CREATIVE EUROPE (2014-2020)

MEDIA SUB-PROGRAMME

CALL FOR PROPOSALS – EACEA 22/2015

Support for Audience Development

WARNING:

The present call for proposals is subject to the availability of the funds after the adoption of the budget for 2016 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[1].

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 acces 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;

- facilitating the circulation of European films worldwide and of international films in the Union on all distribution platforms, via international cooperation projects in the audiovisual sector.

[1] 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).

2. ELIGIBLE APPLICANTS

The applicant must be a consortium (project leader and at least 2 partners) of legal 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:

- 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 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).

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

3. ELIGIBLE ACTIONS

Action 1: Film Literacy

Projects providing mechanisms for better cooperation between film literacy initiatives in Europe with the aim to improve the efficiency and European dimension of these initiatives.

Projects require at least 3 partners (project leader and at least 2 partners) that are active in the field of film literacy and come from 3 different countries participating in the MEDIA Sub-programme and cover at least 3 different languages.

Action 2: Audience development initiatives

Audience development initiatives focusing on innovative and participatory strategies reaching out to wider, especially young, audiences with European films.

- Projects shall comprise a minimum of 3 partners (project leader and at least 2 partners) from the audiovisual sector coming from 3 different countries participating in the MEDIA Sub-programme;

- Project shall target audiences in at least 3 different countries participating in the MEDIA Sub-programme;

- Projects shall focus on European films.

The following projects are excluded:

- marketing and promotion activities of a single film;

- typical activities of film distribution and festivals which may be supported under other Creative Europe-MEDIA Calls for Proposals

The action must start between the 1/07/2016 and the 01/01/2017 and will last 12 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 adequacy of the methodology to the objectives including the format, the target group, the selection and pedagogical methods, the feasibility and cost efficiency as well as the innovative aspects of the project, 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 2.2 M €.

The financial contribution of the Union cannot exceed 60% of the total eligible costs of the action.

6. DEADLINE FOR SUBMISSION OF APPLICATIONS

Proposals must be submitted not later than **03/03/2016 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/audience-development-2016_en.

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