

14) FILM EDUCATION (CALL EACEA 33/2018)

1. INTRODUCTION – BACKGROUND

See Part A.

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.

For the Film Education support, the objective of the year 2019 is to increase the access to European films in the context of education by setting up a catalogue of European films to be made available to primary and secondary schools in the countries participating in the MEDIA Sub-programme.

Expected results:

- increase and facilitate the access to European films in schools;
- create a catalogue of well-known movies that have contributed to the history of European filmography to be used in the context of Film Education activities.

2.2 Targeted projects

The creation of a curated catalogue of well-known and important European films and related pedagogical material to be made available to schools in the countries participating in the MEDIA Sub-programme.

The target audience must be young people between 11 and 18 years old attending primary and secondary schools.

Applicants must be a consortium of entities being able of creating the catalogue, of making it available to the above group of schools and of disseminating it to the broadest number of constituencies.

3. TIMETABLE

Stages	Date and time or indicative period
Deadline for submitting applications	7 March 2019
Evaluation period	March-April 2019
Information to applicants	May 2019
Signature of grant agreement	May 2019
Starting date of the action	01/06/2019
Duration of the action / Period of eligibility	19 months

4. BUDGET AVAILABLE

The total budget available for the co-financing of actions under this scheme is estimated at EUR 1 M.

The financial contribution of the Union cannot exceed 80% of the total eligible costs of the action.

5. ADMISSIBILITY REQUIREMENTS

See Part A.

6. ELIGIBILITY CRITERIA

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

6.1 Eligible applicants

In addition to the criteria mentioned in part A, the additional criteria shall apply: The applicant must be a consortium 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 and owned directly or by majority participation, by nationals from such countries.

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

6.2 Eligible activities

The creation of a curated catalogue of European films and related pedagogical material to be made available to young people between 11 and 18 years old attending primary and secondary schools in the countries participating in the MEDIA Sub-programme.

The catalogue should include well-known movies that have contributed to the history of European filmography to be used in the context of Film Education activities.

The catalogue shall include a minimum of 7 feature films.

The rights of the films in the catalogue shall be acquired for a period of a minimum of 3 years and for all countries participating in the MEDIA sub-programme. The linguistic versions (dubbing or subtitling) shall be available for all countries participating in the programme for the majority of the films in the catalogue.

The catalogue shall respect a certain diversity in terms of:

- nationality
- language
- genre
- production year
- theme/topic
- gender

The publication of the catalogue should foresee an ambitious communication campaign to promote the project to the schools and to the general public.

The activities will cover: the clearing of the films' educational rights, the preparation of dubbing or sub-titling packages, the pedagogical material and the dissemination and promotional work to the targeted schools and to the general public.

The period of eligibility of costs will start the 01/06/2019 and will last 19 months. The catalogue should be ready and available by the 30/09/2020 at the latest. The last three months of the action should be used only for the dissemination and the promotion of the catalogue to the schools and the general public.

However, if after the signing of the agreement and the start of the project it becomes impossible for the beneficiary, for fully justified reasons beyond its control, to complete the project within the scheduled period, an extension to the eligibility period may be granted. 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 25 months.

7. EXCLUSION CRITERIA

7.1 Exclusion from participation

See Part A.

7.2 Rejection from the award procedure

See Part A.

7.3 Supporting documents

See Part A.

8. SELECTION CRITERIA

8.1 Financial capacity

See Part A.

8.2 Operational capacity

Applicants applying for a grant above EUR 60.000 must provide the following supporting documents:

- a summary of the applicant's activities over the last two years
- the Curriculum Vitae of the main people involved in the project.

9. AWARD CRITERIA

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

	Criteria	Definitions	Max. points
1	Relevance and European added value	This criterion assesses the relevance of the content of the action vis-à-vis the objectives of the Call for proposals. It will assess in particular the relevance of the proposed films in the catalogue, the capacity to implement the project at European level and to reach the targeted audiences.	30
2	Quality of the content and activities	This criterion assesses the overall quality and the feasibility of the project, including the characteristics of the catalogue and of the pedagogical material, the strategic use of digital technology and different distribution platforms to reach the targeted audiences, as well as the proposed consumption model.	30
3	Dissemination of project results, impact and sustainability	This criterion assesses the strategies proposed to disseminate the project to the targeted schools, as well as the general public.	20
4	Organisation 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, as well as the distribution of the roles and responsibilities vis-à-vis the objectives of the action.	20

10. LEGAL COMMITMENTS

See Part A.

11. FINANCIAL PROVISIONS

11.1 General Principles

- a) Non-cumulative award

See Part A.

- b) Non-retroactivity

See Part A.

- c) Co-financing

See Part A.

- d) Balanced budget

See Part A.

- e) Balanced budget

See Part A.

- f) Implementation contracts/subcontracting

See Part A.

- g) Financial support to third parties

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

11.2 Funding forms

In relation to the options described in part A, the Film Education scheme applies the grants financed through reimbursement of eligible costs in combination with flat rate covering overheads. In addition to the rules described in the common part, the following specific rules shall apply:

- **Maximum amount requested**

The EU grant is limited to a maximum co-financing rate of 80% of eligible costs.

- **Eligible costs**

See Part A.

- **Ineligible costs**

See Part A.

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

See Part A.

11.3 Payment arrangements

In addition to the rules described in part A, the following specific rules shall apply:

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

11.4 Pre-financing guarantee

See Part A.

12. PUBLICITY

12.1. By the beneficiaries

In addition to the rules described in part A, the following specific rules shall apply:

All films of the catalogue should include the animated logo of the MEDIA Sub-programme. The animated logo must appear before the film.

12.2 By the Agency and/or the Commission

See Part A.

12.3 Communication and dissemination

See Part A.

13. DATA PROTECTION

See Part A.

14. PROCEDURE FOR THE SUBMISSION OF PROPOSALS

14.1 Publication

The specific calls for proposals are published on the Internet site of the Agency:
https://eacea.ec.europa.eu/creative-europe/funding/support-for-film-education-2019_en

14.2 Registration in the Participant Portal

See Part A.

14.3 Submission of the grant application

See Part A.

14.4 Rules applicable

See Part A.

14.5 Contacts

For any further information please contact your Creative Europe desk:
http://ec.europa.eu/culture/creative-europe/creative-europe-desks_en.htm.

Contact within the Agency: EACEA-MEDIA-FILM-EDUCATION@ec.europa.eu

If you encounter a technical problem in relation to the eForm, please ensure that you contact the HelpDesk well in advance of the deadline for submission: eacea-helpdesk@ec.europa.eu

Annexes:

All the annexes are available on the EACEA/MEDIA website: https://eacea.ec.europa.eu/creative-europe/funding/support-for-film-education-2019_en

Annexes to be included in the application form:

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

Additional annexes published with the call:

Sample grant agreement