



# **CREATIVE EUROPE**

## **MEDIA Sub-programme**

### **SUPPORT TO AUDIENCE DEVELOPMENT GUIDELINES**

<b>TABLE OF CONTENTS</b>
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- 1. INTRODUCTION - BACKGROUND**
- 2. OBJECTIVES - THEMES - PRIORITIES**
  - 2.1. *Objectives*
  - 2.2. *Targeted Projects*
- 3. TIMETABLE**
- 4. BUDGET AVAILABLE**
- 5. ADMISSIBILITY REQUIREMENTS**
- 6. ELIGIBILITY CRITERIA**
  - 6.1. *Eligible applicants*
  - 6.2. *Eligible activities*
- 7. EXCLUSION CRITERIA**
  - 7.1. *Exclusion from participation*
  - 7.2. *Exclusion from award*
  - 7.3. *Supporting documents*
- 8. SELECTION CRITERIA**
  - 8.1. *Financial capacity*
  - 8.2. *Operational capacity*
- 9. AWARD CRITERIA**
- 10. LEGAL COMMITMENTS**
- 11. FINANCIAL PROVISIONS**
  - 11.1. *General Principles*
  - 11.2. *Funding forms*
  - 11.3. *Payment arrangements*
  - 11.4. *Pre-financing guarantee*
- 12. PUBLICITY**
  - 12.1. *By the beneficiaries*
  - 12.2. *By the Agency and/or the Commission*
  - 12.3. *Communication and dissemination*
- 13. DATA PROTECTION**
- 14. PROCEDURE FOR THE SUBMISSION OF PROPOSALS**
  - 14.1. *Publication*
  - 14.2. *Registration in the Participant Portal*
  - 14.3. *Submission of the grant application*
  - 14.4. *Evaluation procedure*
  - 14.5. *Award decision*
  - 14.6. *Rules applicable*
  - 14.7. *Contacts*

Annexes:

All the annexes are available on the EACEA website:

[http://eacea.ec.europa.eu/creative-europe/funding/audience-development-2016\\_en](http://eacea.ec.europa.eu/creative-europe/funding/audience-development-2016_en).

## **GUIDELINES – EACEA 2016**

### **Support to Audience Development**

#### **1. INTRODUCTION – BACKGROUND**

These guidelines are based on 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.<sup>1</sup>

The European Commission is responsible for the implementation of the Creative Europe Programme and for the decision to grant individual European Union funds. The Education, Audiovisual and Culture Executive Agency hereafter "the Agency" manages the Culture and MEDIA Sub-programmes on behalf and under supervision of the European Commission.

General background information about the Creative Europe programme can be found on the following link: [http://ec.europa.eu/programmes/creative-europe/index\\_en.htm](http://ec.europa.eu/programmes/creative-europe/index_en.htm).

#### **2. OBJECTIVES – THEMES – PRIORITIES**

##### **2.1. Objectives**

Within the specific objective of promoting transnational circulation, one of the priorities of the MEDIA Sub- programme shall be:

- supporting 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 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.

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<sup>1</sup> 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).

## 2.2. Targeted projects

This scheme includes two 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.

These projects can for example:

- help to "export" successful initiatives and actions from one country to other countries, for example through dedicated networking activities, peer-learning activities, technical assistance, exchange of material such as films, learning material;
- establish new joint cross-border film literacy initiatives fostering exchange, for example through the creation and development of catalogues of films suitable for film literacy activities including learning material or other information tools.

The project should be based on a significant proportion of European films. Applications should include a description placing the project in the appropriate context within the audiovisual sector and a plan to collect, analyse and disseminate the results obtained.

Film literacy, a key element of media literacy, can be defined as the level of understanding of a film, the ability to be conscious and curious in the choice of films; the competence to critically watch a film and to analyse its content, cinematography and technical aspects; and the ability to manipulate its language and technical resources in the creative moving image production..

### **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 will be expected to demonstrate new and innovative approaches to audience development in the digital age beyond traditional film festivals and distribution practices. Projects should incorporate the use of innovative and digital promotional techniques and tools, such as social media, apps optimized for multiple devices, capable of effectively appealing to a wider and younger audience.

These guidelines are aimed at legal entities whose activities contribute to the realisation of the above objectives, and in particular at:

**For Action 1:** film literacy initiatives and intermediaries, including film institutes, film heritage institutions, festivals, film clubs and other organisations active in film and media literacy, in particular for children and young people;

**For Action 2:** sales agents, distribution companies, festivals, TV-broadcasters, cinemas, online platforms and film promotion associations, etc.

In order to be supported, actions shall demonstrate synergies with already existing actions, as well as added value and viability, especially in case of new and/or first editions.

Please note that this scheme is not intended to cater for the individual action(s) of a single company in support of their own productions.

### 3. TIMETABLE

	<b>Stages</b>	<b>Date or indicative period</b>
a)	Publication of the call	November 2015
b)	Deadline for submitting applications	03/03/2016 12:00 (noon, Brussels Time)
c)	Evaluation period	March-April 2016
d)	Information to applicants	May 2016
e)	Signature of grant agreement	July 2016
f)	Starting date of the action	Between 01/07/2016 and 01/01/2017
g)	Duration of the action / Period of eligibility	12 months

### 4. BUDGET AVAILABLE

The total budget available for the co-financing of actions under this scheme is estimated at EUR 2.2M for 2016. This amount is subject to the availability of the funds after the adoption of the budget for 2016 by the budgetary authority.

The amount of the financial contribution to be awarded will be determined within the limits of the available budgetary resources and with regards to the cost and nature of each proposed action.

The financial contribution of the Union cannot exceed 60% of the total eligible costs of the action. The Agency reserves the right not to distribute all the funds available.

The indicative split between the two actions will be the following:

Action 1 – Film Literacy: an indicative amount of EUR 1.1 M.

Action 2 – Audience Development initiatives: an indicative amount of EUR 1.1 M.

In case, within any of the two actions, the number of received proposals fulfilling all the criteria of the call is not sufficient to allocate the full indicative budget for the action, the remaining funds may be reallocated to the other action.

## **5. ADMISSIBILITY REQUIREMENTS**

Applications shall comply with the following requirements:

- they must be sent no later than the deadline for submitting applications referred to in section 3 of the present guidelines;
- they must be submitted in writing using the online application form and the official annexes provided;
- they must be drafted in one of the EU official languages, preferably in English or French.

The application form must be accompanied by a balanced budget and all the other documents referred to in the application form.

Failure to comply with those requirements will lead to the rejection of the application.

In order to submit an application, applicants and **partners** must provide their Participant Identification Code (PIC) in the application form. The PIC can be obtained by registering the organisation in the Unique Registration Facility (URF) hosted in the Education, Audiovisual, Culture, Citizenship and Volunteering Participant Portal. The Unique Registration Facility is a tool shared by other services of the European Commission. If an applicant or partner already has a PIC that has been used for other programmes (for example the Research programmes), the same PIC is valid for the present call for proposals.

The Participant Portal allows applicants and partners to upload or update the information related to their legal status and attach the requested legal and financial documents (see section 14.2 for more information).

## **6. ELIGIBILITY CRITERIA**

Applications which comply with the following criteria will be subject of an in-depth evaluation.

### **6.1. Eligible applicants**

The applicant must be a consortium (project leader and at least 2 partners) of 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 (see link below) and owned directly or by majority participation, by nationals from such countries.

The project leader will submit the application on behalf of all partners.

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](http://eacea.ec.europa.eu/creative-europe/library/eligibility-organisations-non-eu-countries_en)).

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

## **6.2 Eligible activities**

### **Film Literacy action**

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 being implemented by the partnership shall ensure the development of new initiatives and shall not be a part of the usual core film literacy activities of the partner organisations.

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.

### **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 period of eligibility of costs will start between the 1/07/2016 and the 1/01/2017 and will last 12 months.

However, if after the signing of the agreement and the start of the project it becomes impossible for the beneficiary, for dully justified reasons beyond his control, to complete the project within the scheduled period, an extension to the eligibility period may be granted by the way of an addendum. A maximum extension of 6 additional months will be granted, if requested before the deadline specified in the agreement. The maximum duration will then be 18 months.

Only applications that fulfil the eligibility criteria will be considered for a grant. If an application is deemed ineligible, a letter indicating the reasons will be sent to the applicant.

## **7. EXCLUSION CRITERIA**

### **7.1. Exclusion from participation**

Applicants will be excluded from participating in the call for proposals procedure if they are in any of the following situations:

- a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) they or persons having powers of representation, decision making or control over them have been convicted of an offence concerning their professional conduct by a judgment of a competent authority of a Member State which has the force of res judicata;
- c) they have been guilty of grave professional misconduct proven by any means which the responsible authorising officer can justify including by decisions of the EIB and international organisations;
- d) they are not in compliance with their obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the responsible authorising officer or those of the country where the grant agreement is to be performed;
- e) they or persons having powers of representation, decision making or control over them have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation, money laundering or any other illegal activity, where such illegal activity is detrimental to the Union' financial interests;
- f) they are currently subject to an administrative penalty referred to in Article 109(1) of the Financial Regulation.



## **7.2. Exclusion from award**

Applicants will not be granted financial assistance if, in the course of the grant award procedure, they:

- a) are subject to a conflict of interests;
- b) are guilty of misrepresentation in supplying the information required by the Agency as a condition of participation in the grant award procedure, or fail to supply this information.
- c) find themselves in one of the situations of exclusion referred to in the above section 7.1.

Administrative and financial penalties may be imposed on applicants, or affiliated entities where applicable, who are guilty of misrepresentation or are found to have seriously failed to meet their contractual obligations under a previous grant award procedure.

## **7.3. Supporting documents**

Applicants for a grant exceeding EUR 60.000 must sign a declaration on their honour certifying that they are not in one of the situations referred to in the above sections 7.1. and 7.2, filling in the relevant form attach to the application form accompanying the call for proposals and available (under the Heading "Annexes") at:

[http://eacea.ec.europa.eu/creative-europe/funding/audience-development-2016\\_en](http://eacea.ec.europa.eu/creative-europe/funding/audience-development-2016_en).

## **8. SELECTION CRITERIA**

Applicants must submit a declaration on their honour, completed and signed, attesting to their status as a legal person and to their financial and operational capacity to complete the proposed activities.

### **8.1. Financial capacity**

Applicants must have stable and sufficient sources of funding to maintain their activity throughout the period during which the action is being carried out or the year for which the grant is awarded and to participate in its funding. The applicants' financial capacity will be assessed on the basis of the following supporting documents to be submitted with the application:

- a) Low value grants ( $\leq$  EUR 60 000):
  - a declaration on their honour.
- b) Grants  $>$  EUR 60 000:
  - a declaration on their honour;
  - the financial statements (including the balance sheet, the profit and loss accounts and the annexes) of the last two financial years for which the accounts have been closed;
  - financial capacity form provided for in the application form, filled in with the relevant statutory accounting figures, in order to calculate the ratios as detailed in the form.
- c) Grants for an action  $>$  EUR 750 000, in addition to the above:

- an audit report produced by a approved external auditor certifying the accounts for the last financial year available (for grants > EUR 750 000).

In the event of an application grouping several applicants (consortium), the thresholds mentioned in c) shall apply to each applicant.

On the basis of the documents submitted, if the Agency considers that the financial capacity is not satisfactory, it may:

- request further information;
- propose a grant agreement without pre-financing;
- propose a grant agreement with a pre-financing covered by a bank guarantee (see section 11.4 below);
- propose a grant agreement without pre-financing but an interim payment based on expenses already occurred;
- reject the application.

## 8.2 Operational capacity

Applicants must have the professional competencies as well as appropriate qualifications necessary to complete the proposed action. In this respect, applicants have to submit a declaration on their honour, and, for those applying for a grant above EUR 60.000 the following supporting documents:

- the Curriculum Vitae of the project leader.

## 9. AWARD CRITERIA

Eligible applications will be assessed on the basis of the following criteria:

	<b>Criteria</b>	<b>Definitions</b>	<b>Max. points</b>
1	Relevance and European added value	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.	30
2	Quality of the content and activities	This criterion assess the adequacy of the methodology to the objectives including the format, the target group, selection and pedagogical methods, the feasibility and cost efficiency and the innovative aspects of the projects including the strategic use of digital technology and different distribution platforms.	40

3	Dissemination of project results, impact and sustainability	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.	20
4	Quality of the project team and the grouping	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.	10

Detailed description of the award criteria and breakdown of points:

### **1. Relevance and European added value (30 points)**

This criterion will take into account:

#### For Action 1 – Film Literacy

- The European dimension/European added value: **15 points**

Assessment of the European dimension of the project in terms of partnership, content and diversity of European films. Assessment of the European added value of the project compared to the core activities of the applicant and their partners;

- The capacity to reach audience: **15 points**

Assessment of the strategies set in place to reach audiences, in particular non-core and young audiences, as well as their adequacy. Assessment of the potential of the project to promote and increase audience's interest in, awareness and knowledge, of European films, including non-national and heritage films.

#### For Action 2 – Audience Development initiatives

- The European dimension/European added value: **15 points**

Assessment of the European dimension of the project in terms of partnership, content and diversity of European films. Assessment of the European added value of the project compared to the core activities of the applicant and their partners;

- The Capacity to reach audience: **15 points**

Assessment of the strategies set in place to reach audiences, in particular non-core and young audiences, as well as their adequacy. Assessment of the potential of the project to promote and increase audience's interest in, awareness and knowledge of European films, including non-national and heritage films.

### **2. Quality of the content and activities (40 points)**

This criterion will take into account:

#### For Action 1 – Film Literacy

- Overall quality of the project: **25 points**

Assessment of the overall methodology of the project, including the format, the coherence, the needs' analysis and the evaluation of results. Assessment of the target groups/territories, film selection and pedagogical methods;

-Feasibility and cost-efficiency: **5 points**

Assessment of the feasibility of the project and its cost-efficiency in relation to the objectives to be reached;

- Innovation: **10 points**

Assessment of the innovative aspects of the project, in particular the strategic use of digital technology and different distribution platforms.

#### For Action 2 – Audience Development initiatives

- Overall quality of the project: **20 points**

Assessment of the overall methodology of the project, including the format, the coherence, the needs' analysis and the evaluation of results. Assessment of the target groups/territories, type and number of films and capacity of the project to actively engage audiences;

-Feasibility and cost-efficiency: **5 points**

Assessment of the feasibility of the project and its cost-efficiency in relation to the objectives to be reached;

- Innovation: **15 points**

Assessment of the innovative aspects of the project in relation to audience development perspectives, in particular the strategic use of digital technology and different distribution platforms.

### **3. Dissemination of project results, impact and sustainability (20 points)**

This criterion will take into account:

#### For Action – 1 Film Literacy

- Dissemination of knowledge, impact and sustainability: **15 points**

Assessment of the strategy for promoting the project and for the dissemination of its results, in particular the exchange of knowledge and best practices. Assessment of the project's impact and capacity to raise the overall interest in European audiovisual works;

- The Strategies for collecting and analysing the results obtained: **5 points**

Assessment of the strategy and methodology for collecting information on the project's results in order to allow for its dissemination.

#### For Action 2 – Audience Development Initiatives

- Dissemination of knowledge, impact and sustainability: **15 points**

Assessment of the strategy for promoting the project and for the dissemination of its results, in particular the exchange of knowledge and best practices. Assessment of the project's impact and capacity to raise the overall interest in European audiovisual works;

- The Strategies for collecting and analysing the results obtained: **5 points**

Assessment of the strategy and methodology for collecting information on the project's results in order to allow for its dissemination.

### **4. Quality of the project team and the grouping (10 points)**

This criterion will take into account:

- Coherence and exchange of knowledge within the partnership, as well as international, technical and managerial expertise of the team vis-à-vis the objectives of the action: **10 points**

## **10. LEGAL COMMITMENTS**

In the event of a grant awarded by the Agency, a grant agreement drawn up in euro and detailing the conditions and level of funding, will be sent to the beneficiary, as well as the procedure in view to formalise the obligations of the parties. This agreement will be a multi-beneficiary agreement.

The 2 copies of the original agreement must be signed first by the coordinator on behalf of the consortium and returned to the Agency immediately. The Agency will sign them last.

Please note that the award of a grant does not establish an entitlement for subsequent years.

## **11. FINANCIAL PROVISIONS**

### **11.1. General Principles**

#### a) Non-cumulative award

An action may only receive one grant from the EU budget.

In no circumstances shall the same costs be financed twice by the Union budget. To ensure this, applicants shall indicate in the application form the sources and amounts of Union funding received or applied for the same action or part of the action or for its functioning during the same financial year as well as any other funding received or applied for the same action.

#### b) Non-retroactivity

No grant may be awarded retrospectively for actions already completed.

A grant may be awarded for an action which has already begun only where the applicant can demonstrate the need to start the action before the grant agreement is signed.

In such cases, costs eligible for financing may not have been incurred prior to the date of submission of the grant application.

#### c) Co-financing

Co-financing means that the resources which are necessary to carry out the action may not be entirely provided by the EU grant.

Co-financing of the action may take the form of:

- the beneficiary's own resources;
- income generated by the action;
- financial contributions from third parties.

d) Balanced budget

The estimated budget of the action is to be attached to the application form. It must have revenue and expenditure in balance.

The budget must be drawn up in euros.

Applicants which foresee that costs will not be incurred in euros shall use the exchange rate published on the Infor-euro website available at:

[http://ec.europa.eu/budget/contracts\\_grants/info\\_contracts/inforeuro/inforeuro\\_en.cfm](http://ec.europa.eu/budget/contracts_grants/info_contracts/inforeuro/inforeuro_en.cfm) on the date of the publication of this call for proposals.

e) Implementation contracts/subcontracting

Where the implementation of the action requires the award of procurement contracts (implementation contracts), the beneficiary must award the contract to the bid offering best value for money or the lowest price (as appropriate), avoiding conflicts of interests and retain the documentation for the event of an audit.

Entities acting in their capacity of contracting authorities in the meaning of Directive 2004/18/EC<sup>2</sup> or contracting entities in the meaning of Directive 2004/17/EC<sup>3</sup> shall abide by the applicable national public procurement rules.

Sub-contracting, i.e. the externalisation of specific tasks or activities which form part of the action as described in the proposal and which cannot be performed by the beneficiary itself must satisfy the conditions applicable to any implementation contract (as specified above) and in addition to them the following conditions:

- it may only cover the implementation of a limited part of the action;
- it must be justified having regard to the nature of the action and what is necessary for its implementation;
- it must be clearly stated in the proposal or prior written authorisation from the Agency must be obtained.

f) Financial support to third parties

The applications may not envisage provision of financial support to third parties.

## 11.2 Funding forms

The grants financed through reimbursement of eligible costs in combination with a flat rate covering overheads are calculated on the basis of a detailed estimated budget, indicating clearly the costs that are eligible for EU funding.

➤ **Maximum amount requested**

The EU grant is limited to a maximum co-financing rate of 60% of eligible costs.

Consequently, part of the total eligible expenses entered in the estimated budget must be financed from sources other than the Union grant.

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<sup>2</sup> Directive 2004/18/EC on the coordination of procedures for the award of public work contracts, public supply contracts and public service contracts.

<sup>3</sup> Directive 2004/17/EC coordinating the procurement procedures of entities operating in the water, energy, transport and postal services sectors.

The grant amount may neither exceed the eligible costs nor the amount requested. Amounts are indicated in euros.

Acceptance of an application by the Executive Agency does not constitute an undertaking to award a grant equal to the amount requested by the beneficiary.

➤ **Eligible costs**

Eligible costs are costs actually incurred by the beneficiary of a grant which meet the following criteria:

- they are incurred during the duration of the action as specified in the grant agreement, with the exception of costs relating to final reports and certificates. The period of eligibility of costs will start as specified in the grant agreement between the 1/07/2016 and the 1/01/2017 and will last 12 months. Costs incurred outside the period of eligibility of costs will not be considered;
- they are indicated in the estimated overall budget of the action;
- they are incurred in connexion with the action which is the subject of the grant and are necessary for the implementation of the action;
- they are identifiable and verifiable, in particular being recorded in the accounting records of the beneficiary and determined according to the applicable accounting standards of the country where the beneficiary is established and according to the usual cost-accounting practices of the beneficiary;
- they comply with the requirements of applicable tax and social legislation;
- they are reasonable, justified, and comply with the requirements of sound financial management, in particular regarding economy and efficiency.

The beneficiary's internal accounting and auditing procedures must permit direct reconciliation of the costs and revenues declared in respect of the action with the corresponding accounting statements and supporting documents.

Eligible direct costs:

The eligible direct costs for the action are those costs which, **with due regard for the conditions of eligibility set out above**, are identifiable as specific costs directly linked to the performance of the action and which can therefore be booked to it directly, such as:

- the cost of personnel working under an employment contract with the applicant or equivalent appointing act and assigned to the action, comprising actual salaries plus social security contributions and other statutory costs included in their remuneration, provided that these costs are in line with the applicant's usual policy on remuneration policy of the beneficiary **or, where applicable, its partners. NB: these costs must be actual costs incurred by the beneficiary or the co-beneficiary. Staff costs of other organisations are eligible only if they are paid directly or reimbursed by the beneficiary.** These costs may include additional remuneration, including payments on the basis of supplementary contracts regardless of their nature, provided that it is paid in a consistent manner whenever the same kind of work or expertise is required and independently from the source of funding used. Personnel costs cannot exceed 40% of the total eligible costs;
- subsistence allowances (for meetings, including kick-off meetings where applicable, European conferences, etc.) provided that these costs are in line with the beneficiary's usual practices and that they do not exceed the scales approved annually by the Commission;

- costs of travel (for meetings, including kick-off meetings where applicable, European conferences, etc.), provided that they are in line with the beneficiary's usual practices on travel, and that they do not exceed the scales approved annually by the Commission;
- depreciation cost of equipment (new or second-hand), only the portion of the equipment's depreciation corresponding to the duration of the action and the rate of actual use for the purposes of the action may be taken into account by the Agency, **except where the nature and/or the context of its use justifies different treatment by the Agency**;
- costs of consumables and supplies, provided that they are identifiable and assigned to the action;
- costs entailed by other contracts awarded by the beneficiary or its partners for the purposes of carrying out the action, provided that the conditions laid down in the grant agreement are met;
- costs arising directly from requirements linked to the performance of the action/project (dissemination of information, specific evaluation of the action, translations, reproduction, etc.),
- costs relating to a pre-financing guarantee lodged by the beneficiary of the grant, where required;
- costs relating to external audits where required in support of the requests for payments;
- non-deductible value added tax ("VAT") for all activities which are not activities of the public authorities in the Member States.

#### Eligible indirect costs (overheads)

- a flat-rate amount, equal to 7% of the eligible direct costs of the action, is eligible under indirect costs, representing the beneficiary's general administrative costs which can be regarded as chargeable to the action.

Indirect costs may not include costs entered under another budget heading.

Applicant's attention is drawn to the fact that in the case of organisations receiving an operating grant, indirect costs are no longer eligible under specific actions.

#### ➤ **Ineligible costs**

The following costs shall not be considered eligible:

- return on capital;
- debt and debt service charges;
- provisions for losses or debts;
- interest owed;
- doubtful debts;
- exchange losses;
- costs of transfer from the Agency charged by the bank of the beneficiary;



- costs declared by the beneficiary and covered by another action or work programme receiving a European Union grant. In particular, indirect costs shall not be eligible under a grant for an action awarded to the beneficiary who already receives an operating grant financed from the Union budget during the period in question;
- excessive or reckless expenditure;
- contributions in kind
- expenditure from partners from countries not participating in the programme or not being co-beneficiaries of the agreement.

➤ **Calculation of the final grant amount – Supporting documents**

The final amount of the grant to be awarded to the beneficiary is established after completion of the action, upon approval of the request for payment containing the following documents:

- a final report providing details of the implementation and results of the action;
- the final financial statement of costs actually incurred.
- And

- a) **In cases of grants for an action of less than EUR 750 000**, the beneficiary is required to submit, in support of the final payment, a “Report of Factual Findings on the Final Financial Report - Type I” produced by an approved auditor or in case of public bodies, by a competent and independent public officer.

The procedure and the format to be followed by an approved auditor or in case of public bodies, by a competent and independent public officer, are detailed in the following “Guidance Notes”:  
[http://eacea.ec.europa.eu/about-eacea/document-register\\_en#audit](http://eacea.ec.europa.eu/about-eacea/document-register_en#audit).

The use of the report format set by the “Guidance Notes” is compulsory.

- b) **In cases of grants for an action of EUR 750 000 or more, when the cumulative amounts of request for payment is at least EUR 325 000**, the beneficiary is required to submit, in support of the final payment, a “Report of Factual Findings on the Final Financial Report - Type II” produced by an approved auditor or in case of public bodies, by a competent and independent public officer. The certificate shall certify, in accordance with a methodology approved by the Agency, that the costs declared by the beneficiary in the financial statements on which the request for payment is based are real, accurately recorded and eligible in accordance with the grant agreement.

The procedure and the format to be followed by an approved auditor or in case of public bodies, by a competent and independent public officer, are detailed in the following “Guidance Notes”:  
[http://eacea.ec.europa.eu/about-eacea/document-register\\_en#audit](http://eacea.ec.europa.eu/about-eacea/document-register_en#audit).

The use of the report format set by the “Guidance Notes” is compulsory.

If the eligible costs actually incurred by the beneficiary are lower than anticipated, the Agency will apply the rate of co-financing stated in the grant agreement to the expenditure actually incurred.

In the event of non-execution or clearly inadequate execution of an activity planned in the application attached to the funding agreement, the final grant will be reduced accordingly.

*Non-profit rule*

EU grants may not have the purpose or effect of producing a profit within the framework of the action of the beneficiary. **Profit shall be defined as a surplus of receipts over the eligible costs incurred by the beneficiary, when the request is made for payment of the balance.** In this respect, where a profit is made, the Agency shall be entitled to recover a percentage of the profit corresponding to the Union contribution to the eligible costs actually incurred by the beneficiary to carry out the action.

The verification of non-profit does not apply to low value grants, i.e. ≤EUR 60 000.

### **11.3. Payment arrangements**

Depending on the financial capacity of the applicants, a pre-financing or an interim payment will be paid according to the modalities described here below:

A pre-financing payment corresponding to 70% of the grant amount will be transferred to the beneficiary within 30 days from the date when the last of the two parties signs the agreement, provided all requested guarantees have been received.

If specified in the grant agreement an Interim payment shall be paid to the beneficiary. Interim payment is intended to cover the beneficiary's expenditure on the basis of a request for payment when the action has been partly carried out. The interim payment shall not exceed 70% of the grant amount.

The Agency will establish the amount of the final payment to be made to the beneficiary on the basis of the calculation of the final grant amount (see section 11.2 above). If the total of earlier payments is higher than the final grant amount, the beneficiary will be required to reimburse the amount paid in excess by the Agency through a recovery order.

### **11.4. Pre-financing guarantee**

In the event that the applicant's financial capacity is not satisfactory, a pre-financing guarantee for up to the same amount as the pre-financing may be requested in order to limit the financial risks linked to the pre-financing payment.

The financial guarantee, in euro, shall be provided by an approved bank or financial institution established in one of the Member States of the European Union. When the beneficiary is established in a third country, the authorising officer responsible may agree that a bank or financial institution established in that third country may provide the guarantee if he/she considers that the bank or financial institution offers equivalent security and characteristics as those offered by a bank or financial institution established in a Member State. Amounts blocked in bank accounts shall not be accepted as financial guarantees.

The guarantee may be replaced by a joint and several guarantee by a third party or by a joint guarantee of the beneficiaries of an action who are parties to the same grant agreement.

The guarantee shall be released as the pre-financing is gradually cleared against interim payments or payments of balances to the beneficiary, in accordance with the conditions laid down in the grant agreement.

## **12. PUBLICITY**

### **12.1. By the beneficiaries**

Beneficiaries must clearly acknowledge the European Union's contribution in all publications or in conjunction with activities for which the grant is used.

In this respect, beneficiaries are required to give prominence to the name and logo of the programme on all their publications, posters, programmes and other products realised under the co-financed project.

To do this they must use the text, the logo and the disclaimer available at [http://eacea.ec.europa.eu/about/eacea\\_logos\\_en.php](http://eacea.ec.europa.eu/about/eacea_logos_en.php), which will be provided by the Agency.

If this requirement is not fully complied with, the beneficiary's grant may be reduced in accordance with the provisions of the grant agreement.

## **12.2. By the Agency and/or the Commission**

With the exception of scholarships paid to natural persons and other direct support paid to natural persons in most need, all information relating to grants awarded in the course of a financial year shall be published on the Internet site of the European Union institutions not later than the 30<sup>th</sup> of June of the year following the financial year in which the grants were awarded.

The Agency and/or the Commission will publish the following information:

- name of the beneficiary;
- locality of the beneficiary;
- the amount awarded;
- nature and purpose of the grant.

Upon a reasoned and duly substantiated request by the beneficiary, the publication shall be waived if such disclosure risks threatening the rights and freedoms of individuals concerned as protected by the Charter of Fundamental Rights of the European Union or harm the commercial interests of the beneficiaries.

## **12.3 Communication and dissemination**

To maximise impact, projects should have a clear and strong strategy for communication and dissemination of their activities and results, and applicants must provide enough time and resources to communicate and interact appropriately with peers, audiences and local communities as appropriate.

Beneficiaries will be required as stipulated in the grant agreement to produce a public summary/report in English providing information about their work and the results of their project. The public summary/report must be included in the final report submitted to the Agency. The report may be used by the Commission to provide information on the results of projects.

The Commission together with the Agency may identify good practices and prepare relevant dissemination materials to be shared within and across all participating countries and beyond.

Data and results from projects will be made freely available to be used by stakeholders, policy makers and others in a wide range of ways.

Beneficiaries may be required to attend and to participate in events organised by the European Commission or the Agency to share their experience with other participants and/or policy makers.

## **13. DATA PROTECTION**

All personal data (such as names, addresses, CVs, etc.) will be processed in accordance with Regulation (EC) No 45/2001 of the European Parliament and of the Council of 18 December 2000 on

the protection of individuals with regard to the processing of personal data by the European Community institutions and bodies and on the free movement of such data.<sup>4</sup>

Unless marked as optional, the applicant's replies to the questions in the application form are necessary to evaluate and further process the grant application in accordance with the specifications of the call for proposals. Personal data will be processed solely for that purpose by the department or Unit responsible for the Union grant programme concerned (entity acting as data controller). Personal data may be transferred on a need to know basis to third parties involved in the evaluation of applications or in the grant management procedure, without prejudice of transfer to the bodies in charge of monitoring and inspection tasks in accordance with the European Union law. In particular, for the purposes of safeguarding the financial interests of the Union, personal data may be transferred to internal audit services, to the European Court of Auditors, to the Financial Irregularities Panel or to the European Anti-Fraud Office and between authorising officers of the Commission and the executive agencies. The applicant has the right of access to, and to rectify, the data concerning him or her. For any question relating to these data, please contact the Controller. Applicants have the right of recourse to the European Data Protection Supervisor at any time. A detailed Privacy statement, including contact information, is available on EACEA's website:

[http://eacea.ec.europa.eu/about/documents/calls\\_gen\\_conditions/eacea\\_grants\\_privacy\\_statement.pdf](http://eacea.ec.europa.eu/about/documents/calls_gen_conditions/eacea_grants_privacy_statement.pdf).

Applicants and, if they are legal entities, persons who have powers of representation, decision-making or control over them, are informed that, should they be in one of the situations mentioned in:

- Commission decision of 13 November 2014 on the Early Warning System to be used by authorising officers of the Commission and by the executive agencies (OJ L 329, 14.11.2014, p. 68–80), or
- Commission Regulation of 17.12.2008 on the Central Exclusion Database – CED (OJ L 344, 20.12.2008, p. 12),

their personal details (name, given name if natural person, address, legal form and name and given name of the persons with powers of representation, decision-making or control, if legal person) may be registered in the EWS only or both in the EWS and CED, and communicated to the persons and entities listed in the above-mentioned Decision and Regulation, in relation to the award or the execution of a procurement contract or a grant agreement or decision.

## **14. PROCEDURE FOR THE SUBMISSION OF PROPOSALS**

### **14.1 Publication**

The call for proposals is being published on the Internet site of the EACEA at the following address:  
[http://eacea.ec.europa.eu/creative-europe/funding/audience-development-2016\\_en](http://eacea.ec.europa.eu/creative-europe/funding/audience-development-2016_en).

### **14.2 Registration on the Participant Portal**

Before submitting an electronic application, applicants and partners will have to register their organisation in the Education, Audiovisual, Culture, Citizenship and Volunteering Participant Portal and receive a Participant Identification Code (PIC). The PIC will be requested in the application form.

The Participant Portal is the tool through which all legal and financial information related to organisations will be managed. Information on how to register can be found in the portal under the following address:

<http://ec.europa.eu/education/participants/portal>.

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<sup>4</sup> Official Journal L 8, 12.1.2001.

The tool also allows applicants to upload different documents related to their organisation. These documents have to be uploaded once and will not be requested again for subsequent applications by the same organisation.

Details on the supporting document that need to be uploaded in the portal can be found on the following link (under the Heading "How to apply"):

[http://eacea.ec.europa.eu/creative-europe/funding/audience-development-2016\\_en](http://eacea.ec.europa.eu/creative-europe/funding/audience-development-2016_en).

### **14.3 Submission of the grant application**

Proposals must be submitted in accordance with the admissibility requirements set out under section 5.

No modifications to the application are allowed once the deadline for submission has elapsed. However, if there is a need to clarify certain aspects or for the correction of clerical mistakes, the Agency may contact the applicant for this purpose during the evaluation process.

Applicants submitting projects for different actions should provide separate applications for each action.

All applicants will be informed in writing about the results of the selection process.

An online application system has been set up. Grant applications must be drawn up in one of the official EU languages, using the online form (eForm) specifically designed for this purpose. To facilitate the assessment of the application, additional documents relevant to the assessment of the project should be submitted preferably in English or French.

The eForm can be obtained on the Internet at the following address: <https://eacea.ec.europa.eu/PPMT/>.

Proposals must be submitted by the deadline mentioned in the call for proposals and in Section "3. Timetable" of the present Guidelines **before 12:00 CET/CEST (Midday, Brussels time)**, using the online application form.

Applicants should note that no applications submitted after 12.00 CET/CEST on the deadline will be accepted. They are very strongly encouraged not to wait until the final day to submit their application. Please note that no other method of submission of an application will be accepted. Applications submitted in any other way will be automatically rejected. No exceptions will be made.

Make sure that you have officially submitted your electronic application form and that you have received an e-mail acknowledging receipt of your submission with a project reference number.

Applicants shall ensure that all the documents requested and mentioned in the eForm are provided electronically.

Only applications that fulfil the eligibility criteria will be considered for a grant. If an application is deemed ineligible, a letter indicating the reasons will be sent to the applicant.

#### **14.4 Evaluation procedure**

The eligible proposals will be ranked in each action according to the award criteria defined and weighted in section 9 of the present Guidelines. Within the limit of the available budget, applications obtaining the highest scores in each action will be selected.

The assessment is made solely on the basis of the documents sent by the relevant deadline. Nevertheless, the Agency reserves the right to request additional information from the applicant.

#### **14.5 Award decision**

Only after completion of the procedure mentioned above, is the selection process finalised and the award decision adopted by the Agency.

Applicants will be informed of the results of the selection within two weeks of the date of adoption of the award decision.

Unsuccessful applicants will receive a letter stating the reasons why their application was not selected.

Once applicants informed the list of selected proposals will be published on the websites of the Commission/Agency: [http://eacea.ec.europa.eu/creative-europe/selection-results\\_en](http://eacea.ec.europa.eu/creative-europe/selection-results_en).

#### **14.6 Rules applicable**

Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union (OJ L 298, 26.10.2012, p.1).

Commission Delegated Regulation (EU) No 1268/2012 of 29 October 2012 on the rules of application of Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union (OJ L 362, 31.12.2012, p.1).

Regulation (EU) No 1295/2013 of the European Parliament and of the Council of 11 December 2013 establishing the Creative Europe Programme (2014 to 2020) concerning the implementation of a support Programme for the European creative sector (Creative Europe)( OJ L 347/221, 20 December 2013) and the corrigendum of the 27/06/2014 (OJ L189/260).

#### **14.7 Contacts**

For any further information please contact your Creative Europe desk:  
[http://ec.europa.eu/culture/creative-europe/creative-europe-desks\\_en.htm](http://ec.europa.eu/culture/creative-europe/creative-europe-desks_en.htm).

Contact within the Agency:  
[EACEA-MEDIA-AUDIENCE@ec.europa.eu](mailto:EACEA-MEDIA-AUDIENCE@ec.europa.eu)

If you encounter a technical problem in relation to the e-Form, please ensure that you contact the HelpDesk well in advance of the deadline for submission: [eacea-helpdesk@ec.europa.eu](mailto:eacea-helpdesk@ec.europa.eu).

Annexes:

- **Annex 1: Application Form / Detailed description of the action**  
(The Application form on the standard template must be attached to the E-Form)
- **Annex 2: Declaration on the applicant's honour**  
(The declaration on the applicant's honour must be attached to the E-Form)
- **Annex 3: Detailed budget and sources of financing**  
(The Budget Form on the standard template must be attached to the E-Form)
- **Financial Capacity Form**
- **Expert Guide**
- **Model of agreement**