



CREATIVE EUROPE (2014-2020)

MEDIA SUB-PROGRAMME

CALL FOR PROPOSALS

EACEA/16/2016: Support for Festivals

WARNING:

The present call for proposals is subject to the availability of the funds after the adoption of the budget for 2017 by the budgetary authority.

1. OBJECTIVES AND DESCRIPTION

This notice of a call for proposals 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)¹ and its corrigendum of the 27/06/2014².

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

- support 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 the following measures:

- support initiatives presenting and promoting a diversity of European audiovisual works;
- support activities aiming at increasing knowledge and interest of audiences in European audiovisual works.

2. ELIGIBLE APPLICANTS

This call for proposals is open to entities (private companies, non-profit organisations, associations, charities, foundations, municipalities/Town Councils, etc.) established in one of the

¹ Regulation No 1295/2013, Official Journal of the European Union on the 20/12/2013 (OJ L347/221)

² Published in the Official Journal of the European Union on 27/06/2014 (OJ L 189/260).

countries participating in the MEDIA Sub-programme (see below) 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 and overseas countries and territories which are eligible to participate in the Programme pursuant to Article 58 of Council Decision 2001/822/EC
- 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 European 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 defined with those countries following the framework agreements providing for their participation in European 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 these 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 Cooperation and Development or the World Intellectual Property Organisation on the basis of joint contributions for the realisation of the Programme's objectives.

The Agency may select proposals from applicants in non EU countries, 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

Only applications submitted by eligible entities organising audiovisual festivals in countries participating in the MEDIA Sub-programme will be accepted.

By audiovisual festival is understood an event:

- programming eligible films (fiction, documentaries or animation), that are being screened to wide audiences including general public as well as accredited international audiovisual

- professionals and press;
- taking place over a specific period of time, in a prior defined city;
- having a clear regulation/selection procedure.

A minimum of 70% of the eligible programming presented to the public during the festival OR a minimum of 100 feature films (or 400 short films – in case of short film festivals) must originate from countries participating in the MEDIA Sub-programme (see section 6.1) hereinafter referred to as “European Films”. Within this "MEDIA Sub-programme countries" programming:

- 50% of the films must be non-national.
- At least 15 such countries must be represented.

Activities must start during the following periods:

	Activity starting date	Period of the action
Proposals submitted on 24 November 2016	Between 1/05/2017 and 31/10/2017	12 months
Proposals submitted on 27 April 2017	Between 1/11/2017 and 30/04/2018	12 months

The period of the action starts 8 months before the start date of the activities and ends 4 months after this date. The maximum duration of actions is 12 months.

4. AWARD CRITERIA

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

Relevance (40 points)

- activity towards the audience and in particular outreach mechanisms, including online activities, the use of the latest digital technologies and tools such as social media and film literacy actions of the project.

Quality of the content and activities (20 points).

- European dimension of the programming including its cultural and geographic diversity.

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

- size of the audience and film community and the impact on the promotion and circulation of European audiovisual works (the use of digital technologies and mechanisms to facilitate commercial or alternative distribution).

Organisation of the Team (10 points).

- distribution of the roles and responsibilities of the Team vis-à-vis the specific objectives of the proposed action.

5. BUDGET

The total budget earmarked for the co-financing of projects is estimated at EUR 2.9 M.

The EU financial contribution will take the form of a lump sum according to the number of European films in the programming, between EUR 19.000 and EUR 75.000.
The Agency reserves the right not to distribute all the funds available.

6. DEADLINE FOR SUBMISSION OF APPLICATIONS

Closing dates for submitting proposals:

- **24/11/2016 at 12.00 noon** (midday Brussels time): for activities starting between 01/05/17 and 31/10/17;
- **27/04/2017 at 12.00 noon** (midday Brussels time): for activities starting between 01/11/17 and 30/04/18.

Proposals must be submitted 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, to the following address:

Education, Audiovisual & Culture Executive Agency
Creative Europe Programme (2014–2020)
MEDIA Sub-programme – Reference of Call for Proposals
Avenue du Bourget 1
BE – 1049 Brussels
Belgium

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.

7. FULL DETAILS

The full text of the guidelines together with the application forms can be found at the following Internet address: https://eacea.ec.europa.eu/creative-europe/funding/support-for-film-festivals-eacea-162016_en

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