



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

### **MEDIA SUB-PROGRAMME**

#### **CALL FOR PROPOSALS**

#### **EAC/S32/2013: Support to Film Festivals**

#### **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,
- the final adoption of the Commission Decision authorising the use of lump sums under the MEDIA Sub-programme within the Creative Europe Programme.

#### **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, one of the priorities of the MEDIA Sub-programme shall be to:

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

The MEDIA Sub-programme shall provide support for:

- initiatives presenting and promoting a diversity of European audiovisual works, including short films, such as festivals and other promotional events;

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

## **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 in 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;
- Accessing 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**

Applicant organisations must implement audiovisual festivals which contribute to the aforementioned objectives and which fulfil the following conditions:

A minimum of 70% of the eligible programming presented to the public during the festival OR a minimum of 100 feature films (or 400 short films) must originate from countries participating in the MEDIA Sub-programme. Within this "MEDIA Sub-programme countries" programming:

- 50% of the films must be non-national.
- At least 15 of such countries must be represented.

Activities must start during the following periods:

- Proposals submitted on 28/02/2014: activities start between 01/05/14 and 31/10/14
- Proposals submitted on 04/07/2014: activities start between 01/11/14 and 30/04/15

The maximum duration of actions is 10 months. The period of the action starts 6 months before the start date of the activities and ends 4 months after this date.

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 according to the following criteria:

Relevance and European added value (40 points)

- Activity towards the audience and in particular the outreach mechanisms and film literacy actions of the project

Quality of the content and activities (25 points).

- The European dimension of the programming including its cultural and geographic diversity

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

- Size of the audience and impact on the promotion and circulation of European audiovisual works (mechanisms to facilitate commercial or alternative distribution).

Quality of the Team (5 points).

- Technical and management experience of the Team

#### **5. BUDGET**

The total budget available for the co-financing of actions under this scheme is estimated at EUR 3.25M.

The EU financial contribution will take the form of a lump sum according to the number of European films in the programming between EUR 19.000 and EUR 75.000.

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

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

Closing dates for submitting proposals:

- **28/02/2014 at 12.00 noon** (midday Brussels time): for activities starting between 01/05/14 and 31/10/14;

- **04/07/2014 at 12.00 noon** (midday Brussels time): for activities starting between 01/11/14 and 30/04/15.

Proposals must be submitted 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.

**In addition, a set of compulsory annexes that cannot be submitted online have to be sent to the Agency by post, to the following address:**

**Education, Audiovisual & Culture Executive Agency**  
Creative Europe Programme (2014–2020)  
MEDIA Sub-programme – Reference of Call for Proposals  
Avenue du Bourget 1  
BOUR 03/59  
BE – 1049 Brussels  
Belgium

The package must include the copy of the acknowledgment of receipt of the application, the paper annexes and a CD-Rom or USB stick containing all these documents.

## **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/fundings/creative-europe/call\\_6\\_en.htm](http://ec.europa.eu/culture/media/fundings/creative-europe/call_6_en.htm)

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