



CREATIVE EUROPE (2014-2020)

CROSS-SECTOR STRAND

CALL FOR PROPOSALS – EACEA/06/2019

Bridging culture and audiovisual content through digital

1. OBJECTIVES AND DESCRIPTION

This notice is based on the Regulation No 1295/2013 of the European Parliament and of the Council of 11/12/2013 concerning the implementation of a programme of support for the European cultural and creative sector (CREATIVE EUROPE) and the corrigendum of the 27/06/2014¹

Within the specific objective to foster policy development, innovation, creativity, audience development and new business and management models through support for transnational policy cooperation, the cross-sectoral strand of the Creative Europe Programme, shall provide support to:

- testing of new and cross-sectoral business approaches to funding, distributing and monetising creation

Support will be given to projects:

a) featuring new forms of creation at the cross roads between different cultural and creative sectors, including the audiovisual sector, and through the use of innovative technologies, including virtual reality,

or

b) fostering innovative cross sectoral approaches and tools to facilitate access, distribution, promotion and/or monetisation of culture and creativity, including cultural heritage.

The results of the undertaken actions should be shared with stakeholders and policy makers through the organisation of a public workshop and assessment of the impact of the action.

¹ Regulation No 1295/2013, published in the Official Journal of the European Union on the 20/12/2013 (OJ L 347/221) and 27/06/2014 (OJ L 189/260).

2. ELIGIBLE APPLICANTS

The proposal must be submitted by a consortium composed of at least 3 legal entities coming from 3 different countries participating in the Creative Europe Programme and presenting a diverse range of expertise across several cultural and creative sectors, including audiovisual.

All the members of the consortium must be established in a country participating to the Creative Europe Programme (see link below).

Applications from legal entities established in one of the following countries are eligible as long as all conditions referred to in Article 8 of the Regulation establishing the Creative Europe Programme are met:

- EU Member States and overseas countries and territories which are eligible to participate in the Programme pursuant to Article 58 of Council Decision 2001/822/EC;
- Accessing 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 also 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.

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

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

http://eacea.ec.europa.eu/creative-europe/library/eligibility-organisations-non-eu-countries_en).

For British applicants: Please be aware that eligibility criteria must be complied with for the *entire* duration of the grant. If the United Kingdom withdraws from the EU during the grant period without concluding an agreement with the EU ensuring in particular that British applicants continue to be eligible, you will cease to receive EU funding (while continuing, where possible, to participate) or be required to leave the project on the basis of Article II.17 of the grant agreement.

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

Natural persons are not eligible except self-employed persons or equivalent (i.e. sole traders) where the company does not possess legal personality separate from that of the natural person.

3. ELIGIBLE ACTIVITIES

Projects including an audiovisual and new digital technology aspect to be implemented in at least one of the following areas: museums, live performance and/or cultural heritage.

Projects require at least 3 partners established in 3 countries participating in the Creative Europe programme.

The minimum contribution requested per project will be EUR 150.000, representing maximum 60% of the total eligible cost of the project.

Projects requesting less than EUR 150.000 will not be considered eligible.

The period of eligibility of costs will start on 01/01/2020 and will end on 30/06/2021 (18 months).

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

4. AWARD CRITERIA

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

	Criteria	Definitions	Max. points
1	Relevance and European added value	This criterion evaluates the relevance of the content of the action, including its European dimension, vis-à-vis the objectives of the call for proposals.	35
2	Quality of the content and activities	This criterion evaluates the quality of the proposed action, the adequacy of the methodology towards its objectives, feasibility and cost-efficiency.	25
3	Impact and dissemination of project results	This criterion assesses the dissemination of the project's results in view of ensuring the share of information / transparency, the impact of the support on the potential audience for cultural and creative goods and the strategies for developing the sustainability of the action.	20
4	Organisation of the project team and the grouping	This criterion will take into account the extent of the partnership, the exchange of knowledge within the partnership and the distribution of the roles and responsibilities vis-à-vis the objectives of the action.	20

5. BUDGET

The total budget available is EUR 1.75 M.

The financial contribution of the Union cannot exceed 60% of the total eligible costs of the action.

The minimum requested grant will be 150.000 EUR per project.

Projects requesting less than EUR 150.000 will not be considered as eligible.

6. DEADLINE FOR SUBMISSION OF APPLICATIONS

Proposals must be submitted not later than **20/06/2019 at 12.00 noon** (midday Brussels time) using the online application form (eForm). No other method of submission of an application will be accepted.

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

7. FULL DETAILS

The full text of the guidelines together with the application forms can be found at the following Internet address:

https://eacea.ec.europa.eu/creative-europe/funding/bridging-audiovisual-and-culture-content-through-digital-eacea062019_en

Applications must comply with all the terms of the guidelines and be submitted on the eForm provided.