



CREATIVE EUROPE (2014-2020)

MEDIA SUB-PROGRAMME

CALL FOR PROPOSALS

EACEA/27/2019: SUPPORT TO MARKET ACCESS

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 of a call for proposals 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)¹ and its corrigendum of the 27/06/2014².

Within the field of reinforcing the audiovisual sector's capacity, some of the priorities of the MEDIA Sub-programme are the following:

- increase the capacity of audiovisual operators to develop European audiovisual works with a potential to circulate in the Union and beyond and to facilitate European and international co-production, including with television broadcasters;
- encourage business to business exchanges by facilitating access to markets and innovative business tools enabling audiovisual operators to increase the visibility of their projects on Union and international markets.

The MEDIA Sub-programme shall provide support for:

- facilitating European and international co-productions including short films, video games, television series and cross media;
- facilitating access to professional audiovisual trade events and markets and the use of online business tools inside and outside Europe;
- facilitating the circulation of European works, including shorts, in Europe and worldwide on all platforms in all formats.

¹ Regulation No 1295/2013, Official Journal of the European Union on the 20/12/2013 (OJ L347/221)

² Published in the Official Journal of the European Union on 27/06/2014 (OJ L 189/260).

2. ELIGIBLE APPLICANTS

Applicants must be entities (private companies, non-profit organisations, associations, charities, foundations, municipalities/Town Councils, etc.), established in one of the countries participating to the MEDIA Sub-programme and owned directly or by majority participation, by nationals from such countries.

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 and the Commission has entered into negotiations with the country:

- 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 defined 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 Cooperation and Development or the World Intellectual Property Organisation on the basis of joint contributions for the realisation of the Programme's objectives.

The Agency may select proposals from applicants in non EU countries, 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).

Natural persons may not apply for a grant.

3. ELIGIBLE ACTIONS

The present call for proposals is aimed at supporting actions and activities taking place in and outside countries participating in the MEDIA Sub-programme.

Only those applications corresponding to at least one of the 2 Actions below will be considered as eligible:

- Action 1 – Business to business (physical) markets for European audiovisual professionals
- Action 2 – Business to business promotional activities of European works

Activities must start between 01/07/2020 and 30/06/2021.

The maximum duration of the action is 12 months.

4. AWARD CRITERIA

Eligible applications will be assessed on the basis of a 100-point score on the basis of the following criteria and weighting:

Action 1

Relevance and European added value (30 points)

- Relevance of the content of the action including the innovative aspects and the International and European dimension vis-à-vis the objectives of the call for proposals and the needs of the audiovisual industry including video games, television series, cross media and shorts.

Quality of the content and activities (30 points)

- Adequacy of the methodology to the objectives including the format, the target group, selection methods, synergy and collaboration with other projects, the tools including the use of digital technologies relevant to new business models, the feasibility and cost efficiency.

Dissemination of project results, and impact and sustainability (30 points)

- Impact on the financing, the international circulation and global audience of the projects and works and/or structuring effects on the European audiovisual industry.

Organisation of the project team (10 points).

- Distribution of the roles and responsibilities of the team vis-à-vis the specific objectives of the action.

Action 2

Relevance and European added value (30 points)

- Relevance of the B2B promotional activity with regards to the objectives of the call, the added value in terms of visibility and circulation of European works on European and international markets as well as the innovation and deployment of digital technologies.

Quality of the content and activities (30 points)

- Quality and feasibility, the effectiveness of the strategy to reinforce the distribution and circulation of European works on European and international markets and the cost efficiency of the action.

Dissemination of project results, and impact and sustainability (30 points)

- Systemic impact in terms of increased visibility, circulation and audience reach, the effectiveness in terms of structuring effects on the European audiovisual industry and the added value to enter new market opportunities.

Organisation of the project team (10 points)

- Distribution of the roles and responsibilities of the team vis-à-vis the specific objectives of the action.

5. BUDGET

The total budget available is estimated at 6,8 M €.

The financial contribution of the Union cannot exceed:

- 60% of the total eligible costs of the action in case of action taking place in countries participating in the MEDIA sub-Programme;
- 80% of the total eligible costs of the action in case of action taking place in countries outside the MEDIA sub-Programme.

The Agency reserves the right not to allocate all the available funds.

6. DEADLINE FOR SUBMISSIONS OF APPLICATIONS

Proposals must be submitted not later than **06/02/2020 at 17.00** (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/funding/support-for-access-markets-eacea-2020_en

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