



CREATIVE EUROPE (2014-2020)

MEDIA SUB-PROGRAMME

CALL FOR PROPOSALS

EAC/S26/2013: SUPPORT FOR ACCESS TO MARKETS

WARNING:

The present call for proposals is subject to:

- the final adoption of the Regulation of the European Parliament and of the Council on establishing the Creative Europe Programme (2014-2020) hereafter referred to as 'the programme' by the legislative authority without significant modification,
- a positive opinion or lack of objection by the committee established according to Article 23 of the Regulation on establishing the Creative Europe Programme,
- the availability of the appropriations provided for in the draft budget for 2014 after the adoption of the budget for 2014 by the budgetary authority or as provided for in the system of provisional twelfths.

1. OBJECTIVES AND DESCRIPTION

This notice of a call for proposals is based on the Regulation of the European Parliament and of the Council on establishing the Creative Europe Programme (2014-2020).

Within the field of reinforcing the audiovisual sector's capacity, some of the priorities of the MEDIA Sub-programme shall be to:

- 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.

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 of the European neighbourhood area in accordance with the procedures defined with those countries following the framework agreements providing for their participation in European Union programmes.

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 01/01/2015 and 31/05/2015 for (single) activity;
- between 01/01/2015 and up to 31/12/2015 for annual actions.

The maximum duration of the action is 12 months.

Under this call for proposals, the applicant submits a proposal in view of establishing a two-year partnership with the MEDIA Sub-programme, through a contractual instrument called *Framework Partnership Agreement* ("FPA").

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 (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/works and/or structuring effects on the European audiovisual industry

Quality of the project team (10 points).

- Relevance of the international, technical and management expertise of the team vis à vis the objectives of the action

5. BUDGET

The total budget available is estimated at 4.47 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 **06/06/2014 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://ec.europa.eu/culture/media/media-content/documents/fundings/creative-europe/market-access-framework-partnership>

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