



European  
Commission

# **2015 annual work programme for the implementation of the Creative Europe Programme**

*C(2014)5313 of 30 July 2014*

EN

## SUMMARY

### **Commission Implementing Decision on the adoption of the 2015 annual work programme for the implementation of the Creative Europe Programme**

The attached Commission Implementing Decision presents the annual work programmes on grants and contracts for budget lines 15.0401, 15.0402 and 15.0403 for 2015. It serves as a Financing Decision and allows the Authorizing Officer to publish the Calls presented in the annex and to take the individual award decisions.

This Implementing Decision covers the grants and procurement to be awarded in 2015 in the three action fields of the Creative Europe Programme, whose general objective is to foster the safeguarding and promotion of European cultural and linguistic diversity and to strengthen the competitiveness of the cultural and creative sectors with a view to promoting smart, sustainable and inclusive growth.

In particular, the appropriations available will be used as follows:

#### **- For grants (implemented under direct management):**

- a) MEDIA Sub-programme
  - 2.1 Support to Training
  - 2.2 Support to the Development of Single Projects and Slate Funding
  - 2.3 Support to the Development of European Video Games
  - 2.4 Support to Television Programming of Audiovisual European Works
  - 2.5 Support to co-production fund
  - 2.6 Support to Market access
  - 2.7 Support for the Distribution of non-national films - The Cinema Automatic Scheme
  - 2.8 Support for the Distribution of non-national films - The Cinema Selective Scheme
  - 2.9 Support to the international Sales Agents of European Cinematographic films
  - 2.10 Cinema Networks
  - 2.11 Support to Festivals
  - 2.12 Audience Development

- 2.13 Online Distribution
- b) Culture Sub-programme
  - 2.14 Support to cooperation projects
  - 2.15 Support to Literary translation projects
  - 2.16 Support to Networks
  - 2.17 Support to Platforms
  - 2.18 Special actions - Organisation of EU prizes in the field of culture
  - 2.19 Special actions - European Capitals of Culture
  - 2.20 Special actions - Cooperation with International organisations
- c) Cross-sectoral strand
  - 2.21 Support to Creative Europe Desks
  - 2.22 Support to Presidency conferences
  - 2.23 Policy development activities – Support to innovation in the cultural and creative sectors
  - 2.24 Cultural and Creative Sectors Guarantee Facility
- **For procurement (implemented under direct management):**
  - a) MEDIA Sub-programme
    - 3.1 Stands
  - b) Culture Sub-programme
    - 3.2 Communication activities for the European Heritage Label
    - 3.3 Support activities for the European Capitals of Culture and the European Heritage Label
  - c) Cross-sectoral strand
    - 3.4 Studies and evaluations
    - 3.5 Communication and valorisation activities

- **For other actions:**

a) MEDIA Sub-programme

4.1 Support to project selection

b) Culture Sub-programme

4.2 Support to project selection

c) Cross-sectoral strand

4.3 European Audiovisual Observatory (EAO)

This Implementing Decision also identifies the contribution paid by European Union in form of an annual membership fee to EAO, in accordance with the conditions specified therein.

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## **RÉSUMÉ**

### **Décision d'exécution de la Commission relative à l'adoption du programme de travail annuel 2015 pour la mise en œuvre du programme «Europe créative»**

La décision d'exécution ci-jointe de la Commission présente les programmes de travail annuels en matière de subventions et de marchés pour les lignes budgétaires 15 04 01, 15 04 02 et 15 04 03 de l'exercice 2015. Elle vaut décision de financement et autorise l'ordonnateur à publier les appels présentés dans l'annexe et à prendre les différentes décisions d'attribution.

La décision d'exécution couvre les subventions et les marchés à attribuer en 2015 dans les trois domaines d'action du programme «Europe créative», dont l'objectif général est de favoriser la sauvegarde et la promotion de la diversité culturelle et linguistique et de renforcer la compétitivité des secteurs de la culture et de la création pour promouvoir une croissance intelligente, durable et inclusive.

Les crédits disponibles seront notamment utilisés comme suit:

**- Pour les subventions (mises en œuvre en gestion directe):**

a) Volet MEDIA

2.1 Soutien à la formation

2.2 Soutien à la mise sur pied de projets individuels et de catalogues de projets (slate funding)

2.3 Soutien à la création de jeux vidéo européens

2.4 Soutien à la programmation télévisuelle d'œuvres audiovisuelles européennes

2.5 Soutien au fonds de coproduction

2.6 Soutien à l'accès au marché

2.7 Soutien à la distribution de films non nationaux - système d'aide automatique au secteur cinématographique

2.8 Soutien à la distribution de films non nationaux - système d'aide sélective au secteur cinématographique

2.9 Soutien aux agents commerciaux internationaux de films cinématographiques européens

2.10 Réseaux cinématographiques

- 2.11 Soutien aux festivals
- 2.12 Élargissement du public
- 2.13 Distribution en ligne
- b) Volet «Culture»
  - 2.14 Soutien aux projets de coopération
  - 2.15 Soutien aux projets de traduction littéraire
  - 2.16 Soutien aux réseaux
  - 2.17 Soutien aux plateformes
  - 2.18 Actions spéciales - organisation, à l'échelle de l'UE, de prix dans le domaine culturel
  - 2.19 Actions spéciales - capitales européennes de la culture
  - 2.20 Actions spéciales – coopération avec des organisations internationales
- c) Volet transsectoriel
  - 2.21 Soutien aux bureaux «Europe créative»
  - 2.22 Soutien aux conférences de la présidence
  - 2.23 Activités d'élaboration des politiques – Soutien à l'innovation dans les secteurs de la culture et de la création
  - 2.24 Mécanisme de garantie en faveur des secteurs culturels et créatifs
- **Pour les marchés publics (mis en œuvre en gestion directe):**
  - a) Volet MEDIA
    - 3.1 Stands
  - b) Volet «Culture»
    - 3.2 Activités de communication pour le label «Patrimoine européen»
    - 3.3 Activités de soutien en faveur des capitales européennes de la culture et du label «Patrimoine européen»
  - c) Volet transsectoriel
    - 3.4 Études et évaluations
    - 3.5 Activités de communication et de valorisation

- **Pour les autres actions:**

a) Volet MEDIA

4.1 Soutien à la sélection de projets

b) Volet «Culture»

4.2 Soutien à la sélection de projets

c) Volet transsectoriel

4.3 Observatoire européen de l'audiovisuel (OEA)

La décision d'exécution précise également la participation versée par l'Union européenne à l'OEA sous la forme d'une cotisation annuelle, dans les conditions qui y sont précisées.

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## ZUSAMMENFASSUNG

### **Durchführungsbeschluss der Kommission über die Annahme des Jahresarbeitsprogramms 2015 für die Durchführung des Programms Kreatives Europa**

Mit dem beigefügten Durchführungsbeschluss der Kommission wird das Jahresarbeitsprogramm für Finanzhilfen und öffentliche Aufträge für die Haushaltslinien 15 04 01, 15 04 02 und 15 04 03 für das Jahr 2015 angenommen. Er dient als Finanzierungsbeschluss und ermächtigt den Anweisungsbefugten, die im Anhang genannten Aufforderungen zur Einreichung von Vorschlägen zu veröffentlichen und die einzelnen Gewährungs- bzw. Vergabeentscheidungen zu treffen.

Der Durchführungsbeschluss gilt für die im Jahr 2015 zu vergebenden Finanzhilfen und öffentlichen Aufträge in den drei Aktionsbereichen des Programms Kreatives Europa, dessen allgemeines Ziel darin besteht, die kulturelle und sprachliche Vielfalt Europas zu wahren und zu fördern und die Wettbewerbsfähigkeit des Kultur- und Kreativsektors zu stärken, um intelligentes, nachhaltiges und integratives Wachstum zu fördern.

Konkret wird mit den verfügbaren Mitteln Folgendes finanziert:

#### **- Vergabe von Finanzhilfen (direkte Mittelverwaltung):**

- a) Unterprogramm MEDIA
  - 2.1 Förderung der Aus- und Weiterbildung
  - 2.2 Förderung der Entwicklung einzelner Projekte und „Slate Funding“ (Paketfinanzierung)
  - 2.3 Förderung der Entwicklung europäischer Videospiele
  - 2.4 Förderung der Ausstrahlung europäischer audiovisueller Werke im Fernsehen
  - 2.5 Förderung des Koproduktionsfonds
  - 2.6 Förderung des Marktzugangs
  - 2.7 Förderung des Vertriebs ausländischer Filme („The Cinema Automatic Scheme“)
  - 2.8 Förderung des Vertriebs ausländischer Filme („The Cinema Selective Scheme“)
  - 2.9 Förderung von Agenten für den internationalen Vertrieb europäischer Kinofilme
  - 2.10 Kinonetze



- 2.11 Förderung von Festivals
- 2.12 Publikumsentwicklung
- 2.13 Online-Vertrieb
- b) Unterprogramm Kultur
  - 2.14 Förderung von Kooperationsprojekten
  - 2.15 Förderung von Projekten für literarische Übersetzungen
  - 2.16 Förderung von Netzen
  - 2.17 Förderung von Plattformen
  - 2.18 Besondere Maßnahmen – Vergabe von EU-Preisen im Bereich Kultur
  - 2.19 Besondere Maßnahmen – Kulturhauptstädte Europas
  - 2.20 Besondere Maßnahmen – Zusammenarbeit mit internationalen Organisationen

#### Sektorübergreifender Aktionsbereich

- 2.21 Förderung der „Kreatives Europa“-Desks
- 2.22 Förderung von Konferenzen des Ratsvorsitzes
- 2.23 Politikgestaltung – Förderung von Innovation im Kultur- und Kreativsektor
- 2.24 Bürgerschaftsfazilität für den Kultur- und Kreativsektor
- **Vergabe öffentlicher Aufträge (direkte Mittelverwaltung):**
  - a) Unterprogramm MEDIA
    - 3.1 Stände
  - b) Unterprogramm Kultur
    - 3.2 Kommunikationsaktivitäten für das Europäische Kulturerbe-Siegel
    - 3.3 Maßnahmen zur Unterstützung der Kulturhauptstädte Europas und des Europäischen Kulturerbe-Siegels
  - c) Sektorübergreifender Aktionsbereich
    - 3.4 Studien und Evaluierungen
    - 3.5 Kommunikation und Valorisierung

- **Weitere Maßnahmen:**

a) Unterprogramm MEDIA

4.1 Unterstützung bei der Projektauswahl

b) Unterprogramm Kultur

4.2 Unterstützung bei der Projektauswahl

c) Sektorübergreifender Aktionsbereich

4.3 Europäische Audiovisuelle Informationsstelle (EAO)

Im Durchführungsbeschluss wird auch der Betrag ausgewiesen, den die Europäische Union gemäß den dort genannten Bedingungen in Form eines jährlichen Mitgliedsbeitrags an die EAO entrichtet.

ANNEX 1

**on the adoption of the 2015 annual work programme for the implementation of the  
Creative Europe Programme**

**Legal basis:**

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) and repealing Decisions No 1718/2006/EC, No 1855/2006/EC and No 1041/2009/EC.

**Budget lines:**

**15 04 01** Strengthening the financial capacity for SMEs and organisations, and fostering policy development and new business models

**15 04 02** Culture sub-programme — Supporting cross-border actions and promoting transnational circulation and mobility

**15 04 03** MEDIA sub-programme — Operating transnationally and internationally and promoting transnational circulation and mobility

**1. INTRODUCTION**

On the basis of the objectives given in Regulation of the European Parliament and of the Council No 1295/2013 establishing the Creative Europe Programme (2014-2020) and repealing Decisions No 1718/2006/EC, No 1855/2006/EC and No 1041/2009/EC, this work programme contains the actions to be financed and the budget breakdown for year 2015 as follows:

**For grants** (implemented under direct management<sup>1</sup>):

*a) MEDIA Sub-programme*

2.1 Support to Training

2.2 Support to the Development of Single Projects and Slate Funding

2.3 Support to the Development of European Video Games

2.4 Support to Television Programming of Audiovisual European Works

2.5 Support to co-production funds

2.6 Support to Market access

2.7 Support for the Distribution of non-national films - The Cinema Automatic Scheme

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<sup>1</sup> Including delegation to executive agencies

2.8 Support for the Distribution of non-national films - The Cinema Selective Scheme

2.9 Support to the international Sales Agents of European Cinematographic films

2.10 Cinema Networks

2.11 Support to Festivals

2.12 Audience Development

2.13 Online Distribution

*b) Culture Sub-programme*

2.14 Support to European cooperation projects

2.15 Support to Literary translation projects

2.16 Support to European Networks

2.17 Support to European Platforms

2.18 Special actions - Organisation of EU prizes in the field of culture

2.19 Special actions - European Capitals of Culture

2.20 Special actions - Cooperation with International organisations

*c) Cross-sectoral strand*

2.21 Support to Creative Europe Desks

2.22 Support to Presidency conferences

2.23 Policy development activities – Support to innovation in the cultural and creative sectors

2.24 Technical assistance for the establishment of Cultural and Creative Sectors Guarantee Facility

**For procurement** (implemented under direct management<sup>2</sup>):

*a) MEDIA Sub-programme*

3.1 Stands

*b) Culture Sub-programme*

3.2 Communication activities for the European Heritage Label

3.3 Support activities for the European Capitals of Culture and the European Heritage Label

*c) Cross-sectoral strand*

3.4 Studies and evaluations

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<sup>2</sup> Including delegation to executive agencies

### 3.5 Communication and valorisation activities

#### **For other actions:**

*a) MEDIA Sub-programme*

4.1. Support to project selection

*b) Culture Sub-programme*

4.2 Support to project selection

*c) Cross-sectoral strand*

European Audiovisual Observatory (EAO)

## **Conditions for participation**

They are set for each action in the relevant section of this annex, in accordance with 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) and repealing Decisions No 1718/2006/EC, No 1855/2006/EC and No 1041/2009/EC, hereinafter referred to as "the Regulation". However, all actions supported within the framework of the Creative Europe Programme are open to the participation of the following countries, unless otherwise specified under provisions detailed below and applicable to a specific action line or for special actions regulated by specific pieces of legislation and as long as all the conditions referred to in article 8 of this Regulation are met.

## **Eligible countries**

- 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;
- 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 Programme shall be open for bilateral or multilateral cooperation actions targeted at selected countries or regions on the basis of additional appropriations paid by, and specific arrangements to be agreed upon with, those countries or regions.
- The Programme shall permit cooperation and joint actions with countries not participating in the Programme and with international organisations which are active in the cultural and creative sectors such as UNESCO, the Council of Europe, the Organisation for Economic Co-operation and Development or the World Intellectual Property Organisation on the basis of joint contributions for the realisation of the Programme's objectives.

## **Eligible projects**

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

Other eligibility criteria may be specified in the description of particular actions.

## **Selection criteria**

The following criteria apply for all actions.

Applicant organisations must have stable and sufficient sources of funding (financial capacity) 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. Applicant organisations must have the professional competencies and qualifications required to complete the proposed action (operational capacity).

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.

In addition to the declaration on honour, applicant organisations applying for a grant above EUR 60,000 must submit together with their applications, the following documents:

1. For demonstrating their operational capacity

- Copies of the project leader and partners' activities reports of the last two years. The organisations taking part in the project which have issued only one activity report at the date of submission due to their date of establishment shall be authorized to provide only this report.

2. For demonstrating their financial capacity

- The profit and loss accounts of the project leader and partners, together with the balance sheet for the last two financial year(s) for which the accounts have been closed. The organisations taking part in the project which have closed only one financial year at the date of submission shall be authorized to provide financial statements for this year only. The verification of financial capacity shall not apply to public bodies or to international organisations.

For the implementation of the MEDIA sub-programme, and unless otherwise specified in the text below:- the following countries are considered as countries with a low audiovisual production capacity: Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Greece, Hungary, Ireland, Iceland, Lichtenstein, Latvia, Lithuania, Luxembourg, Malta, Norway, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Sweden, Switzerland.

- The following countries are considered as high production capacity countries: France, Germany, Italy, Spain, and United Kingdom.

**Budget**

The actions funded by budget lines: 15.04.01, 15.04.02 and 15.04.03 as shown in the programming table, will represent a total amount of EUR 168,130,873. It corresponds to the amounts requested in the Draft Budget for 2015 (EU-28) and to the EFTA/EEA contribution. The financial contribution expected from third countries (under the condition of the finalization of the negotiation process and the formalization of the participation of these countries in the Creative Europe programme) may be included in an amendment to this Work Programme. The details of the budget allocation among the various actions are in the programming table.

It is not foreseen that Creative Europe contributes directly to specific corporate / institutional activities in 2015 in accordance with Art. 19(2) of the Regulation. However, this is without prejudice to the fact that it may do so in the future.

## **2. GRANTS**

### ***(a) MEDIA Sub-programme***

#### **2.1. Support to Training (See index 2.01 of the programming table)**

Priorities, objectives, expected results

Activities aiming at training and increasing the skills and networking capabilities among professionals in the audio-visual sector.

The Creative Europe-MEDIA contribution (grant) will be awarded by way of specific agreements for the second year of activities of the partners who have signed a 2-year framework partnership agreement following Call EAC/S23/2013

The expected results will be the support of +/- 80 initiatives with specific agreements in order:

- To improve the competitiveness and circulation of European A/V works on international markets;
- To have a structural effect on individual professional
- To have a structural effect on the European companies and in particular on their competitiveness on European and international markets

Description of the activities to be funded

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.

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.



#### Award criteria:

The award criteria below will be applied for the award of specific agreements under signed FPA:

#### **1. Relevance (30)**

This criterion evaluates the relevance of the content of the activity including its international/European dimension vis-a-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.

#### **2. Quality of the content and activities (40)**

This criterion evaluates the adequacy of the methodology to the objectives (format, target group; expertise, cost effectiveness of the activity).

#### **3. Dissemination of project results, and impact and sustainability (10)**

This criterion evaluates the 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.

#### **4. Quality of the project team (20)**

This criterion evaluates the relevance of the international technical and pedagogical expertise of the tutors, experts and coaches vis-a-vis the objectives of the training action.

#### Implementation

EACEA

#### Timetable and indicative amount

<b>Reference</b>	<b>Date</b>	<b>Amount</b>
Call for proposals EAC/S23/2013	10 December 2013	EUR 7.3M of which a maximum of 20% can be awarded to "International Actions".

#### Maximum possible rate of co-financing of the eligible costs

The EU grant is limited to a maximum co-financing rate of 60% of total eligible costs. For International Actions the EU grant is limited to a maximum co-financing rate of 80% of the total eligible costs.

## 2.2 Support to the Development

### 2.2.1 Support to the Development of Single Projects (See index 2.02 of the programming table)

#### Priorities of the year, objectives pursued and expected results

The objective of the Support to the Development of Single Projects is to increase the capacity of audiovisual producers to develop projects with the potential to circulate throughout Europe and beyond, and to facilitate European and international coproduction.

The aim is to provide funds to audiovisual companies to develop works with high creative value and wide cross-border exploitation potential. Companies are encouraged to develop strategies for marketing and distribution from the outset of the development phase thus improving the potential to reach audiences at a European and international level.

Greater cooperation between operators from different countries participating in the MEDIA sub-programme is also pursued as well as strengthening the competitiveness of European audiovisual production companies by consolidating their capacity for investment in the development phase.

The expected results are:

- Increased quality, feasibility, cross-border potential and market value of selected projects
- Support for 160 Single Projects

#### Description of the activities to be funded under the call for proposals

The Development Single Project scheme supports, during the development phase, projects intended for cinema release, television broadcasting and commercial exploitation on digital platforms in the following categories: animation, creative documentary and fiction.

## Eligibility and award criteria

### **A. Eligibility criteria:**

#### *Eligible applicants*

European independent audiovisual production companies which have been legally constituted and that can demonstrate a proven track record.

#### European company:

Company owned, whether directly or by majority participation (i.e. majority of shares), by nationals of Member States of the European Union or nationals of the other European countries participating in the MEDIA Sub-programme and registered in one of these countries.

#### Independent company:

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).

#### Audiovisual production company:

Company whose main object and activity is audiovisual production.

#### Company legally constituted:

For at least 12 months.

#### Company with a proven track record:

The applicant must prove it has produced a previous work that has been released or broadcast at the earliest the two calendar years preceding the publication of the Call for Proposals.

#### *Eligible actions*

- Feature films, animations and creative documentaries of a minimum length of 60 minutes intended primarily for cinematic 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 total duration of minimum 50 minutes intended primarily for the purposes of television
- Fiction projects of a total duration or user experience of minimum 90 minutes, animation of a total duration or user experience of minimum 24 minutes and creative documentaries of a total duration or user experience of minimum 50 minutes intended primarily for the purposes of Digital platform exploitation.

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.

A company that has an on-going Slate Funding grant cannot apply for support for a Single Project.

**B. Award criteria:**

Award Criteria For Single Project:

**1. Relevance and EU added value (50)**

This criterion evaluates the quality of the project and the potential for European distribution.

**2. Quality of the content and activities (10)**

This criterion evaluates the quality of the development strategy.

**3. Dissemination of project results (20)**

This criterion evaluates the quality of the European and international distribution and marketing strategy.

**4. Quality of the project team (10)**

This criterion evaluates the potential and adequacy of the creative team.

**5. Impact and sustainability (10)**

This criterion evaluates the quality of the financing strategy and the feasibility potential of the project.

Additional "automatic" points for:

- 1) an applicant company established in a country with low production capacity (10 extra points)
- 2) for projects targeted for young audience (10 extra points)
- 3) for projects intended for co-production with a company established in a different participating country which does not have a common official language (5 extra points )

Implementation

EACEA

Indicative timetable and indicative amount of the call for proposals

Reference	Date	Amount
Call for proposals	Last quarter 2014	EUR 5.5M

Maximum possible rate of co-financing of the eligible costs

The EU grant is limited to a maximum co-financing rate of 50% of total eligible costs.

### 2.2.2 Support to the Development of Slate Funding (See index 2.02 of the programming table)

#### Priorities of the year, objectives pursued and expected results

The objective of the Support to the Development of packages of projects (Slate Funding) is to increase the capacity of audiovisual producers to develop projects with the potential to circulate throughout Europe and beyond, and to facilitate European and international coproduction.

The aim is to provide funds to audiovisual companies to develop works with high creative value and wide cross-border exploitation potential. Companies are encouraged to develop strategies for marketing and distribution from the outset of the development phase thus improving the potential to reach audiences at a European and international level.

Greater cooperation between operators from different countries participating in the MEDIA sub-programme is also pursued as well as strengthening the competitiveness of European audiovisual production companies by consolidating their capacity for investment in the development phase.

The expected results are:

- increased quality, feasibility, cross-border potential and market value of selected projects
- a stronger position on European and international markets for companies selected under Slate Funding
- support for 80 Slate Funding proposals

#### Description of the activities to be funded under the call for proposals

The Development scheme supports, during the development phase, projects intended for cinema release, television broadcasting and commercial exploitation on digital platforms in the following categories: animation, creative documentary and fiction.

## Eligibility and award criteria

### **A. Eligibility criteria:**

#### *Eligible applicants*

European independent audiovisual production companies which have been legally constituted and that can demonstrate a proven track record.

#### European company:

Company owned, whether directly or by majority participation (i.e. majority of shares), by nationals of Member States of the European Union or nationals of the other European countries participating in the MEDIA Sub-programme and registered in one of these countries.

#### Independent company:

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).

#### Audiovisual production company:

Company whose main object and activity is audiovisual production.

#### Company legally constituted:

For at least 36 months.

#### Company with a proven track record:

The applicant must prove that it has produced a previous work in the five years preceding the submission that has been released or broadcast in at least three countries other than that of the applicant during the two calendar years preceding the publication of the Call for Proposals. In case of broadcast, 3 different broadcasters are necessary.

Companies established in countries with high production capacity must prove that they have produced and distributed two previous works under the same conditions.

Company must own the majority of rights related to the project(s).

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 duly dated and signed contract covering the rights to the artistic material included in the application. 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.

#### *Eligible actions*

- Feature films, animations and creative documentaries of a minimum length of 60 minutes intended primarily for cinematic 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 total duration of minimum 50 minutes intended primarily for the purposes of television or Digital platform exploitation
- Fiction projects of a total duration or user experience of minimum 90 minutes, animation of

a total duration or user experience of minimum 24 minutes and creative documentaries of a total duration or user experience of minimum 50 minutes intended primarily for the purposes of Digital platform exploitation.

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.

Beneficiaries of a Slate Funding grant signed during the year of the publication of the call cannot apply.

**B. Award criteria:**

Award Criteria For Slate Funding:

**1. Relevance and EU added value (20)**

This criterion evaluates capacity of the company to develop at European and international level a slate (package) of 3 to 5 projects.

**2. Quality of the content and activities (20)**

This criterion evaluates the quality of the slate of projects and the quality of the development and financing strategy and its European dimension.

**3. Dissemination of project results (20)**

This criterion evaluates the European and international distribution and marketing strategy.

**4. Quality of the project team (10)**

This criterion evaluates the adequacy and the diversity of the creative team.

**5. Impact and sustainability (10)**

This criterion evaluates the feasibility potential of the slate of projects.

**6. Innovative character of the project (20)**

This criterion evaluates the capacity of the company to be innovative in its activities.

i.e. how the proposed slate shows the applicant's ability to adapt to a competitive and consistently changing audiovisual landscape and improve its market position

Additional "automatic" points for:

1) an applicant company established in a country with low production capacity (10 extra points)

Implementation

EACEA

Indicative timetable and indicative amount of the call for proposals

Reference	Date	Amount
Call for proposals	Last quarter 2014	EUR 12M

#### Maximum possible rate of co-financing of the eligible costs

The EU grant is limited to a maximum co-financing rate of 50% of total eligible costs.

### **2.3. Support to the Development of European Video Games (See index 2.03 of the programming table)**

The final details of the Development of European Video Games scheme will not be established until after the completion of the selection process for Call EAC/S31/2013. These will be included in a future revision of this Work Programme.

#### Implementation

EACEA

#### Indicative timetable and indicative amount of the call for proposals

Reference	Date	Amount
Call for Proposals	2015	EUR 2.5M

#### Maximum possible rate of co-financing of the eligible costs

The EU grant is limited to a maximum co-financing rate of 50% of total eligible costs.

### **2.4. Support to Television Programming of Audiovisual European Works (See index 2.04 of the programming table)**

#### Priorities of the year, objectives pursued and expected results

The objective of the Support to the Television Programming is to increase the capacity of audiovisual producers to develop projects with the potential to circulate throughout Europe and beyond, and to facilitate European and international co-productions within the television sector.

The scheme aims to strengthen the independence of television producers in relation to broadcasters, who tend to retain all rights and revenues, by providing funds to produce strong, competitive content with wide circulation potential in international markets and to encourage broadcasters to be involved in high quality programming aimed at wide international distribution.

The expected results are:

- increased feasibility of high European quality works for the television market
- stronger producer's independence in relation to broadcasters
- support for some 50 television productions

#### Description of the activities to be funded under the call for proposals

The Television Programming scheme supports television works presenting with a high creative/artistic value and wide cross-border exploitation potential able to reach audiences at European and international level.

These works can be Dramas, Animations or Creative Documentaries.



## Eligibility and award criteria

### **A. Eligibility criteria:**

Eligible applicants

#### European company

Company owned, whether directly or by majority participation (i.e. majority of shares), by nationals of Member States of the European Union or nationals of the other European countries participating in the MEDIA Sub-programme and registered in one of these countries.

#### Independent company

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).

#### Audiovisual production company

Company whose main object and activity is audiovisual production.

The applicant company must be the majority co-producer in terms of rights.

#### *Eligible actions*

Drama films (one-off or series) of a total minimum duration of 90 minutes intended primarily for the purposes of television exploitation. Sequels or second and third seasons of an existing drama series are eligible.

Animation (one-off or series) of a minimum total duration of 24 minutes intended primarily for the purposes of television exploitation.

Creative documentaries (one-off or series) of a total duration of minimum 50 minutes intended primarily for the purposes of television exploitation.

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 work must be submitted at the latest on the first day of principal photography.

The work must involve the participation of at least three broadcasting companies from three countries participating in the MEDIA Sub-programme.

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 any case, the broadcaster's contribution cannot exceed 70% of the total financing of the production).

A minimum of 50% of the estimated total financing for the production budget must be financed by European sources.

A minimum of 50% of the estimated total financing for the production budget must be guaranteed from third party sources of finance (either through direct financing or by advance rights sales).

The number of applications for the same project is limited to two applications within the TV Programming action.

## **B. Award criteria:**

### **1. Relevance and European added-value (30)**

This criterion evaluates the potential for European and international distribution of the project

### **2. Quality of the content and activities (30)**

This criterion evaluates the quality of the project and the European dimension and financing of the project.

### **3. Dissemination of project results (30)**

This criterion evaluates the quality of the distribution and marketing strategy.

### **4. Quality of the project team (10)**

This criterion evaluates the potential and adequacy of the production and creative team.

Additional "automatic" points are awarded for:

- 1) an applicant company established in a country with low production capacity (5 extra points)
- 2) projects targeted at a young audience (5 extra points)

- 3) for projects intended for co-production with a company established in a different participating country which does not have a common official language (5 extra points)

## Implementation

EACEA

## Indicative timetable and indicative amount of the call for proposals

<b>Reference</b>	<b>Date</b>	<b>Amount</b>
Call for proposals	Last quarter 2014	EUR 11.8M

## Maximum possible rate of co-financing of the eligible costs

For Drama and Animation works the EU grant is limited to a maximum of EUR 500,000 and 12.50% of total eligible costs.

For Drama Series the EU grant is limited to a maximum of EUR 1M and 10% of total eligible costs.

For Creative Documentaries, the EU grant is limited to a maximum of EUR 300,000 and 20% of total eligible costs.

## **2.5. Support to co-production funds (See index 2.05 of the programming table)**

### Priorities of the year, objectives pursued and expected results

Co-finance activities helping European and international co-production partners to meet and/or provide indirect support for audiovisual works co-produced with the objective to:

- Support international co-production funds based in a country participating in the MEDIA Sub-programme in order to facilitate the production and the circulation of culturally diverse international co-productions of film projects in the following categories: animation, creative documentary and fiction;
- Open-up access to international co-production funds for productions from all countries participating in the MEDIA Sub-programme and encourage companies to internationally co-produce works with high creative/artistic value and cultural diversity and with wide

cross-border exploitation potential, able to reach audiences worldwide.

The result will be the support of 4-7 international co-production funds that support 25 projects.

#### Description of the activities to be funded under the call for proposals

The targeted operators are international co-production funds based in a country participating in the MEDIA Sub-programme, having as their main activity the support of international co-productions and having been active in the field for at least 12 months so that they can demonstrate a track record of successful co-productions.

Those funds will support activities aiming at:

- facilitating international co-production and
- strengthening circulation and distribution of audiovisual works supported at the production stage.

#### Eligibility and award criteria

## **A. Eligibility criteria:**

### *Eligible applicants*

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.

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.

Natural persons may not apply for a grant.

### *Eligible activities*

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:-

- 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 country participating in MEDIA Sub-programme and at least one Third country.
- Projects must be submitted by an audiovisual 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.
- Projects must be co-produced with at least one producer from a country which is participating neither 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,
- The maximum 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.

## **B. Award criteria**

Eligible applications by funds will be assessed on the basis of the following criteria.

### **1. Relevance and European added-value (40)**

This criterion evaluates the added value compared to current activities of European co-production funds, the geographical coverage in particular the European and International dimension of the proposed projects, the policy in terms of failure to complete projects, the track record of the fund to attract and select culturally diverse international co-productions with international audience potential and the strategy of the fund to support distribution of projects.

## 2. Quality of the content and activities (25)

This criterion evaluates the adequacy of the methodology to the objectives including the target group, selection methods, the synergy and collaboration with other organizations, the feasibility, and cost efficiency.

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

Impact on the promotion and circulation of co-productions, audiences to be reached.

## 4. Quality of team (5)

This criterion assesses the potential of the team in relation to the appropriateness of the decision making process with regards to applicants for funding.

### Implementation

EACEA

### Indicative timetable and indicative amount of the call for proposals

Reference	Date	Amount
Call for proposals	Last quarter 2014	EUR 1.5M

### Maximum possible rate of co-financing of the eligible costs

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

## 2.6. Support to Market access (See index 2.06 of the programming table)

### Priorities of the year, objectives pursued and expected results

Within the specific objective of reinforcing the audiovisual sector's capacity, one of the priorities of the MEDIA sub-programme shall be to:

- increase the capacity of audiovisual operators to develop audiovisual works with a potential to circulate in Europe and beyond and to facilitate European and international co-productions;
- encourage business to business exchanges by facilitating access to markets and business tools for audiovisual operators to increase the visibility of their projects and works on European and international markets.

The expected results will be the annual support of 50 Access to Markets actions. They will be divided as follows:

- specific agreements for the second year of activities of the partners who have signed a 2-year framework partnership agreement under the Call EAC/S26/2013. The list of selected partners will be included in a future revision of this Work programme.
- single year agreements for actions that will take place from between mid-2015 and mid-2016

This will facilitate Business to Business exchanges, having as expected results and impact:

- The improvement of the European/international dimension and effectiveness of existing large industry markets and to increase the systemic impact of smaller initiatives
- An increase in the visibility of professionals and A/V works from European countries with a low

production capacity;

- An increase in the number of European co-productions and a greater diversification of talents and sources of funding;
- The improvement of the competitiveness and circulation of European A/V works on international markets;

#### Description of the activities to be funded

The MEDIA sub-programme shall provide support to activities aiming at

- Facilitating European and international co-productions;
- Facilitating access to professional audiovisual trade events and markets and the use of online business tools inside and outside Europe;
- Facilitating circulation of European films worldwide and of international films in Europe on all platforms.

#### Eligibility and award criteria

##### **A. Eligibility criteria**

###### *Eligible applicants*

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.

Natural persons may not apply for a grant.

###### *Eligible actions*

Only actions intended primarily to the professionals with a demonstrated impact for the promotion and circulation of European A/V works and professionals will be considered.

Furthermore, only those applications corresponding to at least one of the 3 Actions described below will be considered as eligible:

##### **Action 1. Access to (physical) markets for European professionals**

Actions aiming at improving the conditions governing access for European professionals, projects and works to professional audiovisual markets within and outside the countries participating in the MEDIA sub-programme such as co-production and financing initiatives and events and/or trade event and markets for finished works.

##### **Action 2. Online tools intended for the professionals**

- Creation and development of a database and/or a network of databases of European programmes and/or professionals of the A/V industry, intended for professionals.

- Creation and development of online tools on the European A/V and/or cinema industry targeted at the professionals.

##### **Action 3. Common European promotional activities**

- The implementation of common promotional activities within and outside the countries participating in the MEDIA sub-programme, organized by pan European networks or organisations representing at least 15 MEDIA countries, aimed at facilitating the distribution and circulation of European A/V and/or cinematographic works and the networking of European

professionals.

- The setting up and launch of promotional initiatives and platforms, aiming at creating innovative ways to distribute/release European A/V and cinematographic works and encouraging the networking and exchange of information and good practices between professionals. These activities shall be organised and coordinated by a grouping composed of at least 3 different entities from 3 different MEDIA sub-programme countries.

These actions are also open to participants from countries which are not participating in the MEDIA Sub-programme

Activities can last for a maximum period of 12 months. In any case, activities must end by the end of each calendar year.

## **B. Award criteria**

### **1. Relevance and European added-value (20)**

This criterion evaluates the relevance of the content of the action including the International and European dimension vis à vis the objectives of the call for proposals and the needs of the industry.

### **2. Quality of the content and activities (40)**

This criterion assesses the adequacy of the methodology to the objectives including the format, the target group, selection methods, synergy and collaboration with other projects, the feasibility and cost efficiency.

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

This criterion assesses the impact of the support on the financing, the international circulation and global audience of the projects and works and/or the structuring effect on the European audiovisual industry.

### **4. Quality of the project team (10)**

This criterion assesses the potential of the team vis-à-vis the objective of the action.

## Implementation

EACEA

## Indicative timetable and indicative amount

<b>Reference</b>	<b>Date</b>	<b>Amount</b>
Call for proposals EAC/S26/2013	December 2013 [2 years FPA, running until 2015]	EUR 4.47M
Call for proposals	September 2014 [single year agreement]	EUR 3.53M

## Maximum possible rate of co-financing of the total eligible costs

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

## 2.7. Support for the Distribution of non-national films - The Cinema Automatic Scheme (See index 2.07 of the programming table)

### Priorities of the year, objectives pursued and expected results

Encourage and support the wider transnational distribution of recent European films by providing funds to distributors, based upon their performance on the market, for further reinvestment in new non-national European films.

Encourage the development of links between the production and distribution sectors thus improving the competitive position of non-national European films and the competitiveness of European companies.

#### Expected results:

- An improvement in the trans-national distribution of recent non-national European films.
- Increase in the investment in the production, acquisition, promotion and distribution of non-domestic European films.
- Develop links between the production and distribution sector thus improving the competitive position of non-national European films.
- Support for some 800 distribution actions in favour of recent non-national European Films.

### Description of the activities to be funded under the call for proposals

The « automatic » support scheme works in two phases:

1. The generation of a potential fund, proportional to the number of paying admission tickets sold for non-national European films in States participating in the Programme, up to a fixed ceiling per film and adjusted for each country.

2. Reinvestment: the potential fund thus generated by each company must be reinvested in:

- the co-production of non-national European films;
- the acquisition of distribution rights, for example by means of minimum guarantees, of non-national European films; and/or in
- editing costs (prints, dubbing and subtitling), promotion costs and publicity costs for non-national European films.

Reinvestment projects to be funded in 2015, presented as a result of call for proposals EACEA 25/2012 and EAC S28/2013 which meet the detailed criteria set out in WP 2013 and 2014 respectively.

### Eligibility and award criteria



## **A. Eligibility criteria:**

### *Eligible applicants*

European distributors established in one of the countries participating in the MEDIA Sub-programme and owned directly or by majority participation, by nationals from such countries.

### European distributor

Any European company involved in commercial activity designed to bring to the attention of a wide audience a film for the purpose of exploitation in cinema theatres. This should be the principal activity of the company or division of the company. Such activity may include aspects of the technical publishing of an audiovisual work (dubbing and subtitling, striking of prints, circulation of prints, etc.) as well as marketing and promotional activities (production of trailers and publicity material, the purchase of advertising space, the organisation of promotional events etc.).

A cinema / theatrical distributor should fulfil the following criteria:

1. be the holder of the theatrical distribution rights for the film in the territory concerned;
2. carry out the theatrical distribution of the film in the territory (determines the release date, plans, controls and executes the distribution and promotion campaign);
3. pay the associated distribution costs; and
4. be registered and have theatrical distribution operations (i.e. operating staff) in the territory for which a grant is requested.<sup>3</sup>

Physical distributors shall not be eligible for support.

### European company

Company owned, whether directly or by majority participation (i.e. majority of shares), by nationals of Member States of the European Union or nationals of the other European countries participating in the MEDIA Sub-programme and registered in one of these countries.

### *Eligible activities*

1. The Generation of a potential fund, proportional to the number of paying admission tickets sold for non-national European films in countries participating in the MEDIA Sub-programme, up to a fixed ceiling per film and adjusted for each country, over a given period.

### 2. Reinvestment:

Reinvestment of the potential fund thus generated by each company in:

- the co-production of non-national European films;
- the acquisition of distribution rights, for example by means of minimum guarantees, of non-national European films; and/or in
- editing costs (prints, dubbing and subtitling), promotion costs and publicity costs for non-national European films.

The film must be a recent work of fiction (including animated films) or documentary, with a minimum duration of 60 minutes, complying with the following conditions:

- 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

<sup>3</sup> This requirement is waived for the following territories as they are linked for distribution purposes: Belgium and Luxembourg; Greece and Cyprus; United Kingdom and Ireland.

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; and

- produced with the significant participation of professionals who are nationals/residents of countries participating in the MEDIA Sub-programme.

Recent films are those whose first copyright has been established during or after the year specified in the calls for proposals (i.e. 2011).

## **B. Award criteria:**

### **Generation Stage**

A potential fund will be attributed to eligible European distribution companies on the basis of the admissions achieved by the European non-national films distributed by the applicant in the reference year as set out in the call for proposal (i.e. 2014).

The potential fund will be calculated based upon a fixed amount per eligible entry. Shall the sum of generated funds exceed EUR 24M under each call; each potential fund will be reduced proportionally. This reduction will not have the effect of lowering the amount of the potential fund below the minimum availability thresholds indicated below.

The support will take the form of a potential fund (the “Fund”) available to distributors for further investments in recent non-national European films.

The Fund will be calculated on the following basis:

- All paid admissions generated by recent non-national European films shall be declared by the applicant companies using the attached forms. Only paid admissions achieved between the 1st of January and the 31st of December in the reference year will be eligible. The paid admissions achieved by a film already supported by the MEDIA Sub-programme shall be eligible.

Applicants' attention is drawn to the fact that only clearly quantifiable, paid admissions will be eligible. Group or club screenings where an individual ticket price is not levied will not be eligible. All admissions should be covered by the relevant national reporting and verification systems which enable the National Authority to certify them. EACEA reserves the right to reject applications where it is not satisfied that all of the conditions have been met.

- On the basis of the applicants declarations, and with the co-operation of the correspondents designated by the country participating in the MEDIA-Sub-programme, the total number of eligible paid admissions per company per territory per year shall be calculated according to the following formula:

- all paid admissions for a single non-national European film shall be eligible up to a limit fixed per film and per territory;

- this limit can be reached in one or more years but in any case all paid admissions over the maximum threshold for an individual film shall not be eligible.

The amount of the potential fund will be calculated by multiplying the number of eligible admissions by a fixed amount per admission.

### **Reinvestment Stage**

The Fund generated may only be used through reinvestment projects.

The Fund can be reinvested:

1. In the production of new non-national European films (i.e. films not yet completed at the date of application for reinvestment);

2. In the meeting of Minimum Distribution Guarantees for recent non-national European films;
3. In the meeting of distribution costs i.e. P&A (promotion and advertising) for recent non-national European films.

For reinvestment modules 1 and 2, applicants can be eligible for selective support for the distribution of the same film.

Reinvestment in distribution costs (3) cannot be cumulated with a selective support for the same film. Applications for distribution costs may only be made to one scheme at a time. A second application for the same film will be ineligible, unless it is made after the applicant has been officially informed that the first application under the other scheme has been unsuccessful.

Reinvestment of the Fund into completed projects is impossible. This applies to all modules.

The Calls for Proposals will indicate the timetable to submit applications for reinvestment projects.

Please note that these projects will only be processed by EACEA after the establishment of the letter informing the beneficiary of the amount of the fund she/he has generated. The reinvestment projects will be treated on the basis and within the limits of the fund generated by the distributor as calculated and notified by EACEA. Reinvestment projects must be approved by EACEA.

Combining the funds generated by different reference years and under different calls into a single Reinvestment project is not permitted, which means that the last contribution request from a series of reinvestment projects will be limited to the balance of the current fund.

Amount of the Project Allocation: The amount of the Fund that may be drawn for a given reinvestment project may not exceed a certain percentage of the total cost of the proposed reinvestment project.

#### Implementation

EACEA

#### Indicative timetable and indicative amount of the call for proposals

Reference	Date	Amount
Call for Proposals EACEA 25/2012	December 2012 (Funding of reinvestment projects)	EUR 22.45M
Call for Proposals EAC S28/2013	December 2013	
Call for Proposals <sup>4</sup>	4 <sup>th</sup> Quarter 2014	

#### Maximum possible rate of co-financing of the eligible costs

The EU grant is limited to a maximum co-financing rate of 60% of total eligible costs.

<sup>4</sup> The indicative allocation of EUR 24M for this call will be covered under 2016 Creative Europe work programme

## **2.8. Support for the Distribution of non-national films - The Cinema Selective Scheme (See index 2.08 of the programming table)**

Priorities of the year, objectives pursued and expected results

- Encourage and support the wider trans-national distribution of recent non-national European films by encouraging theatrical distributors in particular to invest in promotion and adequate distribution of non-domestic European films.
- Encourage the development of links between the production and distribution sector thus improving the competitive position of non-national European films.

### Expected results

- Improvement in the trans-national distribution of recent non-national European films.
- Increase in the investment in promotion and distribution of non-domestic European films.
- Develop links between the production and distribution sector thus improving the competitive position of non-national European films.
- Support for some 400 distribution actions in favour of recent non-national European Films.

Description of the activities to be funded

The activities to be funded are campaigns for the trans-national distribution of eligible European films, submitted as part of an eligible grouping of distributors coordinated by the sales agent of the film.

## **A. Eligibility criteria:**

### *Eligible applicants*

The applicant company must be a European company.

### European company

Company owned, whether directly or by majority participation (i.e. majority of shares), by nationals of Member States of the European Union or nationals of the other European countries participating in the MEDIA Sub-programme and registered in one of these countries.

### Cinema / Theatrical distributor

A cinema / theatrical distributor is involved in commercial activity designed to bring to the attention of a wide audience a film for the purpose of exploitation in cinema theatres. This should be the principal activity of the company or division of the company. Such activity shall include aspects of the technical publishing of an audiovisual work (dubbing and subtitling, striking of prints, circulation of prints, etc.) as well as marketing and promotional activities (production of trailers and publicity material, the purchase of advertising space, the organisation of promotional events etc.)

Digital distribution is supported as long as it is of a minimum quality (=1.3 k). This excludes DVD, DVIX, Digital Beta or any other support whose resolution is below 1.3K as a copy or source of the films for theatrical release.

A cinema / theatrical distributor must fulfil the following criteria:

1. be the holder of the theatrical distribution rights for the film in the territory concerned
2. carry out the theatrical distribution of the film in the territory (determines the release date, plans, controls and executes the distribution and promotion campaign);
3. pay the associated distribution costs; and
4. be registered and have theatrical distribution operations (i.e. operating staff) in the territory for which a grant is requested.<sup>5</sup>

### *Eligible activities*

The activities to be funded are campaigns for the trans-national distribution of eligible European films, submitted as part of an eligible grouping of distributors coordinated by the sales agent of the film.

The film must comply with the following criteria:

- it must be a work of fiction (including animated films) or documentary, with a minimum duration of 60 minutes;
- it must have its first copyright established during or after the year specified in the Call for Proposals (i.e. 2012);
- it must not consist in alternative content (operas, concerts, performances, etc.) or advertising,
- Films from UK, FR, ES, IT, DE, must have a production budget of maximum EUR 10M<sup>6</sup>
- it must be European, i.e.:
- The work has been in 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

<sup>5</sup> This requirement is waived for the following territories as they are linked for distribution purposes: Belgium and Luxembourg; ; Greece and Cyprus; United Kingdom and Ireland.

<sup>6</sup> The monthly rates applicable at the time of submission must be used

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; and

- The work must be produced with the significant participation of professionals who are nationals/residents of countries participating in the MEDIA Sub-programme.

National / Non-national European films will be considered as "national" in that Member State or territory participating in the MEDIA Sub-programme whose citizens / residents have participated in the highest proportion in the making of the film. They will be considered as "non-national" in all the other territories.

#### *Eligible groupings*

All groupings must have a coordinator who is responsible for submitting the 'Film/Group Form' and include at least seven eligible proposals from different eligible distributors operating in different national territories.

The theatrical release of the film (not including previews or special screenings) shall take place in the territories concerned at the earliest on the same day as the date of submission and within 18 months after the relevant deadline for submission.

It is possible for a distributor to join a grouping that has been supported for the proposed film in the course of the previous deadline of the "Distribution – Cinema Selective" support. A written confirmation from the grouping's coordinator acknowledging the participation of the distributor to the grouping is requested.

The selective support cannot be cumulated with reinvestment in distribution costs (Module 3) under the Automatic support for the same film. Applications for distribution costs may only be made to one scheme at a time. A second application for the same film can be eligible only if the applicant has been officially informed that the first application under the other scheme has been unsuccessful.

The distribution agreements should not have any contractual conditions which would lead to the Union grant being considered as revenue for the film, or change the terms and conditions of payments, calculations or any other contractual terms in any manner whatsoever which may have the effect of taking the Union grant into account. Conditional clauses (such as execution only if the subsidy is awarded) are also not permitted. Distributors should ensure that their agreements are free of such clauses before submission and will be, in any event, obliged to remedy any such clause before being selected.

#### **B. Award criteria:**

1) Where a grouping of distributors has not yet been supported for the proposed film under the « Distribution – Cinema Selective » support of the MEDIA Sub-programme, within the limits of the budgetary resources available, those groupings of distributors which score the highest number of points on the basis of the following criteria will be selected:

- Number of distributors in the grouping – (1 point/ distributor)
- Number of distributors that have generated a potential fund under the last automatic distribution call for proposals (1 point/ distributor)
- Film produced in a country participating in the MEDIA Sub-programme, to the exception of DE, ES, FR, IT and UK (2 points)

The grouping of distributors that present a live-action children's film with the highest score will be selected, regardless the ranking of applications in the entire selection process. To qualify for this measure, the film must comply with the following criteria:

- the target audience must be 12 years old or under
- the film must be a live-action fiction feature

- the film must be primarily focused on children, excluding family entertainment  
 - A justified request must be submitted by the coordinator (target audience, theme of the film, details of the specific campaign towards children, presentation in a children festival, etc.).

2) If applicants join a grouping of distributors that has been supported for the proposed film in the course of the previous deadline of the “Distribution Selective” support, within the limits of 5% of the budgetary resources available at each session, the selection will be automatic, provided that they meet the conditions defined in the guidelines. This provision is intended for all territories except DE, ES, FR, IT, and UK.

*N.B.: only the eligible proposals are taken into account in the calculation of the award criteria.*

#### Implementation

EACEA

#### Indicative timetable and indicative amount

Reference	Date	Amount
Call for proposals	Third quarter 2014	EUR 8M

#### Maximum possible rate of co-financing of the costs

The EU grant is limited to a maximum co-financing rate of 50% of the total eligible costs.

### **2.9 Support to the international Sales Agents of European Cinematographic films (See index 2.09 of the programming table)**

#### Priorities of the year, objectives pursued and expected results

The objective of the Support to the international Sales Agents of European Cinematographic films is to encourage and support the wider transnational distribution of recent European films by providing funds to sales agents, based upon their performance on the market, for further reinvestment in new non-national European films. The scheme also aims to encourage the development of links between the production and distribution sectors thus improving the competitive position of non-national European films and the competitiveness of European companies.

The expected results are improved links between the production and distribution (Sales Agents & Distributors) sectors and the support of some 50 Sales/distribution actions in favour of recent non-national European Films.

#### Description of the activities to be funded under the call for proposals

The “Sales Agents” support scheme works in two phases :

1. The generation of a potential fund, which will be calculated according to the performance of the company on the European market over a given period.

2. Reinvestment : the potential fund thus generated by each company must be reinvested in:

- minimum guarantees or advances paid for the international sales rights on new European non-national films; and

- the promotion, marketing and advertising on the market of new non-national European films presented as a result of call for proposals EACEA 07/2013 and EAC S21/2013 which meet the detailed criteria set out in WP 2013 and 2014 respectively.

## Eligibility and award criteria

### **A. Eligibility Criteria:**

#### *Eligible applicants*

European sales agents established in one of the countries participating in the MEDIA Sub-programme and owned directly or by majority participation, by nationals from such countries.

#### European sales agents

Any European company acting as an intermediary agent for the producer, who specialises in the commercial exploitation of a film by marketing and licensing a film to distributors or other purchasers for foreign territories. The Sales Agent must be appointed by the Producer of the film by way of a written contract or agreement. A contract / agreement signed between a Sales Agent and a Producer will be considered as an international sales contract / agreement only if it provides for the right of the Sales Agent to sell the film in at least 10 countries participating in the MEDIA Sub-programme.

#### European company

Company owned, whether directly or by majority participation (i.e. majority of shares), by nationals of Member States of the European Union or nationals of the other European countries participating in the MEDIA Sub-programme and registered in one of these countries.

#### *Eligible activities*

1. The Generation of a potential fund, which will be calculated according to the international sales performance of the company on the European market over a given period.

2. Reinvestment: the potential fund thus generated by each company in

- minimum guarantees or advances paid for the international sales rights on new European non-national films.

- the promotion, marketing and advertising on the market of new non-national European films presented.

International sales: Any commercial activity designed to promote and sell the exploitation rights to a cinematographic film on the marketplace, in particular to cinema distributors. This activity includes, inter alia :

- the negotiation and execution of contracts licensing the rights to exploit or exhibit the film;

- the promotion and advertising of the film in markets or festivals (screenings, advertising, promotional events);

- the design and dissemination towards potential buyers of promotional material for the film (EPK, stills, slides, “making-of”, ...);

- the design and dissemination towards the press (trade press or other) and the potential audience of



the film of promotional material and information (web site, ...);

Cinema / Theatrical distribution: Any commercial activity designed to bring to the attention of a wide audience a film for the purpose of exploitation in cinema theatres. Such activity may include aspects of the technical publishing of an audio-visual work (dubbing and subtitling, striking of prints, circulation of prints, etc.) as well as marketing and promotional activities (production of trailers and publicity material, the purchase of advertising space, the organisation of promotional events etc.).

European film: Any recent work of fiction (including animated films) or documentary, with a minimum duration of 60 minutes, complying with the following conditions:

- The work has been in 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; and

- The work must be produced with the significant participation of professionals who are nationals/residents of countries participating in the MEDIA Sub-Programme.

Recent films are those whose first copyright has been established during or after the year specified in the calls for proposals (i.e. 2010)

Films consisting of alternative content (operas, concerts, performances, etc.) or advertising are not eligible.

National / Non-national European film: European films will be considered as "national" in that Member State or territories participating in the MEDIA Sub-programme whose citizens/residents have participated in the highest proportion in the making of the film. They will be considered as "non-national" in all the other territories.

## **B. Award Criteria**

### **Generation Stage**

A potential Fund will be attributed to eligible European Sales Agents on the basis of their performance on the European markets (i.e. countries participating in the MEDIA Sub-programme).

The support will take the form of a potential Fund (the "Fund") available to Sales Agents for further investments in recent non-national European films.

Within the limit of the budgetary resources available, the amount of potential Fund available to each Sales Agent will be calculated on the following basis:

Step 1: The applicant sales agent shall provide evidence of its activity as a sales agent for European cinematographic films. To this end, the sales agent shall prove that:

- it was, between 01/01/2010 and 31/12/2014, the appointed sales agent of **at least 8 eligible European films (of which at least 1 non-national film)**, for which the agreement with the producer provided the right to sell the film in at least 10 countries participating in the MEDIA Sub-programme; the mandate must be signed and take effect within the reference period,

- **and** that, **during the same period**, for **at least 3 of these films in at least 3 countries** participating in the MEDIA Sub-programme, outside the country of origin of the films there was a theatrical release as evidenced by distributor declarations to the Automatic scheme of the MEDIA Sub-programme.

Where the national theatrical release has not been reported to the Automatic scheme, the declaration of the applicant Sales Agent may be accepted in the event that it is accompanied by independent

proof which can reasonably be verified by EACEA.

If this first step is successfully completed, the sales agent shall be entitled to a potential support of EUR 20,000.

Step 2: If (and only if) the applicant Sales Agent has completed successfully the conditions set out for the first step, an additional potential Fund may be available. This Fund will be calculated according to the following principle:

As a percentage of the total potential fund generated in the framework of the automatic support scheme for theatrical distribution by the non-national films:

20 % for films from countries with a high production capacity;

30 % for films coming from countries low production capacity;

The amounts indicated above are provisional and may be subject to modification depending upon the budgetary resources available.

The generation stage is a method to calculate a maximum potential Fund to be reinvested in new projects depending upon the budget available. The notification to the Sales Agent of the potential Fund generated does not constitute a claim on the European Commission/EACEA.

Shall the sum of generated funds exceed EUR 3M, each potential Fund will be reduced proportionally.

### **Reinvestment Stage**

Sales Agents can present reinvestment actions starting from the deadline of the Call.

These actions will be processed by EACEA following the assessment of the "generation" phase of the fund, and will be treated on the basis and within the limits of the potential Fund generated by the sales agent as calculated and notified by the Agency.

The Fund can be reinvested in :

1. the meeting of Minimum Sales Guarantees for new European non-national films.
2. the meeting of promotion and marketing costs for new European non-national films.

The potential Fund can be reinvested in one or several films. Reinvestments in Module 1 (MG) and in Module 2 (promotion costs) for the same film are allowed.

Beneficiaries wishing to reinvest (part of) their potential Fund should send to EACEA a request for reinvestment. Reinvestment actions must be approved by EACEA. Reinvestment of the potential Fund into completed actions is impossible.

Reinvestment actions of the potential fund generated by this Call for proposals need to respect the following deadlines:

Earliest start date of the action: The international sales contract/agreement with the producer can be signed at the earliest on the "Generation" deadline of the Call.

Deadline for presentation of the reinvestment action:

The reinvestment applications must be submitted to EACEA within 6 months of the signature of the international sales contract/agreement with the producer and no later than 1st March 2017.

The potential Fund which is not reinvested by the beneficiary by the 1st March 2017 will be lost.

## Implementation

EACEA

### Indicative timetable and indicative amount of the call for proposals

Reference	Date	Amount
Call for Proposals EACEA 07/2013	February 2013	EUR 2.60M
Call for Proposals EAC S21/2013	December 2013	
Call for Proposals <sup>7</sup>	4 <sup>th</sup> Quarter 2014	

### Maximum possible rate of co-financing of the eligible costs

The EU grant is limited to a maximum co-financing rate of 60% of total eligible costs in the reinvestment stage.

## 2.10 Cinema Networks (See index 2.10 of the programming table)

### Priorities of the year, objectives pursued and expected results

The scheme is aimed at creating and operating a cinemas' network:

- Encouraging cinema owners and operators to screen a significant proportion of non-national European films in cinemas for first release for a minimum defined period. The support granted to each cinema will be determined according to the programming and taking into account the number of tickets sold for non-national European films over a reference period.
- Contributing to the development of educational and awareness-raising activities for young cinema-goers.
- Contributing to the development of new business models including the use of innovative modes of distribution in order to increase the visibility and audience for European films
- Supporting the creation and the consolidation of a European cinema owners' network developing common actions of this type.
- Encouraging and accompanying the introduction of digital cinema among exhibitors.

The Creative Europe-MEDIA contribution (grant) will be awarded by way of specific agreement for the second year of activities of the partners who have signed a 2-year framework partnership agreement following Call EAC/S20/2013.

### Expected results:

- To increase the screening of non-national European films on the European market.
- To build new (young) audience for European Films.
- To reinforce the competitiveness of European cinema theatres.

<sup>7</sup> The indicative allocation of EUR 3M for this call will be covered under 2016 Creative Europe work programme

Description of the activities to be funded under the call for proposals

The scheme will support a European cinema owners' network screening a significant proportion of non-national European films.

Eligibility and award criteria

## **A. Eligibility Criteria:**

### *Eligible applicants*

The scheme is open to cinema networks. The cinema network is a group of European independent cinemas developing, through the medium of a legally constituted co-ordination entity, joint activities in the area of screening and promoting European films. In particular, this coordination entity shall ensure the operation of a communication and information system between the cinemas. To be eligible, the cinema network must represent at least 100 cinemas situated in at least 20 countries participating in the MEDIA Sub-programme.

A European independent cinema is a company, association or organisation with a single or several screens based in countries participating in the MEDIA Sub-programme and which operates under the same company name. The screening of films should be the principal activity of the participant or division of the participant's organisation.

The network and the participating cinemas must be owned and continue to be owned, whether directly or by majority participation, by nationals of countries participating to the MEDIA Sub-programme and registered in one of these countries.

Only those European independent cinemas shall be eligible as participants of the network:

- Those are first run cinemas (programming European films in first run, within a maximum period of twelve months after the first national release). Those cinemas which dedicate a maximum of 30% of their screenings to retrospectives or re-releases may be eligible ;
- That have been open to the public for a minimum of 6 months;
- That possess a ticketing and entry declaration system;
- That have at least one screen and 70 seats;
- That had at least 300 screenings per year for single-screen cinemas and 520 screenings per year for multi-screen cinemas (cinemas in operation for a period of at least 6 months per year), and at least 30 screenings per month for summer / open air cinemas (cinemas in operation for less than 6 months per year);
- That had at least 20,000 spectators in the previous twelve months.

In order to meet, as a group, the above eligibility criteria, different cinemas may be allowed to pool their results. The circumstances under which this may occur must be clearly defined by the applicant in its application and in the accompanying draft guidelines.

### *Eligible activities*

Cinemas' network should enable the following activities:

- Actions aiming at promoting and screening European films.
- Educational activities aiming at raising awareness among young cinema-goers.
- Promotion and marketing activities in cooperation with other distribution platforms (e.g. TV broadcasters, VOD platforms).
- Networking activities: information, animation and communication.
- Provide financial support to participating cinemas implementing eligible activities listed above.

The duration of the action and of the period of eligibility of costs is 12 months, running from 1<sup>st</sup> January until 31<sup>st</sup> December.

**B. Award criteria:**

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

**1. Relevance and European added-value (35)**

This criterion assesses the quality of the network and the financial support strategy

**2. Quality of the content and activities (20):**

This criterion assesses the activities to be implemented and how they meet the objectives of the call.

**3. Dissemination of project results, and impact and sustainability (40)**

This criterion assesses the common network actions and young audience activities

**4. Quality of the Team (5)**

This criterion assesses the monitoring strategy of the network towards its members

Implementation

EACEA

Indicative timetable and indicative amount of the call for proposals

<b>Reference</b>	<b>Date</b>	<b>Amount</b>
Call for Proposals EAC/S20/2013	10 December 2013	EUR 10.4M

Maximum possible rate of co-financing of the eligible costs

The EU grant is limited to a maximum co-financing rate of 50% of total eligible costs.

## 2.11. Support to Festivals (See index 2.11 of the programming table)

### Priorities of the year, objectives pursued and expected results

The MEDIA Sub-programme shall provide support for the following measures:

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

The Creative Europe-MEDIA contribution (grant) will be awarded by way of specific agreements for the second year of activities of the partners who have signed a 2-year framework partnership agreement following Call EAC/S32/2013.

The result will be the support of about 80 festivals which will stimulate interest for European audiovisual works, having as expected results and impact:

- To increase the effectiveness and professionalization of festivals in Europe
- To increase presentation of European non-national works.
- To enlarge audience for European film and in particular non-national films.
- To increase the circulation of European films.

### Description of the activities to be funded

The MEDIA Sub-programme encourages European audiovisual festivals taking place in countries participating in the MEDIA Sub-programme which:

- Demonstrate strong efficiency in audience development (especially toward young audience) by implementing activities before, during or after the event including such as: year-long activities and/or decentralisation to other cities (with smaller partner festivals) and/or any efficient outreach activities towards non-core film festival audience;
- Organize initiatives for film literacy (for example film education) in close cooperation with schools and other institutions.
- Place strong emphasis on European films in general and especially films from countries with a low audiovisual production capacity,
- Place strong emphasis on non-national European programming and geographic diversity of non-national European programming, demonstrate a concrete, realistic and strategic development in artistic, organisational and financial terms.

### Award criteria

The above award criteria will be applied for award of specific agreements under signed FPA.:

#### 1. Relevance (40)

This criterion assess the activity towards the audience and in particular the outreach mechanisms and film literacy actions of the project

#### 2. Quality of the content and activities (25)

This criterion assesses the European dimension of the programming including its cultural

and geographic diversity.

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

This criterion assesses the size of the audience and impact on the promotion and circulation of European audiovisual works (mechanisms to facilitate commercial or alternative distribution).

### 4. Quality of the team (5)

This criterion assesses the technical and management experience of the team.

#### Implementation

EACEA

#### Indicative timetable and indicative amount of the call for proposals

Reference	Date	Amount
Call for proposals EAC/S32/2013	10 December 2013	EUR 3.25M

#### Maximum possible rate of co-financing of the eligible costs

The EU grant is limited to a maximum co-financing rate of 60% of total eligible costs.

### 2.12. Audience Development (See index 2.12 of the programming table)

The final details of the Audience Development scheme will not be established until after the completion of the selection process for Call EAC/S27/2013. These will be included in a future revision of this Work Programme.

#### Implementation

EACEA

#### Indicative timetable and indicative amount of the call for proposals

Reference	Date	Amount
Call for Proposals	2015	EUR 1.9M

#### Maximum possible rate of co-financing of the eligible costs

The EU grant is limited to a maximum co-financing rate of 60% of total eligible costs.



### 2.13. Online Distribution (See index 2.13 of the programming table)

The final details of the On Line Distribution scheme will not be established until after the completion of the selection process of the 2014 Call. These will be included in a future revision of this Work Programme.

#### Implementation

EACEA
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#### Indicative timetable and indicative amount of the call for proposals

Reference	Date	Amount
Call for Proposals	n/a	EUR 4.15M

#### *(b) Culture Sub-programme*

### 2.14. Support to European cooperation projects (See index 2.14 of the programming table)

#### Priorities of the year, objectives pursued and expected results

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.
- To contribute to audience development by helping European artists/cultural professionals and their works 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 underrepresented groups, by engaging in new and innovative ways with audiences both to retain and enlarge them, and to improve the experience and deepen the relationship with current and future audiences.
- To contribute to innovation in the field of culture, for instance through artistic innovation, the testing of new business models and the promotion of innovative spillovers on other sectors.

The priorities in the field of reinforcing the cultural and creative sector's 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 of 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, when 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 cultural activities, such as for instance exhibitions, exchanges and festivals;
- Supporting the circulation of European literature with a view to ensuring the 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. 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 organisations 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.

This scheme has a flexible, interdisciplinary approach. Projects can either focus on one or more priority, at either one or more points of the value chain in either one or more cultural and creative sectors. The measures shall support, in particular, not-for-profit projects.

Expected results:

- Support about 100 cooperation projects, which pursue the objectives referred to above.

#### Description of the activities to be funded under the call for proposals

This scheme offers two categories of support. Depending on the scale, needs, nature, objectives of the project (also referred to as action), the project leader and the partners (also referred to as 'the applicants'), will have to choose to apply for either category 1 or category 2 referred to hereafter:

##### **Category 1 - Smaller scale cooperation projects**

This category of projects involves a project leader and at least two other partners having their legal seat in at least three different countries taking part in the Culture Sub-programme. Either the project leader or one of the partners must have its legal seat in one Member State or in an EFTA country.

##### **Category 2 - Larger scale cooperation projects**

This category of projects involves a project leader and at least five other partners having their legal seat in at least six different countries taking part in the Culture Sub-programme. Either the project leader or one of the partners must have its legal seat in one Member State or in an EFTA country.

## Eligibility and award criteria

### **A. Eligibility criteria:**

#### *Eligible applicants*

The action is opened to European cultural operators which are active in the cultural and creative sectors as defined in article 2 of the Regulation, and who are legally established in one of the countries participating in the Culture Sub-programme.

The action is opened to cultural operators which have had a legal personality for at least 2 years on the date of the deadline for submission of applications and which are able to demonstrate their existence as a legal person. Natural persons may not apply for a grant.

#### *Eligible projects*

Depending on the scale, needs, nature, objectives and priorities of the project, applicants can apply under two different categories:

#### **Category 1 - Smaller scale cooperation projects**

This category of projects

- Involves a project leader and at least two other partners having their legal seat in at least three different countries taking part in the Creative Europe programme - culture sub programme. Either the project leader or one of the partners must have its legal seat in one Member State or in an EFTA country.
- Is the subject of an application requesting no more than EUR 200.000 representing maximum 60% of the eligible budget.

#### **Category 2 - Larger scale cooperation projects**

This category of projects

- Involves a project leader and at least five other partners having their legal seat in at least six different countries taking part in the Creative Europe programme - Culture sub- programme. Either the project leader or one of the partners must have its legal seat in one Member State or in an EFTA country.  
Is the subject of an application requesting no more than EUR 2M representing maximum 50% of the eligible budget.
- For both categories of projects, the maximum duration (eligibility period) of a project is 48 months.

#### *Eligible activities:*

Eligible activities to be taken into consideration are the activities which intend exclusively to achieve the objectives set in the text box on objectives and priorities.

The activities must relate to the cultural and creative sectors as defined in Article 2 of the Regulation. Activities dedicated exclusively to the audio-visual sectors are not eligible under the Culture Sub-programme. However, audio-visual activities may be eligible as long as they are ancillary to activities dedicated to the non-audio-visual cultural and creative sectors.

### **B. Award criteria:**

Eligible applicants will be assessed on the basis of the following criteria and, for Category 2 - Larger

scale cooperation projects, taking into consideration a balance across sectors:

**1. Relevance (35)**

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.

**2. Quality of the content and activities (25)**

This criterion evaluates how the project will be implemented in practice (quality of the activities and deliverables, and working arrangements).

**3. Communication and dissemination (20)**

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.

**4. Quality of the partnership (20)**

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.

**Implementation**

EACEA

**Indicative timetable and indicative amount of the call for proposals**

<b>Reference</b>	<b>Date</b>	<b>Amount</b>
Call for proposals	Third quarter 2014	EUR 38M

**Maximum possible rate of co-funding of the eligible costs**

For small-scale projects the EU grant is limited to a maximum co-financing rate of 60% of total eligible costs.

For large-scale projects The EU grant is limited to a maximum co-financing rate of 50% of total eligible costs.

## 2.15. Support to literary translations (See index 2.15 of the programming table)

### Priorities of the year, objectives pursued and expected results

The main objectives of the support for literary translation projects are to support cultural and linguistic diversity in the Union and in other countries participating in the Culture Sub-programme and to promote the transnational circulation of high quality literary works, as well as to improve access to these literary works in the Union and beyond and to reach new audiences.

The priorities are the following:

- Supporting the circulation of European literature with a view to ensuring the widest possible accessibility;
- Supporting the promotion of European literature including the appropriate use of digital technologies in both the distribution and promotion of the works;
- Encourage the translation and promotion of high quality European literature in the long term.

Raising the profile of translators will be an additional priority of the support. For that reason, publishers will be required to include a biography of the translators in each translated book.

Expected results:

- Support of about 60 translation projects, which pursue the objectives referred to above.

### Description of the activities to be funded under the call for proposals

#### **Category 1 - Two-year projects**

This category of projects consists in the translation and promotion (including the publication of a summary of the translated works) of a package of 3 to 10 eligible works of fiction from and into eligible languages;

#### **Category 2 - Framework partnership agreements**

This category of projects consists in the translation and promotion of a package of 5 to 10 eligible works of fiction per year from and into eligible languages;

The works to be translated and promoted must be works of fiction with a high literary value, irrespective of their literary genre, such as novels, short stories, plays, poetry, comic strips and children's fiction.

**A. Eligibility criteria:**

*Eligible applicants*

Publishers or publishing houses established in one of the countries participating in the Culture Sub-programme which are active in the publishing sector and which have had a legal personality for at least 2 years on the date of the deadline for submission of applications.

Natural persons may not apply for a grant.

*Eligible projects*

Depending on the duration, needs, nature, objectives of the project, applicants will have to choose to apply under either category 1 or category 2 below:

**Category 1 - Two-year projects**

This category of projects must:

- have a maximum duration of 2 years (eligibility period);
- be the subject of an application requesting no more than EUR 100,000 representing no more than 50 % of the eligible budget;
- consist in the translation and promotion (including the publication of a summary of the translated works) of a package of 3 to 10 eligible works of fiction from and into eligible languages;
- be based on a strategy for the translation, distribution and promotion of the translated package of works of fiction.

**Category 2 - Specific grants under signed Framework partnership agreements**

The Creative Europe-Culture contribution (grant) will be awarded by way of specific agreements for the second year of activities of the partners who have signed a 3-year framework partnership agreement following Call EAC/S19/2013 launched in 2013.

The application for the FPA included an action plan covering the entire duration of the agreement. The action plan is based on a long term strategy for translation, distribution and promotion of the translated package of works of fiction.

- The projects covered by the FPA consist in the translation and promotion of a package of 5 to 10 eligible works of fiction per year from and into eligible languages;
- The specific annual grants awarded under the FPA to support the projects shall not exceed EUR 100,000.

*Eligible languages*

Irrespective of the category of financial support under which publishers or publishing houses may apply, the project will also have to comply with the following requirements concerning languages:

- The source language and target language must be "officially recognised languages" of the countries taking part in the programme. "Officially recognised languages" are those defined by the Constitution or the basic law of the respective country;

- The source language or the target language must be a language officially recognised in one EU Member State or in an EFTA country;
- Translations out of Latin and ancient Greek into officially recognised languages are also eligible;
- The target language must be the translator's mother tongue (except in cases of less frequently spoken languages if the publisher provides sufficient explanation);
- Translations must have a cross-border dimension; hence the translation of national literature from one official language into another official language of the same country is not eligible.

### *Eligible works*

Paper or digital formats (e-books) are both eligible provided that they fulfilled the criteria mentioned in these guidelines.

The works to be translated and promoted must be works of fiction with a high literary value, irrespective of their literary genre, such as novels, short stories, plays, poetry, comic strips and children's fiction.

Non-fiction works are not eligible, such as: autobiographies or biographies or essays without fictional elements; tourist guides; human science works (such as history, philosophy, economy, etc.) and works related to other sciences (such as physics, mathematics, etc.).

- The works of fiction must have been previously published.
- — The original works of fiction must be written by authors who are nationals of or residents in a country taking part in the Programme with the exception of works written in Latin and ancient Greek.
- The works of fiction must not have been previously translated into the target language, unless a new translation corresponds to a clearly assessed need. In this regard, applicants must respect a fifty year time limit since the last translation, explain the expected impact on new readers, and provide a convincing explanation of the need for a new translation into the specific target language.

### *Eligible activities*

- Translation and publication of works of fiction with a high literary value, irrespective of their literary genre, such as novels, short stories, plays, poetry, comic strips and children's fiction.
- Translation of excerpts of works of fiction for the catalogues of publishers and publishing houses to help foster the selling of rights either within Europe or beyond;
- Special events and marketing/distribution organised for the promotion of the translated works of fiction in the EU and outside the EU, including digital promotion tools and promotion of authors at book fairs and literary festivals.

Translations from lesser used languages<sup>8</sup> into English, German, French and Spanish (Castilian) are encouraged as these may contribute to a wider circulation of the works. In addition, the translation

<sup>8</sup> Lesser used languages include all the languages officially recognised in EU Member States, except English, German, French and Spanish (Castilian).

and the promotion of authors who have won the European Union Prize for Literature are encouraged.

**B. Award criteria:**

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

**1. Relevance (30)**

This criterion evaluates how the project will contribute to transnational circulation of works of European literature and to improving access to it.

**2. Quality of the content and activities (25)**

This criterion evaluates how the project is implemented in practice (quality of the work to be translated, and working arrangements)

**3. Promotion and Communication of the translated package (20)**

This criterion evaluates the project's approach to promoting the translated works of fiction within Europe and beyond.

**4. Winners of the EU-prize for literature (25)**

Points will be automatically granted to projects including one or more books for which their author has won the European Union Prize for Literature. Ten points will be awarded to projects with one EUPL winning book, up to a maximum of 25 points per project for 3 or more EUPL winning books (the maximum number of submitted books per package is 10).

The above award criteria will be applied for the award of grants for two-year projects as well as for award of specific annual grants under signed FPAs.

**Implementation**

EACEA

**Indicative timetable and indicative amount of the call for proposals**

<b>Reference</b>	<b>Date</b>	<b>Amount</b>
Call for proposals	Third quarter 2014	EUR 3.7 M

**Maximum possible rate of co-financing of the eligible costs**

The EU grant is limited to a maximum co-financing rate of 50% of total eligible costs.



## 2.16. Support to European networks (See index 2.16 of the programming table)

### Priorities of the year, objectives pursued and expected results

This measure offers action grants to support European networks active in the field of the cultural and creative sectors. These are structured groups of organisations representing the cultural and creative sectors, whose objective is to strengthen the capacity of the cultural and creative sectors to operate trans-nationally and to adapt to change with a view to achieving the general objectives of fostering and promoting cultural and linguistic diversity as well as strengthening the competitiveness of these sectors, also through the promotion of innovation.

The support for European networks is intended to have a structuring effect on players in the cultural and creative sectors and therefore a limited number of networks with broad coverage will be supported across a balanced range of sub-sectors. Greater synergies between existing networks in order to reinforce their organisational and financial structure and avoid duplication of efforts would be welcomed, where feasible.

The priorities of the Programme, relating to the reinforcement of the sector's capacity to operate trans-nationally and around which applicants are specifically asked to base their application, are 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 of 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, when 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.

Expected results:

- Support of about 25 networks, which pursue the objectives referred to above.

### Description of the activities to be funded under the call for proposals

This measure offers co-financing to European networks which carry out activities with respect to the priorities set in the text box on objectives and priorities. These activities shall be carried out with a view to help capacity building in the sector(s) in which each network operates in particular the capacity to operate trans-nationally. The measures shall support, in particular, not-for-profit projects.

### Eligibility and award criteria

## **A. Eligibility criteria:**

### *Eligible applicants*

- European networks which are active in the cultural and creative sectors as defined in article 2 of the Regulation
- and who are legally established in one of the countries participating in the Culture Sub-programme
- European networks covering exclusively audiovisual industries and/or activities already covered by the MEDIA Sub programme are not eligible for funding under this scheme. However, European networks consisting primarily of non-audiovisual sectors which include members from the audiovisual sector are eligible.
- European networks which consist of at least 15 member organisations (legal persons) legally established in at least 10 different countries taking part in the programme, of which at least 5 must have their legal seat in 5 different EU Member States or in an EFTA country.
- European networks which have had a legal personality for at least 2 years on the date of the deadline for submission of applications and which are able to demonstrate their existence as a legal person. In case of a network recently constituted as a result of a consortium or a merger between existing networks, this criterion will be assessed for each individual network having been involved in the newly created entity.

Natural persons may not apply for a grant.

### *Eligible projects*

The Creative Europe-Culture contribution (grant) will be awarded by way of specific agreements for the second year of activities of the partners who have signed a 3-year framework partnership agreement following Call EAC/S18/2013 launched in 2013.

- The application for the FPA included an action plan covering the entire duration of the agreement.
- The projects covered by the FPA include a full description of activities to be carried out during the year.

The specific annual grants awarded under the FPA shall not exceed EUR 250,000.

### *- Eligible activities*

Eligible activities to be taken into consideration are the activities which intend to achieve the priorities set in the text box on objectives and priorities.

The activities of the network must relate to the cultural and creative sectors as defined in Article 2 of the Regulation, with the exception of activities dedicated exclusively to the audio-visual sectors. However, audio-visual activities may be eligible as long as they are ancillary to networking activities dedicated to the non-audio-visual cultural and creative sectors.

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):

- The organisation of meetings, conferences, workshops and/or the development of tools, including digital tools to foster information exchange, exchange of practice and informal peer learning which are important to strengthening the capacity of their sectors, in particular internationalising and professionalising it.
- Facilitating multilateral exchanges, professional networking and partnership and project development. Exchanges maybe among professionals, or multi-layered, e.g. with artists, policy-makers, etc.
- The analysis and comparison of policies, programmes and impediments to the development of culture at European, national, regional and local levels. The dissemination of accessible and re-usable knowledge to cultural operators, decision- makers, investors, public opinion.
- The collection of quantitative and qualitative data on sector developments and the development of methodologies for collecting comparable data and its interpretation by these networks where possible. This will help to address the current lack of comparable quantitative and qualitative data on various sectors.
- The preparation of newsletters, maintenance of professional databases to assist cultural professionals, artists or audiences.

### **B. Award criteria:**

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

#### **1. Relevance (30)**

This criterion evaluates how the activities of the network 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.

#### **2. Quality of the content and activities (25)**

This criterion evaluates how the project will be implemented in practice (quality of the activities and the deliverables, and working arrangements).

#### **3. Communication and dissemination (15)**

This criterion evaluates the network'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.

#### **4. Quality of the European network (30)**

This criterion evaluates how broad is the coverage of the activities of the network and the way it will ensure that these activities can be supported and their outcome disseminated beyond the members of the network.

## Implementation

EACEA

### Indicative timetable and indicative amount of the call for proposals

Reference	Date	Amount
Call for proposals	Last quarter 2015	EUR 3.4M

Maximum possible rate of co-financing of the eligible costs.

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

## 2.17. Support to platforms (See index 2.17 of the programming table)

### Priorities of the year, objectives pursued and expected results

This measure offers action grants to support platforms active in the field of the cultural and creative sectors whose objectives are the following:

- To foster the development of emerging talent and stimulating the transnational mobility of cultural and creative players and circulation and diffusion of works, with the potential to exert a broad influence on cultural and creative sectors and to provide for lasting effects.
- To help increase recognition and visibility of cultural and creative players with a strong commitment in terms of European programming through communications activities and branding strategy, including, where appropriate, the creation of a European quality label.
- 

In order to achieve the above mentioned objectives, the platforms shall focus on the following priority activities:

- Fostering the mobility and visibility of European creators and artists, in particular the emerging ones and those lacking international exposure;
- Stimulating a genuine Europe-wide programming of cultural and artistic activities with the view of facilitating access to non-national European cultural works and of promoting co-productions, international touring, events, exhibitions and festivals;
- Implementing a communication and branding strategy, including, where appropriate, the development of a European quality label (or equivalent recognition activity) to identify and promote the members of the platform which have demonstrated a strong and high quality professional commitment towards the objectives of the platform in particular and the objectives of Creative Europe, in general;
- Contributing to greater audience development through extensive use of information and communication technologies and innovative approaches.

As the support measure is intended to foster critical mass and a structuring effect, only a limited number of platforms will be supported, with a view to getting a balanced coverage across different sectors. The intention is not therefore to support numerous platforms within the same sector. This consideration will be taken into account when evaluating the applications.

Expected results:

- Support of about 10 platforms, which pursue the objectives referred to above.

#### Description of the activities to be funded under the call for proposals

This measure offers action grants to cultural and creative organisations showcasing and promoting European creators and artists, especially emerging talent, through a genuine Europe-wide programming. These organisations shall join together within a platform with a view to bringing to the fore their common artistic vision, in line with the objectives of the programme, and to helping their members to improve their audience development techniques. The measures shall support, in particular, not-for-profit projects.

Through the medium of a legally constituted coordination entity, the platform should conceive and implement joint activities between its member organisations in order to implement the above objectives and priorities. The coordination entity shall develop a framework programme covering the common cultural and social values, artistic ambitions, and joint activities all of which their members would adhere to. This would result in a set of criteria used to select and/or guide the member organisations in pursuing the above objectives. The set of criteria shall be adapted to the sector in which the platform operates. The coordination entity will make sure that each member of the platform complies with this set of criteria throughout the duration of the project, and it will be responsible for the selection of new members. It may also award financial support to those members who comply with the set of criteria in question.

#### Eligibility and award criteria

##### **A. Eligibility criteria:**

###### *Eligible applicants*

The measure is open to platforms consisting of organisations which are active in the cultural and creative sectors as defined in article 2 of the Regulation, and who are legally established in one of the countries participating in the Culture Sub-programme.

Platforms involving exclusively members from the audio-visual sector are not eligible for funding under this measure. However, platforms primarily constituted of members from non- audio-visual sectors which include members from the audio-visual sector, are eligible.

Platforms shall comprise a coordination entity and a minimum of 10 member organisations. The coordination entity shall have its legal seat in any of the countries participating in the Creative Europe - Culture sub-programme. Member organisations must be legally established in at least 10 different participating countries, of which at least 5 must be EU Member States or in an EFTA country. The number of member organisations might grow over the duration of the project.

###### Coordination entity:

The coordination entity is a company, association or an organisation active in the cultural and creative sectors, fully responsible for the implementation of the project. The coordination entity shall be

responsible for the selection and monitoring of the platform's members according to a set of criteria which complies with the objectives and priorities of the measure. The coordination entity shall enter into a written agreement with the platform's members defining their respective roles. The coordination entity may also award financial support to those members who comply with the above mentioned set of criteria.

The coordination entity, as the applicant organisation, must be in a position to demonstrate its existence as a legal person for at least 2 years on the date of the deadline for submission.

#### Platform's members:

Platform's members are companies, associations or organisations active in the cultural and creative sectors whose aim is to showcase and promote European creators and artists and their works. To be eligible, the platform's members shall already comply with the set of criteria set out by the coordination entity in the application at the time of the submission of the application and must have showcased in the previous twelve months at least 30% of emerging artists as defined by the coordination entity. Considering the objectives of this measure, the coordination entity must ensure that this threshold of 30% is respected over the life time of the project.

Natural persons may not apply for a grant.

#### *Eligible projects*

A call for proposals will be launched for establishing 3-year Framework partnership.

The application for the FPA must include a specific, measurable and relevant set of criteria for the selection/monitoring of the members of the platform as well as a work plan for the joint activities between the members of the Platform to be implemented or facilitated by the coordination entity covering the entire duration of the FPA. The set of criteria as well as the work plan for the joint activities between the members of the platform must be fully explained and detailed in the submitted proposal.

The specific annual grants awarded under the FPA shall not exceed EUR 500,000.

The financial support to be allocated to the members of the platform must not exceed EUR 60.000 per member organisation and must be related to the eligible platform's member activities as defined in the call for proposals.

As regards the coordination entity, the eligible activities are those in relation to:

- Coordination, monitoring, promotion, evaluation and supervision of the platform members' activities as well as the activities in relation to the sustainable development of the platform, as for an example, the selection of new members. conception and implementation of a communications and branding strategy (including where appropriate the creation of a European quality label)
- Provision of financial support to third parties (members of the platform) implementing eligible activities.

In addition to the above, eligible activities may encompass coordination and monitoring activities led by the coordination entity to facilitate joint actions between the members of the platform. These joint

actions must be related to:

- Circulation of creators and artists, especially emerging talent, and their works among the members of the platform
- Audience development
- Networking between the members of the platform with a view to organising the joint actions (information, animation and communication).

As regards the platforms members, the eligible activities are those in relation to:

- Fostering the mobility of creators and artists - in particular those lacking international exposure - by supporting strong European programming ;
- Increasing the promotion and showcasing of emerging talent from other European countries;
- Contributing to greater audience development;
- Providing sustainable networking activities;
- Providing positive visibility to Europe's values and different cultures, thus creating greater awareness and helping increase citizens' sense of identification with the EU.

Budget appropriations are also included in the programming table as to continue supporting those projects that signed a framework partnership agreement in 2014 (subject to the submission and approval of their work programme for 2015). The grant will be awarded by way of specific agreements for the second year of activities of the partners who have signed a 3-year framework partnership agreement in 2014.

### **B. Award criteria:**

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

#### **1. Relevance (25)**

This criterion evaluates the relevance of the platform towards the objectives and the priorities of the measure and in particular, the suitability of the set of criteria established by the coordination entity to ensure that the selected members

- Have high cultural profiles,
- Are committed to promoting the visibility of the EU's values, and
- Can contribute to the objectives of the Programme.

The set of criteria shall be adapted to the sector in which the platform operates.

#### **2. Quality of the content and activities (20)**

This criterion evaluates how the project will be implemented in practice (quality of the activities, deliverables, and working arrangement).

#### **3. Promotion, communication and branding strategy (30)**

This criterion evaluates the platform's approach to promoting and communicating the activities of the members. The aim is also to maximise the structuring effects of the project by developing and implementing a branding strategy identifying the members of the platforms as high cultural

operators committed to promoting the values of the EU and objectives of the Programme.

#### 4. Quality of the platform (25)

This criterion evaluates the extent to which the general organisation and coordination of the project will ensure the effective and sustainable implementation of the activities and will have a structuring effect on the sector.

The above award criteria will be applied for selection of entities signing Framework Partnership Agreements (FPAs) as well as for award of specific annual grants under signed FPAs.

#### Implementation

EACEA

#### Indicative timetable and indicative amount of the call for proposals

Reference	Date	Amount
Call for proposals	Last quarter 2014	EUR 3.4M

#### Maximum possible rate of co-financing of the eligible costs

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

### 2.18. Organisation of EU prizes in the field of culture (See index 2.18 of the programming table)

#### Priorities of the year, objectives pursued and expected results

The Culture Sub-programme shall provide support measures for special actions aiming to achieve greater visibility for the richness and diversity of European cultures, and stimulate intercultural dialogue and mutual understanding, including European cultural prizes. Four calls for proposals for four-year framework partnership agreements were published in 2014 for the following Prizes:

##### 1) *The European Border Breakers' Awards (EBBA):*

The EBBAs seek to recognize and reward the success of emerging talents in the pop, rock and dance music, who manages to achieve success with their first international release in Europe beyond their home country. The objectives of the EBBAs are as follows:

- Further increase the visibility and cross-border success of the winners,
- Inspire other emerging artists so that they can achieve international success, as well as
- Raise broader awareness in the music industry and among the broader public of the large amount of high quality musical talent in Europe that deserves to be better known and promoted both across the continent and beyond.

##### 2) *The European Union Prize for Literature (EUPL):*

The EUPL, uniquely focusing on new and emerging authors, seeks to:

- Showcase Europe's wealth of contemporary fiction;
- Raise awareness in the book sector about the literary diversity in Europe;
- Raise the profile of authors outside their home country and help them reach broader readerships;
- Enhance the whole book chain in Europe and promote publishing, translation, selling and reading of books from other European countries;



- Encourage transnational circulation of literature.

3) *The EU Prize for contemporary architecture:*

The EU Prize for contemporary architecture seeks to:

- Highlight recent, excellent examples of architectural creativity of works which are less than two years old; and
- Underline that modern architecture is socially and culturally rooted in European cities and is important to people's everyday lives.

4) *The EU Prize for cultural heritage:*

The EU Prize for cultural heritage seeks to:

- Highlight recent, excellent examples of heritage care; and
- Showcase remarkable efforts made in raising awareness about our cultural heritage and its value to the European society and economy.

The Prizes being supported under the Creative Europe programme, the general framework will be set out in the Regulation establishing this programme. In particular, the programme will be open to EU Member States and to other countries as long as they meet the conditions referred to in article 8 of the Regulation.

Description of the activities to be funded under the call for proposals<sup>9</sup>

For each Prize, the aim of the calls for proposals is to select an organisation/consortium that will:

- (a) Implement the solid and credible mechanism they proposed to select European artists, authors or projects in each specific field of the Prizes;
- (b) Organise an annual/bi-annual high quality and visible awards ceremony as of the 2015 edition. This ceremony should succeed in highlighting the talent and creativity that exist in the specific field of the Prize;
- (c) Create a momentum ensuring high visibility for the Prize, the winners and the values that the Prize promotes in between the award ceremonies and engage different target groups for the Prize;
- (d) Develop networking and partnership activities with a view to ensuring the sustainable impact of the Prize.

Eligibility and award criteria

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<sup>9</sup> Including calls for proposals for establishment of framework partnerships and calls for proposals restricted to partners under existing framework partnerships

**Award criteria:**

Eligible applications were assessed on the basis of the following criteria:

**1. Relevance of the proposal, its compliance with the objectives of the call (30 points)**

This criterion evaluates the nature and suitability of the mechanisms (procedure and quantitative/qualitative criteria) proposed for selecting the authors and literary works as well as of the concept for the award ceremonies and for enhancing the reputation of each prize in its respective sector.

**2. Appropriateness of visibility and communication activities (25 points)**

This criterion evaluates the nature and suitability of the communication strategy proposed including how to make the support of the European Union visible in the promotional tools and during and after the award ceremony.

**3. Ability to mobilize key stakeholders of the sector and relevant partners (25 points)**

This criterion evaluates the evidence regarding the ability to involve and effectively mobilize key stakeholders of the sectors involved in each prize as well as partners, including sponsors, and mobilizing other relevant sectors.

**4. Effectiveness of the proposed methodology and organisation of the Prize (20 points)**

This criterion evaluates the ability to organise, coordinate and implement the various aspects of the award process, in particular the selection process and the ceremony, the quality of the work plan and time schedule, including decision-making structures and the organisation of partnerships with the European literature sector, as well as the relevance and quality of the human resources foreseen.

The above award criteria will be applied for award of specific annual grants under signed FPAs.

**Implementation**

DG EAC

The Creative Europe-Culture contribution (grant) will be awarded by way of specific agreements (according to the following tentative timetable) for the second year of activities to the partners who have signed a four-year framework partnership agreement following Calls EAC/S04/2013, EAC/S12/2013, EAC/S14/2013 and EAC/S15/2013 launched in 2013 and 2014 (no agreement is foreseen for the Architecture prize in 2015 as this prize is biennial and the next agreement is foreseen in 2016):

**Indicative timetable and indicative amount of the call for proposals**

<b>Reference</b>	<b>Date</b>	<b>Amount</b>
Calls for proposals		
EBBAs	Last quarter 2014	EUR 400,000

EUPL	Third quarter 2015	EUR 300,000
Cultural Heritage Prize	Third quarter 2015	EUR 250,000
Architecture Prize	First quarter 2015	EUR 250,000

**Maximum possible rate of co-financing of the eligible costs**

The EU grant is limited to a maximum co-financing rate of 60% of total eligible costs.

**2.19. Special actions - European Capitals of Culture (See index 2.19 of the programming table)**

**Priorities of the year, objectives pursued and expected results**

According to Decision No 1622/2006/EC covering the European Capitals of Culture 2007 to 2019, the objective of the action is to highlight the richness and diversity of European cultures and the features they share, as well as to promote greater mutual understanding between European citizens.

Each year, two cities in two Member States are entitled to hold the European Capital of Culture (ECOC) title in accordance with a chronological order annexed to the Decision.

The two cities designated have to create and implement a cultural programme specifically for the European Capital of Culture year, in line with the criteria included in Article 4 of the Decision ("European Dimension" and "City and Citizens").

According to Decision n° 445/2014/EU of the European Parliament and of the Council of 16 April 2014 establishing a Union action for the European Capitals of Culture for the years 2020 to 2033 and repealing Decision No 1622/2006/EC, the general objectives of the action are, on the one hand, to safeguard and to promote the diversity of cultures in Europe and to highlight the common features they share as well as to increase citizens' sense of belonging to a common cultural area and, on the other hand, to foster the contribution of culture to the long-term development of cities in accordance with their respective strategies and priorities.

The title of European Capital of Culture is awarded according to a rotation scheme based on a chronological list of countries annexed to the Decision. For the European Capital of Culture year, cities awarded with the title have to create and implement a cultural programme with a strong European dimension, in accordance with the criteria of Article 5 of the Decision.

**Expected results:**

Donostia-San Sebastian (Spain) and Wrocław (Poland) will get support, in the form of the Melina Mercouri Prize, with a view to implementing their activity programme for the title year 2016 (Decision No 1622/2006).

In 2015, two calls for submission of applications – for the 2022 titles – will be published (one in Lithuania and one in Luxembourg). The calls for submission of applications – which cover both the award of the title of European Capital of Culture and the contest for the award of the Melina Mercouri prize – are published at least six years before the year of the title (COM (2012) 407 final

of 20.07.2012).A) Award of the Melina Mercouri Prize to the 2016 Capitals of Culture

Donostia-San Sebastian (Spain) and Wrocław (Poland) were designated by Council Decision No 2012/8380/EU of 10 May 2012 as "European Capitals of Culture 2016".

According to Article 14 of Decision n° 445/2014/EU, a pecuniary prize of EUR1.5 million in honour of Melina Mercouri shall be awarded to each of the designated cities by the Commission, provided that they meet the criteria laid down in Article 4 of the Decision, and have implemented the recommendations made by the selection and monitoring and advisory panels.

The prize must be awarded in full no later than three months before the start of the relevant year. This means that the prizes for the two Capitals in 2016 will need to be financed from the 2015 budget.

Indicative timetable and indicative amount of the grants awarded without a call for proposals:

Reference	Date	Amount
Donostia-San Sebastian 2016	Third quarter 2015	EUR1.5M
Wrocław 2016	Third quarter 2015	EUR1.5M

Implementation

DG EAC

Maximum possible rate of co-financing of the eligible total costs

N/A

B) Calls for submission of applications for the 2022 titles

Essential conditions for participation and award criteria

**Eligibility criteria:**

In 2022, the competition will be exclusively addressed to the cities of the countries designated by the Annex of the Proposal for the year 2022 (Lithuania and Luxembourg).

Every application must be based on a cultural programme with a strong European dimension. The programme shall cover the year of the title and shall be created specifically for the title.

**Exclusion criteria:**

The applicant city shall be excluded from receiving the prize if it is in one of the situations referred to in Article 106(1) and Articles 107 and 108 of 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.

**Award criteria:**

The award criteria for the assessment of the applications are divided into six categories corresponding to the provisions laid down in Article 5 of the Proposal:

- Contribution to the long-term strategy;
- European dimension;
- Cultural and artistic content;
- Capacity to deliver;
- Outreach;
- Management.

- As regards the "contribution to the long-term strategy", the following factors shall be taken into account:

- that a cultural strategy for the candidate city, which covers the action and includes plans for sustaining the cultural activities beyond the year of the title, is in place at the time of its application;
- the plans to strengthen the capacity of the cultural and creative sectors, including developing long-term links between the cultural, economic and social sectors in the candidate city;
- the envisaged long-term cultural, social and economic impact, including urban development, that the title would have on the candidate city;
- the plans for monitoring and evaluating the impact of the title on the candidate city and for disseminating the results of the evaluation.

- As regards the "European dimension", the following factors shall be assessed:

- the scope and quality of activities promoting the cultural diversity of Europe, intercultural dialogue and greater mutual understanding between European citizens;
- the scope and quality of activities highlighting the common aspects of European cultures, heritage and history, as well as European integration and current European themes;
- the scope and quality of activities featuring European artists, cooperation with operators or cities in different countries, including, where appropriate, cities holding the title, and transnational partnerships;
- the strategy to attract the interest of a broad European and international public.

- As regards the "cultural and artistic content", the following factors shall be assessed:

- a clear and coherent artistic vision and strategy for the cultural programme;
- the involvement of local artists and cultural organisations in the conception and implementation of the cultural programme;
- the range and diversity of the activities proposed and their overall artistic quality;
- the capacity to combine local cultural heritage and traditional art forms with new, innovative and experimental cultural expressions.

- As regards the "capacity to deliver", the candidate cities shall demonstrate that:

- the application has broad and strong political support and a sustainable commitment from the local, regional and national authorities;
- the candidate city has or will have an adequate and viable infrastructure to hold the title;

- As regards "outreach", the following factors shall be assessed:

- the involvement of the local population and civil society in the preparation of the application and the implementation of the action;
- the creation of new and sustainable opportunities for a wide range of citizens to attend or participate in cultural activities, in particular young people, volunteers and the marginalised and disadvantaged, including minorities, with special attention being given to persons with disabilities and the elderly as regards the accessibility of those activities;
- the overall strategy for audience development, and in particular the link with education and the participation of schools;

- As regards "management", the following factors shall be assessed:

- the feasibility of the fund-raising strategy and proposed budget, which includes, where appropriate, plans to seek financial support from Union programmes and funds, and covers the preparation phase, the year of the title, the evaluation and provisions for the legacy activities, and contingency planning;
- the envisaged governance and delivery structure for the implementation of the action which provides, inter alia, for appropriate cooperation between the local authorities and the delivery structure, including the artistic team;
- the procedures for the appointment of the general and artistic directors and their fields of action;
- the marketing and communication strategy is comprehensive and highlights that the action is a Union action;
- the delivery structure has staff with appropriate skills and experience to plan, manage and deliver the cultural programme for the year of the title.

#### Implementation

The action will be implemented directly by DG EAC.

#### Indicative timetable of the contests and indicative amount of the prizes

Reference	Date	Amount
Calls for the two 2022 titles	Fourth quarter 2015	EUR 3M ( subject to availability of 2018 budgetary appropriations)

#### **2.20. Special actions - Cooperation with International organisations (See index 2.20 of the programming table)**

##### Priorities of the year, objectives pursued and expected results

Cooperation with international organisations active in the field of culture can bring added value for the realisation of the Programme's objectives. This allows in particular to benefit from their competence in specific cultural matters and also to maximise the impact of the Programme's lines of action and/or of Commission's policy development activities.

#### Description of the activities to be funded under the call for proposals

- In order to cooperate in the organization of the European Heritage Days 2015, an agreement will be signed with the Council of Europe.
- A project with Council of Europe in the field of development of methodological tools for participatory / community-led approach in the management of cultural heritage resources.
- A project with UNESCO will be aiming at celebrating the 10-year anniversary of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions.
- A project with OECD on creative skills (development of developmental standards for different levels of schooling)

#### Award Criteria

Relevance of the proposed action plan to the general objectives of the Regulation:

- 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 that of the audiovisual sector, with a view to promoting smart, sustainable and inclusive growth.

The grants will be awarded without a call for proposals on the basis of article 190d) RAP. The above mentioned international organisations are referred to in article 8(6) of the Regulation

#### Implementation

DG EAC

#### Indicative timetable and indicative amount of the grants awarded without a call for proposals:

<b>Reference</b>	<b>Date</b>	<b>Amount</b>
European Heritage Days	First quarter 2015	EUR 200,000
Project with Council of Europe	Last quarter 2015	EUR 75,000
Project with UNESCO	Last quarter 2015	EUR 100,000
Project with OECD	Last quarter 2015	EUR 150,000

#### Maximum possible rate of co-financing of the eligible costs

The EU grant is limited to a maximum co-financing rate of 60% of total eligible costs

*(c) Cross-sectoral strand*

**2.21. Support to Creative Europe Desks (See index 2.21 of the programming table)**

Priorities of the year, objectives pursued and expected results

- Promote Creative Europe Programme at national level;
- Assist the cultural and creative sectors regarding the Programme and provide information on the various types of aid available under Union policy;
- Stimulate cross-border cooperation between professionals, institutions and networks;
- Support the Commission by providing assistance regarding the cultural and creative sectors in the Member States, for example through the provision of data on these sectors;
- Support the Commission in ensuring proper communication and dissemination of the results and impacts of the Programme. The Creative Europe Desks network shall ensure communication and dissemination of information concerning the Union funding awarded and results obtained for their country.

Description of the activities to be funded under the call for proposals

- The Creative Europe desks will receive financial support to carry out the following activities:
- Organize info days, at the national (or local, where appropriate) level to promote and to ensure wide publicity of the Creative Europe Programme, presenting the conditions of participation and the application deadlines.
  - Present the Programme in the framework of events, conferences organised by the Creative Europe Desks or by other organisations.
  - Facilitate cross-border cooperation and participation in the Creative Europe Programme by assisting the culture and creative sectors and by providing technical assistance measures (in workshops, meetings)
  - Communication and dissemination of the selection results, results of finalised projects and the impact of the Programme in their country
  - Ensure a continuous exchange of information between the information offices of other relevant programmes in their country and to ensuring networking activities

Award Criteria

The award of the Creative Europe Desks action grants shall be subject to the principles of transparency and equal treatment. Applications shall be assessed against the following criteria:

1. Relevance of the proposed action plan to the tasks assigned to the Creative Desks as laid down in Article 16 of the Regulation:
  - provide information about, and promote, the Programme in the countries participating in the Programme;
  - assist the cultural and creative sectors in relation to the Programme and provide basic information on other relevant support opportunities available under Union policy;
  - stimulate cross-border cooperation within the cultural and creative sectors;
2. Cost/efficiency of the action plan and budget proposed by the applicant.

The grants will be awarded without a call for proposals on the basis of article 190.d) RAP. Creative



Europe Desks are referred to in article 16 of the Regulation.

A 3-year framework partnership agreement will be used.

The proposal of the budget breakdown is based on the population, GDP and price level of each country, with a cap of +20% and a floor of -10% compared to the 2012 commitments which are grouped in 9 categories:

- less than 15 points (allocation is max EUR 75 000),
  - between 16 and 75 (EUR 82.500),
  - between 76 and 100 (EUR 117.500),
  - between 101-600 (EUR 145.000),
  - between 601-1200 (EUR 175.000),
  - between 1201-7000 (EUR 217.500),
  - between 7001-20000 (EUR 355.000),
  - between 20001-25000 (EUR 430.000)
- and as from 25.001 and higher (EUR 575.000).

The methodology of calculation is based on the following formula:

$(\text{Population Member State} \times 100 / \text{Total population of the Member States}) \times (\text{GDP Member State} \times 100 / \text{Total GDP of the Member States}) \times (\text{Price level Member State})$ ; with a fixed maximum amount per ceiling.

For 2015, for those countries which will have a reduced funding level on the basis of the new methodology, the decrease percentage is limited to minus 5% compared to the funding level of 2014. For the countries which will benefit from a higher funding level as a result of the new methodology, the increase is limited to +10% compared to the level of 2014.

Maximum 50% of the eligible costs will be granted by the Commission, with a maximum per country as stated in the breakdown. The other 50% has to be covered by the national government or by own or raised funds.

#### Appendix 2: 2015 proposed budget breakdown for the grants of the Creative Europe Desks

##### Implementation

EACEA

##### Indicative timetable and indicative amount of the grant(s) awarded without a call for proposals

<b>Reference</b>	<b>Date</b>	<b>Amount</b>
n/a	First quarter 2015	EUR 4.9M

## 2.22. Support to Presidency conferences (See index 2.22 of the programming table)

### Priorities of the year, objectives pursued and expected results

- Fostering policy cooperation
- Assisting Presidencies in developing their priorities in the field of culture and
- Following up the progress and results achieved in the field of culture

The fact that these events are organised by the country holding the Presidency of the Council enables them to have a political impact going beyond culture and produce results more efficiently.

### Description of the activities to be funded under the call for proposals

Grants will be awarded to the Latvian and the Luxembourgish Presidencies to organise conferences and meetings of Directors General on priority policy topics, together with associated activities for the exploitation of projects and programme results.

Topics to be treated in these co-financed events will be agreed with the Presidencies during 2014/2015 and will be drawn from amongst the priorities defined in the European Agenda for Culture and the Council Work Plan for Culture 2011-2014, such the contribution of culture to growth and jobs, the role of culture in local and regional development strategies, cultural heritage and culture in EU external relations.

### Eligibility and award criteria

Applications will be assessed according to the potential contribution of the action plan proposed to achieve the general objectives of the Regulation:

- 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 that of the audiovisual sector, with a view to promoting smart, sustainable and inclusive growth.

The grants will be awarded without a call for proposals on the basis of article 190.c) RAP

### Implementation

DG EAC

### Indicative timetable and indicative amount of the grant(s) awarded without a call for proposals

Reference	Date	Amount
Latvian Presidency	First quarter 2015	EUR 200,000
Luxembourgish Presidency	Third quarter 2015	EUR 200,000

### Maximum possible rate of co-financing of the eligible costs

50%

**2.23 Support to innovation in the cultural and creative sectors (See index 2.23 of the programming table)**

Priorities of the year, objectives pursued and expected results

Innovation in the cultural and creative sectors is twofold:

- Being at the crossroads between arts, business and technology, the cultural and creative sectors find themselves in a strategic position to trigger innovation and spill-overs in other sectors. The Communication on promoting cultural and creative sectors for growth and jobs in the EU has already highly contributed to streamline this potential into other EU policies.
- Beyond possible spill-overs, innovation is also vital within the cultural and creative sectors themselves in order for them to further develop and grow. By stimulating creativity and expanding market opportunities, it also helps the sectors maximise their contribution to the Europe 2020 strategy.

The decreases in public funding, the challenges of globalisation, the opportunities of digitisation or the increasing empowerment of audiences have already pushed the cultural and creative sectors to test new approaches and to explore new business models. Benefiting from the development of social entrepreneurship, they have started to adapt existing models to their own needs such as cultural cooperatives (artists pooling resources together), micro-credit, crowd funding, co-creative firms (audiences are sponsors and programmers), incubators (artists get support in developing entrepreneurial skills) or cultural holding (profitable activities balance losses). They also have developed new models based on new technologies such as do it yourself or direct to fan approaches (artists creating, disseminating/promoting without traditional intermediaries).

These forward-looking approaches can be powerful drivers for the strengthening of cultural diversity and for the development of entrepreneurship, as well as for growth, jobs or social inclusion. However, they still need to be further tested, examined, developed and disseminated Europe-wide.

**Description of the activities to be funded under the call for proposals**

A call for proposals will be launched in order to build on experimental business models and to help spread their knowledge and facilitate their dissemination. To this end, support will be provided to organisations capable of selecting relevant experiments, coordinating their in-depth analysis, and disseminating results so as to expanding these innovative approaches. Prior to the launch of the call for proposals and given the lack of consolidated knowledge, a focus group will be organised in the second semester 2014 with a view to testing the different options as to supporting innovative projects in this field.

The final details of the call for proposals will not be established until after the results of the focus group. These will be included in a future revision of this Work Programme.

<b>Reference</b>	<b>Date</b>	<b>Amount</b>
Call for proposal	First quarter 2015	EUR 1 M

**2.24 Cultural and Creative Sectors Guarantee Facility**  
*(See index 2.24 of the programming table)*

Priorities of the year, objectives pursued and expected results

**Legal basis:**

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) and repealing Decisions No 1718/2006/EC, No 1855/2006/EC and No 1041/2009/EC.

**Budget line:**

**15 04 01** Strengthening the financial capacity for SMEs and organisations, and fostering policy development and new business models

Regulation (EU) No 1295/2013 of the European Parliament and of the Council of 11 December 2013 establishing the Creative Europe Programme provides for the creation of the Guarantee Facility targeting the cultural and creative sectors. The Guarantee Facility shall have the following priorities:

- (a) to facilitate access to finance for SMEs and micro, small and medium-sized organisations in the cultural and creative sectors through the provision of a loan guarantee facility;
- (b) 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 general objective of the financial instrument for the Cultural and Creative Sectors is in line with those of the Creative Europe Framework Programme which are: to foster the safeguarding and promotion of European cultural and linguistic diversity, and strengthen the competitiveness of the cultural and creative sector, with a view to promoting smart, sustainable and inclusive growth, in line with the Europe 2020 strategy.

The specific objective of the Cultural and Creative Sectors Guarantee Facility is to strengthen the financial capacity of the cultural and creative sector. It reflects the specific challenges (as demonstrated in the impact assessment<sup>10</sup> for the Creative Europe programme and in a feasibility study on the 'Access to finance for cultural and creative sectors'<sup>11</sup>) the cultural and creative sectors face when seeking finance. This objective is going to be achieved by:

- a) provisions of loan guarantees to banks dealing with cultural and creative SMEs thereby enabling SMEs with easier access to bank credits;
- b) Provision of the capacity building scheme to address the limited spread and dissemination of expertise amongst financial institutions in the area of financial analysis of cultural and creative SMEs and projects throughout the EU.

In line with an indicative timetable for implementation the Creative Europe programme the loan guarantee facility will be implemented as from year 2016.

The preparations for implementation of the capacity building module will start in 2015.

The implementation of the financial instrument (with its two priorities of: provision of loan guarantee and capacity building) will be entrusted<sup>12</sup> to the European Investment Fund (EIF). The EIF will

<sup>10</sup> [http://ec.europa.eu/programmes/creative-europe/documents/ce-impact\\_en.pdf](http://ec.europa.eu/programmes/creative-europe/documents/ce-impact_en.pdf)

<sup>11</sup> [http://ec.europa.eu/culture/library/studies/access-finance\\_en.pdf](http://ec.europa.eu/culture/library/studies/access-finance_en.pdf)

<sup>12</sup> Pending the signature of a delegation agreement expected in the first quarter of 2015

organise open call(s) for expression of interest to select financial intermediaries as well as capacity building provider(s).

#### Description of the entrusted tasks and expected results

##### **Description:**

The goal of a Cultural and Creative Sector Guarantee Facility is to improve access to finance for companies and organisations in the cultural and creative sectors, leading to the strengthening of their financial capacity and competitiveness.

An indicative EU amount of €121 million over a programme period (8,39% of the Creative Europe programme) will be available for the Cultural and Creative Sector Guarantee Facility and the projected leverage is x5.7, resulting in approx. €700 million in affordable lending for the cultural and creative sectors. According to the Regulation (EU) No 1295/2013 of the European Parliament and of the Council of 11 December 2013 establishing the Creative Europe Programme up to 10% of the total budget of this financial instrument may be earmarked for the Capacity Building Scheme

Capacity-building under the Guarantee Facility is the provision of expertise to financial intermediaries in order to increase their understanding of the cultural and creative sectors (in aspects such as the intangible nature of collateral assets, the size of the market lacking critical mass, the prototype nature of products and services) and the provision to each financial intermediary of additional expertise in building portfolios and evaluating risks associated with cultural and creative projects. The capacity building scheme will be delivered solely to financial intermediaries participating in the loan guarantee facility of the Creative Europe programme.

The EIF shall select the capacity-building provider(s) on behalf of the Guarantee Facility and under the supervision of the Commission through an open procurement procedure, on the basis of criteria such as experience in financing the cultural and creative sectors, expertise, geographical reach, delivery capacity and market knowledge.

The responsibilities of capacity building provider(s) would include creation and maintenance of updated content for the Capacity Building activities; ensuring a consistent, homogeneous and coherent delivery of Capacity Building across the financial institutions; organization of the efficient delivery of the Capacity Building activities to financial institutions. The capacity-building provider(s) should also undertake the information and promotion activities, targeted towards financial intermediaries, presenting the commercial potential of the cultural and creative sectors and an overview of the Guarantee Facility and Capacity Building scheme in the Creative Europe programme.

Further to the conclusion of the Delegation Agreement and in accordance with Article 58 1 c) iii) of the Financial Regulation, the European Investment Fund (EIF)<sup>13</sup> will be entrusted with the management of the CCS Guarantee Facility and with the implementation of the budget including aspects related to capacity building via a single Delegation Agreement. The provisions for the implementation of the action by the EIF will be further detailed in the delegation agreement to be signed with the EU including the procedure for the selection of capacity building provider(s).

##### **Expected results:**

The expected result of the capacity building is a change of financial institutions' standard practice of

<sup>13</sup> Pending the signature of a delegation agreement expected in the first quarter of 2015

demanding personal collateral from SMEs operating in the cultural and creative industries and instead accepting other forms of assurances such as pre-sales contracts, various forms of grant agreements and catalogues of intellectual property rights (IPRs). This should result in development of financial institutions own in-house expertise in the CCS (investor readiness).

In addition the expected result is a dissemination of the expertise currently available only in a few financial intermediaries to widespread across the EU.

Ultimately, the provision of the capacity building for financial intermediaries will lead to easier access to finance for SMEs from a cultural and creative sector as this will encourage financial intermediaries to finance transactions which would not finance in the absence of the guarantee due to the risks involved. As stated above, with estimated budget available for CCS GF and the projected leverage is x5.7, this will result in approx. €700 million in affordable lending for the cultural and creative sectors over the programme period.

<b>Reference</b>	<b>Date</b>	<b>Amount</b>
Conclusions of the delegation agreement  Call published by EIF	First quarter of 2015	EUR 1M

### 3. PROCUREMENT

The overall budgetary allocation reserved for procurement contracts in 2015 amounts to EUR 5,754,600.

#### ***(a) MEDIA Sub-programme***

#### **3.1 Stands (See index 3.01 of the programming table)**

Subject matter of the contracts envisaged (*study / technical assistance / evaluation / survey / IT / communication services/etc.*)

Stands services and promotional activities at the major audiovisual markets including Berlin Film Market, MIPTV, Cannes Film Festival and the MIPCOM.

Type of contract (*new FWC / direct contract / specific contract based on an existing FWC / contract renewal*) and type of procurement (*service/supply/works*)

Specific contract based on an existing FWC

Indicative amount per contract [not mandatory]

The overall amount allocated for 2015 is EUR 2.5M. Specific contract amounts depend on the event to be covered.

Indicative number of contracts envisaged

5

Indicative timeframe for launching the procurement procedure

The framework contract has been completed in 2013. The date for launching of the procedure for the first specific service contract for the 2015 exercise is January 2015.

Implementation

EACEA



***(b) Culture Sub-programme***

**3.2. Communication activities for the European Heritage Label (See *index 3.02 of the programming table*)**

Subject matter of the contracts envisaged (*study / technical assistance / evaluation / survey / IT / communication services/etc.*)

Under the terms of article 17 of Decision No 1194/2011/EU, the Commission shall be responsible for ensuring the overall coherence and quality of the action, ensuring coordination between the Member States and the European panel, providing support to the European panel, as well as communicating information concerning the Label and ensuring its visibility at Union level and foster networking activities between the sites who have been awarded the Label.

One or, if necessary, more specific service contracts will be signed under the Commission's framework contracts to support the implementation of the action and/or to carry out a series of communication activities on the label and to ensure its visibility at Union level.

Type of contract (*new FWC / direct contract / specific contract based on an existing FWC / contract renewal*) and type of procurement (*service/supply/works*)

Type of contract : specific contract based on an existing FWC

Type of procurement : service

Indicative amount per contract [not mandatory]

The overall amount allocated for 2015 is EUR 200,000

Indicative number of contracts envisaged

1

Indicative timeframe for launching the procurement procedure:

Last quarter 2015

Implementation

DG EAC

**3.3. Support activities for the European Capitals of Culture and the European Heritage Label**  
(See index 3.03 of the programming table)

Subject matter of the contracts envisaged (*study / technical assistance / evaluation / survey / IT/ communication services/etc.*)

Under the terms of article 6 of Decision n° 445/2014/EU of the European Parliament and of the Council of 16 April 2014<sup>14</sup> establishing a Union action for the European Capitals of Culture for the years 2020 to 2033 and repealing Decision No 1622/2006/EC, a panel of independent experts shall be established for the selection and monitoring procedures of European Capitals of Culture.

Under the terms of article 17 of Decision No 1194/2011/EU establishing the European Heritage Label, the Commission shall be responsible for providing support to the European panel in charge of the selection of sites.

Both the European Capitals of Culture and the European Heritage Label are provided support through the Creative Europe Programme, pursuant to articles 13.1.e) and 24.4 of Regulation No 1295/2013/EU.

*Type of contract* (new FWC / direct contract / specific contract based on an existing FWC / contract renewal) *and type of procurement* (service/supply/works)

Type of contract : specific contract based on an existing FWC

Type of procurement : service

Indicative amount per contract [not mandatory]

The overall amount allocated for 2015 is EUR 350,000

Indicative number of contracts envisaged

3

Indicative timeframe for launching the procurement procedure:

European Capitals of Culture: second quarter 2015

European Heritage Label: first quarter 2015

Implementation

DG EAC

<sup>14</sup> OJ L132, 3.05.2014, p.1

*(c) Cross-sectoral strand*

**3.4. Studies and evaluations (See index 3.04 of the programming table)**

Subject matter of the contracts envisaged (*study / technical assistance / evaluation / survey / IT/ communication services/etc.*)

- To support any new needs in connection with political priorities resulting from the implementation of the European Agenda for culture and of the Work Plan for Culture 2015-2018, including with respect to the cultural and creative sectors, as well as any analysis which may be needed for implementing the Creative Europe Programme.
- To support evidence base policy making, a tender will be launched to designate a network of European experts able to deliver ad-hoc studies on a number of policy matters pertaining to the implementation of the European Agenda for Culture.
- Article 12 of Decision n<sup>o</sup> 1622/2006/EC specifies that the European Commission shall ensure the external and independent evaluation of the results of the European Capitals of Culture of the previous year, in accordance with the objectives and criteria laid down in the mentioned legal basis.

Type of contract (*new FWC / direct contract / specific contract based on an existing FWC / contract renewal*) and type of procurement (*service/supply/works*)

Type of contract : new contract further to a call for tenders and specific contract based on an existing FWC

Type of procurement : service

Indicative amount per contract

The overall amount allocated for 2015 is EUR 854,600.

Indicative number of contracts envisaged:

7

Indicative timeframe for launching the procurement procedure

- Second semester 2015 for possible studies and evaluations linked to the implementation of the European Agenda for culture and of the Work Plan for Culture 2015-2018 as well as any analysis which may be needed for implementing the Creative Europe Programme
- Last quarter 2015 for the evaluation of the 2015 European Capitals of Culture, which will be conducted and finalised in 2016
- Second quarter 2015 for the launch of the call for tenders

Implementation

DG EAC

### 3.5. Communication and valorisation activities (See index 3.06 of the programming table)

Subject matter of the contracts envisaged (*study / technical assistance / evaluation / survey / IT/ communication services/etc.*)

Dissemination activities seeking to showcase the Creative Europe Programme and supported activities in the field of culture and audiovisual referred to in this Decision, including for instance conferences, brochures and other communication actions, might be carried out during 2015. It is not foreseen that the Creative Europe programme contributes financially to corporate communication in 2015 in accordance with article 24(4) of the Regulation. However, this is without prejudice to the fact that it shall do so in future exercises, as agreed by the Commission in the Communication SEC(2013) 486 final of 23.9.2013.

Type of contract (*new FWC / direct contract / specific contract based on an existing FWC / contract renewal*) and type of procurement (*service/supply/works*)

Type of contract : specific contract based on an existing FWC

Type of procurement : service

Indicative amount per contract [not mandatory]

The overall amount allocated for 2015 is EUR 850,000

Indicative number of contracts envisaged:

4

Indicative timeframe for launching the procurement procedure

Third quarter 2014

Implementation

DG EAC

## **4. OTHER ACTIONS**

### **4.1. Support to project selection - MEDIA (See index 4.01 of the programming table)**

Amount

EUR 700,000

Implementation

EACEA

Description and objective of the implementing measure

Support to project selection costs related to the MEDIA Sub-programme (in particular experts involved in the assessment of projects)

### **4.2. Support to project selection - Culture (See index 4.02 of the programming table)**

Amount

EUR 750,000

Implementation

EACEA

Description and objective of the implementing measure

Support to project selection costs related to the Culture Sub-programme (in particular experts involved in the assessment of projects)

### **4.3. European Audiovisual Observatory (See index 4.03 of the programming table)**

Priorities of the year, objectives pursued and expected results

The Regulation (Article 12a) states that the Union shall be a member of the Observatory for the duration of the Programme. The Union's participation in the Observatory shall contribute to the achievements of the MEDIA sub-programme's priorities by:

- (a) Encouraging transparency and the establishment of a level playing field in the accessibility of legal and financial/market information and contributing to the comparability of legal and statistical information;
- (b) Providing data and market analysis useful for the elaboration of the action lines of the MEDIA sub-programme and for the evaluation of their impact on the market.

Description of the activities to be funded

As all members of the European Audiovisual Observatory (EAO), the European Union contributes to its operating costs through an annual membership fee.

Implementation

DG EAC

Indicative timetable and indicative amount of the annual membership fee

<b>Reference</b>	<b>Date</b>	<b>Amount</b>
n/a	n/a	EUR 260,000

# Appendix 1:

THE "CREATIVE EUROPE" PROGRAMME							
PROGRAMMING TABLE FOR 2015							
Budget Lines: 15 04 01, 15 04 02 and 15 04 03							
		Commitment appropriations					
		EUR 28	EFTA/EEA	C4/C5	THIRD COUNTRIES	TOTAL(**)	
		163.329.000	4.801.873	p.m.	p.m.	168.130.873	
WPI (*)	Actions	Budget	Mode of implementation	Number of grants / contracts	Average value of grants / contracts	Maximum rate of cofinancing	Publication of calls for proposals / calls for tenders
<b>MEDIA Sub-programme (15 04 03)</b>							
2.01	Support to Training	7.306.158	CFP-EA	80	100.000	80%	Second quarter 2015
2.02	Support to the Development of Single Project and Slate Funding	17.500.000	CFP-EA	240	70.000	50%	Last quarter 2014
2.03	Support to the Development of European Video Games	2.500.000	CFP-EA	20	125.000	50%	2015
2.04	Support to Television Programming of Audiovisual European Works	11.800.000	CFP-EA	50	250.000	20%	Last quarter 2014
2.05	Support to Co-production funds	1.500.000	CFP-EA	25	60.000	80%	Last quarter 2014
2.06	Support to Market access	8.000.000	CFP-EA	50	160.000	80%	Last quarter 2014
2.07	Support for the Distribution of non-national films – The Cinema Automatic Scheme	22.450.000	CFP-EA	800	30.000	60%	Last quarter 2014
2.08	Support for the Distribution of non-national films – The Cinema Selective Scheme	8.000.000	CFP-EA	400	20.000	50%	Third quarter 2014
2.09	Support to the International Sales Agents of European Cinematographic films	2.600.000	CFP-EA	50	60.000	60%	Last quarter 2014
2.10	Cinema Networks	10.400.000	CFP-EA	1	10.500.000	50%	Second quarter 2015
2.11	Support to Festivals	3.250.000	CFP-EA	87	37.000	60%	Second quarter 2015
2.12	Audience Development	1.900.000	CFP-EA	13	145.000	60%	2015
2.13	Online Distribution	4.150.000	CFP-EA	na	na	na	Second quarter 2015
3.01	Stands	2.500.000	PP-EA	5	500.000	100%	
4.01	Support to Project selection	700.000	SE-EA			na	
	<b>Sub-total</b>	<b>104.556.158</b>					
<b>Culture Sub-programme (15 04 02)</b>							
2.14	Support to Cooperation projects	38.000.000	CFP-EA	100	380.000	60%	Third quarter 2014
2.15	Support to Literary translation projects	3.735.115	CFP-EA	75	50.000	50%	Third quarter 2014
2.16	Support to Networks	3.400.000	CFP-EA	25	130.000	80%	Last quarter 2015
2.17	Support to Platforms	3.400.000	CFP-EA	10	320.000	80%	Last quarter 2014
2.18	Special actions - Organisation of EU prizes in the field of culture	950.000	CFP	3	320.000	60%	Third quarter 2015
2.19	Special actions - European Capitals of Culture	3.000.000	PX	2	1.500.000	na	Third quarter 2015
2.20	Special actions - Co-operation with International organisations	525.000	D	4	137.500	60%	Last quarter 2015
3.02	Special actions - European Heritage Label	200.000	PP	1	200.000	100%	
3.03	Special actions - Support to European Capitals of Culture and European Heritage Label	350.000	PP	20	17.500	100%	
4.02	Support to Project selection	750.000	SE-EA			na	
	<b>Sub-total</b>	<b>54.310.115</b>					
<b>Cross-sectoral strand (15 04 01)</b>							
2.21	Support to Creative Europe Desks	4.900.000	D-EA	31	158.000	50%	n/a
2.22	Support to Presidency conferences	400.000	MON	4	100.000	50%	n/a
2.23	Policy development activities - Support to innovation in the cultural and creative sector	1.000.000	CFP	5	200.000	80%	First quarter 2015
2.24	Technical assistance for the establishment of Cultural and Creative Sectors Guarantee F	1.000.000	art 140	5	200.000	100%	Third quarter 2014
3.04	Studies and evaluations	854.600	PP	7	125.000	100%	Second quarter 2015
3.06	Communication and valorisation activities	850.000	PP	4	288.500	100%	
4.03	European Audiovisual Observatory	260.000	CONTR	1	260.000	na	n/a
	<b>Sub-total</b>	<b>9.264.600</b>					
	<b>TOTAL</b>	<b>168.130.873</b>					

(\*) WPI: Work Programme Index  
(\*\*) Pursuant to Article 92 of the Financial Regulation, the appropriations may also finance the payment of default interest.

<<Mode of implementation>>:  
CFP: Grants awarded with a call for proposals  
CFP-OP: Operating Grants awarded with a call for proposals  
MON: Grants to bodies with a de jure or de facto monopoly - Art 190.1(c) RAP  
D: Grants to bodies identified by a basic act - Art 190(d) RAP  
SPE: Grants for actions with specific characteristics - Art 190(f) RAP  
PP: Public Procurement  
SE: Selection of experts - Art. 204 FR  
CONTR: Contribution - Membership Art 121.2 (d) FR  
PX: Prize awarding by the European Commission Art.138 FR

<<Maximum rate of co-financing>>:  
LS: Funding rules involving mainly flat-rates and/or lump sums

CFP-EA: Grants awarded with a call for proposals implemented by the EACEA  
CFP-OP-EA: Operating Grants awarded with a call for proposals, implemented by the EACEA  
MON-EA: Grants to bodies with a de jure or de facto monopoly - Art 190(c) RAP, implemented by the EACEA  
D-EA: Grants to bodies identified by a basic act - Art190(d)RAP, implemented by the EACEA  
SPE-EA: Grants for actions with specific characteristics - Art 190(f) RAP, implemented by the EACEA  
PP-EA: Public Procurement, implemented by the EACEA

**Appendix 2: 2015 proposed budget breakdown for the grants of the Creative Europe desks**

	Methodology with maximum ceilings calculated budgets on crossed pro rata population/GDP/price level with increase of maximum of 20% and losses of -10% compared to 2012									
	Country	Population 1/1/2012	Pro rata population % in total	GDP 2011	Pro rata GDP	Price levels 2012	Crossed pro rata population, GDP, price levels	Max ceilings Funding under Creative Europe	Cap +20 and floor -10 on commitments 2012	Transitional year 2015
1	Austria	8.443.000	1,661753	301	2,3693	105,5	415	145.000	135.138	123.877
2	Belgium	11.041.300	2,173151	370	2,9125	108,6	687	175.000	175.000	175.000
3	Bulgaria	7.327.200	1,442141	38	0,2991	48,3	21	82.500	82.500	82.500
PI4	Republic of Cyprus	862.000	0,169659	18	0,1417	87,4	2	75.000	75.000	75.000
5	Czech Republic	10.505.400	2,067675	155	1,2201	72,2	182	145.000	145.000	145.000
6	Germany	81.843.700	16,10849	2.593	20,4109	101,1	33.241	575.000	575.000	575.000
7	Denmark	5.580.500	1,098355	239	1,8813	140,5	290	145.000	145.000	145.000
8	Estonia	1.339.700	0,26368	16	0,1259	76,9	3	75.000	52.583	48.201
9	Spain	46.196.300	9,092366	1.073	8,4462	94,9	7.288	355.000	434.009	458.120



10	Finland	5.401.300	1,063085	189	1,4877	121,7	192	145.000	142.800	130.900
11	France	65.397.900	12,87163	1.997	15,7195	108,1	21.872	43.0000	430.000	430.000
12	Greece	11.290.900	2,222277	215	1,6924	92,1	346	145.000	113.400	103.950
13	Croatia	4.398.200	0,865655	45	0,3542	69,9	21	82.500	82.500	82.500
14	Hungary	9.957.700	1,959877	101	0,7950	60,3	94	117.500	117.500	117.500
15	Ireland	4.582.800	0,901988	156	1,2280	117,0	130	145.000	184.700	194.961
16	Italy	60.820.800	11,97076	1.580	12,4370	102,5	15.260	355.000	355.000	355.000
17	Lithuania	3.007.800	0,591996	31	0,2440	63,9	9	75.000	75.000	75.000
18	Luxembourg	524.900	0,103311	43	0,3385	122,1	4	75.000	75.000	78.698
19	Latvia	2.041.800	0,401868	20	0,1574	71,6	5	75.000	65.892	60.401
20	Malta	416.100	0,081897	6	0,0472	77,8	0	75.000	56.525	51.814
21	the Netherlands	16.730.300	3,292861	602	4,7387	107,6	1.679	217.500	181.968	166.804
22	Poland	38.538.400	7,585136	370	2,9125	56,7	1.253	217.500	217.500	217.500
23	Portugal	10.541.800	2,074839	171	1,3460	85,9	240	145.000	77.547	71.084
24	Romania	21.355.800	4,203253	136	1,0705	55,4	249	145.000	69.562	63.765
25	Sweden	9.482.900	1,866426	387	3,0463	128,6	731	175.000	165.012	151.261
26	Slovenia	2.055.500	0,404564	36	0,2834	82,9	10	75.000	75.000	72.600
27	Slovakia	5.404.300	1,063675	69	0,5431	70,4	41	82.500	82.500	82.500
28	United Kingdom	62.989.600	12,39763	1.747	13,7516	116,5	19.862	355.000	355.000	355.000

	Total	508.077.900	100	12.704	100			4.905.000	4.741.634	4.688.936
	Ceilings									
	0-15	75.000								
	16-75	82.500								
	76-100	117.500								
	101-600	145.000								
	601-1200	175.000								
	1201-7000	217.500								
	7001-20000	355.000								
	20001-25000	430.000								
	25001-50000	575.000								