



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

### **MEDIA SUB-PROGRAMME**

#### **CALL FOR PROPOSALS**

#### **EACEA/29/2014: SUPPORT FOR ACCESS TO MARKETS**

#### **WARNING:**

The present call for proposals is subject to:

- the availability of the funds after the adoption of the budget for 2015 by the budgetary authority.

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

This notice is based on the Regulation of the European Parliament and of the Council on establishing the Creative Europe Programme (2014-2020)<sup>1</sup>.

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 business tools for audiovisual operators to increase the visibility of their projects on Union and international markets.

The MEDIA Sub-programme shall provide support for:

- facilitating access to professional audiovisual trade events and markets and the use of online business tools inside and outside the Union;
- facilitating circulation of European films worldwide and of international films in the Union on all distribution platforms, via international cooperation projects in the audiovisual sector.

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

## **2. ELIGIBLE APPLICANTS**

Applicants must be European 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;
- 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.

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.

## **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 3 Actions below will be considered as eligible:

- Action 1 - Access to physical markets for European professionals
- Action 2 - Online tools intended for the professionals
- Action 3 - Common European promotional activities

Activities must start between 01/06/2015 and 31/05/2016.

The maximum duration of the action is 12 months. A maximum extension of 6 additional months will be granted, if requested before the deadline specified in the grant agreement. The maximum duration in any case, will be of 18 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:

Relevance and European added value (20 points)

- Relevance of the content of the action (including the International/European dimension) vis-à-vis the objectives of the Call for proposals and the needs of the industry.

Quality of the content and activities (40 points)

- Adequacy of the methodology to the objectives including: format, target group, selection methods; synergy/collaboration with other projects; feasibility and cost efficiency.

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

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

Quality of the project team (10 points).

- Potential of the team vis-à-vis the objective of the action.

#### **5. BUDGET**

The total budget available is estimated at 3,53 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 **22/01/2015 at 12.00 noon** (midday 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:

[http://eacea.ec.europa.eu/creative-europe/funding/access-market-single-action-2015-activity\\_en](http://eacea.ec.europa.eu/creative-europe/funding/access-market-single-action-2015-activity_en)

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