



CREATIVE EUROPE (2014-2020)

MEDIA SUB-PROGRAMME

CALL FOR PROPOSALS – EACEA/33/2018

Support for Film Education

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 of promoting transnational circulation, one of the priorities of the MEDIA Sub- programme is:

- supporting audience development as a means of stimulating interest in, and improving access to audiovisual works in particular through promotion, events, film literacy and festivals.

The MEDIA Sub-programme shall provide support to:

- activities aimed at promoting film literacy and at increasing audiences' knowledge of, and interest in, European audiovisual works, including the audiovisual and cinematographic heritage, in particular among young audiences;

2. ELIGIBLE APPLICANTS

The applicant must be a consortium of 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.

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:

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).

- 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).

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

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

3. ELIGIBLE ACTIVITIES

The creation of a curated catalogue of European films and related pedagogical material to be made available to young people between 11 and 18 years old attending primary and secondary schools in the countries participating in the MEDIA Sub-programme.

The catalogue shall include well-known movies that have contributed to the history of European filmography to be used in the context of Film Education activities.

The catalogue shall include a minimum of 7 feature films.

The rights of the films in the catalogue shall be acquired for a period of a minimum of 3 years and for all countries participating in the MEDIA sub-programme. The linguistic versions (dubbing or sub-titling) shall be available for all countries participating in the programme for the majority of the films in the catalogue.

The catalogue shall respect certain diversity in terms of:

- nationality
- language
- genre
- production year

- theme/topic
- gender

The publication of the catalogue should foresee an ambitious communication campaign to promote the project to the schools and to the general public.

The activities will cover: the clearing of the films' educational rights, the preparation of dubbing or sub-titling packages, the pedagogical material and the dissemination and promotional work to the targeted schools and to the general public.

The period of eligibility of costs will start the 01/06/2019 and will last 19 months. The catalogue should be ready and available by the 30/09/2020 at the latest. The last three months of the action should be used only for the dissemination and the promotion of the catalogue to the schools and the general public.

4. AWARD CRITERIA

Points will be allocated out of a total of 100 on the basis of the following weighting:

Relevance and European added value (30 points):

This criterion assesses the relevance of the content of the action vis-à-vis the objectives of the Call for proposals. It will assess in particular the relevance of the proposed films in the catalogue, the capacity to implement the project at European level and to reach the targeted audiences.

Quality of the content and activities (30 points):

This criterion assesses the overall quality and the feasibility of the project, including the characteristics of the catalogue and of the pedagogical material, the strategic use of digital technology and different distribution platforms to reach the targeted audiences, as well as the proposed consumption model.

Dissemination of project results, impact and sustainability (20 points):

This criterion assesses the strategies proposed to disseminate the project to the targeted schools, as well as the general public.

Quality of the project team and the grouping (20 points):

This criterion will take into account the extent of the partnership and the exchange of knowledge within the partnership, as well as the distribution of the roles and responsibilities vis-à-vis the objectives of the action.

5. BUDGET

The total budget available is 1 M€.

The financial contribution of the Union cannot exceed 80% of the total eligible costs of the action.

6. DEADLINE FOR SUBMISSION OF APPLICATIONS

Proposals must be submitted not later than **07/03/2019 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/support-for-film-education-2019_en

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