



# CREATIVE EUROPE MEDIA

**Festivals, Training  
and Market Access**



# CREATIVE EUROPE MEDIA

## Festivals

# KEY ELEMENTS OF FILM FESTIVALS

Support for European Film Festivals focused on the audience that:



- Have a clear **audience development** strategy - including **film literacy** activities - before, during and after the festival



- Are committed to **promoting European film**, especially from countries with less established filmmaking industries



- Contribute to **promoting diversity** by screening a substantial number of non-national productions

# WHAT DOES FESTIVAL SUPPORT?

## ***Audience development***

Is a strategic, dynamic and interactive process of making the arts accessible

- 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



## ***Film literacy***

Is meant to provide, notably to young European audiences, better awareness and knowledge about our film heritage and increase interest in recent European films and heritage films, the ultimate goal being to build a long term audience for European films.



## WHO CAN APPLY ?

**Film festivals in countries participating in the MEDIA Sub-programme, showing at least**

**70%**

of the eligible programming OR

**100**

eligible feature films OR

**400**

short films

**50%**

of the eligible programming must be non-national

**15**

MEDIA Sub-programme countries must be represented

# WHAT'S NEW?



- **New emphasis on Audience Development and Film Literacy**



- **50% of European programming must be non-national**



- **Online submission**



- **Simplified support in the form of lump sums**

# AWARD CRITERIA

+/- **80**  
Festivals



## Relevance

Activity towards the audience and in particular the outreach mechanisms and film literacy actions of the project



## Quality of the content and activities

The European dimension of the programming including its cultural and geographic diversity



## Dissemination of project results, and impact and sustainability

Size of the audience and impact on the promotion and circulation of European audiovisual works (mechanisms to facilitate commercial or alternative distribution)



## Quality of the Team

Technical and management experience of the Team





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# IN PRACTICE

## Deadline 1:

**28 February 2014, 12:00 (noon, Brussels Time)**

For the events starting between 1 May and 31 October 2014

## Deadline 2:

**4 July 2014, 12:00 (noon, Brussels Time)**

For the events starting between 1 November 2014 and 30 April 2015

2014



2015







**any QUESTION**



**or COMMENTS**



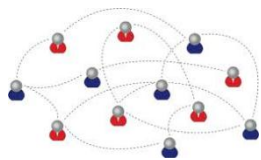
# CREATIVE EUROPE MEDIA

# Training

# KEY ELEMENTS OF TRAINING SUPPORT



- Acquisition and improvement of **skills and competences** of audiovisual professionals



- Development of **networks** and knowledge sharing and dissemination best practices



- Use of **digital technologies** to ensure adaptation to market developments

- New approaches to audience development and **new business models**



- **Circulation** of European works within and beyond Europe

- Access to **international markets**

# WHAT DOES TRAINING SUPPORT?

## Continuous training for audio-visual professionals

### Activities

Residential workshops

Online coaching and dissemination tools

Industry and networking events linked to the main training activity

New learning, coaching and dissemination of best practices methods

### Fields of learning

Audience development, marketing, distribution and exploitation

Financial and commercial management with a view to stimulate access to finance

Works development and production

Challenges of the digital shift

**80 projects**



# WHAT'S NEW?



## ACTIVITIES

**International  
dimension**

**End of Initial training  
scheme**

## Administrative aspects

**Mono and multibeneficiary  
agreements**

**No contribution in kind**

**Online submission**

# INTERNATIONAL APPROACH



- **Circulation** of European audiovisual projects in the EU and beyond
- **International co-productions**
- Access to **international markets**



## Continuity of MEDIA MUNDUS but....

- Eligible nationality of co-beneficiaries
- No reciprocity required
- Not a specific scheme with a specific budget



20% total  
budget!!!

## How the international dimension is integrated into Training?

### EUROPEAN ACTIONS

- To **operate mainly in Europe**
- Open to nationals from countries not participating in MEDIA up to **20% of participants**
- Max. co-financing rate: up to **60%** of total eligible costs of the action

### INTERNATIONAL ACTIONS

- To enable **access to international professional networks** and cooperation for European professionals
- Open to nationals from countries not participating in MEDIA **between 35% and 50%**
- Max co-financing rate: up to **80%** of total eligible costs of the action

# AWARD CRITERIA



## Relevance

How the action meets the objectives of Training? What is the positioning of your action? Which is the added value of your training action?



## Quality of the content and activities

How your action is implemented? Is the proposed methodology appropriated for meeting the set objectives?



## Dissemination of project results, and impact and sustainability

Which are results of your action? Which mechanisms you put in place for disseminate them? In which way your action has contributed to achieve the programme's objectives?



## Quality of the Team

Relevance of the team and pedagogical expertise of trainers / tutors



# IN PRACTICE

**Call for proposals EAC/S23/2013 published on 18 December 2013**

Deadline:	<b>23 May 2014</b>
Start of actions:	Between <b>01/09/2014</b> and <b>30/06/2015</b>
Duration of actions:	Max. <b>12 months</b>
<b>2 year</b> Framework Partnership agreement	



## Who can apply?

**Countries participating in the MEDIA Sub-programme**



Creative  
Europe  
**MEDIA**

**Individuals may not apply for a grant**



**any QUESTION**



**or COMMENTS**



# CREATIVE EUROPE MEDIA

## Market Access

# KEY ELEMENTS OF MARKET ACCESS

**Support for major professional's markets, and pan European professional databases and promotional activities**

- Facilitate development of European audiovisual works with **potential** to circulate transnationally and internationally
- Increase **visibility** of European audiovisual projects
- International **co-production**
- **Access** to professional audiovisual trade events and markets
- Worldwide **circulation** of films through innovative distribution platforms



# WHAT DOES MARKET ACCESS SUPPORT?



**Action 1.** Access to physical markets for European professionals

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

**Action 3.** Common European promotional activities

# WHAT'S NEW?



## ➤ International approach

- Actions are also open to participants from **countries** which are **not participating in MEDIA**
  - Financial contribution **cannot exceed 60%** of total eligible costs
  - Financial contribution may go **up to max 80%** of the total eligible costs in case of actions taking place outside Europe and duly justified
- Support through **Framework** Partnership Agreements only for activities from 2015

# AWARD CRITERIA

 Relevance of the proposed activities vis-à-vis the objectives of the programme

 Relevance of the proposed activities vis-à-vis the industry's needs

 Quality of the content and activities

 Impact on the circulation of European works in Europe and the world

# IN PRACTICE

## **Deadline for SINGLE activity:**

**7 March 2014, 12:00 (noon, Brussels Time)**

For activities between 1 June and 31 December 2014

## **Deadline for FRAMEWORK PARTNERSHIPS:**

**6 June 2014, 12:00 (noon, Brussels Time)**

For annual activities between 1 January 2015 and 31 December 2015 and activities taking place between 1 January and 31 December 2015

## **WHO CAN APPLY?**

**Any organisation based in an eligible country with proven expertise in the field – (typically co-production markets, finished works markets or pan European professional organisations)**





**any QUESTION**

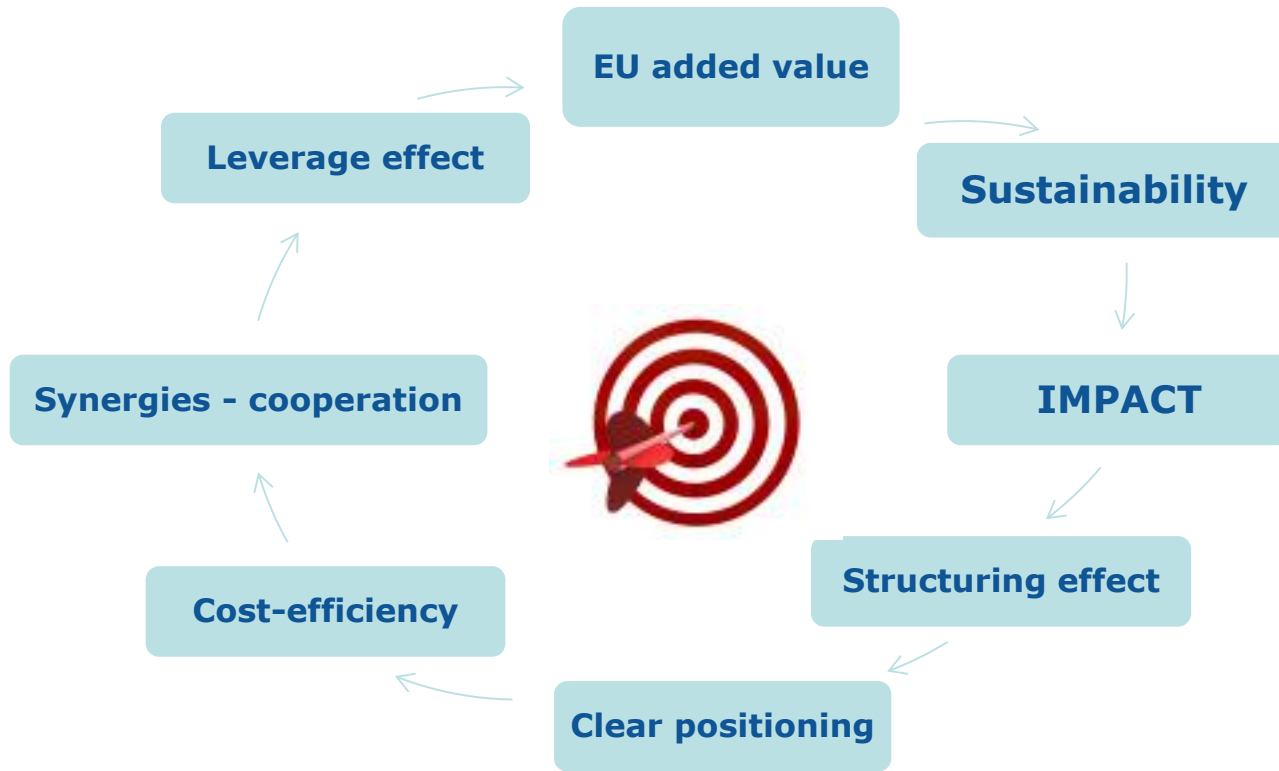


**or COMMENTS**

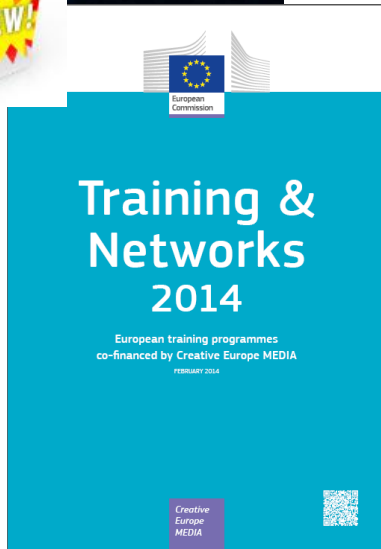


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# WHAT ARE THE TARGETED PROJECTS?



# USEFUL DOCUMENTS & INFORMATION



- **EACEA's website:**  
<http://eacea.ec.europa.eu/creative-europe>
- **CREATIVE EUROPE's website:**  
<http://ec.europa.eu/culture/creative-europe>
- Contact your local **Creative Europe Desk**
- Contact your team:  
[EACEA-MEDIA-FESTIVALS@ec.europa.eu](mailto:EACEA-MEDIA-FESTIVALS@ec.europa.eu)  
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**THANK YOU FOR YOUR  
ATTENTION!!!**

**Soon- Mi PETEN**

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