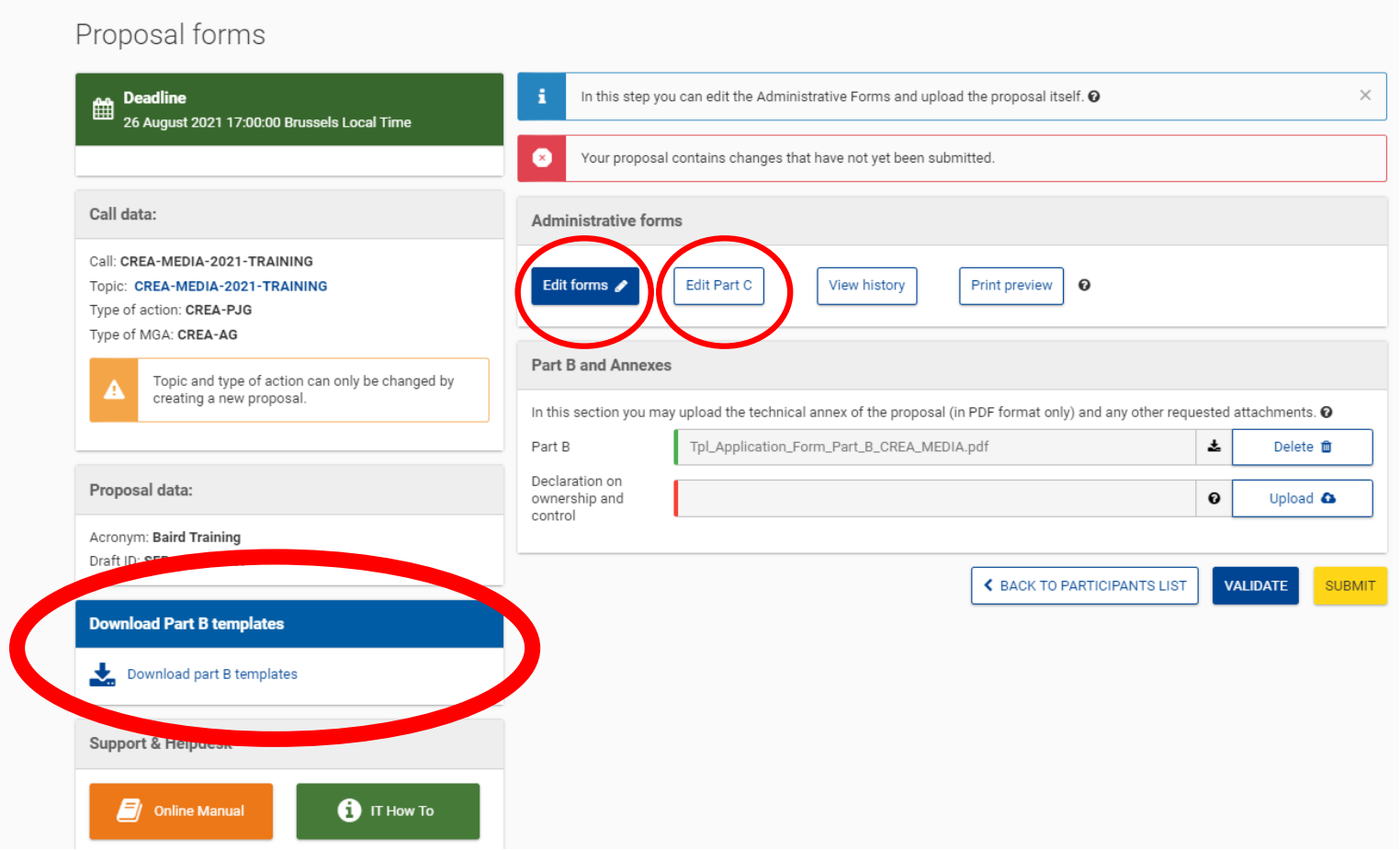
E-FORM IN SUBMISSION SYSTEM



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Manage your related parties

Deadline
19 May 2021 17:00:00 Brussels Local Time

76 days left until closure

In this step you as coordinator should manage and review the participants of your proposal.

Only you as coordinator can edit the elements on this screen.

Note: Your changes will be applied only after you click the "Save Changes" button.

Call data:

Call: **ERASMUS-JMO-2021-MODULE**
Topic: **ERASMUS-JMO-2021-MODULE**
Type of action: **ERASMUS-LS**
Type of MGA: **ERASMUS-AG-LS**

To submit a proposal for a different topic or type of action, please create a new proposal selecting the correct topic and type of action on the Funding & Tenders portal.

Proposal data:

Acronym: **test**
Draft ID: **SEP-202578543**

Number of participants: 1

Coordinator

1 fondazione torino smart city

FONDAZIONE TORINO SMART CITY
Turin, IT
PIC: 954466324

Change organisation | Contact organisation

Contacts: Add contact +

Stefano D'ORILIA - Main contact

Add partner +

SAVE | SAVE AND GO TO NEXT STEP

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Edit Proposal

Fill in all parts of the proposal:

A Administrative Form

(to fill in online)

C General information
(to fill in online)

Contact with a Creative Europe Desk

Did you contact a "Creative Europe Desk" before submitting this application?

◉ YES
○ NO

Have you been satisfied with the service provided?

◉ YES
○ NO

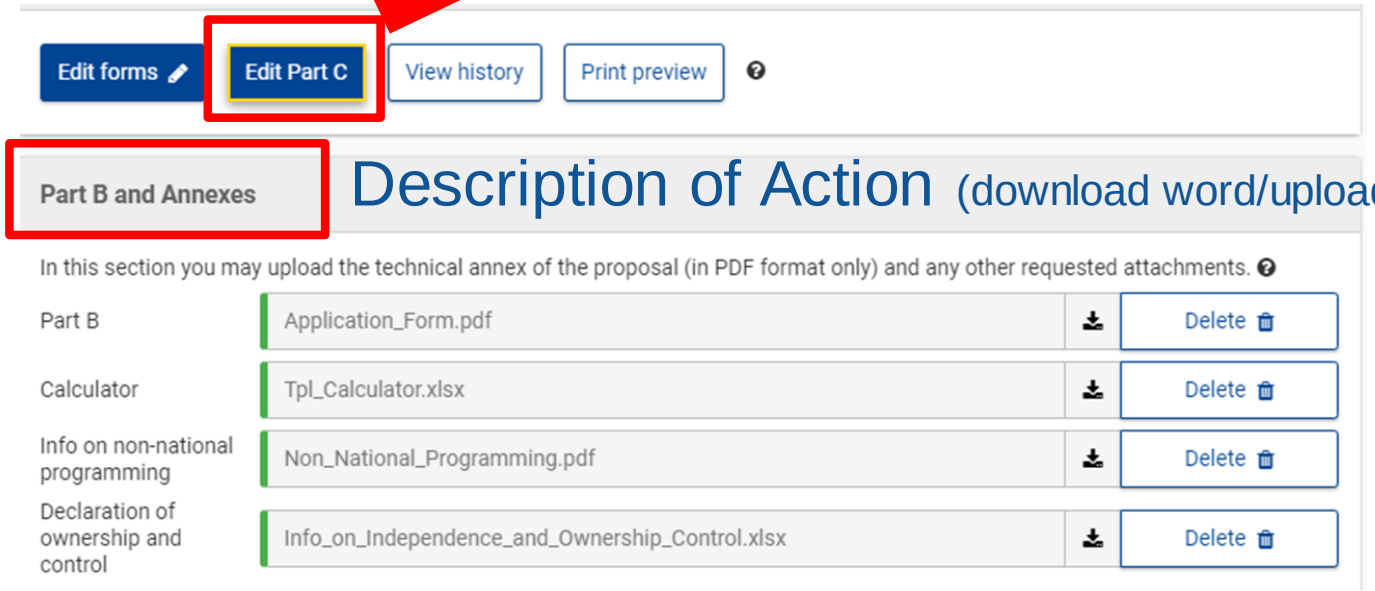
What kind of contact did you have?

☑ For assistance filling in documents
☐ For assistance with the budget
☐ For assistance in partner search
☐ For assistance in setting up the project
☐ For information only
☐ For assistance related to the electronic submission system

Information on the applicant company

Annual turnover in €
460000

Number of permanent staff
12



Description of Action (download word/upload .pdf)

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MANDATORY ANNEXES TO THE APPLICATION

Supporting documents

1) Calculator Annex for lump sums (1 lump sum per WP)

LUMP SUMS applicable to EUROPEAN FESTIVALS

Festivals category	Lump Sum
Short film festivals: < 150 European films	19.000 EUR
Short film festivals: 151 - 250 European films	25.000 EUR
Short film festivals: > 250 European films	33.000 EUR
Other festivals: < 41 European films	27.000 EUR
Other festivals: 41 - 60 European films	35.000 EUR
Other festivals: 61 - 80 European films	41.000 EUR
Other festivals: 81 - 100 European films	46.000 EUR
Other festivals: 101 - 120 European films	55.000 EUR
Other festivals: 121 - 200 European films	63.000 EUR
Other festivals: > 200 European films	75.000 EUR

Other festivals include animation, documentary, global and youth.

CREATIVE EUROPE PROGRAMME - MEDIA Strand

EUROPEAN FESTIVALS

Estimated EU contribution

ATTENTION: The list of events has to correspond with the list of work-packages described in part B. Please use the same order!

1 FESTIVAL EDITION = 1 WORK-PACKAGE

Project title:

Event (Work Package) Number	Festival: type and size of festival (*choose from drop-down list*)	Lump sums (EUR)
1	Other festivals: 41 - 60 European films	EUR 35.000
2	Other festivals: 41 - 60 European films	EUR 35.000
Total Amount		**EUR 70.000**

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MANDATORY ANNEXES TO THE APPLICATION

2) Statistics to be provided in Annex 'Info on Non-national Programming'

INFORMATION ON EUROPEAN NON-NATIONAL PROGRAMMING						
Name of Festival :						
Number of Festival editions :						
Location(s) of event(s) (specify max.capacity and relevant de						
Type (General, Feature, Animation, Documentary, Shorts, Youth programming):						
	2017	2018	2019	2020	2021	2022
Number of audiovisual works in the programming	200	150	200	150	110	160
Number of European non-national works in the programming (from MEDIA countries - co-productions including one of these countries count)	150	90	100	80	60	160
% of European non-national works in the programming	*75,00%*	*60,00%*	*50,00%*	*53,33%*	*54,55%*	*100,00%*
Number of European non-national feature films in the programming (more than 50')						
Number of European non-national short films in the programming (less than 50')						
Number of MEDIA countries represented in the programming						
Overall Audience (screenings, online screenings, conferences, etc_)						
Attendance figures for decentralised satellite events and year-long activities						
Number of professional accreditations						

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What You Need to Know about Completing the Form

- **Who Can Fill in the administrative form part A of the proposal?**

The **Main Contact** is the only person that can complete the form and all other administrative details.

Edit proposal – part B

Structure reflects the award criteria used by experts to evaluate the proposal

TABLE OF CONTENTS

ADMINISTRATIVE FORMS (PART A)
TECHNICAL DESCRIPTION (PART B)
COVER PAGE
PROJECT SUMMARY
1. RELEVANCE
1.1 Background and general objectives
1.2 Needs analysis and specific objectives
1.3 European added value
1.4 Environment and sustainability
1.5 Gender balance, inclusion and diversity
2. QUALITY
2.1 Concept and methodology
2.2 Format
2.3 Potential
2.4 Cost effectiveness and financial management
2.5 Risk management
3. DISSEMINATION
3.1 Communication, promotion and marketing
3.2 Dissemination and distribution
3.3 Impact
4. PROJECT MANAGEMENT
4.1 Partnership and consortium, roles and tasks division
4.2 Project teams
4.3 Development strategy
4.4 Financing strategy
5. WORK PLAN, WORK PACKAGES, TIMING AND SUBCONTRACTING
5.1 Work plan
5.2 Work packages and activities
Work Package 1
Work Package …
Overview of Work Packages (n/a for programmes with detailed budget table) (n/a for Lump SumGrants)
Events
5.3 Timetable
5.4 Subcontracting

Edit proposal – part B

NEW

- **To complete the application, plan activities in detail well in advance**

Deliverables: major project outputs which are submitted to show project progress (any format)
MANDATORY: at least 1 per WP

1. Festival programming/catalogue
2. Report on year-long activities (yearly activity plan)
3. Website link

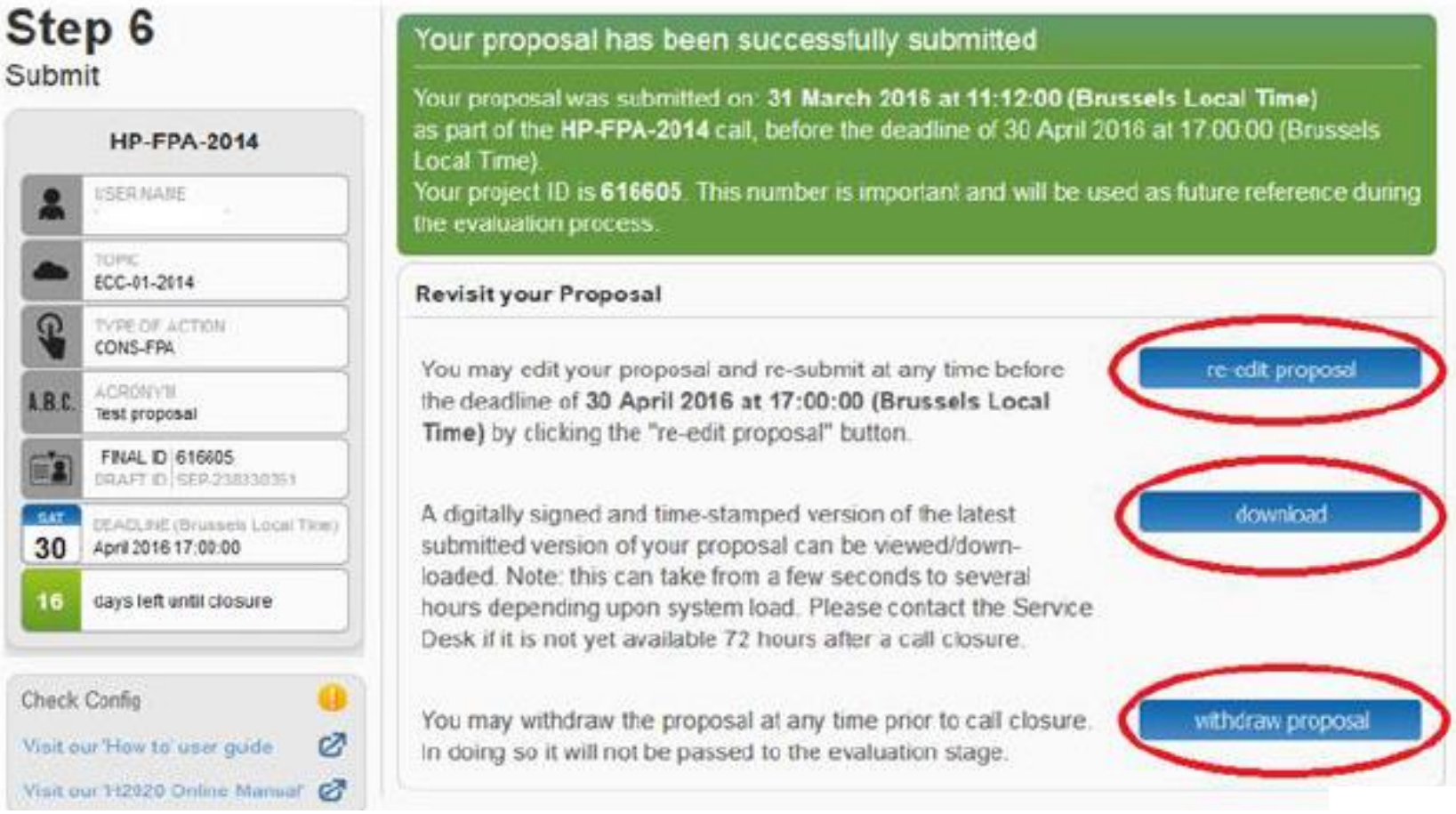
Milestones: OPTIONAL control points in the project that help to chart progress – you may leave the field empty or milestones could be:

1. 100% of the festival programming finalised for Work Package 1
2. 100% of the festival programming finalised for Work Package 2

Milestone No (continuous numbering not linked to WP)	Milestone Name	Work Package No	Lead Beneficiary	Means of Verification		Due Date (month number)	Description
MS1		1					
MS2		1					
Deliverable No (continuous numbering linked to WP)	Deliverable Name	Work Package No	Lead Beneficiary	Type	Dissemination Level	Due Date (month number)	Description (including format and language)
D1.1		1		[R — Document, report] [DEM — Demonstrator, pilot, prototype] [DEC —	[PU — Public] [SEN — Sensitive] [Classified R-UE/EU-R] [Classified C-		

SUBMIT PROPOSAL

After submission, your proposal is sent to the EU services for evaluation



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TIPS & TRICKS

Get familiar with:

- the submission Wizard
- the electronic Form
- the templates to be filled in (part B, annexes, part C…) and the required information

- Submit proposals well in advance before call closure.

- You can resubmit your proposal if needed until the closure of the call.
- Once the Call is closed, the last submitted version will be the one being evaluated.

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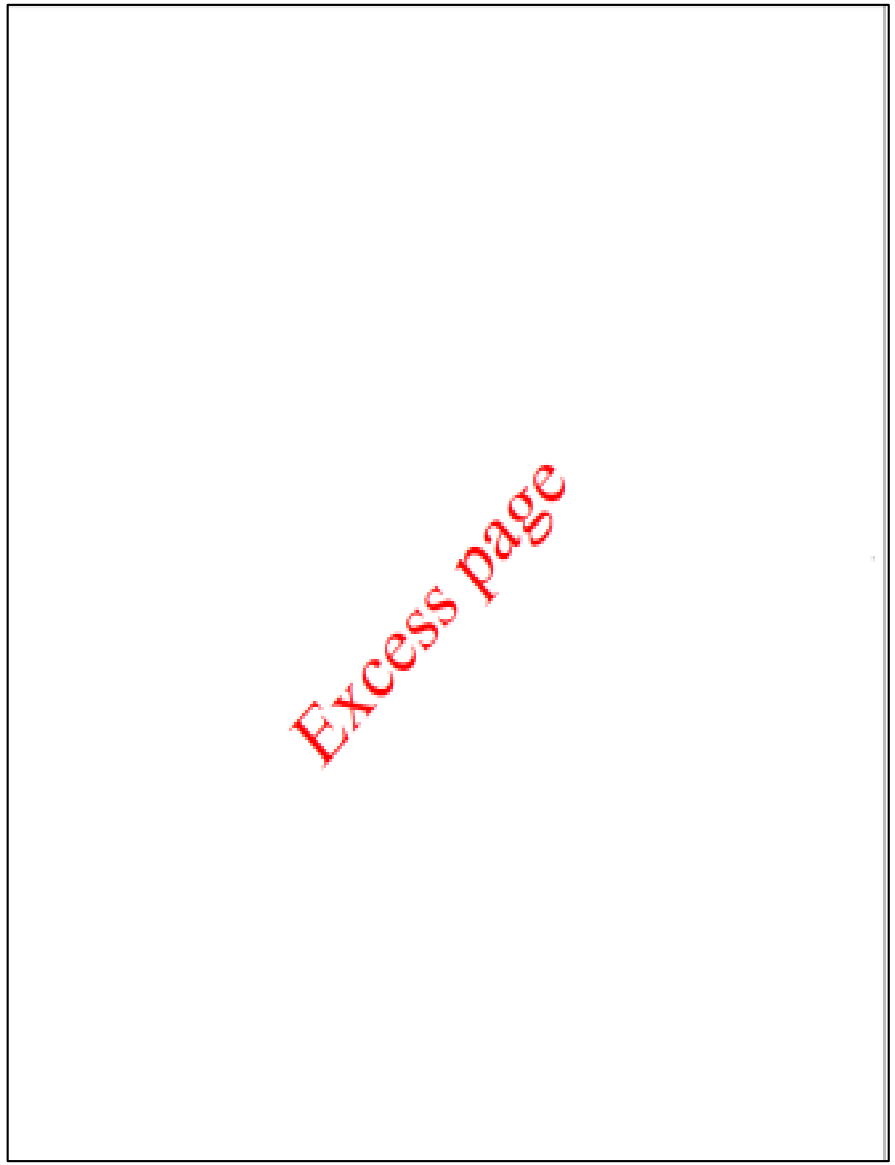
TIPS & TRICKS

- The breach of certain limitations, such as document size limits, will result in failure to upload.

- As a result you will need to amend the documents and upload them again.

- If you exceed the page number limit, when applicable, you will still be able to upload the document but all of the excess pages will contain just a watermark as content.



TIPS

- Page limit = 70 pages together with first page of the Application form
- Pay attention to the instructions in green as sometimes it does not concern the action European Festivals (explanation starting with “n/a”)
- Delete the instructions not relevant to the action European Festivals
- No need to fill the “Estimated budget” in the application form
- With regards the Annex on EU NN programming, when converting it in PDF, please make sure to select the relevant conversion option “fit worksheet to a single page”

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Estimated budget — Resources										
Participant	Costs *(n/a for Lump Sum Grants: 'European Co-development', 'European Slate development', 'European Mini-Slate development', 'TV and Online content', 'European festivals' and 'Videogame and immersive content development')*									
	A. Personnel	B. Subcontracting	C.1a Travel	C.1b Accomodation	C.1c Subsistence	C.2 Equipment	C.3 Other goods, works and services	D.1 Financial support to third parties	E. Indirect costs	Total costs

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 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', 'Networks of European cinemas', 'European VOD networks and operators', 'European festivals', 'Subtitling of cultural content', 'Audience Development and Film Education', 'Creative Innovation Lab' and 'Journalism Partnership': Define the objectives of your proposal and explain their relevance to this call for proposals.

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.

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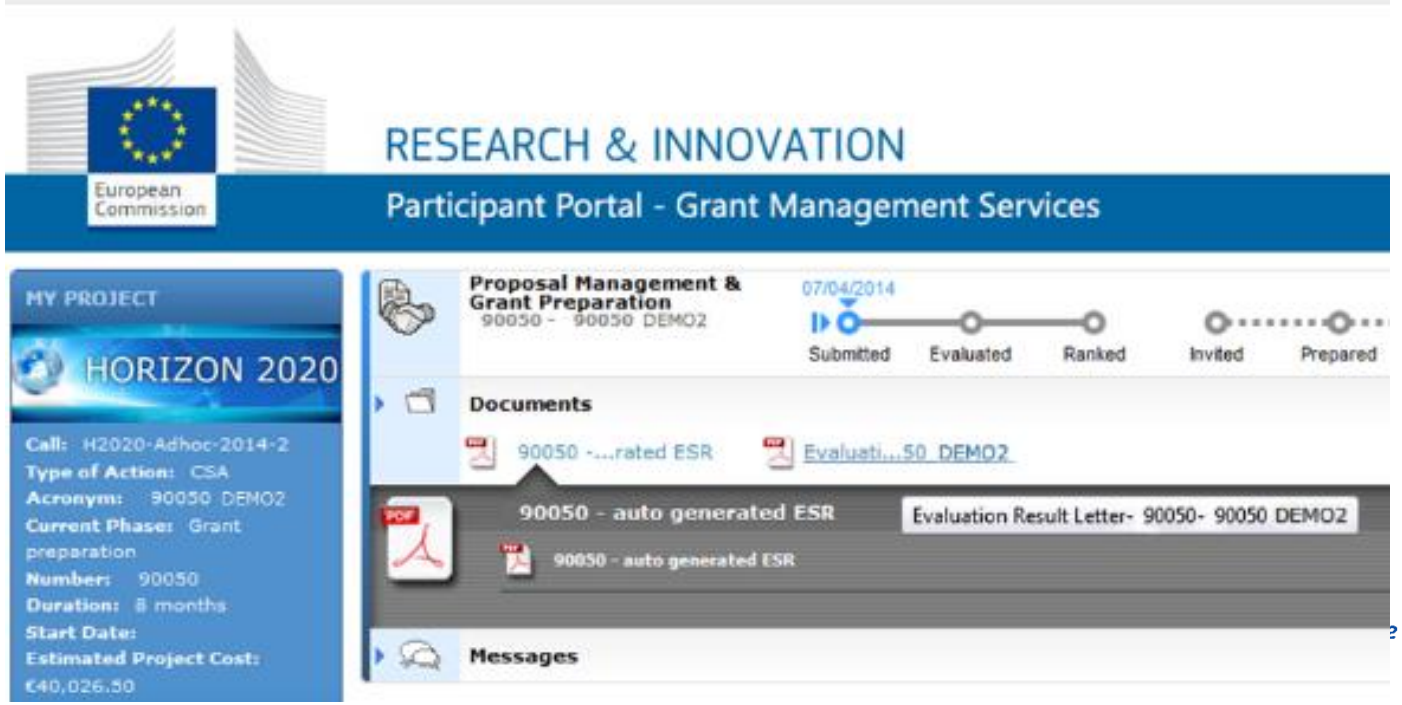
What's next after submission?

Evaluation starts. After the finalisation of the evaluation, applicants will receive the **Evaluation Result Letter**

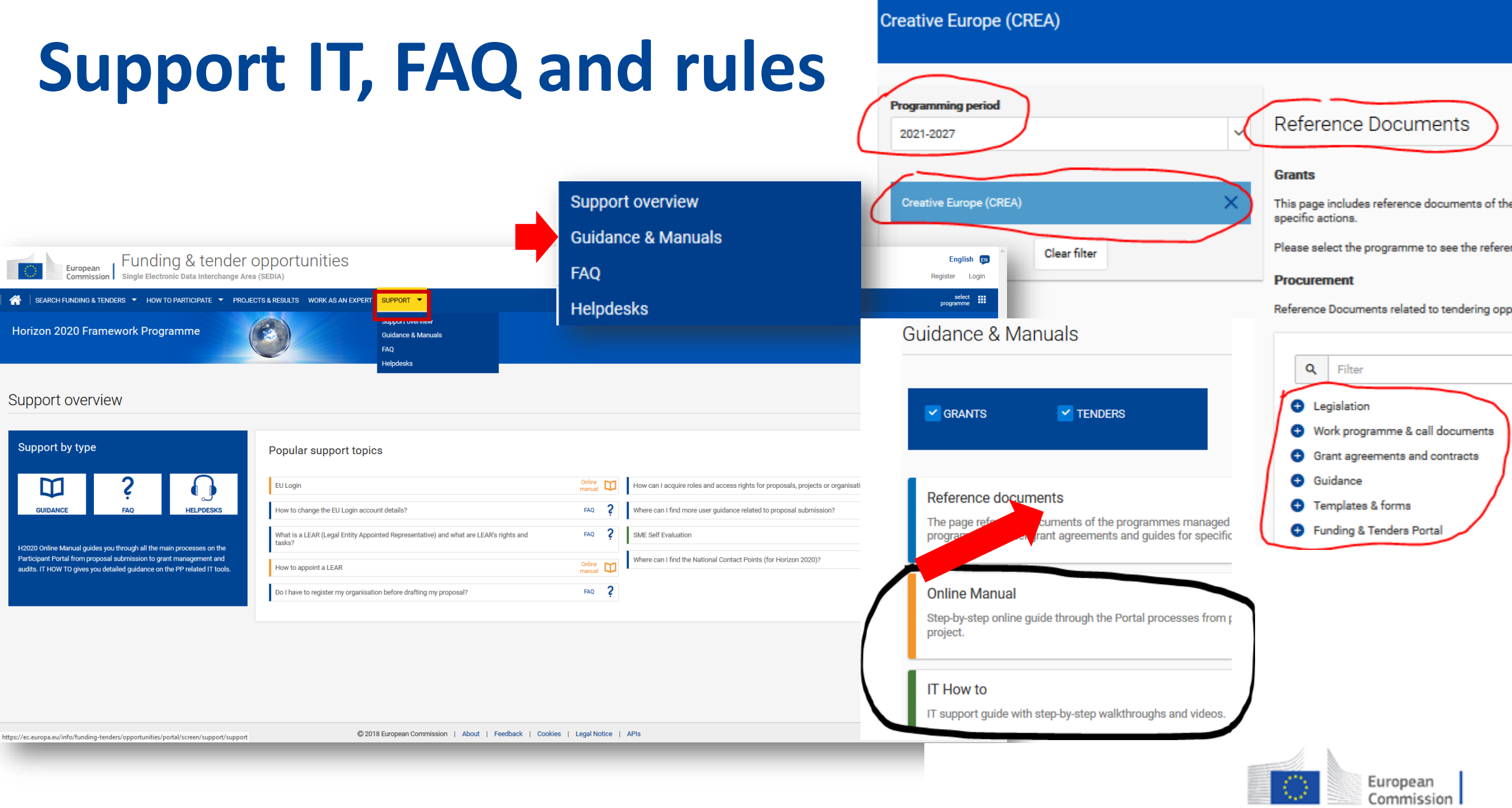
You will find and download your Evaluation Result Letter in **my project area**

Notifications will be sent by email to **the coordinator's contact persons** listed in the proposal

Successful applicants start Grant Agreement Preparation in **Grant Management system**



Support IT, FAQ and rules



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THANK YOU FOR YOUR ATTENTION

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