



European  
Commission

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## **Overview of the Creative Europe Calls for Proposals 2021: Cross-sectoral strand**

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## Open calls for proposals in the Cross-sectoral strand

### **CREATIVE INNOVATION LAB**

Within the specific objective of promoting policy cooperation and innovative actions supporting all strands of the Programme, promoting a diverse, independent and pluralistic media environment and media literacy, thereby foresting freedom of artistic expression, intercultural dialogue and social inclusion, the priorities of the cross-sectoral strand shall include:

- to encourage innovative approaches to content creation, access, distribution, and promotion across cultural and creative sectors and with other sectors, including by taking into account the digital transition, covering both market and non-market dimensions;

The Creative Innovation Lab shall incentivise players from different cultural and creative sectors to design and test innovative digital solutions with a potential positive long-term impact on multiple cultural and creative sectors. The Lab shall facilitate the creation of innovative solutions (e.g. tools, models and methodologies) that can apply to the audiovisual sector and at least another creative and/or cultural sector. Solutions should be easily replicable and have a potential for market penetration. For the purposes of clarity, the project does not necessarily have to be applicable immediately to the audiovisual sector but one that could easily be replicated in this sector.

For the purposes of this year's call, apart from the overall general objectives, a thematic approach is also being adopted to ensure that projects that target the policy objectives of Creative Europe are rewarded. For the first year of the Creative Innovation Lab, the two themes that will be specifically covered are greening across the creative and cultural sectors as well as innovative education tools using creativity and creative sectors to tackle relevant societal topics such as disinformation.

### **Expected results**

- Improve the competitiveness of the European audiovisual and other cultural and creative sectors through cross sector collaboration;
- Increase knowledge transfer between different sectors of creative industries;
- Increase the visibility, availability and diversity of European content in the digital age;
- Improve business models and use of data;
- Increase the potential audience of European content in the digital age.

### **Description of the activities to be funded**

The InnovLab support shall support the development of innovative tools, models and solutions applicable in the audiovisual and other cultural and creative sectors. It aims to support the competitiveness, cooperation, circulation, visibility, availability, diversity and increasing of audiences across sectors.

Special attention will be given to applications presenting adequate strategies to ensure more sustainable and more environmentally-respectful industry and to ensure gender balance, inclusion, diversity and representativeness.

## Eligibility and award criteria

### A. Eligibility criteria

#### Participants

The proposal must be submitted by a consortium composed of at least 3 legal entities coming from at least 2 different countries participating in the Creative Europe Programme and presenting a diverse range of expertise across several cultural and creative sectors, including audiovisual.

Entities (private companies, non-profit organisations, associations, charities, foundations, municipalities/Town Councils/public authorities, Universities, educational institutions, research centers etc.), established in one of the countries participating in the Creative Europe Programme and owned directly or by majority participation, by nationals from such countries. When a company is publicly listed, the location of the stock exchange will be taken into account to determine its nationality.

Natural persons may not apply for a grant 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.

#### Activities

Design, development and testing of innovative tools, models and solutions applicable in the audiovisual and other cultural and creative sectors. Activities shall aim at supporting the competitiveness, cooperation, circulation, visibility, availability, diversity and increasing audience across sectors. Such activities shall contain a high potential of replicability in audiovisual and other cultural and creative sectors.

The projects can focus in particular on:

- Rights' management and monetisation, including transparency and fair remuneration;
- Data collection and analysis, with particular emphasis on prediction for content creation and audience development;
- Greening of the value chain across the creative and cultural sectors, including actions that contribute to the European Bauhaus project
- Innovative educational tools and content using creativity and creative sectors to tackle societal issues such as misinformation, fake news etc.

### B. Award criteria

#### 1. Relevance (40 points)

This criterion will take into account:

- The relevance of the project to address the new market needs and find solutions applicable across sectors fostering cooperation, to improve the competitiveness of the European audiovisual and other cultural/creative sectors, as well as to increase the circulation, visibility, availability, diversity and audience of European content in the digital age . (20 points)

- The European dimension/potential of the project (including origin of the content and/or nature the partnership and/or the cross-border and cross-language dimension and/or the potential for European expansion...) (15 points)
- Adequacy of the strategies to ensure gender balance, inclusion, diversity and representativeness, either in the project/content or in the way of managing the activity (5 points)

## 2. Quality of the activities (30 points)

This criterion will take into account:

- The adequacy of the methodological and strategic choices to the objectives pursued by the project: including the market analysis, the nature and the timing of the activities to be implemented, the target group, target segments, target territories, synergy and collaboration with the different sectors, strategies to be implemented (development process, marketing/promotion strategy...), as well as the tools deployed (15 points),
- The coherence of the Business model (including the structure of co-financing), the feasibility and cost-efficiency of the project (15 points).

## 3. Dissemination (20 points)

This criterion will take into account:

- The methodology proposed for collecting, analysing and disseminating data in order to share the results, to guarantee the transparency of the project, to propose an exchange of knowledge (10 points).
- The impact of the project on the value chain of the concerned sectors (10 points).

## 4. Project management (10 points)

This criterion will take into account:

- the coherence and complementarity's of the project team and/or the grouping including tasks division, decision making process and the exchange of knowledge (5 points);
- the added value of the partnership (5 points).

Quality threshold: 70/100 points following assessment of the award criteria

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.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	6 320 000

## **NEWS - JOURNALISM PARTNERSHIPS**

Within the specific objective of promoting policy cooperation and innovative actions supporting all strands of the Programme, promoting a diverse, independent and pluralistic media environment and media literacy, thereby foresting freedom of artistic expression, intercultural dialogue and social inclusion, the priorities of the cross-sectoral strand shall include:

- promoting cross-sectorial collaboration aimed at adjusting to the structural and technological changes faced by the media, including enhancing a free, diverse, and pluralistic media environment, quality journalism and media literacy including in the digital environment.

Journalism Partnerships shall encourage systemic cooperation between professional news media organisations to improve the viability and competitiveness of professionally produced journalism by supporting the testing of innovative business models and sharing of best practices among peers as well as by supporting innovative journalistic collaborations, standards and formats.

### Expected results:

- Sector-wide networks for the exchange of best practices among news media professionals;
- Knowledge-hubs for sub-sectors around technical formats (written/online press, radio/podcasts, TV, etc.) and/or journalistic genres (local/regional journalism, public-interest journalism, data journalism, investigative journalism, etc.);
- Acquisition and improvement of professional skills by journalists as well as business professionals;
- Increased innovation and creativity in journalistic production processes and distribution processes;
- Increased interest in journalism, among various social groups, language groups and age groups;
- Increased viability of journalistically produced content.

### Description of the activities to be funded

Collaborative projects in and between any news media (sub)sector and/or genre that aim to enhance cooperation and instil systemic change across the wider news media ecosystem. The proposed activities should be clearly justified and based on the needs of the chosen (sub)sector(s) and the challenges they face. The proposed partnerships are encouraged to involve organisations from countries/regions with different and diverse media capabilities in order to maximise the positive impact on media pluralism.

## Eligibility and award criteria

### A. Eligibility criteria:

#### Eligible applicants

The call is open to consortia composed of at least three applicants from a minimum of three different countries participating in the Creative Europe Programme.

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

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

Consortia may include non-profit, public and private media outlets (incl. written/online press, radio/podcasts, TV) as well as other organisations focusing on news media (incl. media associations, NGOs, journalistic funds and training organisations focusing on media professionals).

#### Eligible activities

Proposals should cover one or more of the following priorities: Collaborative business transformation, and/or Collaborative journalistic projects. Overlapping activities combining both priorities may be included. Proposals should involve as many news media as possible, to benefit the wider European news media community.

#### *Priority 1: Fostering collaborative business transformation*

Projects could aim to develop, inter alia, better revenue models, management models, new approaches to audience development and marketing, development of common professional/technical standards, new types of newsrooms, syndication networks or other models to exchange content between news media across the EU, or provide assistance to small organisations to develop business readiness. To this end, projects can include events, online trainings and workshops for media professionals, exchange programmes, mapping of best practices, sector-wide development of technical standards, production of practical guidebooks, development and testing of platforms and technical solutions to exchange ideas and best practices, promotional activities, or other activities that aim to uphold the viability of the sector. Applicants should propose activities that can also benefit regional, local or community media, which are important for democracy but often lack the means of adapting to the digital environment.

#### *Priority 2: Fostering collaborative journalism projects*

Professional collaboration can increase efficiency and the quality of reporting. Projects can therefore test original reporting and innovative production methods and formats. Projects can aim to increase exchanges of best practices among journalists and optimise workflows for those journalism genres requiring more time and resources. To this end projects can include events, online trainings and workshops for journalists, collaborative development of guidelines and editorial standards, exchange programmes, online mentoring schemes, financial support to collaborative journalism projects, promotional activities or other activities that aim to uphold quality and diversity of journalism.

All actions will respect the editorial independence of the media, emphasise the importance of proper editorial arrangements and allow consortia to select those interventions they find most appropriate.

B. Award criteria:

For all actions, the following award criteria apply:

1. Relevance (30)

- The relevance of the project vis-à-vis the objectives of the Call for Proposals, incl. its European dimension, the number of countries and languages covered, and the diversity of countries/regions involved, taking into account their media capabilities as well as benefits for regional, local or community media (15 points)
- The relevance and innovation of the proposed activities vis-à-vis the needs of the chosen (sub)sector and target countries/regions substantiated by a needs' analysis and analysis of already existing initiatives (10 points)
- Adequacy of the strategies to ensure gender balance, inclusion, diversity and representativeness, either in the project or in the way of managing the activity (5 points)

2. Quality of the content and activities (30)

- Adequacy of the proposed methodologies to reach the objectives of the Call, including methods for implementing the proposal (10 points)
- Mechanisms to ensure collaboration, diversity, impartiality and editorial independence (10 points)
- Cost-efficiency of the proposed activities in the chosen domain (10 points)

3. Dissemination (20)

- Quality of the strategies to exchange knowledge, ensure transferability of best practices among as many media professionals as possible and monitor progress in this regard (10 points)
- The potential impact at local, regional, national and/or European levels, beyond those directly involved in the project and beyond the project's lifetime, incl. methods to ensure such impact (10 points)

4. Project management (20)

- The experience of the proposed project team (5 points)
- Efficiency of the team composition to reach the objectives of this Call, the clarity of work packages, responsibilities and corresponding budgets among the partners, the quality of the proposed coordination mechanisms, quality control systems and arrangements to manage risks (15 points)

Quality threshold: 70/100 points following assessment of the award criteria.



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.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	7 600 000