

## **12) SUPPORT TO MARKET ACCESS (CALL EACEA 31/2018)**

### **1. INTRODUCTION – BACKGROUND**

See Part A.

### **2. OBJECTIVES – THEMES – PRIORITIES**

#### **2.1 Objectives**

The MEDIA Sub-programme shall provide support to activities aiming at:

- facilitating European and international co-productions including short films, video games, television series and cross media;
- facilitating access to professional audiovisual trade events and markets and the use of online business tools inside and outside Europe;
- facilitating circulation of European works, including shorts, in Europe and worldwide on all platforms in all formats.

#### **2.2 Targeted projects**

The MEDIA Sub-programme encourages Access to Markets actions taking place in and outside countries participating in the MEDIA Sub-programme.

The operational objectives of the MEDIA Access to Markets Support scheme are to facilitate business to business exchanges, having as expected results and impact:

- to improve the European/international dimension and effectiveness of existing large industry markets and to increase the systemic impact of smaller initiatives;
- to increase the visibility of professionals and A/V works from European countries with a low production capacity and to enhance cultural diversity;
- to encourage the development of networks and increase the number of European co-productions and a greater diversification of talents and sources of funding;
- to improve the competitiveness and circulation of European A/V works on international markets;
- to ensure that Europe's AV industry is taking full advantage of digitisation;
- to foster talent, creativity and innovation.

Please note that this scheme is not intended to cater for the individual action(s) of a single company in support of their own products.

### 3. TIMETABLE

<b>Stages</b>	<b>Date and time or indicative period</b>
Deadline for submitting applications	Thursday 07/02/19 12:00 (noon, Brussels Time)
Evaluation period	February-May 2019
Information to applicants	June 2019
Signature of grant agreement	July-September 2019
Starting date of the action	Date of the signature of the grant agreement <sup>34</sup>
Duration of the action / period of eligibility of costs	12 months from the starting date of the action

### 4. BUDGET AVAILABLE

The total budget earmarked for the co-financing of projects is estimated at EUR 6.8 M.

This amount is subject to the availability of the funds after the adoption of the budget for 2019 by the budgetary authority.

The financial contribution of the Union cannot exceed 60% of the total eligible costs of the European actions (actions taking place inside eligible countries defined under point 6.1). In case of International actions taking place outside countries Participating in the MEDIA Sub-programme, the financial contribution may go up to a maximum of 80% of the total eligible costs of the action if duly justified.

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

### 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

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 countries Participating in the MEDIA Sub-programme (see Part A) and owned directly or by majority Participation, by nationals from such countries.

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<sup>34</sup> The period of eligibility can start from the date of submission when justified and requested in the eForm. See section 11.1 b) of part A.

## **6.2 Eligible activities**

The Creative Europe Programme will not support any projects including pornographic or racist material or advocating violence.

Only actions intended primarily for the professionals with a demonstrated impact on the promotion and circulation of European audiovisual works and professionals will be considered including short films, video games, television series and cross media.

Applicants will have to clearly explain, detail and demonstrate the various mechanisms put in place to enable a greater geographic representation of the audiovisual works and professionals participating in the activity/ies and describe their results and impact on the circulation of European works in the European Union and worldwide.

European audiovisual works should be understood as an audiovisual work or project (being short film, television series, cinematographic or video games), originating from an eligible country defined in section 6.1 of Part A or produced by a majority of producer(s) registered in and owned by nationals of an eligible country.

Under the Access to Markets Call for Proposals, the following programmes are not considered as eligible audiovisual works: live-broadcasting, music videos, non-narrative artistic works (including but not limited to art videos, experimental videos etc), commercial and promotional works (including but not limited to advertisements), reality TV and talk shows.

Only those applications corresponding to at least one of the 2 Actions described below will be considered as eligible:

### **Action 1. Business to business (physical) markets for European audiovisual professionals**

Business-to-business actions aiming at improving the conditions governing access for European professionals, projects and works to professional audiovisual markets within and outside the countries participating in the MEDIA sub-programme such as co-production and financing initiatives and events and/or trade event and markets for finished works. Attention will be given to short films, video games, cross media and television series.

Financial support cannot be requested to cover attendance at the eligible activities above mentioned (co-production and financing initiatives, industry events and markets for finished works).

### **Action 2. Business to business promotional activities of European works**

- The implementation of business-to-business promotional activities within and outside the countries participating in the MEDIA sub-programme, organized by pan European networks or organisations representing at least 15 MEDIA countries, aimed at facilitating the distribution and circulation of European audiovisual and/or cinematographic works and the networking of European professionals.
- The setting up and launch of business-to-business promotional initiatives and platforms, aiming at creating innovative ways and/or using new business models, to distribute/release European A/V works. The activities should encourage the networking and exchange of information and good practices between professionals in terms of circulation of European works in Europe and worldwide on all platforms in all formats. These activities shall be organised and coordinated by a grouping composed of at least 3 different entities from 3

different MEDIA sub-programme countries. Attention should be given to promoting the uptake of new digital tools and business methods.

NB: These actions are also open to the attendance of participants from countries which are not participating in the MEDIA Sub-programme.

Activities must **start** between 01/07/2019 and 30/06/2020<sup>35</sup>.

The duration of actions<sup>36</sup> is 12 months. The period of eligibility of costs will start as specified in the grant agreement and ends 12 months after the start of the period.

If the applicant can demonstrate the need to start the action prior to the date of signature, the eligibility period could start before this date, but under no circumstances can the eligibility period start before the date of submission of the grant application.

However, if after the signing of the grant agreement and the start of the action it becomes impossible for the beneficiary, for fully justified reasons beyond his control, to complete the action 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 grant agreement. The maximum duration in any case, will be of 18 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**

**See Part A.**

### **8.1 Financial capacity**

**See Part A.**

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<sup>35</sup> **Activity** is defined by a specific content for a specific group of participants, at a specific time, in a specific location (e.g. professional events such as markets, fairs, forums etc...).

<sup>36</sup> **Action** covers the preparation and implementation stages related to an activity, as well as its follow-up, evaluation and dissemination of results.

## 8.2 Operational capacity

### See Part A.

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

- a summary of the activities of the applicant over the last two years (if not fully available, an organisation chart of the applicant showing the structure of the organisation and the functions of the main staff).

## 9. AWARD CRITERIA

Eligible applications will be assessed on the basis of a 100-point score on the basis of the following criteria and weighting:

### Action 1

	<b>Criteria</b>	<b>Definitions</b>	<b>Max. points</b>
1	Relevance and European added value	This criterion evaluates the relevance of the content of the action including the innovative aspects and the International and European dimension vis-à-vis the objectives of the call for proposals and the needs of the audiovisual industry including video games, television series, cross media and shorts.	30
2	Quality of the content and activities	This criterion assesses the adequacy of the methodology to the objectives including the format, the target group, selection methods, synergy and collaboration with other projects, the tools including the use of digital technologies relevant to new business models, the feasibility and cost efficiency.	30
3	Dissemination of project results, and impact and sustainability	This criterion assesses the impact of the support on the financing, the international circulation and global audience of the projects and works and/or the structuring effect on the European audiovisual industry.	30
4	Organisation of the project team	This criterion assesses the distribution of the roles and responsibilities of the team vis-à-vis the specific objectives of the action.	10

### Action 2

	<b>Criteria</b>	<b>Definitions</b>	<b>Max. points</b>
1	Relevance and European added value	This criterion evaluates the relevance of the B2B promotional activity with regards to the objectives of the call, the added value in terms of visibility and circulation of European works on European and international markets as well as the innovation and deployment of digital technologies.	30
2	Quality of the content and activities	This criterion assesses the quality and feasibility, the effectiveness of the strategy to reinforce the distribution and circulation of European works on European and international markets and the cost efficiency of the action.	30

3	Dissemination of project results, and impact and sustainability	This criterion assesses the systemic impact in terms of increased visibility, circulation and audience reach, the effectiveness in terms of structuring effects on the European audiovisual industry and the added value to enter new market opportunities.	30
4	Organisation of the project team	This criterion assesses the distribution of the roles and responsibilities of the team vis-à-vis the specific objectives of the action.	10

For proposed actions which contain two or more activities, the Agency reserves the right to refuse activities on the basis of the award criteria.

### **Detailed description of the award criteria and breakdown of points:**

#### **Relevance and European added value (30 points)**

This criterion will take into account:

##### For Action 1

- Clarity and consistency of the business to business action with regards to the objectives of the call including attention to video games, television series, cross media and shorts (10)
- Adequacy to the needs of the audiovisual industry including the innovative aspects (10 points)
- Added value and quality of the positioning of the action compared to similar activities and European/international dimension (10 points)

##### For Action 2

- Relevance of the business to business promotional activity with regards to the objectives of the call (10)
- Added value in terms of visibility and circulation of European works on European and international markets (10 points)
- Innovation and deployment of digital technologies (10 points)

#### **Quality of the content and activities (30 points)**

This criterion will take into account:

##### For Action 1

- Adequacy of the methodology to the objectives taking into account the choice of format/content/ target group, the tools including the use of digital technologies relevant to new business models, the strategy of selection of projects/ invitation of decision makers and the strategy to facilitate the distribution and circulation, visibility of low production capacity professionals and/or works, fostering of talent and creativity (10 points)
- Cost efficiency of the action taking into account the forecast budget and the co-financing strategy in relation with the number of Participants, projects and days (10 points)
- Quality and feasibility taking into account consistency between budget, objectives and proposed content as well as relevance to existing synergies and new business models within the A/V industry (10 points).

#### For Action 2

- Effectiveness of the strategy and methodology to facilitate the distribution and circulation of European works on European and international markets, impact in terms of visibility of low production capacity professionals and/or works as well as fostering of talent and creativity (10 points)
- Cost efficiency of the action taking into account the forecast budget and the co-financing strategy in relation with the number of targeted projects and new market opportunities (10 points)
- Quality and feasibility taking into account consistency between budget, objectives and impact as well as relevance to existing synergies and new business models within the A/V industry (10 points).

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

This criterion will take into account:

#### For Action 1

- Systemic impact for the targeted projects and participants, in terms of facilitation of co-production, financing, visibility, international circulation, global audience reach, based on track record as well as adequacy and level of assistance/follow up after the event (10 points)
- Structuring effects on the European audiovisual industry and added value to enter the targeted markets / reinforce the co-production/the international circulation (10 points)
- Impact and structuring effects at European/international level including low production capacity countries or regional level (10 points)

#### For Action 2

- Systemic impact for the targeted projects and participants, in terms of increased visibility, circulation, audience reach, based on track record as well as adequacy and level of follow up (10 points)
- Structuring effects on the European audiovisual industry and added value to enter new market opportunities and reinforce the international circulation of European audiovisual works (10 points)
- Impact and structuring effects at European/international level including low production capacity countries or regional level (10 points)

#### **Organisation of the project team (10 points)**

This criterion will take into account for Action 1 and Action 2:

- Relevance of the distribution of the roles and responsibilities of the team vis-à-vis the specific objectives of the action (i.e. event organisation/ international expertise/ audiovisual expertise/digital expertise).

In case of multiple applicants: added value and clarity of role of each member of the proposed grouping.

## **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) Implementation contracts/subcontracting

**See Part A.**

- f) 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 Access to Markets scheme applies the grants financed through reimbursement of eligible costs in combination with flat rate covering overheads.

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

#### ➤ **Maximum amount requested**

The EU grant is limited to a maximum co-financing rate of 60% of total eligible costs for those actions taking place in participating countries. In case of activities taking place outside participating countries, the EU grant may go up to a maximum of 80% of total eligible costs.

Consequently, part of the total eligible expenses entered in the estimated budget must be financed from sources other than the European Union grant.

The amount of the own resources indicated in the revenue Part of the estimated budget is regarded as secured, and the same amount as a minimum, must be entered in the revenue section of the final account.

The grant amount may neither exceed the eligible costs nor the amount requested. Amounts are indicated in euros.



Acceptance of an application by the Executive Agency does not constitute an undertaking to award a grant equal to the amount requested by the beneficiary.

➤ **Eligible costs (see Part A)**

The period of eligibility of costs can start on the date of the signature of the grant agreement or, if the applicant can demonstrate the need for starting the action prior to that date but not before the date of the submission of the application. The period of eligibility of costs should not exceed 12 months.<sup>37</sup>

Eligible direct costs:

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

- Personnel costs cannot exceed 40% of total eligible costs of the action. The actual number of working days in a year should be supported by time sheets and due evidence (annual salary statements, accounting records, internal rules of the organisation, if any).

➤ **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 either of the date when the last of the two Parties signs the grant agreement, provided all requested guarantees have been received.

If specified in the grant agreement an Interim payment shall be paid to the beneficiary. Interim payment is intended to cover the beneficiary's expenditure on the basis of a request for payment when the action has been partly carried out. The interim payment shall not exceed 50% of the grant amount.

### **11.4 Pre-financing guarantee**

**See Part A.**

## **12. PUBLICITY**

### **12.1 By the beneficiaries**

**See Part A.**

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<sup>37</sup> See Section 6.2 for details of any possible extension.

## **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 call for proposals is being published on the Internet site of the EACEA Agency at the following address: [https://eacea.ec.europa.eu/creative-europe/funding/support-for-access-markets-eacea-2019\\_en](https://eacea.ec.europa.eu/creative-europe/funding/support-for-access-markets-eacea-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/tools/creative-desks\\_en.htm](http://ec.europa.eu/culture/tools/creative-desks_en.htm)

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](mailto:eacea-helpdesk@ec.europa.eu)

Contact within the Agency: [EACEA-MEDIA-MARKETS@ec.europa.eu](mailto:EACEA-MEDIA-MARKETS@ec.europa.eu)

### **Annexes:**

All the annexes are available on the EACEA/MEDIA website: [https://eacea.ec.europa.eu/creative-europe/funding/support-for-access-markets-eacea-2019\\_en](https://eacea.ec.europa.eu/creative-europe/funding/support-for-access-markets-eacea-2019_en)

### **Annexes to be included in the application form:**

- Annex 1 - Detailed description of the action (must be attached to the E-Form)
- Annex 2 - Declaration on applicant's honour (must be attached to the E-Form)
- Annex 3 - Detailed budget and sources of financing (must be attached to the E-Form)

Additional annexes published with the call:

Expert Guide

Sample Grant Agreement (mono and multi-beneficiary)