



CREATIVE EUROPE (2014-2020)

MEDIA SUB-PROGRAMME

CALL FOR PROPOSALS

EAC/S20/2013: Support for the networking of cinemas screening European films – the "Cinema Networks" scheme

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 the following:

- supporting theatrical distribution through transnational marketing, branding, distribution and exhibition of audiovisual works;

The MEDIA Sub-programme shall provide support for:

- supporting a European cinema operators' network screening a significant proportion of non-national European films;

2. ELIGIBLE APPLICANTS

The scheme is open to European cinemas grouped in a network entrusted to take full legal responsibility for the proper implementation of the action, including by eligible third parties, vis-a-vis the Agency.

To be eligible, the cinema network must represent at least 100 cinemas situated in at least 20 countries participating in the MEDIA Sub-programme.

The network must be represented by a duly constituted legal entity, with a legal personality, having its registered office in one of the Member States of the European Union.

European independent cinemas that are members of the applicant network can receive financial support to carry out the eligible activities.

Only those European independent cinemas shall be eligible as participants of the network:

- those are first run cinemas (programming European films in first run, within a maximum period of twelve months after the first national release). Those cinemas which dedicate a maximum of 30% of their screenings to retrospectives or re-releases may be eligible ;
- that have been open to the public for a minimum of 6 months;
- that possess a ticketing and entry declaration system ;
- that have at least one screen and 70 seats ;
- that had at least 300 screenings per year for single-screen cinemas and 520 screenings per year for multi-screen cinemas (cinemas in operation for a period of at least 6 months per year), and at least 30 screenings per month for summer / open air cinemas (cinemas in operation for less than 6 months per year) ;
- that had at least 20,000 spectators in the previous twelve months.

The network and the participating cinemas must be established in one of the countries participating in the MEDIA Sub-programme and owned directly or by majority participation, by nationals from such countries.

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

- Actions aiming at promoting and screening European films.
- Educational activities aiming at raising awareness among young cinema-goers.
- Promotion and marketing activities in cooperation with other distribution platforms (e.g. TV broadcasters, VOD platforms).
- Networking activities: information, animation and communication.

- Provision of financial support to third parties (members of the applicant network) implementing eligible activities

The duration of the action and of the period of eligibility of costs is 12 months, running from 1st January until 31st December 2015.

Only actions and their activities taking place in the MEDIA countries are eligible

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 the following criteria:

1. Relevance and European added-value (35)

This criterion assesses the quality of the network and the financial support strategy

2. Quality of the content and activities (20):

This criterion assesses the activities to be implemented and how they meet the objectives of the call.

3. Dissemination of project results, and impact and sustainability (40)

This criterion assesses the common network actions and young audience activities

4. Quality of the Team (5)

This criterion assesses the monitoring strategy of the network towards its members

5. BUDGET

The total budget available is EUR 10.500.000.

The financial contribution of the Union cannot exceed 50% of the total eligible costs.

6. DEADLINE FOR SUBMISSION OF APPLICATIONS

The deadline for sending applications are **27/06/2014**.

Proposals must be submitted not later than **12.00 noon** (midday Brussels time) on the relevant deadline, 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 on the relevant deadline, to the following address:

Education, Audiovisual & Culture Executive Agency

Creative Europe Programme (2014–2020)

MEDIA Sub-programme – CINEMA NETWORK SCHEME

Avenue du Bourget 1

BOUR 03/66

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_12_en.htm

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