



## **CREATIVE EUROPE (2014-2020)**

### **MEDIA SUB-PROGRAMME**

#### **CALL FOR PROPOSALS – EACEA 25/2019**

#### ***Support to Film Education***

#### **WARNING:**

The present call for proposals is subject to the availability of the funds after the adoption of the budget for 2020 by the budgetary authority.

#### **1. OBJECTIVES AND DESCRIPTION**

This notice is based on the Regulation No 1295/2013 of the European Parliament and of the Council of 11/12/2013 concerning the implementation of a programme of support for the European cultural and creative sector (CREATIVE EUROPE) and the corrigendum of the 27/06/2014<sup>1</sup>.

Within the specific objective of promoting transnational circulation, one of the priorities of the MEDIA Sub- programme is:

- supporting audience development as a means of stimulating interest in, and improving access to audiovisual works in particular through promotion, events, film literacy and festivals.

The MEDIA Sub-programme shall provide support to:

- activities aimed at promoting film literacy and at increasing audiences' knowledge of, and interest in, European audiovisual works, including the audiovisual and cinematographic heritage, in particular among young audiences.

#### **2. ELIGIBLE APPLICANTS**

The applicant must be a consortium (project leader and at least 2 partners) of entities (private companies, non-profit organisations, associations, charities, foundations, municipalities/Town Councils, etc.) established in one of the countries participating in the MEDIA Sub-programme and owned directly or by majority participation, by nationals from such countries. When a

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<sup>1</sup> Regulation No 1295/2013, published in the Official Journal of the European Union on the 20/12/2013 (OJ L 347/221) and 27/06/2014 (OJ L 189/260).

company is publicly listed, the location of the stock exchange will be taken into account to determine its nationality.

Applications from legal entities established in one of the following countries are eligible as long as all conditions referred to in Article 8 of the Regulation establishing the Creative Europe Programme are met:

- EU Member States and overseas countries and territories which are eligible to participate in the Programme pursuant to Article 58 of Council Decision 2001/822/EC;
- Acceding countries, candidate countries and potential candidates benefiting from a pre-accession strategy, in accordance with the general principles and general terms and conditions for the participation of those countries in Union programmes established in the respective Framework Agreements, Association Council Decisions or similar agreements;
- EFTA countries which are members of the EEA, in accordance with the provisions of the EEA Agreement;
- The Swiss Confederation, on the basis of a bilateral agreement to be concluded with that country;
- Countries covered by the European Neighbourhood Policy in accordance with the procedures established with those countries following the framework agreements providing for their participation in Union programmes.

The Programme shall also be open for bilateral or multilateral cooperation actions targeted at selected countries or regions on the basis of additional appropriations paid by, and specific arrangements to be agreed upon with, those countries or regions.

The Programme shall permit cooperation and joint actions with countries not participating in the Programme and with international organisations which are active in the cultural and creative sectors such as UNESCO, the Council of Europe, the Organisation for Economic Co-operation and Development or the World Intellectual Property Organisation on the basis of joint contributions for the realisation of the Programme's objectives.

Proposals from applicants in non EU countries may be selected, provided that, on the date of the award decision, agreements have been signed setting out the arrangements for the participation of those countries in the programme established by the Regulation referred to above.

(Updated list of countries that fulfil the conditions referred to in Article 8 of the Regulation and that the Commission has started negotiations with can be found on the following link:

[http://eacea.ec.europa.eu/creative-europe/library/eligibility-organisations-non-eu-countries\\_en](http://eacea.ec.europa.eu/creative-europe/library/eligibility-organisations-non-eu-countries_en)).

Natural persons may **not** apply for a grant.

### **3. ELIGIBLE ACTIVITIES**

Projects providing mechanisms for better cooperation between film education initiatives in Europe with the aim to improve the efficiency and European dimension of these initiatives and to develop new and innovative projects, especially using digital tools. The target audience of the film education initiatives must be young people below 19 years old.

Projects providing mechanisms for increasing the contribution of European films and audiovisual works to education, including curated catalogues of films, make towards education. The project should be based on a significant proportion (at least 50%) of European films.

Projects require at least 3 partners of which at least 2 partners coming from the film education sector. The partners must be based in 3 different countries participating in the MEDIA Sub-programme and cover at least 3 different languages.

The action must start between the 1/09/2020 and the 01/01/2021 and will last 24 months.

#### **4. AWARD CRITERIA**

Points will be allocated out of a total of 100 on the basis of the following weighting:

##### Relevance and European added value (30 points):

This criterion assesses the relevance of the content and the European added value of the action vis-à-vis the objectives of the Call for proposals.

It will assess in particular the European dimension of the project and the capacity of the project to reach audiences.

##### Quality of the content and activities (40 points):

This criterion assesses the overall quality of the project, including the methodology, the format, the target group, selection and pedagogical methods, the feasibility and cost efficiency and the innovative aspects of the projects, including the strategic use of digital technology and different distribution platforms.

##### Dissemination of project results, impact and sustainability (20 points):

This criterion assesses the impact of the dissemination of the project's results and the impact of the project on the promotion, circulation and interest in European audiovisual works.

##### Quality of the project team and the grouping (10 points):

This criterion will take into account the extent of the partnership and the exchange of knowledge within the partnership vis-à-vis the objectives of the action.

#### **5. BUDGET**

The total budget available is 1.9 M €.

The financial contribution of the Union cannot exceed 70% of the total eligible costs of the action.

The minimum EU requested grant shall be EUR 200.000.

#### **6. DEADLINE FOR SUBMISSION OF APPLICATIONS**

Proposals must be submitted not later than **12/03/2020 at 17h00 CET/CEST** (Brussels time) using the online application form (eForm). No other method of submission of an application will be accepted. Applicants shall ensure that all the documents requested and mentioned in the eForms are provided.

#### **7. FULL DETAILS**

The full text of the guidelines together with the application forms can be found at the following Internet address:

[https://eacea.ec.europa.eu/creative-europe/actions/media/support-film-education\\_en](https://eacea.ec.europa.eu/creative-europe/actions/media/support-film-education_en)

Applications must comply with all the terms of the guidelines and be submitted on the eForms provided.