



**CREATIVE EUROPE**  
**MEDIA Sub-programme**  
**SUPPORT FOR TRAINING**

**GUIDELINES**

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**Annexes**

All the annexes are available on the EACEA/MEDIA website:  
[http://ec.europa.eu/culture/media/fundings/creative-europe/call\\_2\\_en.htm](http://ec.europa.eu/culture/media/fundings/creative-europe/call_2_en.htm).

## 1. INTRODUCTION

These guidelines are based on Regulation No 1295/2013 of the European Parliament and of the Council of 11/12/2013 concerning the implementation of a programme of support for the European cultural and creative sector (CREATIVE EUROPE).<sup>1</sup>

The European Commission is responsible for the implementation of the Creative Europe Programme and for the decision to grant individual European Union funds. The Education, Audiovisual and Culture Executive Agency hereafter "the Agency" manages the MEDIA Programme on behalf and under the control of the European Commission.

General background information about the Creative Europe programme can be found on the following link: <http://ec.europa.eu/creative-europe>

## 2. OBJECTIVES - PRIORITIES

### 2.1 Objectives and Priorities

Within the field of reinforcing the audiovisual sector's capacity, one of the priorities of the MEDIA Sub-programme shall be to:

- 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 the adaptation to market development, testing new approaches to audience development and testing of new business models.

The MEDIA Sub-programme shall provide support for:

- 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.

Under this MEDIA Sub-programme Training Scheme, the applicant submits a proposal in view of establishing a two year partnership with the MEDIA Sub-programme, through a contractual instrument called *Framework Partnership Agreement* ("FPA").

The FPA will allow the selected institutions a long term forward planning and financial stability to implement repetitive annual actions for two years. It sets the condition for a simplified selection and contracting procedure (see section 9.1).

### 2.2 Targeted Projects:

The MEDIA Sub-programme Training scheme supports activities aimed at training and increasing the skills and networking capabilities among professionals in the audio-visual sector.

Activities may take the form of workshops and/or on-line coaching sessions and dissemination tools by using proven or testing new learning, teaching and coaching methods and best practice dissemination.

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<sup>1</sup> Published in the Official Journal of the European Union on the 20/12/2013 (OJ L347/221).

**In particular by devising training and capacity building activities aiming at:**

- a. **facilitating** the learning and acquisition of new skills and expertise; knowledge sharing from peers and senior professionals, and best practices dissemination among participating professionals,
- b. **enabling** access to international professional markets, developing business models and strengthening international businesses and cooperation in the audio-visual sector.

Applicants shall be applying for one of the two following categories of supported actions depending on the scale, needs, objectives and international / European dimension:

- 1. European actions: actions aimed at the acquisition and improvement of skills and competences for professionals to operate mainly in Europe
- 2. International actions: actions aimed at building expertise, knowledge and capacities for European professionals to peer, network and collaborate with non-European professionals to enable access to international professional networks

<b>3. TIMETABLE</b>
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The indicative timetable is the following:

	<b>Stages</b>	<b>Date or indicative period</b>
a)	Publication of the call	December 2013
b)	Deadline for submitting applications	23 May 2014 <i>12:00 (noon, Brussels Time)</i>
c)	Evaluation period	June-August 2014
d)	Information to applicants	September 2014
e)	Signature of grant agreement	October 2014
f)	Starting date of the action	Between 1 September 2014 and 30 June 2015
g)	Max. duration of the action / Period of eligibility	12 months

<b>4. AVAILABLE BUDGET</b>
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The total budget available for the co-financing of actions under this scheme is estimated at EUR 7.5M for 2014.

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.

The financial grant of the Union cannot exceed:

- 1. European actions: 60% of the total eligible costs of the action
- 2. International actions: 80% of the total eligible costs of the action

The co-financing of the specific activities for "International Actions" cannot represent more than 20% of the budget allocated under the calls for proposals.

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

## **5. ELIGIBILITY CRITERIA**

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

### **5.1 Formal criteria**

In order to submit an application, applicants must provide their Participant Identification Code (PIC) in the application form. The PIC can be obtained by registering the organisation in the Education, Audiovisual, Culture, Citizenship and Volunteering Participant Portal.<sup>2</sup>

The Participant Portal allows applicants, to upload or update the information related to their legal status and attach the requested legal and financial documents.

See the section on Registration in the Participant Portal for more information.

Only proposals submitted in one of the Union official language, using the official application form, completed in full, signed (original signatures or equivalent required) and received by the specified deadline, will be considered.

The application form must be accompanied by all the documents referred to in the application form. Applicants must submit a budget that is balanced in terms of expenditure and revenue and that complies with the ceiling for European Union cofinancing, set at 60% (or 80% in some specific actions – "International Actions", see 5.4)

### **5.2 Eligible countries**

Applications from legal entities established in one of the following countries are eligible as long as all conditions referred to in Article 8 of the Regulation No 1295/2013 establishing the Creative Europe Programme are met and the Commission has entered into negotiations with the country:

- EU Member States;
- Acceding countries, candidate countries and potential candidates benefiting from a pre-accession strategy, in accordance with the general principles and general terms and conditions for the participation of those countries in Union programmes established in the respective Framework Agreements, Association Council Decisions or similar agreements;
- EFTA countries which are members of the EEA, in accordance with the provisions of the EEA Agreement;
- The Swiss Confederation, on the basis of a bilateral agreement to be concluded with that country;

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<sup>2</sup> The organisation has to register in the Unique Registration Facility (URF) hosted in the Education, Audiovisual, Culture, Citizenship and Volunteering Participant Portal. The Unique Registration Facility is a tool shared by other services of the European Commission. If the organisation-already has a PIC that has been used for other programmes (for example the Research programmes), the same PIC is valid for the present call for proposals.

- 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.

The Agency may select proposals from applicants in non EU countries, provided that, on the date of the award decision, agreements have been signed setting out the arrangements for the participation of those countries in the programme established by the Regulation referred to above.

(Updated list of countries that fulfil the conditions referred to in Article 8 of the Regulation 8 and that the Commission has started negotiations with can be found on the following link:

<http://ec.europa.eu/culture/creative-europe/documents/eligible-countries.pdf>

### **5.3 Eligible applicants**

The Training scheme is opened to European entities (private companies, non-profit organisations, associations, charities, foundations, municipalities/Town Councils, etc.), established in one of the countries participating to the MEDIA Sub-programme and owned directly or by majority participation, by nationals from such countries.

This action is also open for participants from countries which are not participating in the MEDIA sub-programme, provided that:

- General rule: nationals from countries not participating in the MEDIA sub- programme cannot represent more than 20% of participants.
- For specific "International Actions" aiming at building expertise, knowledge and capacities for European professionals to peer, network and collaborate with Non-European professionals to enable access to international professional networks, the proportion of nationals from countries not participating in the MEDIA sub- programme should represent between 35% and 50% of participants.

Natural persons may **not** apply for a grant

### **5.4 Eligible activities**

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

#### ***Eligible actions:***

Training activities favouring multidisciplinary cooperation within the audiovisual industry are encouraged.

Applications must be for actions which are aimed at developing the capacity of audiovisual professionals to understand and integrate a European and international dimension in their work by improving expertise in the following fields:

- audience development, and development, marketing, distribution and exploitation;
- financial and commercial management in particular with a view to stimulate access to finance;
- works development and production;
- opportunities and challenges of the digital shift.

### ***Eligible Target Group:***

Professionals from the audiovisual industry, in particular: Producers, Directors, Writers, Script editors, Commissioning editors, Distributors, Exhibitors, Sales agents, New media content providers, Professionals from the animation industry, Professionals from post-production field. Professionals from legal, banking or financial sectors working with the audiovisual industry are also eligible target groups.

Applicants can be any legal entity, capable of offering the above described training actions.

Applicants should ensure that a large majority of the participants in the proposed training and networking activities are of a nationality other than that of the applicant.

### ***Period of the action / eligibility of costs***

For the first year of the 2-year FPA the action must **start between 1 September 2014 and 30 June 2015**.

The action/period of eligibility **cannot last more than 12 months**. If after the signing of the agreement and the start of the action it becomes impossible for the beneficiary, for fully justified reasons beyond his control, to complete the action within the scheduled period, an extension to the eligibility period may be granted by the way of an amendment. 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 18 months.

<b>6. EXCLUSION CRITERIA</b>
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#### **6.1. Exclusion from participation**

Applicants will be excluded from participating in the call for proposals procedure if they are in any of the following situations:

- (a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- (b) they or persons having powers or representation, decision making or control over them have been convicted of an offence concerning their professional conduct by a judgment of a competent authority of a Member States which has the force of res judicata;
- (c) they have been guilty of grave professional misconduct proven by any means which the responsible authorising officer can justify including by decisions of the EIB and international organisations;
- (d) they are not in compliance with their obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the responsible authorising officer or those of the country where the grant agreement is to be performed;
- (e) they or persons having powers or representation, decision making or control over them have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation, money laundering or any other illegal activity, where such an illegal activity is detrimental to the Union' financial interests;
- (f) they are currently subject to an administrative penalty referred to in Article 109(1) of the Financial Regulation.

## **6.2 Exclusion from award**

Applicants will not be granted financial assistance if, in the course of the grant award procedure, they:

- (a) are subject to a conflict of interests;
- (b) are guilty of misrepresentation in supplying the information required by the Agency as a condition of participation in the grant award procedure, or fail to supply this information.
- (c) find themselves in one of the situations of exclusion referred to in the above section 6.1.

Administrative and financial penalties may be imposed on applicants who are guilty of misrepresentation or are found to have seriously failed to meet their contractual obligations under a previous grant award procedure.

## **6.3 Support documents**

Applicants for a grant exceeding EUR 60.000 must sign a declaration on their honour certifying that they are not in one of the situations referred to in the above sections 6.1. and 6.2, filling in the relevant form attach to the application form accompanying the call for proposals and available at [http://ec.europa.eu/culture/media/fundings/creative-europe/call\\_2\\_en.htm](http://ec.europa.eu/culture/media/fundings/creative-europe/call_2_en.htm).

# **7. SELECTION CRITERIA**

Applicant must have stable and sufficient sources of funding to maintain their activity throughout the period during which the action is being carried out or the year for which the grant is awarded and to participate in its funding. They must have the professional competencies and qualifications required to complete the proposed action or work programme.

Applicants must submit a declaration on their honour, completed and signed, attesting to their status as a legal person and to their financial and operational capacity to complete the proposed activities.

## **7.1. Operational Capacity**

In order to permit an assessment of their operational capacity, organisations applying for a grant above EUR 60,000 must submit, together with their applications:

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

## **7.2. Financial Capacity**

Applicants must have stable and sufficient sources of funding to maintain their activity throughout the period during which the action is being carried out or the year for which the grant is awarded and to participate in its funding. The applicants' financial capacity will be assessed on the basis of the following supporting documents to be submitted with the application:

- a) Low value grants ( $\leq$  EUR 60 000):
  - a declaration on their honour.
- b) Grants  $>$  EUR 60 000:
  - a declaration on their honour

- the financial statements (including the balance sheet, the profit and loss accounts and the annexes) of the last two financial years for which the accounts have been closed

- financial capacity form provided for in the application form, filled in with the relevant statutory accounting figures, in order to calculate the ratios as detailed in the form.

c) Framework Partnership Agreements (FPAs), in addition to the above:

- an audit report produced by an approved external auditor certifying the accounts for the last two financial years available.

In the event of an application grouping several applicants, the above thresholds shall apply to each applicant.

On the basis of the documents submitted, if the Agency considers that financial capacity is not satisfactory, it may:

- request further information;
- propose a grant agreement without pre-financing;
- propose a grant agreement without pre-financing but an interim payment based on expenses already occurred.
- propose a grant agreement with a pre-financing covered by a bank guarantee (see section 9.2 below);
- reject the application.

<b>8. AWARD CRITERIA</b>
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Eligible applications will be assessed on the basis of the following criteria:

	<b>Criteria</b>	<b>Definitions</b>	<b>Max. points</b>
1	Relevance	Relevance of the content of the activity including its international/European dimension vis-à-vis the objectives of the Call for proposals, the needs and trends of the industry, the level of innovation of the project in relation to the existing European training offer and the partnerships with the audiovisual industry.	30
2	Quality of the content and activities	Adequacy of the methodology to the objectives (format, target group; expertise, cost effectiveness of the activity).	40
3	Dissemination of project results, and impact and sustainability	Mechanisms to disseminate good practice and results beyond participants, the impact on participating professionals, selected projects, single companies and the audiovisual sector, as well as impact on access to international networks and markets of individuals and companies.	10

4	Quality of the project team	Relevance of the international technical and pedagogical expertise of the tutors, experts and coaches vis-à-vis the objectives of the training action.	20
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The above award criteria will be applied for selection of partners signing Framework Partnership Agreements (FPAs) as well as for award of specific annual grants under signed FPAs.

### 1. Relevance

Under this heading applicants should clearly explain the general context and rationale for devising a training action.

In particular the relevance of proposed action in relation to the individual professional capacities to be raised, the specific sector needs and trends in the market within a European/international context, the level of innovation of the project in relation to the existing European training offer.

The relevance will be evaluated against individual learning outcomes, enhanced skills, gained expertise and career development.

In case of a project driven action, the relevance will be evaluated versus the project impact: e.g. fulfilling the industry needs and the specific sectors needs and trends in the industry and market.

The content of the proposed action and its activities will be assessed on the basis of the following elements:

- The objectives
- The subjects, skills taught and learning outcomes
- The target group
- The professional benefits
- The long or short term effects

Applicants should clearly describe:

- The **objectives** of their training project and the manner in which they meet the general objectives of the MEDIA sub-programme
- The **subjects** and **skills** taught and the logic behind this focus, as well as the **learning outcomes**;
- The **target group** and why this specific target group was chosen;  
⇒ the type of professionals and the level of skills and professional experience for whom the training initiatives have been designed;
- The **professional benefits** the target group will gain from the training initiative proposed;
- The **long and short term effects** of the training and networking initiative on the professional practice of the participants.

The relevance, it will be also evaluated in relation to the capacity to build alliances, networks and partnerships with the audiovisual industry and other training providers. Partnerships between training institutions and the audiovisual industry are mandatory and reinforce the relevance of the proposed action. Applicants are required to clearly explain the involvement of the audiovisual industry in the proposed training activities in a European/International context. Involvement of the industry can be demonstrated in particular through (not exhaustive list):

1. Evidence of a financial partnership. Co-financings from the audio-visual sector (whether from public funds or private companies) are indeed considered as proof that the training initiative is regarded as relevant by the industry;
2. Evidence of a pedagogical partnership with companies from the audio-visual industry;

3. Evidence of partnerships with festivals or coproduction markets within Europe and internationally;
4. The participation of decision makers at pitching sessions, organised at the end of a training and networking activity;
5. The co-financing and broadcasting/screening of short films/pilots produced during a training activity.

## 2. Quality of the content and activities

Under this heading, the applicants present the strategy put in place to achieve their training objectives. Applicants should clearly describe:

- The methodology
- The cost effectiveness of the proposed action

Applicants should clearly explain the methodological approach on how the proposed training action and its activities will be delivered (format and methodology) by specifying/explaining the following points (not exhaustive list):

- Long-term or short-term training, type and number of modules;
- Workshops (residential or not), consulting sessions and/or internships, on-line sessions and/or on-line consulting;
- Lectures, case studies, role plays, group sessions, one-to-one meetings, screenings;
- The size of the participant group and how the number of participants affects the proposed concept;
- The role of the experts/trainers/tutors (how these are involved in the implementation of the action?);
- What are the selection procedures of the participants? How will the applicant facilitate their mobility? NB: Applicants are expected to provide scholarships to facilitate the participation of some participants. **These scholarships should correspond to at least 15% of the total number of participants** and cover **at least** the participation fees. It is recommended that they also cover expenses for travel and subsistence.

Applicants will also provide a course timetable.

Applicants should pay particular attention to the cost effectiveness of the action. All costs should be reasonable in the context of the goals and benefits of the action. The resources allocation must be appropriate and justified according to the market price.

The evaluation of this criterion will be based on: the analysis of the estimated budget and the analysis of the fund raising plan elaborated by the applicant for the submitted action.

## 3. Dissemination of project results and impact and sustainability

Under this heading, the applicants shall present:

- a) the devised mechanisms put in place to create synergies with the audiovisual industry to disseminate good practice, to facilitate networking and peer to peer collaboration, to further replicate business models and results beyond participants
- b) the expected impact on:
  - individual learning outcomes, skills and career development;
  - projects (international coproduction and distribution);
  - companies (development of business models and good practices);

- gained knowledge and accessibility to international markets and networks by the participating professionals;
- increased competitiveness and growth of the European audio-visual industry as a result of the action.

#### 4. **Quality of the project team**

Under this heading, the applicants shall present the expertise of trainers, experts, coaches and tutors involved in the proposed action. The trainers, experts, coaches and tutors involved should be active professionals in the audio-visual sector and shall have relevant experience vis-à-vis the objectives of the Training activities.

## 9. **FUNDING CONDITIONS**

An EU grant is an incentive to carry out activities that would not be possible without the support of the Union. It is based on the principle of co-financing. The EU grant supplements the applicant organisation's own financial involvement and/or any national, regional or private support it may have obtained.

Acceptance of an application by the Agency does not constitute an undertaking to award a grant equal to the amount requested by the beneficiary. Furthermore, under no circumstances may the amount awarded exceed the amount requested.

The award of a grant does not establish an entitlement for subsequent years.

### **9.1 Contractual provisions and payment procedures**

In the event of definitive approval by the Agency of the submitted action, a Framework partnership agreement for two years will be sent to the Beneficiary.

The Framework Partnership Agreement formalises a partnership relationship between the Agency and the beneficiaries for **2 years**. It is aimed at organisations whose actions are stable in particular in terms of objectives, format, target group and methodology.

The Global Action Plan will be annexed to this agreement. Subsequently a specific agreement detailing the conditions and level of funding for the first year will also be sent to the Beneficiary. The work programme for 1<sup>st</sup> year will form the basis for awarding an annual action grant for this precise year.

The Agency will offer a mono-beneficiary or multi-beneficiary agreement to be concluded with the project leader.

The 2 copies of the original agreement must be signed by the beneficiary and returned to the Agency immediately. The Agency will sign them last.

- *Information on the funding for the action taking place in the following year*

In the course of the year 2015, the applicant selected under the framework partnership agreement will fill in a **simplified grant application** for their action starting between 1/09/2015 and 30/06/2016.

This simplified grant application, which includes an annual work programme and the corresponding detailed budget for the annual action foreseen, should be in line with the Global Action Plan and will serve as a basis for the award of a grant.

The annual estimated budget foreseen and the EU contribution are not expected to be increased by more than 10% from one year to another and only in duly justified cases.

The implementation of the specific grant agreement for each year is subject to the adoption of the annual European Union budget by the budget authority.

A pre-financing payment of 70% will be transferred to the beneficiary within 30 days of the date when the last of the two parties signs the Specific agreement, provided all possible guarantees are received.

Pre-financing is intended to provide the beneficiary with a float.

The account or sub-account indicated by the beneficiary must make it possible to identify the funds transferred by the Agency.

The Agency will establish the amount of the final payment to be made to the beneficiary on the basis of the final reports.

## **9.2 Guarantee**

In the event that the applicant's financial capacity is not satisfactory, a pre-financing guarantee for up to the same amount as the pre-financing may be requested in order to limit the financial risks linked to the pre-financing payment.

The financial guarantee, in euro, shall be provided by an approved bank or financial institution established in one of the Member State of the European Union. When the beneficiary is established in a third country, the authorising officer responsible may agree that a bank or financial institution established in that third country may provide the guarantee if he considers that the bank or financial institution offers equivalent security and characteristics as those offered by a bank or financial institution established in a Member State. Amounts blocked in bank accounts shall not be accepted as financial guarantees.

The guarantee may be replaced by a joint and several guarantees by a third party or by a joint guarantee of the beneficiaries of an action who are parties to the same grant agreement

The guarantee shall be released as the pre-financing is gradually cleared against interim payments or payments of balances to the beneficiary, in accordance with the conditions laid down in the grant agreement.

## **9.3 Double financing**

Applicants may receive only one grant for action for the same application from the budget of the European Union.

To ensure this, they must give details in their application form of any other grant requests which they have submitted or intend to submit to the European Institutions stating in each case, the budgetary year, the budget heading, the European Union programme and the amount requested.

## **9.4 Funding method**

### 9.4.1 Lump sum grant

*Non-applicable*

### 9.4.2 Budget-based financing

✓ General provisions

Budget-based grants are calculated on the basis of a detailed estimated budget. The budget attached to the application form must be complete and in balance, i.e. total estimated expenditure must equal total revenue, including the Union grant application. The budget must indicate clearly the costs that are eligible for EU funding.

The EU grant is limited to a maximum co-financing rate of 60% of total eligible costs for European actions and 80% of total eligible costs for International Actions – see 5.4.

The budget must be drawn up in euros. Applicants not based in the euro zone must use the exchange rate published in the Official Journal of the European Union on the date of the publication of this call for proposals. This exchange rate is available from the Creative Europe Desks and from the web site of the European Commission at <http://ec.europa.eu/budget/inforeuro>.

Part of the total estimated eligible expenses must be financed from sources other than the Union grant. Applicants must indicate the sources and amounts of any other funding received or applied for in the same financial year for the implementation of the action or work programme concerned.

The allocated amount may not exceed the amount requested.

EU grants may not have the purpose or effect of producing a profit within the framework of the action of the beneficiary. **Profit shall be defined as a surplus of receipts over the eligible costs incurred by the beneficiary, when the request is made for payment of the balance.** In this respect, where a profit is made, the Agency shall be entitled to recover a percentage of the profit corresponding to the Union contribution to the eligible costs actually incurred by the beneficiary to carry out the action.<sup>3</sup>

✓ Eligible costs

Eligible costs of the action/work programme are costs actually incurred by the beneficiary, which meet the following criteria:

- they are incurred during the duration of the action/ work programme as specified in the grant agreement, with the exception of costs relating to final reports and certificates on the action/work programme's financial statements and underlying accounts;

The period of eligibility of costs will start on the day the grant agreement is signed by the last of the parties or before that date if the applicant makes the request in the application form. Under no circumstances can the eligibility period start before the 1<sup>st</sup> September, 2014. The maximum duration is 12 months.

- they are connected with the subject of the agreement and they are indicated in the estimated overall budget of the action/work programme;

- they are necessary for the implementation of the action/ work programme which is the subject of the grant;

- they are identifiable and verifiable, in particular being recorded in the accounting records of the beneficiary and determined according to the applicable accounting standards of the country where the beneficiary is established and according to the usual cost-accounting practices of the beneficiary;

- they comply with the requirements of applicable tax and social legislation;

- they are reasonable, justified, and comply with the requirements of sound financial management, in particular regarding economy and efficiency.

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<sup>3</sup> This provision does not apply for grants which are lower than or equal to €60 000.

The beneficiary's internal accounting and auditing procedures must permit direct reconciliation of the costs and revenue declared in respect of the action with the corresponding accounting statements and supporting documents.

Eligible direct costs:

The eligible direct costs for the action are those costs which, with due regard for the conditions of eligibility set out above, are identifiable as specific costs directly linked to the performance of the action and which can therefore be booked to it directly. In particular, the following direct costs are eligible, provided that they satisfy the criteria set out in the previous paragraph.

For applicants proposing several distinct training courses "sub-action" (with different subject, format or target group) in their proposals, the applicants must submit:

- A budget per sub-action
- A budget and the note on the budget for the whole Action (aggregating the sub-actions)

Budget Headings are the following:

1. Personnel Costs<sup>4</sup>
2. Operating Costs
3. Sub-contracting costs

Eligible direct costs include in particular (in line with the Budget Headings in the attached template):

**1. Personnel Costs**

Personnel assigned to the action are understood to mean permanent or temporary personnel employed by the beneficiary and who are directly linked to the project's management. The cost of such personnel must cover actual salaries plus social security charges and other statutory costs included in the remuneration provided that these costs are in line with the beneficiary's usual policy on remuneration.

Tasks performed by consultants, experts and / or other service providers (e.g. accountants, lawyers, translators, external IT staff...) are to be considered as resulting from subcontracting contracts.

For staff partly involved in the action, only the percentage of the allocated time to the project is eligible. The participation of staff in the action must be proven by secondment contracts, job descriptions, attendance records (i.e. time sheets) or any other evidence.

Eligible personnel cost are limited to a % of eligible direct costs and fixed by the maximum ceilings published in the Call for proposals:

- Personnel costs should not exceed 25% of total eligible costs
- The maximum number of working days per year per person is 220

**2. Operating Costs**

2.1. Travel and subsistence for staff (these rules apply also for travel and subsistence costs for participants and trainers – Sub-heading 2.3 of the budget).

Eligible costs are those costs incurred by personnel assigned to the action.

*Travel costs:* Travel costs for staff taking part in the project are considered eligible, provided that they are in line with the beneficiary's usual practices on travel costs. Beneficiaries are required to use the cheapest means of travel and keeping in mind the following rules:

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<sup>4</sup> Project management staff costs should not exceed 25% of total eligible costs

- The travel cost for a journey should include all costs and all means for travel from the point of origin to the point of destination (and vice versa) and may include visa fees, travel insurance and cancellation costs.
- Air travel: only economy class tickets will be eligible. If it is the beneficiary's usual practice to travel in first class, only the equivalent to an economy class ticket will be considered as eligible.
- Train travel: second and first class tickets are eligible.
- Car travel: the eligible amount will be limited to the amount corresponding to the price of a 1st class train ticket.

*Subsistence costs:* Subsistence costs cover accommodation, meals and all local travel costs (but not local travel costs incurred to travel from point of origin to point of destination).

Reimbursement must be based on the existing internal rules of the beneficiary organisation, which may be on the basis of actual costs (reimbursement of receipts) or daily allowances. In any case, those costs cannot exceed the maximum rates ("per diems") accepted by the European Commission ([http://ec.europa.eu/europeaid/work/procedures/implementation/per\\_diems/index\\_en.htm](http://ec.europa.eu/europeaid/work/procedures/implementation/per_diems/index_en.htm)). Any surplus will be considered as ineligible. The rate to be applied is the one from the destination country.

The maximum number of days that can be claimed is the number of working days +1. A full day normally included an overnight stay. If there is no overnight stay, the amounts are reduced by 50%.

## 2.2. Expenses for training activity(ies)

2.2.1. Rental of conference room: Eligible costs are those of facilities rental directly linked to the action's implementation (conference rooms, meeting rooms, temporary offices, etc). The use of beneficiary's own venue is considered as not eligible as well as other facilities put at the beneficiary's disposal for free.

2.2.2. Rental / depreciation of equipment: Only the depreciation of audiovisual, computing and technical equipment directly linked with implementation of the action can be charged as direct costs:

- Only in respect of the portion of the equipment's depreciation corresponding to the duration of the action and the rate of actual use for the purposes of the action
- Only the cost of rental, leasing of equipment for the duration of the training activity

All equipment related to the administration of the project (e.g. PCs, portables, printers, photocopiers, etc) and all equipment purchased before the start of the project is covered by indirect costs of the project.

2.2.3. Trainer's fees: Eligible costs are those fees paid to trainers/tutors/guest experts involved in the pedagogical content of the training activity, both in its preparation (selection committee, reading projects, preparation course programme, etc) and in its implementation (tutoring, conference, participation in round table, consultants, case study, pitching session, jury, etc).

Trainers shall be identified nominally (if already known at submission stage) in the Note to the Budget and the costs justified. Eligible costs will be those fees corresponding with accepted market average rates. Any fee which noticeable distances from those averages rates, must duly justified.

The beneficiary may also include under this item the Head of Studies / Programme Director / Programme Co-ordinator tasks that are strictly educational if these tasks are defined in detail and the number of budgeted days is reasonable.

2.2.4. Didactic material: Eligible costs comprise costs related to the resources used in the development of the training programme (with exception of online / distance learning tools which must be claimed under item 2.2.5). Costs covered are:

- Expenses for the preparation of the didactic material
- Expenses for the reproduction of printed and/or electronic forms of teaching material (handbooks, power point presentations, etc)
- Expenses for the updating of existing didactic material that must be clearly substantiated like that
- Trade press subscriptions, catalogue of projects & profiles, infobooks, documentation for workshops, rental / buying DVDs.

They are excluded as eligible those costs related to the conception of the didactic material by trainers or staff working for the activity. These are considered as preparation costs and therefore must be allocated in the corresponding headings (Personnel costs / trainer fees).

2.2.5. Distance learning tools: Eligible costs comprise costs related to those technologies for providing course content, activities, and interactions directly linked to the execution of the training activity. The link between the distance learning tools costs and the training content must be clearly justified in the Note to the Budget and these costs will be considered eligible if its added value is clearly demonstrated.

These costs cover:

- Connection time for distance learning exclusive purposes
- Consultation of or links to databases
- Acquisition of software. Video conferencing tools (Skype), peer review

They are excluded as eligible costs under this category:

- Certain hardware can be considered as eligible provided they concern rental, leasing and depreciation of equipment. These costs must be substantiated under item 2.2.2 (Rental / Depreciation of equipment)
- Internet connection time for different purposes than distance learning (to be allocated under 2.2.2. or 2.4.2.)

2.2.6. Local transport: Local transport costs incurred individually are included in subsistence costs under "per diems" system. Local transport related costs referred here to those costs incurred by the applicant for group mobility (rental of bus, transfer service from/to airport for participants, etc)

### 2.3. Travel and subsistence for participants and trainers (please refer to section 2.1)

2.3.3. Scholarships: Only expenses linked to travel and subsistence can be substantiated here. Claimed costs must be evidenced by the corresponding Declaration of scholarships duly filled and signed by the scholarships' holders.

### 2.4. Promotion and dissemination of results

2.4.1. Advertising in professional press: design and layout costs, publication / advertising space costs, banners,

2.4.2. Web pages: Online contents of the workshops, Development and update of the website, programming, social media, hosting fees, maintenance/support

2.4.3. Other:

Accreditations (Festivals / Market attendance), Presentations & promotional events, Networking (Receptions, cocktails, memberships, representation in meetings, etc), Promotional material production, editing, layout, graphics & design, mailing & distribution, production costs, Promotion mailings & newsletters, Partnerships with the industry, Contributions to alumni network association.

**3. Sub-contracting costs:** Costs entailed by procurement contracts for the purposes of carrying out a part of the project are considered when awarded by the applicant to an external body, organisation or individual. The management and the general administration of the project may not be subcontracted.

3.1. Translation: translator fees and costs related to translation of documents (didactic material, advertising, promotion, general management) linked to the training activity

3.2. Interpretation: interpreters' fees, simultaneous interpretation and translation equipment rental costs.

3.3. Print costs: reproduction costs of material linked to the training activity. General management printing costs using own equipment (in-house printers, photocopiers) may be considered eligible within indirect costs.

3.4. External accounting services: audit certification, bookkeeping, reporting, costs linked to the drafting and production of final reports.

3.5. Other: IT maintenance, temporary assistants (receptionists, administrative / events assistants, etc), external freelancers (photographers, cameramen, etc), legal services, bank charges, insurance, shipping and mailing costs.

Please note that the right is reserved to reduce any cost, either in the award or subsequent payment procedures, which is not consistent with average market prices for the item or service foreseen.

Eligible indirect costs (administrative costs):

- a flat-rate amount, not exceeding 7% of the eligible direct costs of the action, is eligible under indirect costs, representing the beneficiary's general administrative costs which can be regarded as chargeable to the action.

Indirect costs may not include costs entered under another budget heading.

Applicants's attention is drawn to the fact that in the case of organisations receiving an operating grant, indirect costs are no longer eligible under specific actions.

✓ Ineligible costs

The following costs shall not be considered eligible:

- return on capital,
- debt and debt service charges,
- provisions for losses or debts,
- interest owed,
- doubtful debts,
- exchange losses,
- costs of transfer from the Agency charged by the bank of the beneficiary,
- costs declared by the beneficiary and covered by another action or work programme receiving a European Union grant, and
- excessive or reckless expenditure.

Contributions in kind shall not constitute eligible costs.

✓ Calculation of final award

The Agency will establish the final amount of the grant on the basis of the following documents:

- a final report providing details of the implementation and results of the action/work programme ;
- the final financial statement of costs actually incurred,

In cases of grants for an action of less than EUR 750 000, the beneficiary is required to submit, in support of the final payment, a “Report of Factual Findings on the Final Financial Report - Type I” produced by an approved auditor or in case of public bodies, by a competent and independent public office.

The procedure and the format to be followed by an approved auditor or in case of public bodies, by a competent and independent public officer, are detailed in the following “Guidance Notes”:

[http://eacea.ec.europa.eu/about/documents/guidance-notes-audit-type-i\\_11.2012\\_en.pdf](http://eacea.ec.europa.eu/about/documents/guidance-notes-audit-type-i_11.2012_en.pdf)

The use of the report format set by the “Guidance Notes” is compulsory.

In cases of grants for an action of EUR 750 000 or more, when the cumulative amounts of request for payment is at least EUR 325 000, the beneficiary is required to submit, in support of the final payment, a “Report of Factual Findings on the Final Financial Report - Type II” produced by an approved auditor or in case of public bodies, by a competent and independent public officer. The certificate shall certify, in accordance with a methodology approved by the Agency, that the costs declared by the beneficiary in the financial statements on which the request for payment is based are real, accurately recorded and eligible in accordance with the grant agreement.

The procedure and the format to be followed by an approved auditor or in case of public bodies, by a competent and independent public officer, are detailed in the following “Guidance Notes”:

[http://eacea.ec.europa.eu/about/documents/guidance-notes-audit-type-ii\\_11.2012\\_en.pdf](http://eacea.ec.europa.eu/about/documents/guidance-notes-audit-type-ii_11.2012_en.pdf)

The use of the report format set by the “Guidance Notes” is compulsory.

The calculation of the final grant amount by the Agency is based on a detailed final financial statement of the beneficiary, accompanied by supporting documentation for the incurred expenditure. If the eligible costs actually incurred by the beneficiary are lower than anticipated, the Agency will apply the rate of co-financing stated in the grant agreement to the expenditure actually incurred. The Agency also reserves the right to reduce the amount of the grant if the organisation has not fully implemented the agreed action/work programme.

Where applicable, the beneficiary will be required to reimburse any excess amounts paid by the Agency in the form of pre-financing.

## **10. SUB-CONTRACTING AND AWARD OF PROCUREMENT CONTRACT**

Where the implementation of the action or the work programme requires the award of procurement contracts (implementation contracts), the beneficiary must award the contract to the bid offering best value for money or the lowest price (as appropriate), avoiding conflicts of interests and retain the documentation for the event of an audit.

Sub-contracting, i.e. the externalisation of specific tasks or activities which form part of the action/work programme as described in the proposal and which cannot be performed by the beneficiary itself must satisfy the conditions applicable to any implementation contract (as specified above) and in addition to them the following conditions:

- it may only cover the implementation of a limited part of the action;
- it must be justified having regard to the nature of the action and what is necessary for its implementation;
- it must be clearly stated in the proposal or prior written authorisation from the Agency must be obtained.

## **11. PUBLICITY, COMMUNICATION AND DISSEMINATION**

### ***11.1 Publicity***

All grants awarded in the course of a financial year must be published on the Internet site of the European Union institutions during the first half of the year following the closure of the budget year in respect of which they were awarded. The information may also be published using any other appropriate medium, including the Official Journal of the European Union.

The beneficiary authorises the Agency to publish the following information in any form and medium, including via the Internet:

- the beneficiary's name and locality,
- the amount awarded
- the nature and purpose of the grant.

Upon a reasoned and duly substantiated request by the beneficiary, the Agency may agree to forgo such publicity, if disclosure of the information indicated above would threaten the safety of the beneficiaries or harm their business interests.

Beneficiaries must clearly acknowledge the European Union's contribution in all publications or in conjunction with activities for which the grant is used. The name and logo of the programme must appear on all publications, posters, programmes and other products created in relation to the co-financed action.

The logo of the Creative Europe Programme can be downloaded from the following address: [http://ec.europa.eu/dgs/education\\_culture/promo/creative-europe/eps/eps.zip](http://ec.europa.eu/dgs/education_culture/promo/creative-europe/eps/eps.zip)

### ***11.2 Communication and dissemination***

To maximise impact, projects should have a clear and strong strategy for communication and dissemination of their activities and results, and applicants must provide enough time and resources to communicate and interact appropriately with peers, audiences and local communities as appropriate.

Beneficiaries will be required as stipulated in the grant agreement to produce a public summary/report in English providing information about their work and the results of their project. The public summary/report must be included in the final report submitted to the Agency. The report may be used by the Commission to provide information on the results of projects.

The Commission together with the Agency may identify good practices and prepare relevant dissemination materials to be shared within and across all participating countries and beyond.

Data and results from projects will be made freely available to be used by stakeholders, policy makers and others in a wide range of ways.

Beneficiaries may be required to attend and to participate in events organised by the European Commission or the Agency to share their experience with other participants and/or policy makers.

## **12. DATA PROTECTION**

All personal data (such as names, addresses, CVs, etc.) will be processed in accordance with Regulation (EC) No 45/2001 of the European Parliament and of the Council of 18 December 2000 on the protection of individuals with regard to the processing of personal data by the European Union institutions and bodies and on the free movement of such data.<sup>5</sup>

Unless marked as optional, the applicant's replies to the questions in the application form are necessary to evaluate and further process the grant application in accordance with the specifications of the call for proposals. Personal data will be processed solely for that purpose by the department or Unit responsible for the Union grant programme concerned (entity acting as data controller). Personal data may be transferred on a need to know basis to third parties involved in the evaluation of applications or in the grant management procedure, without prejudice of transfer to the bodies in charge of

<sup>5</sup> Official Journal L 8, 12.1.2001.

monitoring and inspection tasks in accordance with European Union law. The applicant has the right of access to, and to rectify, the data concerning him or her. For any question relating to these data, please contact the Controller. Applicants have the right of recourse to the European Data Protection Supervisor at any time. A detailed Privacy statement, including contact information, is available on the Agency's website:

[http://eacea.ec.europa.eu/about/documents/calls\\_gen\\_conditions/eacea\\_grants\\_privacy\\_statement.pdf](http://eacea.ec.europa.eu/about/documents/calls_gen_conditions/eacea_grants_privacy_statement.pdf)

Applicants and, if they are legal entities, persons who have powers of representation, decision-making or control over them, are informed that, should they be in one of the situations mentioned in:

- the Commission Decision of 16.12.2008 on the Early Warning System (EWS) for the use of authorising officers of the Commission and the agencies (OJ, L 344, 20.12.2008, p. 125), or
- the Commission Regulation of 17.12.2008 on the Central Exclusion Database – CED (OJ L 344, 20.12.2008, p. 12),

their personal details (name, given name if natural person, address, legal form and name and given name of the persons with powers of representation, decision-making or control, if legal person) may be registered in the EWS only or both in the EWS and CED, and communicated to the persons and entities listed in the above-mentioned Decision and Regulation, in relation to the award or the execution of a procurement contract or a grant agreement or decision.

## **13. PROCEDURE FOR THE SELECTION OF PROPOSALS**

### ***13.1 Publication***

Following the adoption the Annual Work Programmes, the Calls for proposals will be published in the Official Journal of the European Union and will be accessible on the MEDIA Sub-programme website at the following address:

[http://ec.europa.eu/culture/media/fundings/creative-europe/call\\_2\\_en.htm](http://ec.europa.eu/culture/media/fundings/creative-europe/call_2_en.htm).

### ***13.2 Registration in the Participant Portal***

Before submitting an electronic application, applicants will have to register their organisation in the Education, Audiovisual, Culture, Citizenship and Volunteering Participant Portal and receive a Participant Identification Code (PIC). The PIC will be requested in the application form.

The Participant Portal is the tool through which all legal and financial information related to organisations will be managed. Information on how to register can be found in the portal under the following address:

<http://ec.europa.eu/education/participants/portal>

The tool also allows applicants to upload different documents related to their organisation. These documents have to be uploaded once and will not be requested again for subsequent applications by the same organisation.

Details on the supporting document that need to be uploaded in the portal can be found on the following link: [http://ec.europa.eu/culture/media/fundings/creative-europe/call\\_2\\_en.htm](http://ec.europa.eu/culture/media/fundings/creative-europe/call_2_en.htm).

### **13.3 Submission of the grant application**

For this action an online application system has been set up. Grant applications must be drawn up in one of the official EU languages, using the online form (eForm) specifically designed for this purpose. To facilitate the assessment of the application, an English or French translation of the documents relevant to the assessment of the project must be submitted

The eForm can be obtained on the Internet at the following address: <https://eacea.ec.europa.eu/PPMT/>

Proposals must be submitted by the deadline mentioned in the call for proposals and in Section "3. Timetable" of the present Guidelines **before 12:00 CET/CEST (Midday, Brussels time)**, using the online application form.

Please note that no other method of submission of an application will be accepted. Applications submitted in any other way will be automatically rejected. No exceptions will be made.

Make sure that you have officially submitted your eForm and that you have received an e-mail acknowledging receipt of your submission with a project reference number.

Applicants shall ensure that all the documents requested and mentioned in the eForms are provided electronically.

No changes to the dossier can be made after the deadline for the submission of applications. However, if there is a need to clarify certain aspects, the Agency may contact the applicant for this purpose.

Only applications that fulfil the eligibility criteria will be considered for a grant. If an application is deemed ineligible, a letter indicating the reasons will be sent to the applicant.

**In their proposal for a FPA applicants must submit a Global Action Plan setting out the objectives, priorities and expected results for the period of the FPA as well as the strategy and the actions to be implemented to ensure that the objectives and results are achieved.**

**The applicants must also submit for the 1<sup>st</sup> year of the Framework Partnership a work programme for 12 months and the corresponding budget.**

Applicants shall ensure that all the documents requested and mentioned in the application forms attached to the Call for Proposals are provided.

### **13.4 Evaluation procedure**

The eligible proposals will be ranked according to the award criteria defined and weighted in section 8 of the present Guidelines. Within the limit of the available budget, actions obtaining the highest scores will be selected.

The assessment is made solely on the basis of the documents sent by the relevant deadline. Nevertheless, the Agency reserves the right to request additional information from the applicant.

### **13.5 Award decision**

Only after completion of the procedure mentioned above, is the selection process finalised and the award decision adopted by the Agency.

Applicants will be informed of the results of the selection within two weeks of the date of adoption of the award decision.

Unsuccessful applicants will receive a letter stating the reasons why their application was not selected.

Once applicants informed the list of selected proposals will be published on the websites of the Commission/ Agency: [http://eacea.ec.europa.eu/creative-europe/selection-results\\_en](http://eacea.ec.europa.eu/creative-europe/selection-results_en)

### **13.6 Rules applicable**

Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union (OJ L 298, 26.10.2012, p.1).

Commission Delegated Regulation (EU) No 1268/2012 of 29 October 2012 on the rules of application of Regulation (EU) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union (OJ L 362, 31.12.2012, p.1).

Regulation (EU) No 1295/2013 of the European Parliament and of the Council of 11 December 2013 establishing the Creative Europe Programme (2014 to 2020) concerning the implementation of a support Programme for the European creative sector (Creative Europe) (OJ L 347/221, 20.12.2013).

### **13.7 Contacts**

For any further information please contact your Creative Europe desk:  
[http://ec.europa.eu/culture/creative-europe/creative-europe-desks\\_en.htm](http://ec.europa.eu/culture/creative-europe/creative-europe-desks_en.htm)

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

If you encounter a technical problem in relation to the e-Form, please ensure that you contact the HelpDesk well in advance of the deadline for submission: [eacea-helpdesk@ec.europa.eu](mailto:eacea-helpdesk@ec.europa.eu)

## **GLOSSARY**

**Action:** one or more training activity(ies) for which the beneficiary receives financial support. The 'action' covers the preparation and implementation stages as well as the evaluation and dissemination of results of this / these training activity(ies).

**Duration of the Action:** The action submitted cannot last more than 12 months. In duly justified cases the duration of the action could be extended by six months maximum.

**Activity:** is defined by a specific content for a specific group of participants at a specific time in a specific location (see section 5.4 eligible activities).

**Two-year Global Action Plan:** this terminology relates to the Framework Partnership Agreement. It sets out the objectives, priorities and expected results for the period 2014-2015 as well as the strategy and the actions to be implemented to ensure that the objectives and results are achieved. The Global Action Plan will constitute a contractual obligation annexed to the framework partnership agreement.

**Annual Work Programme:** the work programme presents in detail the activities to be implemented in the framework of an "action".

**European Dimension:** the applicant should make sure of appropriate number of countries represented. In any case, participants of one nationality should not represent more than 30% of all participants.

**Format:** the training format is the physical size and composition of a training activity (number of days per sessions and number of sessions per year, on spot and/or on-line, internships included or not, etc).