



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

### **MEDIA SUB-PROGRAMME**

#### **CALL FOR PROPOSALS – EAC/S27/2013**

#### ***Support for Audience Development***

#### **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 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 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 audiences' knowledge of, and interest in, European audiovisual works, including the audiovisual and cinematographic heritage, in particular among young audiences.

## **2. ELIGIBLE APPLICANTS**

Applicant must be European entities 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;
- 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**

### 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.

This action requires at least three partners that are active in the field of film literacy and come from three different territories and cover at least three different languages. The support will be granted on the basis of a multi-beneficiary agreement.

### Action 2: Audience development events

Events focusing on the programming of important and successful non-national European films on various distribution platforms and promotional activities, to create a word-of-mouth buzz.

This action can be carried out by a single entity (mono-beneficiary agreement) or by a partnership (multi-beneficiary agreement).

Each project should aim at comprising a minimum number of 10 films from at least 5 different countries participating in the MEDIA Sub-programme and should aim at comprising a significant number of different showing events in at least five territories.

80% of the films must comply with at least one of the following criteria:

- Nomination or shortlisted for the European Film Awards
- Nominated or award winning at the national film award
- Nomination for the Academy Awards (Oscar)
- Selected for a competitive film festival
- Amongst the three most popular national films (box office) (during a twelve months period).

At least 80% of the films must be European, and at least 80% of the European films selected for an event must be non-national European films

The action must start between the 1/07/2014 and the 30/06/2015 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 (20 points):

Relevance of the content of the action (including the European dimension) vis à vis the objectives of the Call for proposals, in particular:

- Activity towards the audience such as: efficient outreach, activities towards non-core film audiences;
- European dimension of the project;
- Capacity of the project to reach audiences.

Quality of the content and activities (40 points):

Adequacy of the methodology to the objectives (including: format, target group, selection methods, pedagogical method (for action 1); synergy/collaboration with other projects; feasibility; cost efficiency), in particular:

- Number, diversity, quality and complementarity of audiences/films/territories/activities covered by the action;
- Quality of the strategies implemented in order to examine the effectiveness and complementarity of activities for example the use of different distribution platforms and promotion;
- Degree of innovation of the action.

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

Size of the audience reached and impact on the promotion, circulation and interest in European audiovisual works, in particular:

- Quality of the methodology proposed for collecting, analysing and putting into perspective the results obtained;

-Dissemination of knowledge, impact and sustainability of the exchange of concepts/best practices (action 1).

Quality of the project Team and the grouping (10 points):

International, technical and management expertise of the Team vis a vis the objectives of the action and the coherence and complementarity's of the grouping including tasks division and allocation within the grouping (action1).

## **5. BUDGET**

The total budget available is 1.9 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 **28/03/2014 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.

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

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.

Address to which the documents must be sent:

**Education, Audiovisual & Culture Executive Agency**  
Creative Europe Programme (2014–2020)  
MEDIA Sub-programme – Audience Development  
Avenue du Bourget 1  
BOUR 3/50  
BE – 1049 Brussels  
Belgium

## **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\\_1\\_en.htm](http://ec.europa.eu/culture/media/fundings/creative-europe/call_1_en.htm)

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