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2.2 Cultural - Audiovisual sector

2.2.1 Creative Europe

PROGRAMME/CALL	Creative Europe 2014-2020
Programme	<p>Creative Europe, the new European Programme which promotes the cultural and creative sectors in EU dimension for the 2014-2020 programming period.</p> <p>Bringing together the previous MEDIA 2007, Culture 2007-2013 and MEDIA Mundus programmes for the cultural and creative sectors within a single comprehensive programme Creative Europe would more effectively support SMEs and micro, small and medium-sized organisations in their efforts to take advantage of the opportunities offered by the digital shift and globalisation and would help them to address issues currently leading to market fragmentation.</p>
Objectives	<p>The general objectives of the Programme shall be:</p> <ul style="list-style-type: none"> - to safeguard, develop and promote European cultural and linguistic diversity and to promote Europe's cultural heritage; - to strengthen the competitiveness of the European cultural and creative sectors, in particular of the audiovisual sector, with a view to promoting smart, sustainable and inclusive growth. <p>The specific objectives of the Programme shall be:</p> <ul style="list-style-type: none"> - to support the capacity of the European cultural and creative sectors to operate transnationally and internationally;

	<ul style="list-style-type: none"> - to promote the transnational circulation of cultural and creative works and transnational mobility of cultural and creative players, in particular artists, as well as to reach new and enlarged audiences and improve access to cultural and creative works in the Union and beyond, with a particular focus on children, young people, people with disabilities and under-represented groups; - to strengthen the financial capacity of SMEs and micro, small and medium-sized organisations in the cultural and creative sectors in a sustainable way, while endeavouring to ensure a balanced geographical coverage and sector representation; - to foster policy development, innovation, creativity, audience development and new business and management models through support for transnational policy cooperation.
<p>Type of projects funded</p>	<p>The Programme is composed by the following parts:</p> <ol style="list-style-type: none"> 1. MEDIA Sub-programme; 2. Culture Sub-programme; 3. Cross-sectoral Strand. <p><u>1. MEDIA Sub-programme</u></p> <p>The priorities in the field of reinforcing the European audiovisual sector's capacity to operate transnationally shall be the following:</p> <ul style="list-style-type: none"> - 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 adaptation to market development, testing new approaches to audience development and testing new business models; - increasing the capacity of audiovisual operators to develop European audiovisual works with a potential to circulate in the Union and beyond and to facilitate European and international co-production, including with television broadcasters; - encouraging business-to-business exchanges by facilitating access to markets and business tools enabling audiovisual operators to increase the visibility of their projects on Union and international markets. <p>The priorities in the field of promoting transnational circulation shall be the following:</p> <ul style="list-style-type: none"> - supporting theatrical distribution through transnational marketing, branding, distribution and exhibition of audiovisual works; - promoting transnational marketing, branding and distribution of audiovisual works on all other non-theatrical platforms; - 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; - promoting new distribution modes in order to allow the emergence of new business models.

2. Culture Sub-programme

The priorities in the field of reinforcing the cultural and creative sectors' capacity to operate transnationally shall be the following:

- supporting actions providing cultural and creative players with skills, competences and know-how that contribute to strengthening the cultural and creative sectors, including encouraging adaptation to digital technologies, testing innovative approaches to audience development and testing new business and management models;
- supporting actions enabling cultural and creative players to cooperate internationally and to internationalise their careers and activities in the Union and beyond, where possible on the basis of long-term strategies;
- providing support to strengthen European cultural and creative organisations and international networking in order to facilitate access to professional opportunities.

The priorities in the field of promoting transnational circulation and mobility shall be the following:

- supporting international touring, events, exhibitions and festivals;
- supporting the circulation of European literature with a view to ensuring its widest possible accessibility;
- supporting audience development as a means of stimulating interest in, and improving access to, European cultural and creative works and tangible and intangible cultural heritage.

3. Cross-sectoral Strand

The Cross-sectoral strand promotes the access for finance to SMEs active in the cultural and creative sectors in particular through the "Guarantee Facility".

The Guarantee Facility shall operate as a self-standing instrument and shall have the following priorities:

- to facilitate access to finance for SMEs and micro, small and medium-sized organisations in the cultural and creative sectors;
- to improve the capacity of participating financial intermediaries to assess the risks associated with SMEs and micro, small and medium-sized organisations in the cultural and creative sectors and with their projects, including through technical assistance, knowledge-building and networking measures.

The Guarantee Facility shall provide:

- guarantees to participating financial intermediaries from any country participating in the Guarantee Facility;
- participating financial intermediaries with additional expertise to evaluate risks associated with SMEs and micro, small and medium-sized organisations and with their cultural and creative projects.

Individual guarantees may have a maturity of up to 10 years.

The budgetary allocation shall cover the full cost of the Guarantee

	<p>Facility, including payment obligations towards participating financial intermediaries such as losses from guarantees, management fees for the EIF managing the Union's resources, and any other eligible costs or expenses.</p> <p>Types of loan covered by the Guarantee Facility shall include, in particular:</p> <ul style="list-style-type: none"> - investment in tangible or intangible assets; - business transfers; - working capital (such as interim finance, gap finance, cash flow, credit lines). <p>Since it is possible to implement very different kind of Actions, the partnership differs according to the various types of project under the different Sub-programmes chosen.</p>
<p>Eligible activities</p>	<p>Under Creative Europe, eligible activities differ on the basis of the Sub-programmes and specific project developed, in particular:</p> <p><u>1. MEDIA Sub-programme:</u> In order to implement the priorities listed above, the MEDIA Sub-programme shall provide support for:</p> <ul style="list-style-type: none"> • 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; • the development of European audiovisual works, in particular films and television works such as fiction, documentaries and children's and animated films, as well as interactive works such as video games and multimedia with enhanced cross-border circulation potential; • activities aiming to support European audiovisual production companies, in particular independent production companies, with a view to facilitating European and international co-productions of audiovisual works including television works; • activities helping European and international co-production partners to come together and/or providing indirect support for audiovisual works co-produced by international co-production funds based in a country participating in the Programme; • facilitating access to professional audiovisual trade events and markets and the use of online business tools inside and outside the Union; • establishing systems of support for the distribution of non-national European films through theatrical distribution and on other platforms, as well as for international sales activities, in particular the subtitling, dubbing and audio description of audiovisual works; • facilitating the circulation of European films worldwide and of

international films in the Union on all distribution platforms, via international cooperation projects in the audiovisual sector;

- a European cinema operators' network screening a significant proportion of non-national European films;
- initiatives presenting and promoting a diversity of European audiovisual works, including short films, such as festivals and other promotional events;
- 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;
- innovative actions testing new business models and tools in areas likely to be influenced by the introduction and use of digital technologies.

2. Culture Sub-programme:

In order to implement the priorities listed above, the Culture Sub-programme shall provide support for:

- transnational cooperation projects bringing together cultural and creative organisations from different countries to undertake sectoral or cross-sectoral activities;
- activities by European networks of cultural and creative organisations from different countries;
- activities by organisations with a European vocation fostering the development of emerging talent and stimulating the transnational mobility of cultural and creative players and circulation of works, with the potential to exert a broad influence on the cultural and creative sectors and to provide for lasting effects;
- literary translation and its further promotion;
- special actions designed to make the richness and diversity of European cultures more visible and to stimulate intercultural dialogue and mutual understanding, including Union cultural prizes, the European Capitals of Culture action and the European Heritage Label action.

3. Cross-sectoral Strand:

In order to promote transnational policy cooperation, the Cross-sectoral Strand shall support:

- transnational exchange of experiences and know-how in relation to new business and management models, peer-learning activities and networking among cultural and creative organisations and policy-makers related to the development of the cultural and creative sectors, promoting digital networking where appropriate;
- the collection of market data, studies, analysis of labor market and skills needs, European and national cultural policies analysis and support for statistical surveys based on instruments and criteria specific to each sector and evaluations, including measurement of all aspects of the impact

	<p>of the Programme;</p> <ul style="list-style-type: none"> • payment of the contribution fee for Union membership of the Observatory to foster data collection and analysis in the audiovisual sector; • testing of new and cross-sectoral business approaches to funding, distributing and monetising creation; • conferences, seminars and policy dialogue, including in the field of cultural and media literacy, promoting digital networking where appropriate; • the Creative Europe Desks and the performance of their tasks. <p>Note: The Creative Europe Desks, established by countries participating in the Programme and supported as network by the European Commission, shall carry out the following tasks, while taking into account the specific characteristics of each sector:</p> <ul style="list-style-type: none"> - provide information about, and promote, the Programme in their country; - assist the cultural and creative sectors in relation to the Programme and provide basic information on other relevant support opportunities available under EU policy; - stimulate cross-border cooperation within the cultural and creative sectors; - support the European Commission by providing assistance regarding the cultural and creative sectors in the countries participating in the Programme, for example through the provision of available data on those sectors; - support the European Commission in ensuring proper communication and dissemination of the results and impacts of the Programme; - ensure the communication and dissemination of information concerning the EU funding awarded and the results obtained for their country.
<p>Eligible organizations</p>	<p>Creative Europe is open to operators, organisations and entities active in the cultural and creative sectors, which means all sectors whose activities are based on cultural values and/or artistic and other creative expressions, whether those activities are market- or non-market-oriented, whatever the type of structure that carries them out, and irrespective of how that structure is financed.</p> <p>Those activities include the development, the creation, the production, the dissemination and the preservation of goods and services which embody cultural, artistic or other creative expressions, as well as related functions such as education or management.</p> <p>The cultural and creative sectors include inter alia: architecture, archives, libraries and museums, artistic crafts, audiovisual (including film, television, video games and multimedia), tangible and intangible cultural heritage, design, festivals, music, literature, performing arts, publishing, radio and visual arts.</p> <p>Usually within the Culture Sub-programme organizations are eligible if</p>

	<p>they can prove that they have been legally existing for at least 2 years, while within the MEDIA Sub-programme the requirements of legal existence varies between 6 and 12 months depending on the specific call.</p>
<p>Eligible countries</p>	<p>The Programme shall be open to the participation of the following Programme countries:</p> <ul style="list-style-type: none"> - 28 EU Member States; - acceding countries, candidate countries and potential candidate countries 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 that are party to the EEA Agreement, in accordance with that Agreement; - countries covered by the European Neighbourhood Policy, in accordance with the procedures established with those countries following the framework agreements providing for their participation in Union programmes. <p>At the moment (August 2014) the eligible non-EU countries are:</p> <ul style="list-style-type: none"> • for Culture Sub-programme: <ul style="list-style-type: none"> ▪ Iceland, Norway; ▪ Bosnia and Herzegovina, Former Yugoslav Republic of Macedonia, Montenegro, Republic of Serbia and Albania; • for MEDIA Sub-programme: <ul style="list-style-type: none"> ▪ Iceland, Norway; ▪ Bosnia and Herzegovina, Turkey ⁽²⁾; ▪ Georgia ⁽²⁾. <p>⁽²⁾For Georgian and Turkish organisations, partial participation in the MEDIA Sub-programme will be possible, i.e. participation in training, festivals, audience development and market access activities.</p> <p>Until further official communication, the document "Eligibility of organisations from non-EU countries" gives an indication of non-EU countries that are likely to fulfil these conditions in time to be eligible for the current calls for proposals.</p> <p>The Agency may select proposals from applicants from 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.</p> <p>All the countries not mentioned above participate as Third Countries. At the moment Switzerland participates as Third Country, possible evolutions must be monitored checking the link mentioned above.</p>

<p>Duration</p>	<p>“Creative Europe” Programme has a duration of 7 years from 1st January 2014 to 31st December 2020.</p> <p>Within the Creative Europe, the projects have a variable duration depending on the sub-programme which they belong and the specific call of interest.</p> <p>In general, for Culture Sub-programme the shorter duration is referred to literary translation and a 2-year framework partnership agreement for platforms projects having a maximum duration of 24 months, whereas European cooperation projects or each scheme which foresees a 4-year framework partnership agreement, last maximum 48 months.</p> <p>For MEDIA Sub-programme, the average duration of project is between 12 and 30 months except for Film festivals projects with a duration of 10 months and TV Programmig projects with maximum 36-48 months.</p>
<p>Budget</p>	<p>The financial envelope for the implementation of the Programme for the period from 1st January 2014 to 31st December 2020 is set at approximately 1.4 billion EUR (EUR 1 462 724 000 in current prices).</p> <p>The financial envelope shall be allocated as follows:</p> <ul style="list-style-type: none"> - at least 56 % for the MEDIA Sub-programme; - at least 31 % for the Culture Sub-programme; - a maximum of 13 % for the Cross-sectoral Strand, with at least 4 % being allocated for the transnational cooperation measures and for the Creative Europe Desks. <p>The amount of contributions is diversified depending on the various Sub-programmes and types of project to be implemented.</p>
<p>Deadlines</p>	<p>“Creative Europe” Programme is into force until 31st December 2020.</p> <p>For <u>Culture Sub-programme</u>, the deadlines foreseen are:</p> <ul style="list-style-type: none"> - Cultural cooperation: <ul style="list-style-type: none"> next call publication is foreseen in July 2015 (July of each year)/deadline 01/10/2015 (first Wednesday of October of each year); - Platforms: <ul style="list-style-type: none"> • publication of “Two-year framework partnership agreements” foreseen in: December 2014 / Deadline: 25/02/2015 (fourth Wednesday of February 2015) • “Four-year framework partnership agreement” publication foreseen in July 2016 / Deadline: 05/10/2016 (first Wednesday of October 2016) - Networks: <ul style="list-style-type: none"> “Four-year framework partnership agreement” publication foreseen in July 2016 / Deadline: 5/10/2016. - Literary translation: <ul style="list-style-type: none"> • publication of “Two year project” (annual call) foreseen

	<p>in November of each year/ deadline first Wednesday of February of each year;</p> <ul style="list-style-type: none"> • publication of “Framework partnership agreements” in November 2016 / deadline 01/02/2017(first Wednesday of February 2017). <p>For each deadline, the reference time for online applications is set at h 12.00 (Brussels time). For paper sending it is enough to send the envelope within the date set as deadline for submission.</p> <p>For <u>MEDIA Sub-programme</u> the deadlines foreseen are:</p> <ul style="list-style-type: none"> - Training: Deadline for submission:foreseen May 2015 - Access to Markets FPA Deadline for submission: foreseen June 2015 - Reaching the audience - Cinema networks Deadline for submission: foreseen June 2015 - Distribution - Automatic support Deadlines for submission: <ul style="list-style-type: none"> • Generation: foreseen April 2015 • Reinvestment: foreseen July 2015 - Distribution - Support to sales agents Deadlines for submission <ul style="list-style-type: none"> • Generation: foreseen June 2015 • Reinvestment: foreseen April 2016 - Transnational distribution of European Films – the "Cinema Selective" Scheme Deadline for submission: foreseen July 2015 - Film Festivals Deadline for submission: foreseen July 2015 - Development of Single Projects and Slate Funding Deadline for submission: foreseen June 2015 - Television Programming of Audiovisual European Works Deadline for submission: foreseen June 2015
<p>How to apply</p>	<p>Request of registration into the ECAS system and the EACEA's Participant Portal to obtain the PIC (Participant Code) for each participating institution.</p> <p>Electronic application, except some cases - to verify in the call text - where the application package must be also sent by post (date as a postmark) or courier service (date of receipt by the courier service). It is advisable to verify submission details for each call into the relative call text.</p>
<p>Evaluation criteria</p>	<p>The evaluation criteria are different depending on the Sub-programme of reference and the specific call of interest.</p> <p>In general, the main evaluation criteria are the following:</p> <ul style="list-style-type: none"> • Relevance • Quality of the content and activities • Communication and dissemination • Quality of the partnership

	Further criteria, the score and the characteristics which the criteria evaluate differ on the basis of the specific call of interest and the project to be implemented.
Link	Creative Europe Regulation No 1295/2013 Creative Europe Official website Education, Audiovisual and Culture Executive Agency (EACEA) website

4. Open calls 2014 on European Action programmes

4.1 Creative Europe

4.1.1 Culture

Cultural cooperation

PROGRAMME/CALL	Creative Europe Programme 2014-2020 Sub-programme CULTURE 2nd Call – Support for European Cooperation projects (EACEA 32/2014: European cooperation projects)
Call	2 nd Call – Support for European Cooperation projects (EACEA 32/2014: European cooperation projects)
Programme	Creative Europe, the new Programme for the promotion of cultural and creative sectors bringing together CULTURE 2007, MEDIA 2007 and MEDIA Mundus Programmes.
Priorities of Sub-programme Culture	<p>The specific priorities of the Sub-programme Culture shall be:</p> <ol style="list-style-type: none"> 1. to support the capacity of the European cultural and creative sectors to operate transnationally and internationally; 2. to promote the transnational circulation of cultural and creative works and transnational mobility of cultural and creative players, in particular artists, as well as to reach new and enlarged audiences and improve access to cultural and creative works in the Union and beyond, with a particular focus on children, young people, people with disabilities and under-represented groups. <p>In order to implement these priorities, the Culture Sub-programme shall provide support for:</p> <ol style="list-style-type: none"> A. transnational cooperation projects bringing together cultural and creative organisations from different countries to undertake sectoral or cross-sectoral activities; B. activities by European networks of cultural and creative organisations from different countries; C. activities by organisations with a European vocation fostering the development of emerging talent and stimulating the transnational mobility of cultural and creative players and circulation of works, with the potential to exert a broad influence on the cultural and creative sectors and to provide for lasting effects; D. literary translation and its further promotion.

<p>Objectives and priorities of European cooperation scheme</p>	<p>The main objectives of the support for transnational cultural cooperation projects are to support the capacity of the European cultural and creative sectors to operate transnationally and internationally and to promote the transnational circulation of cultural and creative works and transnational mobility of cultural and creative players, in particular artists.</p> <p><u>Objective 1 – To support the capacity of the European cultural and creative sectors to operate transnationally and internationally</u> <u>Priorities:</u></p> <ol style="list-style-type: none"> 1.1 supporting actions providing cultural and creative players with skills, competences and know-how that contribute to strengthening the cultural and creative sectors, including encouraging adaptation to digital technologies, testing innovative approaches to audience development and testing of new business and management models; 1.2 supporting actions enabling cultural and creative players to cooperate internationally and to internationalise their careers and activities in the Union and beyond, when possible on the basis of long-term strategies; 1.3 providing support to strengthen European cultural and creative organisations and international networking in order to facilitate access to professional opportunities. <p><u>Objective 2 – To promote transnational circulation and mobility</u> <u>Priorities:</u></p> <ol style="list-style-type: none"> 2.1 supporting international cultural activities, such as for instance exhibitions, exchanges and festivals; 2.2 supporting the circulation of European literature with a view to ensuring the widest possible accessibility; 2.3 supporting audience development as a means of stimulating interest in and improving access to European cultural and creative works and tangible and intangible cultural heritage. Audience development seeks to help European artists/cultural professionals and their works reach as many people as possible across Europe and extend access to cultural works to under-represented groups. It also seeks to help cultural organizations adapt to the need to engage in new and innovative ways with audiences both to retain them, to build new audiences, diversify audiences including reaching current "non-audiences", and to improve the experience for both existing and future audiences and deepen the relationship with them. <p>This scheme has a flexible, interdisciplinary approach. Projects can either focus on one or more priorities, at either one or more points of the value chain in either one or more cultural and creative sectors.</p>
<p>Type of projects funded</p>	<p><u>Category 1 – Smaller scale cooperation projects</u> This category of projects foresees a project leader and at least 2 other partners having their legal seat in at least 3 different countries taking part in the Culture Sub-programme. The project leader or one of the partner must be established in a country of the category 1, 3 or 4 of eligible countries*.</p>

	<p><u>Category 2 – Larger scale cooperation projects</u></p> <p>This category of projects foresees a project leader and at least 5 other partners having their legal seat in at least 6 different countries taking part in the Culture Sub-programme.</p> <p>The project leader or one of the partner must be established in a country of the category 1, 3 or 4 of eligible countries*.</p> <p><i>* EU 28; Island, Liechtenstein , Norway, Switzerland</i></p>
<p>Eligible activities</p>	<p>Purely illustrative examples of the kinds of activities that can be supported within projects, if they contribute to the above objectives and priorities, include the following (please note this list is not exhaustive):</p> <p><u>Cultural activities:</u> Artistic residencies, creative activities, co-production, tour, concerts, performance, translations, publications, festivals, rehearsals, performances, exhibitions, literary translations, other.</p> <p><u>Support activities:</u> Researches/studies/policy analysis/evaluation, conferences/seminars, activities related to the creation and dissemination of brands, networking and communication activities.</p> <p><u>Examples:</u></p> <ul style="list-style-type: none"> - Exchanges of cultural players with a view to capacity-building enabling cultural players to acquire the skills and know-how needed to adapt to their changing environment (digital shift, new business and management models, new approaches to audience development, helping small organisations develop business readiness in applying for bank loans). This can include training sessions, workshops, the preparation of materials, websites for this purpose, etc.; - Exchanges of cultural players between countries, including extended stays and residencies, which will help artists/cultural professionals with the development of their careers. During these stays the activities can include artistic creation, including co-creations and co-production, which are then performed or exhibited and toured between different countries. As far as possible they should also include training and activities in audience development and interaction with local communities, including efforts to reach usually under-represented groups; - Cultural organisations (e.g. concert halls, opera houses, theatres, festivals, orchestras, music groups, theatre groups, etc.) from different countries coming together to co-produce and/or perform and tour in different venues/events in different countries, or at a single event on condition that the event has a very large and recognised international reach with the capacity to have a multiplier effect in other countries. The co-productions can include new or avant-garde works. Promotional and audience development activities must be

	<p>included in order to attract larger audiences, help make complex works accessible to the audience, and extend access to under-represented groups. The activities should help artists/cultural professionals with their careers, help artists and works reach more audiences across Europe and beyond, help extend the lifespan of productions and the organisations to develop sustainable cooperation with new partners in other countries and new professional opportunities for them.</p> <ul style="list-style-type: none"> - Transnational exchanges of artefacts with a particular European dimension: these do not necessarily create new works, but may enable new and existing works to circulate, for example, through exhibitions that tour between the different partners or through a museum in one country loaning exhibits to museums in other countries, with special attention being paid to extending and enlarging the audiences for these works, and extending the lifespan of exhibitions.
<p>Eligible organisations</p>	<p>The applicants (the project leader and the partners) must be active in the <u>cultural and creative sectors</u>** and be legally established in one of the countries participating in the Culture Sub-programme.</p> <p>When submitting their application, both project leader and partners must be in a position to demonstrate their existence as a legal person for at least 2 years on the date of the deadline for submission. Natural persons may not apply for a grant.</p> <p>Please note that the project leader can apply only once a year under either category 1 or under category 2. An applicant applying as project leader under either category 1 or category 2 can be a partner in several other projects presented by another project leader under either category 1 or category 2.</p> <p>Note: a project leader of an on-going category 2 project is not eligible to be the project leader of another cooperation project, irrespective of the category, unless the eligibility period of the selected cooperation project is over when the eligibility period of the other project begins.</p> <p>**The cultural and creative sectors is defined as <i>“all sectors whose activities are based on cultural values and/or artistic and other creative expressions, whether those activities are market- or non-market-oriented, whatever the type of structure that carries them out, and irrespective of how that structure is financed. Those activities include the development, the creation, the production, the dissemination and the preservation of goods and services which embody cultural, artistic or other creative expressions, as well as related functions such as education or management. The cultural and creative sectors include inter alia architecture, archives, libraries and museums, artistic crafts, audiovisual (including film, television, video games and multimedia), tangible and intangible cultural heritage, design, festivals, music, literature, performing arts, publishing, radio and visual arts”</i> (article 2 of Regulation N° 1295/2013 of European Parliament and of the Council establishing the Creative Europe Programme 2014-2020).</p>

<p>Eligible countries</p>	<p>Applications from legal entities established in one of the following country categories are eligible:</p> <ol style="list-style-type: none"> 1. 28 EU Member States and overseas countries and territories; 2. acceding countries, candidate countries and potential candidate countries 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 (<u>Bosnia and Herzegovina, Former Yugoslav Republic of Macedonia, Montenegro, Republic of Serbia and Albania</u>); 3. EFTA countries that are party to the EEA Agreement, in accordance with that Agreement (<u>Iceland, Norway</u>); 4. countries covered by the European Neighbourhood Policy, in accordance with the procedures established with those countries following the framework agreements providing for their participation in Union programmes. The situation is continuously changing and it is therefore necessary to monitor the document "Eligibility of organisations from non-EU countries" <p>Until further official communication, the document "Eligibility of organisations from non-EU countries" gives an indication of non-EU countries that are likely to fulfil these conditions in time to be eligible for the current calls for proposals.</p> <p>The Agency may select proposals from applicants from 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. All the countries not mentioned above participate as Third Countries. At the moment Switzerland participates as Third Country, possible evolutions must be monitored checking the link mentioned above.</p>
<p>Duration</p>	<p>For both categories of projects, the maximum duration (eligibility period) is <u>48 months</u>.</p> <p>Projects within the <u>Category 1 – Smaller scale cooperation projects</u> may start between May and December 2015, while those of <u>Category 2 – Larger scale cooperation projects</u> between June and December 2015.</p> <p>For the following years, the duration of the projects remain the same:</p> <ul style="list-style-type: none"> - for category 1: between May and December of the same year; - for category 2: between June and December of the same year.
<p>Budget</p>	<p>The total available budget for the co-financing of projects under this scheme is estimated at 70 % of the total budget for Creative Europe – Culture Sub-programme (i.e. EUR 454,8 million) which amounts to around EUR 318 million over the period 2014-2020.</p>

	<p><u>Category 1 – Smaller scale cooperation projects</u> This categories of project are the subject of an application requesting a EU grant of no more than EUR 200 000, representing maximum 60% of the total eligible budget.</p> <p><u>Category 2 – Larger scale cooperation projects</u> This categories of project are the subject of an application requesting a EU grant of no more than EUR 2 000 000, representing maximum 50% of the total eligible budget.</p>
Deadline	<p>The deadline for submission is <u>01/10/2014</u> (first Wednesday of October of 2014) <u>h.12:00</u> (Brussels time).</p> <p>The indicative timetable for the following years for the duration of the Programme foresees:</p> <ul style="list-style-type: none"> • publication of the call for proposals: July of each year; • deadline for submission: first Wednesday of October of each year.
How to apply	<p>Request of registration into the ECAS system and the EACEA's Participant Portal to obtain the PIC (Participant Code) for each participating institution. Electronic application and also an application package must be sent by post (date as a postmark) or courier service (date of receipt by the courier service).</p> <p>Address to which the application package must be sent: Education, Audiovisual & Culture Executive Agency Creative Europe Programme (2014–2020) Culture sub-programme – Platform projects Avenue du Bourget 1 (BOUR 04/02) BE – 1049 Brussels Belgium</p>
Evaluation criteria	<p>Projects will be evaluated under the following criteria:</p> <p><u>1. Relevance</u> (35 points) This criterion evaluates how the project will contribute to reinforcing the sector's professionalization and capacity to operate trans-nationally, to promoting transnational circulation of cultural and creative works and mobility of artists and to improving access to cultural and creative works.</p> <p><u>2. Quality of the content and activities</u> (25 points) This criterion evaluates how the project will be implemented in practice (quality of the activities and deliverables, the experience of the staff in charge of the projects and working arrangements), with a particular focus on how such activities can help to effectively implement an audience development strategy.</p> <p><u>3. Communication and dissemination</u> (20 points)</p>

	<p>This criterion evaluates the project's approach to communicating its activities and results and to sharing knowledge and experiences with the sector and across borders. The aim is to maximise the impact of the project results by making them available as widely as possible at local, regional, national and European levels, so that they have a reach beyond those directly involved in the project and an impact beyond the project's lifetime.</p> <p><u>4. Quality of the partnership</u> (20 points)</p> <p>This criterion evaluates the extent to which the general organisation and co-ordination of the project will ensure the effective implementation of the activities and will contribute to their sustainability.</p>
Link	Support for European Cooperation projects official website

4.1.2 Media

Audience Development

PROGRAMME/CALL	Creative Europe Programme 2014-2020 Sub-programme MEDIA Call for Support for Audience Development
Call	Call for Support for Audience Development CALL FOR PROPOSALS – EAC/S27/2013
Programme	Creative Europe, the new Programme for the promotion of cultural and creative sectors bringing together CULTURE 2007, MEDIA 2007 and MEDIA Mundus Programmes.
Priorities of Sub-programme MEDIA	<p>Within the specific objective of promoting transnational circulation, one of the priorities of the MEDIA Sub-programme shall be:</p> <ul style="list-style-type: none"> <input type="checkbox"/> 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 <p>The MEDIA Sub-programme shall provide support for the following measures:</p> <ul style="list-style-type: none"> ○ initiatives presenting and promoting a diversity of European audiovisual works, including short films, such as festivals and other promotional events; ○ 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.
Objectives and priorities of Support for Audience Development scheme	The specific priority of the Audience Development scheme aims 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.
Type of project funded	<p>The Audience Development scheme includes two actions:</p> <p><u>Action 1: Film Literacy</u> Projects providing mechanisms for better cooperation between film literacy initiatives in Europe with the aim to improve the efficiency and European dimension of these initiatives.</p>

The project should be based on a significant proportion of European films. Applications should include a description placing the project in the appropriate context within the audiovisual sector and a plan to collect, analyse and disseminate the results obtained.

This action requires at least 3 partners that are active in the field of film literacy and come from 3 different territories and cover at least 3 different languages. The support will be granted on the basis of a multi-beneficiary agreement.

Film literacy, a key element of media literacy, can be defined as 'the level of understanding of a film, the ability to be conscious and curious in the choice of films; the competence to critically watch a film and to analyse its content, cinematography and technical aspects; and the ability to manipulate its language and technical resources in creative moving image production.

Action 2: Audience development Events

Audience development events focusing on the programming of important and successful non-national European films on various distribution platforms and promotional activities building on the marketing on promotion results of important festivals and awards.

This action can be carried out by a single entity (mono-beneficiary agreement) or by a partnership (multi-beneficiary agreement).

Each project should aim at comprising a minimum number of 10 films from at least 5 different countries participating in the MEDIA Sub-programme and should aim at comprising a significant number of different showing events in at least five territories.

80% of the films must comply with at least one of the following criteria:

- Nomination or shortlisted for the European Film Awards
- Nominated or award winning at the national film award
- Nomination for the Academy Awards (Oscar)
- Selected for a competitive film festival
- Amongst the three most popular national films (box office) (during a twelve months period).

At least 80% of the films must be European, and at least 80% of the European films selected for an event must be non-national European films. A film is considered European if:

- the work has been majority produced by a producer or producers established in the countries participating in the MEDIA Sub-programme. To be considered as the actual producers the production companies must be credited as such. Other elements such as creative control, ownership of exploitation rights and share of profits may also be taken into account to determine who the actual producer is;

	<ul style="list-style-type: none"> the work must be produced with the significant participation of professionals who are nationals/residents of countries participating in the MEDIA Sub-programme. ‘Significant participation’ is defined as having more than 50% of the points on the basis of the table below, (e.g. having 10 or more points in the case of a work of fiction or the biggest share of points if the total is less than 19 as is normally the case for documentaries or animation films where all of the categories are not usually included in the credits): <table border="1" data-bbox="608 645 1401 1151"> <thead> <tr> <th></th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>Director</td> <td>3</td> </tr> <tr> <td>Scriptwriter</td> <td>3</td> </tr> <tr> <td>Composer</td> <td>1</td> </tr> <tr> <td>Actor 1</td> <td>2</td> </tr> <tr> <td>Actor 2</td> <td>2</td> </tr> <tr> <td>Actor 3</td> <td>2</td> </tr> <tr> <td>Artistic Director/Production Design</td> <td>1</td> </tr> <tr> <td>Director of Photography</td> <td>1</td> </tr> <tr> <td>Editor</td> <td>1</td> </tr> <tr> <td>Sound</td> <td>1</td> </tr> <tr> <td>Shooting location</td> <td>1</td> </tr> <tr> <td>Laboratory</td> <td>1</td> </tr> <tr> <td>Total</td> <td>19</td> </tr> </tbody> </table> <p>European films will be considered as national in that country or territory participating in the MEDIA Sub-programme whose citizens / residents have participated in the highest proportion in the making of the film, on the basis of the points table shown above. They will be considered as non-national in all the other territories.</p> <p>Priority will be given to actions of geographical diversity regarding the films presented and the initiatives participating, in particular of those coming from countries with a low A/V production capacity.</p> <p>In order to be supported, actions shall demonstrate synergies with already existing actions, as well as added value and viability, especially in case of new and/or first editions.</p> <p>Please note that this scheme is not intended to cater for the individual action(s) of a single company in support of their own productions.</p>		Points	Director	3	Scriptwriter	3	Composer	1	Actor 1	2	Actor 2	2	Actor 3	2	Artistic Director/Production Design	1	Director of Photography	1	Editor	1	Sound	1	Shooting location	1	Laboratory	1	Total	19
	Points																												
Director	3																												
Scriptwriter	3																												
Composer	1																												
Actor 1	2																												
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Editor	1																												
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Shooting location	1																												
Laboratory	1																												
Total	19																												
Eligible activities	<p>Applications have to correspond to one of the 2 actions:</p> <p>Action 1: Film Literacy</p> <p>Projects providing mechanisms for better cooperation between film literacy initiatives in Europe with the aim to improve the efficiency and European dimension of these initiatives.</p> <p>These projects can for example:</p>																												

	<ul style="list-style-type: none"> - help to "export" successful initiatives and actions from one country to other countries for example through dedicated networking activities, peer-learning activities, technical assistance, exchange of material such as films, learning material - establish new joint cross-border film literacy initiatives fostering exchange for example through the creation and development of catalogues of films suitable for film literacy activities including learning material or other information tools <p><u>Action 2: Audience development events</u> Events focusing on the programming of important and successful non-national European films on various distribution platforms and promotional activities, to create a word-of-mouth buzz. Promotional activities can be linked with interactive elements like digital connection between different screening sites etc. Proposals can relate to innovative cinematic events outside usual screening venues, they can include TV, VOD, or combined approaches.</p>
Eligible organizations	<p>.</p> <p>This scheme is aimed at European entities established in one of the countries participating in the MEDIA Sub-programme and owned directly or by majority participation, by nationals from such countries whose activities contribute to the realization of the above objectives, and in particular at:</p> <p><u>For Action 1:</u> film literacy initiatives and intermediaries including film institutes, film heritage institutions, festivals, film clubs and other organisations active in film and media literacy in particular for children and young people.</p> <p><u>For Action 2:</u> sales agents, distribution companies, festivals, TV-broadcasters, cinemas, online platforms and film promotion associations, etc..</p> <p>Natural persons may not apply for a grant.</p>
Eligible countries	<p>The eligible countries are:</p> <ol style="list-style-type: none"> 1. 28 EU Member States; 2. 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 (<u>Bosnia and Herzegovina</u>); 3. EFTA countries which are members of the EEA, in accordance with the provisions of the EEA Agreement (<u>Iceland, Norway</u>); 4. The Swiss Confederation, on the basis of a bilateral agreement to be concluded with that country¹; 5. 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 (<u>Georgia</u>²).

	<p>¹Until further official information, at the moment Swiss Confederation is <u>not</u> an eligible programme country but participates to the Creative Europe Programme as a Third Country.</p> <p>² In the MEDIA Sub-programme, at the moment only Georgia is a partial eligible country since for Georgian organisations participation will be possible for some projects i.e. participation in training, festivals, <u>audience development</u> and market access activities.</p> <p>Until further official communication, the document “Eligibility of organisations from non-EU countries” gives an indication of non-EU countries that are likely to fulfil these conditions in time to be eligible for the current calls for proposals. Countries not mentioned in the above document either did not officially express their interest in participating in Creative Europe or will most possibly not be able to conclude an Agreement with the European Commission in time for the 2014 grant award decisions.</p> <p>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.</p> <p>This situation is constantly changing, therefore it is necessary to consult the Programme website for updates.</p>
Duration	<p>The maximum duration of projects is 12 months.</p> <p>However, if after the signing of the agreement and the start of the project it becomes impossible for the beneficiary, for dully justified reasons beyond his control, to complete the project within the scheduled period, an extension to the eligibility period may be granted by the way of an addendum. A maximum extension of 6 additional months will be granted, if requested before the deadline specified in the agreement.</p> <p>The maximum duration will then be 18 months.</p>
Budget	<p>The budget of MEDIA Sub-programme corresponds to 56% of the total budget for Creative Europe Programme. The amounts available is nearly 800 million EUR for the period 2014-2020.</p> <p>The total budget available for the co-financing of projects under Audience Development action is estimated at EUR 1.9M.</p> <p>The amount of the financial contribution to be awarded will be determined within the limits of the available budgetary resources and with regards to the cost and nature of each proposed action.</p> <p>Financial contribution of the EU cannot exceed 60% of the total eligible costs of the action.</p> <p>The Agency reserves the right not to distribute all the funds available.</p>
Deadline	<p>The deadline of the first Call for 2014 was 28 March 2014 - CLOSED</p> <p>Projects can start between 1 July 2014 and 30 June 2015.</p> <p>Next deadline foreseen with deadline March 2015.</p>

<p>How to apply</p>	<p>Request of registration into the ECAS system and the EACEA's Participants Portal to obtain the PIC (Participant Code) for each participating institution. To complete the registration each institution participating must upload in the system the required documents.</p> <p>The application must be submitted only using the online Application form/project description and its required attachments (Detailed budget(s) and sources of finance and Declaration on applicant's honour)</p> <p>In order to permit an assessment of their operational capacity, organisations applying for a grant above EUR 60 000 must submit together with the applications specific required documents (some of them to be uploaded in the online system).</p> <p>In addition, a set of compulsory annexes that cannot be submitted online have to be sent to the Agency <u>by post</u>. The package must include the copy of the acknowledgment of receipt of the application, the required paper annexes and a CD-Rom or USB stick containing all these documents (please see details in the website of the call).</p> <p>It is preferable to attach both paper and electronic copies (CD-Rom or USB) of all required documents (even those uploaded into the online system).</p> <p>Address to which the documents must be sent: Education, Audiovisual & Culture Executive Agency Creative Europe Programme (2014–2020) MEDIA Sub-programme – Reference of Call for Proposals Avenue du Bourget 1 BOUR 3/30 BE – 1049 Brussels Belgium</p>
<p>Evaluation criteria</p>	<p>Applications will be evaluated through the following criteria:</p> <ol style="list-style-type: none"> <u>Relevance and European added-value</u> (20 points) Relevance of the content of the action (including the European dimension) vis à vis the objectives of the Call for proposals in particular: <ul style="list-style-type: none"> - Activity towards the audience such as: efficient outreach, activities towards non-core film audiences; - European dimension of the project; - Capacity of the project to reach audiences <u>Quality of the content and activities</u> (40 points) Adequacy of the methodology to the objectives (including : format, target group, selection methods, pedagogical method (for action 1); synergy/collaboration with other projects; feasibility; cost efficiency), in particular: <ul style="list-style-type: none"> - Number, diversity, quality and complementarity of audiences/films/territories/activities covered by the action; - Quality of the strategies implemented in order to examine the effectiveness and complementarity of activities for example the use of different distribution platforms and promotion;

	<ul style="list-style-type: none">- Degree of innovation of the action. <p>3. <u>Dissemination of project results</u> (30 points) Size of the audience reached and impact on the promotion, circulation and interest in European audiovisual works, in particular:</p> <ul style="list-style-type: none">- Quality of the methodology proposed for collecting, analysing and putting into perspective the results obtained;- Dissemination of knowledge, impact and sustainability of the exchange of concepts/best practices (action 1). <p>4. <u>Quality of the project team</u> (10 points) International, technical and management expertise of the Team vis a vis the objectives of the action and the coherence and complementarity's of the grouping including tasks division and allocation within the grouping (action1).</p>
Link	Call for Support for Audience Development official website

Development single project and slate funding

PROGRAMME/CALL	Creative Europe Programme 2014-2020 Sub-programme MEDIA Call for Support for Development single project and slate funding
Call	Call for Support for Development single project and slate funding EAC/S30/2013
Programme	Creative Europe, the new Programme for the promotion of cultural and creative sectors bringing together CULTURE 2007, MEDIA 2007 and MEDIA Mundus Programmes.
Priorities of Sub-programme MEDIA	<p>Within the specific objective of reinforcing the European audiovisual sector's capacity to operate transnationally and internationally one of the priorities of the MEDIA Sub-programme shall be to:</p> <ul style="list-style-type: none"> • increase the capacity of audiovisual operators to develop European audiovisual works with a potential to circulate in the Union and beyond and to facilitate European and international co-production, including with television broadcasters. <p>The MEDIA Sub-programme shall provide support for the following measures:</p> <ul style="list-style-type: none"> ○ the development of European audiovisual works in particular films and television works such as fiction, documentaries, children's and animated films, as well as interactive works such as videogames and multimedia with enhanced cross-border circulation potential; ○ activities aiming at supporting European audiovisual production companies, in particular independent production companies, with a view to facilitating European and international co-productions of audiovisual works including television works.
Objectives and priorities of Support for Development Single project and Slate funding scheme	<p>Under MEDIA Sub-programme, this call for proposals on support for television programming of audiovisual European work pursues the objective 1 for reinforcing the European audiovisual sector's capacity to operate transnationally and internationally.</p> <p>The specific priority of the Development single project and slate funding scheme aims to increase the capacity of audiovisual operators to develop European audiovisual works with a potential to circulate in the Union and beyond and to facilitate European and international co- production, including with television broadcasters.</p>
Type of project funded	<p>The MEDIA Sub-programme supports European production companies with proven experience interested in developing a Single Project or a Slate of 3 to 5 projects presenting:</p> <ul style="list-style-type: none"> - high creative/artistic value and cultural diversity; - wide cross-border potential able to reach audiences at European and international levels; - greater cooperation between operators from different countries participating in the MEDIA Sub-programme; - enhanced audience reach based on strategies for marketing and distribution envisaged from the development phase.

	<p>In the case of Slate Funding, the proposal shall also</p> <ul style="list-style-type: none"> - strengthen companies position in both the European and international markets as well as their financial capacity; - expand companies activities and their innovation capacity to explore new fields and markets. <p>Under this Support scheme, the applicant submits a proposal with a view to developing a Single Project or a Slate of 3 to 5 projects (Slate Funding) intended primarily for cinema release, television broadcasting or commercial exploitation on digital platforms in the following categories: animation, creative documentary and fiction.</p> <p><u>The applicant must own the majority of rights related to the project(s).</u> No later than on the date of submission, the applicant must show that it holds the majority of the rights relating to each project for which support is being sought. It is required to provide a contract covering the rights to the artistic material included in the application. This must include at least: concept, subject, treatment, script or bible. This contract must be duly signed and dated by the author(s). The following types of contracts will be accepted:</p> <ul style="list-style-type: none"> - an option agreement concerning the transfer of rights between the author and the applicant company, of an adequate duration to cover the whole development schedule and clearly setting out the conditions for exercising the option; or - a contract transferring the rights from the author to the applicant company. <p>The option agreement or transfer of rights contract can be replaced by:</p> <ul style="list-style-type: none"> - a unilateral declaration of the transfer of rights to the applicant company where the author is the producer, a shareholder or an employee of the company; - a co-production or co-development agreement duly dated and signed by the parties and clearly showing that the applicant company holds the majority of the rights at the date of the application. <p>If the project is an adaptation of an existing work (novel, biography etc.), the applicant must also show that it holds the majority of the rights relating to the rights of adaptation to this work with an option agreement or transfer of rights contract duly dated and signed.</p> <p>Applicants may only make one submission for development support for the duration of a particular Call for Proposals. They must choose between applying for either Single Project or Slate Funding support and one of the two deadlines for Single Project.</p>
Eligible activities	<p>Only the development activities for the following projects are eligible:</p> <ul style="list-style-type: none"> • Feature films, animations and creative documentaries of a minimum length of 60 minutes intended primarily for cinema release; • Drama films (one-off or series) of a total duration of minimum 90 minutes, animation (one-off or series) of a total duration of minimum 24 minutes and creative documentaries (one-off or series) of a

	<p>duration of minimum 50 minutes (in case of series the minimum length per episode is 25 minutes) intended primarily for the purposes of television or digital platform exploitation.</p> <p>The day of principal photography (or equivalent) of the submitted project(s) must not be scheduled to occur within 8 months from the date of application. For creative documentary the first day of principal photography can be defined as the day on which the filming starts, with the contracted crew present on set/location, within the framework of an established period of employment, as stated and confirmed in written agreements. Activities aimed at the acquisition of footage and preliminary shooting are allowed.</p> <p>The following projects are ineligible:</p> <ul style="list-style-type: none"> - live recordings, TV games, talk shows, reality shows or educational, teaching and 'how-to' programmes; - documentaries promoting tourism, "making-of", reports, animal reportages, news programmes and "docu-soaps"; - projects including pornographic or racist material or advocating violence; - works of a promotional nature; - institutional productions to promote a specific organisation or its activities.
<p>Eligible organizations</p>	<p>The Development support is open to European independent audiovisual production companies which have been legally constituted for at least 12 months (for Single Project) and 36 months (for Slate Funding) and that can demonstrate proven track record.**</p> <p>A European company is a company established in one of the countries participating to the MEDIA Sub-programme and owned directly or by majority participation, by nationals from such countries.</p> <p>An independent company is a company which does not have majority control by a television broadcaster, either in shareholding or commercial terms. Majority control is considered to occur when more than 25% of the share capital of a production company is held by a single broadcaster (50% when several broadcasters are involved).</p> <p>An audiovisual production company is a company whose main object and activity is audiovisual production.</p> <p>The following applicants are ineligible:</p> <ul style="list-style-type: none"> - Foundations, Institutes, Universities, associations and other legal bodies acting in the public interest; - applications from groups of companies; - natural persons. <p>**Proven track record is understood as following:</p> <ul style="list-style-type: none"> • <u>For Single project:</u> The applicant must prove it has produced a previous eligible work that has been officially released or broadcast during the two calendar years preceding the

	<p>publication of the Call for Proposals.</p> <ul style="list-style-type: none"> • <u>For Slate Funding:</u> The applicant must prove that in the 5 years preceding the submission it has produced a previous eligible work that has been officially released or broadcast in at least 3 countries other than the applicant's one during the 2 calendar years preceding the publication of the Call for Proposals. Companies established in France, Germany, Italy, Spain and United Kingdom must prove that they have produced two previous eligible works under the same conditions. <p>Concerning the production of a previous eligible work the applicant must prove in any case:</p> <ul style="list-style-type: none"> - that it was the sole production company; - or that it was, in the case of a co-production with another production company, the major co-producer in the financing plan or the delegate producer; - or that its Chief Executive or one of its shareholders has a personal onscreen credit on the work as producer or delegate producer. <p>The date taken into account in verifying that distribution has taken place during the reference period is the date on which the distribution took place (date of official release in cinema or broadcast date). Commercial distribution online and distribution from international sales agent are accepted only if duly documented by a revenues report related to the reference period.</p>
<p>Eligible countries</p>	<p>The eligible countries are:</p> <ol style="list-style-type: none"> 1. 28 EU Member States; 2. 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 (<u>Bosnia and Herzegovina</u>); 3. EFTA countries which are members of the EEA, in accordance with the provisions of the EEA Agreement (<u>Iceland, Norway</u>); 4. The Swiss Confederation, on the basis of a bilateral agreement to be concluded with that country¹; 5. 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 programmes². <p>¹Until further official information, at the moment Swiss Confederation is <u>not</u> an eligible programme country but participate to the Creative Europe programme as a Third Country. ² In the MEDIA Sub-programme, at the moment only Georgia is a partial eligible country since for Georgian organisations participation will be possible for some projects i.e. participation in training, festivals, audience development and market access activities. For this reason it is <u>not</u> an eligible country for "Development single project and slate funding" scheme.</p> <p>Until further official communication, the document "Eligibility of organisations from non-EU countries" gives an indication of non-EU countries that are likely to fulfil these conditions in time to be eligible for the current calls for proposals. Countries not mentioned in the above document either did not officially express their interest in participating in Creative Europe or will most possibly not be able to conclude an Agreement with the European Commission in time for the 2014 grant award decisions.</p>

	<p>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.</p> <p>This situation is constantly changing, therefore it is necessary to consult the Programme website for updates.</p>
Duration	<p>The eligibility period will end 30 months after the submission.</p> <p>If the project enters into production before the end of this period, the period of eligibility of costs ends on the date of entry into production of the project.</p> <p>However, if after the signing of the decision/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.</p> <p>The maximum duration will then be 36 months after the deadline for submission.</p>
Budget	<p>The budget of MEDIA Sub-programme corresponds to 56% of the total budget for Creative Europe Programme. The amounts available is nearly 800 million EUR for the period 2014-2020.</p> <p>The total budget available for the co-financing of Single Projects and Slate Funding is estimated at EUR 17.5 M.</p> <p>Financial contribution of the EU cannot exceed 50% of the total eligible costs of the action.</p> <p>The contribution per action is:</p> <ul style="list-style-type: none"> • <u>for Single Project</u> <ul style="list-style-type: none"> - animation: a lump sum of EUR 60.000; - creative documentary: a lump sum of EUR 25.000; - fiction: a lump sum of EUR 50.000 if the estimated production budget is equal/above EUR 1.5 M and a lump sum of EUR 30.000 if the estimated production budget is below EUR 1.5 M. • <u>for Slate Funding</u> (3 to 5 projects): between EUR 70.000 and EUR 200.000. In case of a slate of only documentary projects the amount is limited to EUR 150.000. Each project of a slate can receive between EUR 10.000 and EUR 60.000 provided the amount does not exceed 50% of the eligible costs of the project. <p>Note: Applications requesting financial contributions of less than</p>

	<p>EUR 70.000 € for Slate Funding are ineligible.</p> <p>No grant may be awarded retrospectively for actions already completed.</p> <p>The Agency reserves the right not to distribute all the funds available</p>
Deadline	<p>The 2nd deadline <u>only</u> to apply to <u>Single Project scheme</u> is 6th June 2014 - 12:00 (noon, Brussels Time) - CLOSED</p> <p>Next deadline foreseen with deadline June 2015.</p> <p>The call for Slate Projects is already closed (28th March 2014) - CLOSED</p> <p>Next deadline foreseen with deadline March 2015.</p>
How to apply	<p>Request of registration into the ECAS system and the EACEA's Participants Portal to obtain the PIC (Participant Code) for each participating institution. To complete the registration each institution participating must upload required documents.</p> <p>The application must be submitted exclusively using the online application form, the eForm plus required annexes (detailed description, Budget Form, Declaration on applicant's honor).</p> <p>In order to permit an assessment of their operational capacity, organisations applying for a grant above EUR 60 000 must submit together with the applications additional documents required (some of them to upload in the online system).</p>
Evaluation criteria	<p>Applications will be evaluated through the following criteria:</p> <p><u>For Single projects:</u></p> <ol style="list-style-type: none"> <u>Relevance and European added-value</u> (50 points) Quality of the project and the potential for European distribution <u>Quality of the content and activities</u> (10 points) Quality of the development strategy. <u>Dissemination of project results</u> (20 points) Quality of the European and international distribution and marketing strategy. <u>Quality of the project team</u> (10 points) Experience, potential and adequacy of the creative teams. <u>Impact and sustainability</u> (10 points) Quality of the financing strategy and feasibility potential of the project <p>Moreover, the following "automatic award criteria" are considered as added value to gain further extra points:</p> <ul style="list-style-type: none"> An applicant company established in a country with low production capacity (All MEDIA countries with the exception of France, Germany, Italy, Spain and the United Kingdom): 10 extra points A project targeted for young audience (it is intended up to 16 years old): 10 extra points; A project intended for co-production with a producer from a country participating in the MEDIA Sub-programme which does not have a common official language: 5 extra points. <p><u>For slate funding:</u></p>

	<p>1. <u>Relevance and European added-value</u> (20 points) Capacity of the company to develop and produce at a European and international level a slate of 3 to 5 projects</p> <p>2. <u>Quality of the content and activities</u> (20 points) Quality of the slate of projects, quality of the development strategy, quality of the financing strategy and its European dimension</p> <p>3. <u>Dissemination of project results</u> (20 points) Quality of the European and international distribution and marketing strategy.</p> <p>4. <u>Quality of the project team</u> (10 points) Experience, potential and adequacy of the creative teams.</p> <p>5. <u>Impact and sustainability</u> (10 points) Feasibility potential of the slate of projects</p> <p>6. <u>Innovative character</u> (20 points) Capacity of the company to be innovative in its activities (ability to adapt to a competitive and consistently changing audiovisual landscape and improve its market position).</p> <p>Moreover, the following “automatic award criteria” are considered as added value to gain further extra points:</p> <ul style="list-style-type: none"> • An applicant company established in a country with low production capacity (All MEDIA countries with the exception of France, Germany, Italy, Spain and the United Kingdom): 10 extra points
Link	Call for Support for Development single project and slate funding official website

International Co-Production Funds

PROGRAMME/CALL	Creative Europe Programme 2014-2020 Sub-programme MEDIA Call for Support for International Co-production Funds
Call	Call for Support for International Co-production Funds (EAC/S29/2013)
Programme	Creative Europe, the new Programme for the promotion of cultural and creative sectors bringing together CULTURE 2007, MEDIA 2007 and MEDIA Mundus Programmes.
Priorities of Sub-programme MEDIA	<p>Within the field of reinforcing the audiovisual sector's capacity, one of the priorities of the MEDIA Sub-programme shall be to:</p> <ul style="list-style-type: none"> • increase the capacity of audiovisual operators to develop European audiovisual works with a potential to circulate in the Union and beyond and to facilitate European and international co-production, including with television broadcasters. <p>The MEDIA Sub-programme shall provide support for:</p> <ul style="list-style-type: none"> ○ activities helping European and international co-production partners to meet and/or provide indirect support for audiovisual works co-produced by supporting international co-production funds based in a country participating in the Programme.
Objectives and priorities of Support for International Co-production Funds scheme	The specific priority of the International Co-production Funds scheme aims to increase the capacity of audiovisual operators to develop European audiovisual works with a potential to circulate in the Union and beyond and to facilitate European and international co-production, including with television broadcasters.
Type of project funded	<p>The eligible activities of a co-production fund including the provision of financial support to eligible third parties for eligible projects conforming to the following criteria:</p> <ul style="list-style-type: none"> - Production of feature films, animations and documentaries of a minimum length of 60 minutes intended primarily for cinema release. - Implementation of concrete distribution strategy aiming at the better circulation of the supported works. The film should be distributed in at least 3 territories out of which at least one participating in the MEDIA Sub-programme and at least one third country. <p>In case of financial support to third parties, the application must include: an exhaustive list of the types of activities for which a third party may receive financial support:</p> <ul style="list-style-type: none"> - the definition of the persons or categories of persons which may receive financial support, - the criteria for awarding financial support, - the maximum amount to be granted to each third party and the criteria for determining it. <p>The amount of financial support per third party must not exceed 60 000euro.</p>

	<p>Projects supported by funds should comply with the following:</p> <ul style="list-style-type: none"> - Projects must be submitted by audiovisual entities established in one of the countries participating to the MEDIA Sub-programme and owned directly or by majority participation, by nationals from such countries. - Projects must be co-produced** with at least one producer from a country which is neither participating in the MEDIA Sub-programme nor member of Eurimages. - The share of the co-producer(s) coming from countries participating in the MEDIA sub-programme must amount to a minimum of 25% for feature and animation films and 20% for documentary films at the time of the first payment. Under no circumstances the share of the co-producer(s) coming from countries participating in the MEDIA Sub-programme can exceed 70%. - The maximum amount of funding per project is EUR 60,000 for production. - EUR 60,000 for distribution with a maximum of EUR 15,000 per distribution territory. - The funding agreement can only be concluded with the European partner. The funding does not need to be spent in Europe. <p>In the opening and closing credits of the funded film, as well as in all promotional and advertising material, the MEDIA co-production fund support is to be named. The recipient of MEDIA co-production fund funding agrees to give the European Union certain non-commercial rights which will be stipulated in detail in the funding agreement.</p> <p>The guidelines to third parties must contain the above information as well as any other necessary element in order to avoid the exercise of discretion by the beneficiary in determining the final grant to third parties. Upon selection, these guidelines will be attached to the agreement.</p> <p>** The structure of the co-production shall be attested by a duly signed co-production agreement. For the purposes of the project selection procedure, a deal memo may exceptionally be accepted provided it contains detailed provisions on the following essential aspects of the co-production:</p> <ul style="list-style-type: none"> - clear indication of the participation of each co-producer in the financing of the project; - joint ownership of all the rights; - sharing of the revenues between the co-producers (exclusive and/or shared territories); - definition of the total budget, spending requirements and the event of over-budget; - reference to the treaties applicable.
<p>Eligible activities</p>	<p>Those funds will support activities aiming at:</p> <ul style="list-style-type: none"> • facilitating international co-production and • strengthening circulation and distribution of audiovisual works supported at the production stage <p>The eligible activities of a co-production fund including the provision of</p>

	<p>financial support to eligible third parties for eligible projects conforming to the following criteria:</p> <ul style="list-style-type: none"> - Production of feature films, animations and documentaries of a minimum length of 60 minutes intended primarily for cinema release. - Implementation of concrete distribution strategy aiming at the better circulation of the supported works. The film should be distributed in at least 3 territories out of which at least one participating in the MEDIA Sub-programme and at least one third country. <p>The following audiovisual projects are <u>ineligible</u>:</p> <ul style="list-style-type: none"> - live recordings, TV games, talk shows, reality shows or educational, teaching and 'how-to' programmes; - documentaries promoting tourism, "making-of", reports, animal reportages, news programmes and "docu-soaps"; - projects including pornographic or racist material or advocating violence; - works of a promotional nature; - institutional productions to promote a specific organisation or its activities.
<p>Eligible organizations</p>	<p>This scheme is open to European 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.</p> <p>Applicant must be a co-production fund that has been legally constituted and active for at least 12 months, having as its main activity the support of international co-productions. The applicant shall be established in one of the countries participating to the MEDIA Sub-programme and owned directly or by majority participation, by nationals from such countries.</p> <p>Natural persons may not apply for a grant.</p>
<p>Eligible countries</p>	<p>The eligible countries are:</p> <ol style="list-style-type: none"> 1. 28 EU Member States; 2. 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 (<u>Bosnia and Herzegovina</u>); 3. EFTA countries which are members of the EEA, in accordance with the provisions of the EEA Agreement (<u>Iceland, Norway</u>); 4. The Swiss Confederation, on the basis of a bilateral agreement to be concluded with that country¹; 5. 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 programmes². <p>¹Until further official information, at the moment Swiss Confederation is <u>not</u> an eligible programme country but participate to Creative Europe programme as a Third Country.</p>

	<p>² In the MEDIA Sub-programme, at the moment only Georgia is a partial eligible country since for Georgian organisations participation will be possible for some projects i.e. participation in training, festivals, audience development and market access activities. For this reason it is <u>not</u> an eligible country for “International Co-production Funds” scheme.</p> <p>Until further official communication, the document “Eligibility of organisations from non-EU countries” gives an indication of non-EU countries that are likely to fulfil these conditions in time to be eligible for the current calls for proposals. Countries not mentioned in the above document either did not officially express their interest in participating in Creative Europe or will most possibly not be able to conclude an Agreement with the European Commission in time for the 2014 grant award decisions.</p> <p>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.</p> <p>This situation is constantly changing, therefore it is necessary to consult the Programme website for updates.</p>
Duration	<p>The maximum duration of the action is 28 months.</p> <p>However, if after the signing of the agreement and the start of the action it becomes impossible for the beneficiary, for fully justified reasons beyond its 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 agreement.</p> <p>The maximum duration will then be 34 months.</p>
Budget	<p>The budget of MEDIA Sub-programme corresponds to 56% of the total budget for Creative Europe Programme. The amounts available is nearly 800 million EUR for the period 2014-2020.</p> <p>The total budget available for the co-financing of actions under this scheme is estimated at EUR 1.5M for 2014.</p> <p>The amount of the financial contribution to be awarded will be determined within the limits of the available budgetary resources and with regards to the cost and nature of each proposed action.</p> <p>The financial contribution of the Union cannot exceed 80% of the total eligible costs of the action. The maximum contribution per selected applicant under these guidelines is EUR 400.000.</p> <p>The Agency reserves the right not to distribute all the funds available</p>
Deadline	<p>The deadline of the first Call for 2014 was 21st March 2014 - CLOSED</p> <p>Next deadline foreseen with deadline March 2015.</p>
How to apply	<p>Request of registration into the ECAS system and the EACEA's Participants</p>

	<p>Portal to obtain the PIC (Participant Code) for each participating institution. To complete the registration each institution participating must upload in the system the required documents.</p> <p>The application must be submitted exclusively using the online Application form and its required attachments (Detailed budget(s) and sources of finance and Declaration on applicant's honour).</p> <p>In order to permit an assessment of their operational capacity, organisations applying for a grant above EUR 60 000 must submit together with the applications specific required documents (some of them to be uploaded in the online system).</p>
Evaluation criteria	<p>Applications will be evaluated through the following criteria:</p> <ol style="list-style-type: none"> 1. <u>Relevance and European added-value</u> (40 points) <ul style="list-style-type: none"> • Added value compared to current activities of European co-production funds; • Geographical coverage: European and International dimension of the proposed projects; • Policy in terms of failure to complete project; • Track record of the fund to attract and select culturally diverse international co-productions with international audience potential; • The strategy of the fund to support the distribution of projects. 2. <u>Quality of the content and activities</u> (25 points) <p>Adequacy of the methodology to the objectives (including : format, target group, selection methods, pedagogical method (for action 1); synergy/collaboration with other projects; feasibility; cost efficiency).</p> 3. <u>Dissemination of project results impact and sustainability</u> (30 points) <p>Impact on the promotion and circulation of co-productions, audiences to be reached.</p> 4. <u>Quality of the project team</u> (5 points) <p>Technical and management experience of the Team in relation to the appropriateness of the decision making process with regards to applicants for funding.</p>
Link	Call for Support for International Co-production Funds official website .

TV Programming

PROGRAMME/CALL	Creative Europe Programme 2014-2020 Sub-programme MEDIA 1° Call for Support for Television Programming of Audiovisual European Works (EAC/S24/2013)
Call	1° Call for Support for Television Programming of Audiovisual European Works (EAC/S24/2013)
Programme	Creative Europe, the new Programme for the promotion of cultural and creative sectors bringing together CULTURE 2007, MEDIA 2007 and MEDIA Mundus Programmes.
Priorities of Sub-programme MEDIA	<p>Developing actions aimed at European audiovisual sector, the priorities of MEDIA Sub-programme shall be the following in the field of:</p> <ol style="list-style-type: none"> 1. <u>reinforcing the European audiovisual sector's capacity to operate transnationally</u> through: <ul style="list-style-type: none"> - 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 adaptation to market development, testing new approaches to audience development and testing new business models; - increasing the capacity of audiovisual operators to develop European audiovisual works with a potential to circulate in the Union and beyond and to facilitate European and international co-production, including with television broadcasters; - encouraging business-to-business exchanges by facilitating access to markets and business tools enabling audiovisual operators to increase the visibility of their projects on Union and international markets. 2. <u>promoting transnational circulation</u> through: <ul style="list-style-type: none"> - supporting theatrical distribution through transnational marketing, branding, distribution and exhibition of audiovisual works; - promoting transnational marketing, branding and distribution of audiovisual works on all other non-theatrical platforms; - 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; - promoting new distribution modes in order to allow the emergence of new business models. <p>The MEDIA Sub-programme shall provide support for the following measures:</p> <ul style="list-style-type: none"> ○ the development of European audiovisual works in particular films and television works such as fiction, documentaries, children's and animated films, as well as interactive works such as videogames and multimedia with enhanced cross-border circulation potential; ○ activities aiming at supporting European audiovisual production companies, in particular independent production companies, with a view to facilitating European and international co-productions of

<p>Objectives and priorities of Support for Television Programming scheme</p>	<p>audiovisual works including television works.</p> <p>Under MEDIA Sub-programme, this call for proposals on support for television programming of audiovisual European work pursues the objective 1 for reinforcing the European audiovisual sector's capacity to operate transnationally and internationally.</p> <p>The specific priority of the Television programming scheme aims to increase of the capacity of audiovisual operators to develop European audiovisual works with a potential to circulate in the Union and beyond and to facilitate European and international co-production, including with television broadcasters.</p>																				
<p>Type of project funded</p>	<p>The MEDIA Sub-programme supports European production companies interested in producing a television work presenting:</p> <ul style="list-style-type: none"> • high creative/artistic value and wide cross-border exploitation potential able to reach audiences at European and international level; • enhanced cooperation between operators from different countries participating in the MEDIA Sub-programme as well as between broadcasters; • increased co-production and circulation of high-profile European television drama series. <p>Only the activities for the following projects are eligible: Drama films (one-off or series) of a total duration of minimum 90 minutes, animation (one-off or series) of a total duration of minimum 24 minutes and creative documentaries (one-off or series) of minimum 50 minutes intended primarily for the purposes of television exploitation. For drama series, sequels or second and third seasons are eligible. Works which are designed to be a series with a joint marketing strategy have to be submitted as a series. Single episodes of a series cannot be split into separate applications. The application must be submitted at the latest on the first day of principal photography. No grant may be awarded retrospectively for actions already completed.</p> <p>The work must be by majority produced by companies established in one or more countries participating in the MEDIA Sub-programme.</p> <p>The work must be produced with the significant participation of professionals who are nationals and/or residents of countries participating in the MEDIA Sub-programme. The table below shows the scores assigned to each category of professional who can participate in the project. 'Significant participation' is defined as having more than 50% of the points on the basis of the tables below:</p> <table border="1" data-bbox="464 1832 1412 2009"> <thead> <tr> <th>Drama / Documentary</th> <th>Points</th> <th>Animation</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>Director</td> <td>3</td> <td>Director</td> <td>3</td> </tr> <tr> <td>Scriptwriter</td> <td>3</td> <td>Scriptwriter</td> <td>3</td> </tr> <tr> <td>Composer</td> <td>1</td> <td>Composer</td> <td>1</td> </tr> <tr> <td>Actor 1/ Voice over artist</td> <td>2</td> <td>Storyboard Artist</td> <td>2</td> </tr> </tbody> </table>	Drama / Documentary	Points	Animation	Points	Director	3	Director	3	Scriptwriter	3	Scriptwriter	3	Composer	1	Composer	1	Actor 1/ Voice over artist	2	Storyboard Artist	2
Drama / Documentary	Points	Animation	Points																		
Director	3	Director	3																		
Scriptwriter	3	Scriptwriter	3																		
Composer	1	Composer	1																		
Actor 1/ Voice over artist	2	Storyboard Artist	2																		

Actor 2/ Voice over artist	2	Character Designer	2
Actor 3/ Voice over artist	2	Animation Supervisor	2
Artistic Director	1	Artistic Director	1
Director of Photography	1	Technical Director	1
Editor	1	Editor	1
Sound	1	Sound	1
Shooting location	1	Studio location	1
Laboratory	1	Laboratory	1
Total	19	Total	19

The audiovisual work proposed must involve the participation of at least 3 broadcasting companies from 3 countries participating in the MEDIA Sub-programme. In all cases, the contribution of the required broadcasters must be above the following minimum thresholds in order to be eligible:

Broadcaster coming from**:	Minimum % of total production budget	
	Drama, Animation	Documentary
France, Germany, Italy, Spain, United Kingdom	1%	0,5%
Austria, Belgium, Denmark, Finland, Ireland, Norway, Netherlands, Poland, Sweden, Switzerland	0,5%	0,5%
Bosnia-Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Iceland, Latvia, Lichtenstein, Lithuania, Luxembourg, Malta, Portugal, Romania, Slovakia, Slovenia	0,1%	0,1%

** The application of this grid is subject to the condition of fulfilment of the eligible countries conditions.

The exploitation rights licensed to the broadcasters participating in the production have to revert to the producer after a maximum license period of:

- 7 years if the broadcaster's participation takes the form of a pre-sale;
- 10 years if the broadcaster's participation also takes the form of a co-production. In this case, the contract between the producer and the broadcaster must clearly specify the price and licence term for the pre-sale of the exploitation rights and the conditions for the co-production. A co-production between a broadcaster and a TV producer is accepted only if the broadcaster takes a significant financial risk in the production and is involved in the organisation and economic handling of the production. In any case, the broadcaster cannot be the majority co-producer of the work and its contribution cannot exceed 70% of the total financing of the production.

	<p><u>The following projects are ineligible:</u></p> <ul style="list-style-type: none"> ○ live recordings, TV games, talk shows, magazines, tv-shows, reality-shows, school and “how-to” programmes; ○ documentaries promoting tourism, "making-of", reports, animal reportages, news programmes and "docu-soaps"; ○ series and sequels of episodes based in whole or in part on a previous animation or documentary work; ○ projects including pornographic or racist material or advocating violence; ○ works of a promotional nature; ○ institutional productions to promote a specific organisation or its activities; ○ projects that are fully financed and/or already financed by Eurimages; ○ productions originally intended as cinema works (e.g. several theatrical distributors and/or an international cinema sales agent involved). <p>Theatrical release for drama and animation films is accepted only for works originating from countries with a low audiovisual production capacity, for which a national theatrical distribution takes place after an initial TV transmission. For documentaries, a theatrical release is allowed prior to an initial TV transmission, regardless of the territory from which the work originates and the territory in which it will be released, subject to the condition that the production must have been intended primarily for the television market.</p>
<p>Eligible organizations</p>	<p>Television Programming support is open to European independent audiovisual production companies that are the majority producer of the work.</p> <p>A European company is a company established in one of the countries participating to the MEDIA Sub-programme and owned directly or by majority participation, by nationals from such countries.</p> <p>An independent company is a company which does <u>not</u> have majority control by a television broadcaster, either in shareholding or commercial terms.</p> <p>Majority control is considered to occur when more than 25% of the share capital of a production company is held by a single broadcaster (50% when several broadcasters are involved).</p> <p>An audiovisual production company is a company whose main object and activity is audiovisual production.</p> <p>The applicant must be the majority producer of the work, in terms of rights. In case of co-production, the applicant must be the majority co-producer and must be designated by the partners as delegate producer to be the contractual partner with the Agency.</p>
<p>Eligible countries</p>	<p>Audiovisual production companies must be legal entities established in one of the following eligible countries:</p>

	<ol style="list-style-type: none"> 1. 28 EU Member States; 2. 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 (<u>Bosnia and Herzegovina</u>); 3. EFTA countries which are members of the EEA, in accordance with the provisions of the EEA Agreement (<u>Iceland, Norway</u>); 4. The Swiss Confederation, on the basis of a bilateral agreement to be concluded with that country¹; 5. 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 programmes². <p>¹ Until further official information, at the moment Swiss Confederation is <u>not</u> an eligible country for MEDIA Sub-programme.</p> <p>² In the MEDIA Sub-programme, at the moment only Georgia is a partial eligible country since for Georgian organisations participation will be possible for some projects i.e. participation in training, festivals, audience development and market access activities. For this reason it is <u>not</u> an eligible country for “television programming” project.</p> <p>Until further official communication, the document “Eligibility of organisations from non-EU countries” gives an indication of non-EU countries that are likely to fulfil these conditions in time to be eligible for the current calls for proposals. Countries not mentioned in the above document either did not officially express their interest in participating in Creative Europe or will most possibly not be able to conclude an Agreement with the European Commission in time for the 2014 grant award decisions.</p> <p>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.</p> <p>This situation is constantly changing, therefore it is necessary to consult the Programme website for updates.</p>
Duration	<p>The maximum duration of projects is 30 months (or 42 months for series).</p> <p>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 36 months (or 48 months for series).</p>
Budget	<p>The budget of MEDIA Sub-programme corresponds to 56% of the total budget for Creative Europe Programme. The amounts available is nearly 800 million EUR for the period 2014-2020.</p> <p>The total budget available for the co-financing of Television Programming projects is estimated at EUR 11.8 M.</p>

	<p>The financial contribution is allocated as follows:</p> <ul style="list-style-type: none"> • for <u>drama and animation works</u> the financial contribution awarded may not exceed EUR 500.000 or 12.50% of the total eligible costs, whichever is the lower. • only for <u>co-produced TV drama series</u> (consisting of at least 6 episodes each of a minimum length of 45 minutes) with an eligible production budget of at least EUR 10.000.000, an amount of maximum EUR 1.000.000 or 10% of the eligible costs whichever is the lower can be requested. • for <u>creative documentary</u>, the financial contribution awarded may not exceed EUR 300.000 or 20% of the total eligible costs whichever is the lower. <p>The Agency reserves the right not to distribute all the funds available.</p> <p>Note: in case of co-production between the audiovisual production company and the broadcaster, the broadcaster cannot be the majority co-producer of the work and its contribution cannot exceed 70% of the total financing of the production.</p> <p>Moreover, it is needed to respect the following requirements:</p> <ul style="list-style-type: none"> • minimum 50% of the estimated total financing of the production budget must be financed by European sources, i.e. from eligible countries. • minimum 50% of the estimated total financing of the production budget must be guaranteed from third party sources of finance, which correspond to contributions from broadcasters, distributors, public funds or co-producers (either through direct financing or by advance rights sales). Third party sources of finance must be proven by signed binding letters of commitment. The producer's own investment is not considered as a third party source of finance. If the action is co-produced by several production companies, a co-production contract (or deal-memo).
Deadline	<p>13rd June 2014 - h12:00 (Brussels time) – CLOSED Next call foreseen with deadline June 2015.</p>
How to apply	<p>Request of registration into the ECAS system and the EACEA's Participant Portal to obtain the PIC (Participant Code) for each participating institution. To complete the registration each institution participating must upload in the system the Legal Entity Form and the documents required.</p> <p>The application must be submitted only using the online application form, the eForm.</p> <p>In order to permit an assessment of their operational capacity, organisations applying for a grant above EUR 60 000 must submit together with the applications some documents required (some of them to upload in the online system). In case of request for grant of more than EUR 750 000, it must provide additional specific documentation on the financial capacity of the applicant.</p>

	<p>In addition, a set of compulsory annexes that cannot be submitted online have to be sent to the Agency <u>by post</u>. 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 (please see details in the website of the call).</p> <p>It is preferable to attach both paper and electronic copies (CD-Rom or USB) of all required documents (even those uploaded into the online system).</p> <p>Address to which the documents must be sent: Education, Audiovisual & Culture Executive Agency Creative Europe Programme (2014–2020) MEDIA Sub-programme – Reference of Call for Proposals Avenue du Bourget 1 BOUR 3/30 BE – 1049 Brussels Belgium</p>
Evaluation criteria	<p>Applications will be evaluated through the following criteria:</p> <ol style="list-style-type: none"> 1. <u>Relevance and European added-value</u> (30 points) This criterion evaluates the potential for European and international distribution of the project. Scores are attributed to the number of different broadcasters involved in the project, also based on the country in which those are based (see table showing these scores in the guidelines of the call). 2. <u>Quality of the content and activities</u> (30 points) This criterion evaluates the quality of the project and the European dimension and financing of the project. 3. <u>Dissemination of project results</u> (30 points) This criterion evaluates the quality of the distribution and marketing strategy. 4. <u>Quality of the project team</u> (10 points) This criterion evaluates experience, potential and adequacy of the production and creative team. <p>Moreover, the following “automatic award criteria” are considered as added value to gain further extra points:</p> <ul style="list-style-type: none"> • A project targeted for young audience (5 extra points); • A project intended for co-production with a producer from a country participating in the MEDIA Sub-programme which does not have a common official language (5 extra points); • An applicant company established in a country with low production capacity (5 extra points).
Link	<p>Call for Support for Television Programming of Audiovisual European Works official website.</p>

