



CREATIVE EUROPE (2014-2020)

MEDIA SUB-PROGRAMME

CALL FOR PROPOSALS

EAC/S23/2013: Support for Training

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

- facilitating the acquisition and improvement of skills and competences of audiovisual professionals and the development of networks including the use of digital technologies to ensure the adaptation to market development, testing new approaches to audience development and testing of new business models.

The MEDIA Sub-programme shall provide support for:

- the development of a comprehensive range of training measures promoting the acquisition and improvement of skills and competences by audiovisual professionals, knowledge sharing and networking initiatives, including the integration of digital technologies

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;
- 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

Training activities favouring multidisciplinary cooperation within the audiovisual industry are encouraged.

Applications must be for actions which are aimed at developing the capacity of audiovisual professionals to understand and integrate a European and international dimension in their work by improving expertise in the following fields:

- audience development, and development, marketing, distribution and exploitation;
- financial and commercial management in particular with a view to stimulate access to finance;
- works development and production;
- opportunities and challenges of the digital shift.

Applicants shall be applying for one of the two following categories of supported actions depending on the scale, needs, objectives and international / European dimension:

1. European actions: actions aimed at the acquisition and improvement of skills and competences for professionals to operate mainly in Europe
2. International actions: actions aimed at building expertise, knowledge and capacities for

European professionals to peer, network and collaborate with non-European professionals to enable access to international professional networks

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").

For the first year of the 2-year FPA the action must **start between 01/09/14 and 30/06/15**.

The action/period of eligibility cannot last more than 12 months.

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 (30 points)

- Relevance of the content of the activity including its international/European dimension vis-à-vis the objectives of the Call for proposals, the needs and trends of the industry, the level of innovation of the project in relation to the existing European training offer and the partnerships with the audiovisual industry.

Quality of the content and activities (40 points).

- Adequacy of the methodology to the objectives (format, target group; expertise, cost effectiveness of the activity).

Dissemination of project results, impact and sustainability (10 points).

- Mechanisms to disseminate good practice and results beyond participants, the impact on participating professionals, selected projects, single companies and the audiovisual sector, as well as impact on access to international networks and markets of individuals and companies.

Quality of the project Team (20 points).

- Relevance of the international technical and pedagogical expertise of the tutors, experts and coaches vis-à-vis the objectives of the training action.

5. BUDGET

The total budget available for the co-financing of actions under this scheme is estimated at EUR 7.5M.

The financial grant of the Union cannot exceed:

1. European actions: 60% of the total eligible costs of the action
2. International actions: 80% of the total eligible costs of the action

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

6. DEADLINE FOR SUBMISSIONS

Proposals must be submitted not later than **23/05/2014 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/training>

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