

Introduktion til **MEDIA**-programmet 2021-2027



PROGRAM

9:15 – 10:00

Generelt om det nye MEDIA-program
"Content cluster"
Q&A

10:15 – 11:00

"Audience cluster"
Q&A

11:15 – 12:00

"Business cluster"
Cross-Sector
Q&A



DET NYE SORT I MEDIA-PROGRAMMET

**Lækre
buzzwords***
**a.k.a. fokuspunkter*

FTOP

-din nye bedste ven!

Work Packages

Deliverables

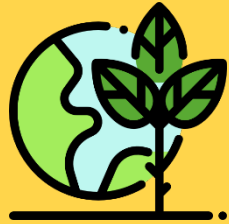
”Clusters”

LCC - Low Capacity Countries

(det er dem, vi andre gerne må lege med)



FOKUSPUNKTER (buzzwords)



Sustainability

("greening" – jf. *European Green Deal*)

Google me!

-xoxo

Derudover:

- Collaboration
- New business models
- New technology
- Data



Geography

(nye tværnationale samarbejder:
naboer er kedelige – ud og find
nye venner)



Inclusion

Diversity

Gender balance

Representativeness

LCC - LOW CAPACITY COUNTRIES

LCC gruppe A



LCC gruppe B



FTOP - FUNDING & TENDERS OPPORTUNITIES PORTAL

Det ENESTE sted, hvor du finder calls, ansøgningskemaer, bilag, IT-hjælp, svar på ansøgning...

The screenshot shows the 'Funding & tender opportunities' portal. At the top, there is a navigation bar with the European Commission logo and the text 'Single Electronic Data Interchange Area (SEDIA)'. Below this is a search bar with the text 'Find calls for proposals and tenders' and a search button. A grid of 'EU Programmes' is displayed, with 'Creative Europe (CREA)' circled in red. To the right, there is a 'News' section with several articles, including 'Online info session on 24 June 2021 on funding opportunities in Creative Europe - Culture' and 'Webinar on 22 June 2021 - How to prepare a successful innovation procurement proposal for Horizon Europe'. At the bottom right, there is a 'Useful links' section.

EU Programmes					
Asylum, Migration and Integration Fund (AMIF)	Border Management and Visa Instrument (BMVI)	Customs Control Equipment Instrument (CCEI)	Citizens, Equality, Rights and Values Programme (CERV)	Creative Europe (CREA)	Customs Programme (CUST)
Digital Europe Programme (DIGITAL)	Europe Direct (ED)	European Parliament (EP)	European Solidarity Corps (ESC)	Erasmus+ Programme (ERASMUS+)	European Social Fund + (ESF)
European Maritime, Fisheries and Aquaculture Fund (EMFAF)	Fiscals Programme (FISC)	Innovation Fund (INNOVFUND)	Internal Security Fund (ISF)	Horizon Europe (HORIZON)	Single Market Programme (SMP)
Social Prerogative and Specific Competencies Lines (SOCPL)	EU External Action (RELEX)	Justice Programme (JUST)	Protection of the Euro against Counterfeiting Programme (PERICLES)	Pilot Projects and Preparatory Actions (PPPA)	Programme for the Environment and Climate Action (LIFE)

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/>

LIDT OM ANSØGNINGER

Består af part A, B og C

Part A: Administrativ information (online)

Part B: "Teknisk" beskrivelse af projektet = info som evalueringen kan baseres på + definition af WP og deliverables (down/upload)

Dertil bilag i form af MEDA Database-info, budget, lump sum calculator, LOC'er/kontrakter o.lign.

Part B = max 70 sider i alt!!

Part C: Generel + eligibility data om ansøger (online)

The screenshot shows the 'Find your organisation' section of the application form. It includes a 'Call data' section with the following information: Call: CREA-MEDIA-2021-DEVSLATE, Topic: CREA-MEDIA-2021-DEVSLATE, Type of action: CREA-LS, and Type of MGA: CREA-AG-LS. A warning message states: 'Topic and type of action can only be changed by creating a new proposal.' Below this is a 'Download Part B templates' button and a 'Support & Helpdesk' section with links for 'Online Manual', 'IT How To', 'IT Helpdesk', and 'FAQ'. The 'Service Desk' contact information is EC-FUNDING-TENDER-SERVICE-DESK@ec.europa.eu and +32 2 29 92222. The 'Find your organisation' section has input fields for PIC (892863661) and Short name (SME Test). A 'Search for your organisation' button is present. Below this, a list of organisations previously associated with the user is shown, including PIC: 892863661 (SME Test, Brussels, BE), PIC: 996279920 (CIANT, PRAHA, CZ), and PIC: 949494686 (ESAD Grenoble Valence, GRENOBLE, FR). The 'Your role' section has radio buttons for 'Main contact' (selected) and 'Contact person'. The 'Your proposal' section has an 'Acronym' field (dsgfhdsjgfdsh) and a 'Short Summary' field (fsgfhdsjgfdsh fdsghfdsg hsdhfgjds hgfdsjh). A 'SAVE AND GO TO NEXT STEP' button is at the bottom right.

LIDT OM ANSØGNINGER

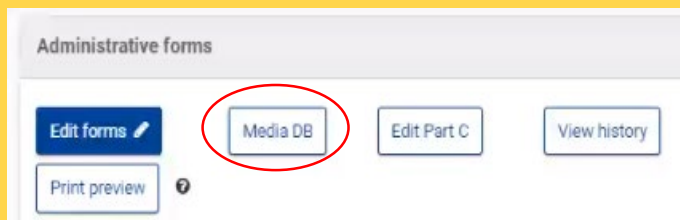
MEDIA Database

Centraliseret database til at tracke al værkinfo fra udvikling til distribution

Gælder udviklings-/produktions- og distributions-calls

I onlineformen findes den som knappen **"MEDIA DB"**

Her skal ansøger selv finde eller udfylde sine referencefilm/-værker og derefter pdf'e dem, for så at uploade dem som annexes til ansøgningen



Media DB Dossiers Movies Export

European Slate Development

Application Information

Call / Topic reference: CREA-MEDIA-2021-DEVSLATE SEP Project ID: SEP-210758919

Company Name: SME Test Contact Person: Jolien.WILLEMSSENS@ec.europa.eu

Audiovisual Work - Development - Recent work / previous experience

TITLE	GENRE	PRODUCTION YEAR	FILM ID	STATUS
No movies yet				

Add

Audiovisual Work - Development - For grant request

TITLE	GENRE	FILM TYPE	BUDGET	STATUS
No movies yet				

Add

Audiovisual work - Short film - for grant request (optional)

TITLE	GENRE	FILM TYPE	BUDGET	STATUS
No movies yet				

Add

LIDT OM ANSØGNINGER

Vigtigt at vide om obligatoriske bilag:

Skabelonerne er på forhånd navngivet med bl.a. parentes og underscore – men det kan de ikke hedde, når man uploader sine færdige bilag (systemfejl).

Gem og navngiv filerne UDEN specialtegn, for at kunne uploade dem.

The screenshot shows the 'Administrative forms' section of a proposal submission portal. At the top, a green 'Deadline' box indicates '25 August 2021 17:00:00 Brussels Local Time'. A red warning banner states: 'Your proposal contains changes that have not yet been submitted.' The 'Call data' section lists: Call: CREA-MEDIA-2021-DEVSLATE, Topic: CREA-MEDIA-2021-DEVSLATE, Type of action: CREA-LS, and Type of MGA: CREA-AG-LS. A warning icon notes: 'Topic and type of action can only be changed by creating a new proposal.' The 'Proposal data' section shows Acronym: test slate version 2 and Draft ID: SEP-210758919. A blue 'Download Part B templates' button is present. The 'Support & Helpdesk' section includes links for 'Online Manual', 'IT How To', 'IT Helpdesk', and 'FAQ'. The 'Service Desk' contact information is EC-FUNDING-TENDER-SERVICE-DESK@ec.europa.eu and +32 2 29 92222. The 'Administrative forms' section has buttons for 'Edit forms', 'Media DB', 'Edit Part C', and 'View history', along with a 'Print preview' button. The 'Part B and Annexes' section lists items for upload: Part B, Calculator, Creative dossier, Rights contracts (for all the projects in the Slate/Mini-slate), Supporting documents of co-production, distribution and financing per project in the Slate/Mini-slate, PDF ws/works generated from information about film in the Creative Europe MEDIA Database, and Declaration on ownership and control. Each item has an 'Upload' button. At the bottom right, there are buttons for 'BACK TO PARTICIPANTS LIST', 'VALIDATE', and 'SUBMIT'.

LIDT OM ANSØGNINGER

Vær opmærksom på hjælpetekst i de grå felter!

Estimated budget — Resources										
Participant	Costs (n/a for Lump Sum Grants: 'European Co-development', 'European Slate development', 'European Mini-Slate development', 'TV and Online content', 'European festivals' and 'Videogame and immersive content development')									
	A. Personnel	B. Subcontracting	C.1a Travel	C.1b Accomodation	C.1c Subsistence	C.2 Equipment	C.3 Other goods, works and services	D.1 Financial support to third parties	E. Indirect costs	Total costs

Background and general objectives

For 'European Co-development', 'European Slate development', 'European Mini-Slate development' and 'TV and Online content':

- Provide a presentation of the applicant company (and partners for the European Co-Development and TV and Online actions), its management, its activities, its present position in the national and European markets and its editorial line in terms of development and production.

- For European Slate and Mini-Slate development, also describe the company's development plans and its present and forecast financial status (this must include the company's total turnover and total development expenditure in the last two financial years in €).

For 'Fostering European media talents and skills', 'Markets & networking', 'Innovative tools and Business models', 'Networks of European cinemas', 'European VOD networks and operators', 'European festivals', 'Subtitling of cultural content', 'Audience Development and Film Education', 'Creative Innovation Lab' and 'Journalism Partnership': Define the objectives of your proposal and explain their relevance to this call for proposals.

For 'Film on the Move': Describe the experience of the sales agent on pan-European projects, the number of distributors involved and the experience of distributors and their involvement in the project.

Man må gerne slette hjælpetekst, der **ikke** er relevant for det call, man ansøger.

WORK PACKAGES & DELIVERABLES

Work Packages (WP)

- WP er beskrevet i de enkelte ansøgninger – nogle gange er de defineret på forhånd, andre gange ikke
- Der skal ikke altid afleveres det antal, der foreslås – det skal give mening for det konkrete projekt

Og lov ikke for meget!

Vær ikke for detaljeret!

Deliverables

- Skal uploades til Grant Management Portal
- Skal svare til det "lovede" i WP
- Kan udskiftes – men det skal så aftales på forhånd
- I nogle tilfælde er det projektet selv, der er en WP. Dermed er deliverable blot, at projektet har fundet sted/eksisterer



WORK PACKAGES & DELIVERABLES

Milestones

- Milestones er oftest ikke obligatoriske, og kan komplicere projektet, så overvej nøje, om I vil bruge dem
- Hvis de ikke er relevante, skal felterne lades tomme

Eksempel 1

WP: etablering af website

Milestone: website går online

Deliverable: link til website

Eksempel 2

WP: opbygge filmkatalog

Milestone: indhentning af rettigheder på de enkelte film

Deliverable: beskrivelse af filmkatalog

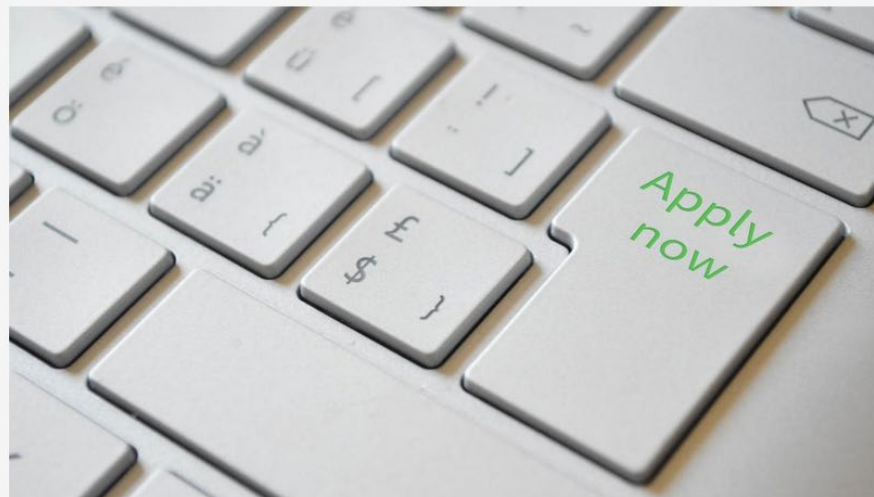
Milestone No (continuous numbering not linked to WP)	Milestone Name	Work Package No	Lead Beneficiary	Means of Verification		Due Date (month number)	Description
MS1		1					
MS2		1					
Deliverable No (continuous numbering linked to WP)	Deliverable Name	Work Package No	Lead Beneficiary	Type	Dissemination Level	Due Date (month number)	Description (including format and language)
D1.1		1		[R — Document, report] [DEM — Demonstrator, pilot, prototype] [DEC —	[PU — Public] [SEN — Sensitive] [Classified R- UE/EU-R] [Classified C-		

FTOP - FUNDING & TENDERS OPPORTUNITIES PORTAL

Find vores **samling af guides**
på bit.ly/FTOPguides

..eller på denne virkelig lange adresse
<https://www.dfi.dk/branche-og-stoette/creative-europe-desk/guides-til-funding-tenders-opportunities-portal>

GUIDES TIL FUNDING & TENDERS OPPORTUNITIES PORTAL



SE OGSÅ

Sådan ansøger du om MEDIA-støtte →

DEL



Alle EACEA's støttemuligheder, herunder Creative Europe, fremgår af Funding & Tenders Opportunities Portal (FTOP). Vi har her samlet nogle guides, så du kan lære portalen at kende.

Tekst guides

EU-Kommissionen har lavet en pdf-guide til at komme i gang som bruger af FTOP: [How to find and apply for funding opportunities.](#)



CLUSTERS

Content

Co-Development
Mini-Slate Development
Slate Development
TV & Online Content
Video Games &
Immersive Content (næste år)

Audience

Audience Development & Film Education
European Cinemas
European Festivals
Films on the Move
VOD Networks & Operators

Business

European Film Distribution (næste år)
European Film Sales (næste år)
Innovative Tools & Business Models
Markets & Networking
Talents & Skills

CLUSTER

Content

- Co-Development
- Mini-Slate Development
- Slate Development
- TV & Online Content
- Video Games
- Immersive Content (næste år)

CROSS-SECTOR

- Innovation Lab
- Journalism Partnerships

OBS! Dette er ikke et "cluster", men et programområde på linje med MEDIA og Culture.

Business

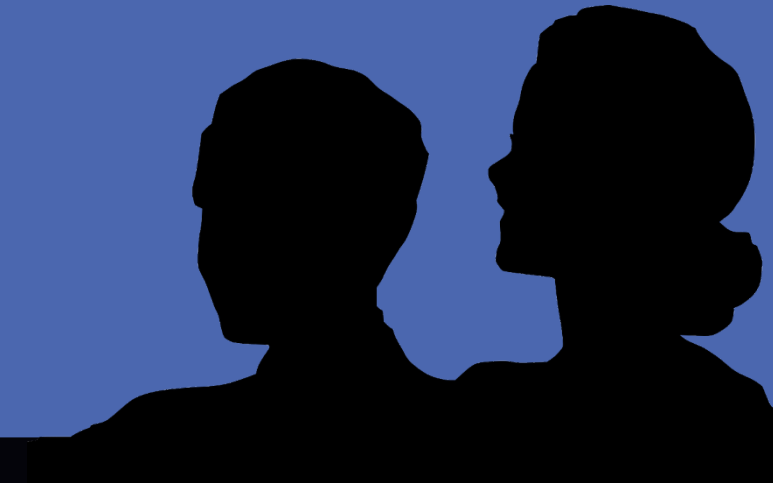
- Distribution (næste år)
- Marketing Sales (næste år)
- Partnerships & Business Models
- Education & Skills

CONTENT CLUSTER

Generelt om støtteberettigede projekter til Co-Development og Slate

Animations-/kreative dokumentar-/fiktionsprojekter med:

- høj kreativ værdi og kulturel diversitet
- stærkt internationalt publikumspotentiale
- tiltænkt kommerciel distribution (biograf/TV/digital platform)



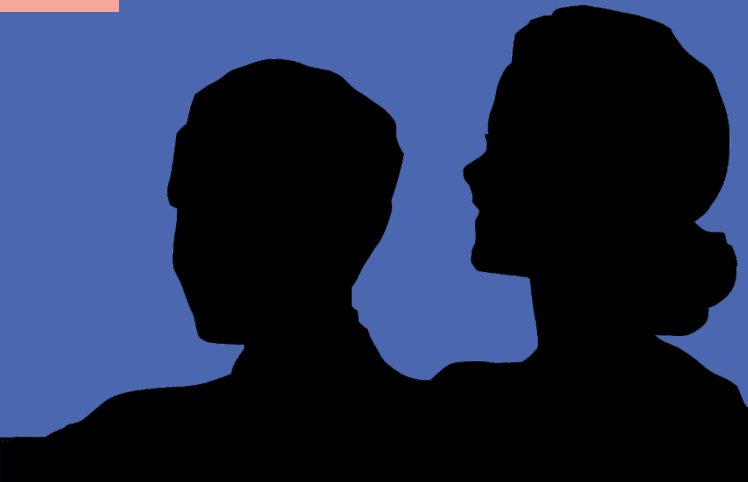
CONTENT CLUSTER

Generelt om referenceprojekter til Co-Development og Slate

Referenceprojekter (ani/fik/dok) skal:

- ✓ være produceret efter 2014
- ✓ hver have en samlet varighed på mindst 24 min.
- ✓ have haft premiere i mindst 3 andre lande før ansøgningsdeadline (÷ festival)

Ansøger skal have (major/delegate) producer-credits
(ejers eller medejers personlige credits gælder også)



CONTENT CLUSTER - Co-Development

OPEN CALL Creative Europe MEDIA

EUROPEAN CO-DEVELOPMENT DEADLINE 17 NOVEMBER

Budget: 5.000.000 €
Aktionsperiode: 30 mdr.

OPEN CALL Creative Europe MEDIA
FILMS ON THE MOVE DEADLINE 24 AUGUST
#WeAllLoveStories

OPEN CALL Creative Europe MEDIA
MARKETS AND NETWORKING DEADLINE 24 AUGUST

OPEN CALL Creative Europe MEDIA
TV & ONLINE CONTENT DEADLINE 25 AUGUST
#WeAllLoveStories

OPEN CALL Creative Europe MEDIA
INNOVATIVE TOOLS AND BUSINESS MODELS DEADLINE 24 AUGUST
#WeAllLoveStories

OPEN CALL Creative Europe MEDIA
TALENT & SKILLS DEADLINE 26 AUGUST
#WeAllLoveStories

CONTENT CLUSTER - Co-Development

Hvad er nyt?

Konsortieansøgning (gerne med LCC-lande)

Baseret på detaljeret budget udregnes customized lump sum (max 50 %)

Både koordinator og partner(e) kan modtage støtte (udbetales via koordinator*)

Pre-financing: 70 %

MEDIA Database

10 måneder fra ansøgnings**deadline** til principal photography må starte**

**Preliminary shooting, research og lignende accepteres som udvikling

*Skriv ind i udviklingsaftalen, hvordan/hvornår koordinator skal udbetale støtte til partnere

OPEN CALL



EUROPEAN
CO-DEVELOPMENT

DEADLINE
17 NOVEMBER

CONTENT CLUSTER - Co-Development

Støtteberettigede ansøgere

Projektet skal udvikles af **MINIMUM 2** europæiske, uafhængige produktionsselskaber (tilknyttede enheder tæller IKKE, men må gerne deltage)

Konsortiet skal have en **underskrevet udviklingsaftale**, der specificerer arbejdsfordelingen og samarbejdet om de kreative aspekter

Ansøger (koordinator) skal dokumentere **1 referenceprojekt**

Partner må gerne eje **majority of rights** – men koordinator SKAL have erfaringen

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EUROPEAN
CO-DEVELOPMENT

DEADLINE
17 NOVEMBER

CONTENT CLUSTER - Co-Development

Støtteberettigede projekter

Animations-/kreative dokumentar-/fiktionsprojekter

Primarely intended for:	Cinema	TV/digital platform	Interactive, non-linear platform
ANI	Min. 60 minutes	Min. 24 minutes	No minimum
DOC		Min. 50 minutes	
FIC		Min. 90 minutes	

OPEN CALL



EUROPEAN
CO-DEVELOPMENT

DEADLINE
17 NOVEMBER

CONTENT CLUSTER - Co-Development

Work Packages

WP 1: Project management + common activities

WP 2: Coordinator development activities

WP 3: Partner 1 development activities

WP 4: Partner 2 development activities

Etc.

Obligatoriske deliverables:

WP 1: Videre planlægning af co-development aktiviteter indtil produktionsstart

WP 2 etc.: Opdaterede creative, financing and marketing materials*

ISAN nummer osv. (se beskrivelser i **call document**)

*fx visuelt materiale, updates om key artistic crew/casting, opdateret produktionsplan/-budget, opdateret marketingstrategi....

OPEN CALL



EUROPEAN
CO-DEVELOPMENT

DEADLINE
17 NOVEMBER

CONTENT CLUSTER - Slate Development

OPEN CALL Creative Europe MEDIA

EUROPEAN SLATE DEVELOPMENT DEADLINE 25 AUGUST

Budget: 15.097.288 €
Aktionsperiode: 36 mdr.

OPEN CALL Creative Europe MEDIA
MARKETS AND NETWORKING DEADLINE 24 AUGUST

OPEN CALL Creative Europe MEDIA
EUROPEAN FESTIVALS DEADLINE 24 AUGUST

OPEN CALL Creative Europe MEDIA
INNOVATIVE TOOLS AND BUSINESS MODELS DEADLINE 24 AUGUST

OPEN CALL Creative Europe MEDIA
TALENT & SKILLS DEADLINE 26 AUGUST

OPEN CALL Creative Europe MEDIA
NETWORKS OF EUROPEAN CINEMAS DEADLINE 24 AUGUST

CONTENT CLUSTER - Slate Development

Hvad er nyt?

Ingen ansøger-anciennitetskrav

10 måneder fra ansøgnings**deadline** til principal photography må starte*

Intet budget – ingen revision

Lump sum calculator

MEDIA Database

*Preliminary shooting, research og lignende accepteres som udvikling

Format	Est. production budget	ANI	DOC	FIC
One-off	≤ €5M	€55 000	€30 000	€45 000
	> €5M			€60 000
Series	≤ €5M	€60 000	€35 000	€55 000
	> €5M & ≤ €20M			€75 000
	> €20M			€100 000

OPEN CALL



EUROPEAN
SLATE
DEVELOPMENT

DEADLINE
25 AUGUST



Creative
Europe
MEDIA

CONTENT CLUSTER - Slate Development

Støtteberettigede ansøgere

Europæiske, uafhængige produktionsselskaber, som:

- kan demonstrere **2 referenceprojekter** (ani/fik/dok)
- ikke har underskrevet en anden Slate-kontrakt inden for de sidste 12 mdr.
- har rettigheder på alle projekterne på plads!

Ansøgere må kun søge **enten** Slate **eller** Co-Development.

Man må dog gerne søge Slate og være **partner** i Co-Development.



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EUROPEAN
SLATE
DEVELOPMENT

DEADLINE
25 AUGUST

CONTENT CLUSTER - Slate Development

Støtteberettigede projekter

Slates bestående af 3-5 projekter

Evt. inkl. kortfilm (max 20 min.) af en "emerging **director**"

Kortfilmen må gå i optagelse umiddelbart efter deadline

En kortfilm
udløser stadig
€10.000 i støtte

Primarily intended for:	Cinema	TV/digital platform	Interactive, non-linear platform
ANI	Min. 60 minutes	Min. 24 minutes	No minimum
DOC		Min. 50 minutes	
FIC		Min. 90 minutes	

OPEN CALL



EUROPEAN
SLATE
DEVELOPMENT

DEADLINE
25 AUGUST



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CONTENT CLUSTER - Slate Development

NB!

VR-projekter kan inkluderes, men award criteria i Video Games & Immersive Content-callet, der åbner tidligt næste år, kan vise sig mere passende for VR-projekter.

NB!NB!NB!NB!NB!NB!NB!NB!NB!NB!NB!NB!NB!

Da der er tale om lump sum, kan man kun udskifte projekter med **lignende** projekter (samme genre, samme est. produktionsbudget)

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EUROPEAN
SLATE
DEVELOPMENT

DEADLINE
25 AUGUST



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MEDIA

CONTENT CLUSTER - Slate Development

Work Packages

1 WP pr. projekt: Hvis 4 dokumentarfilm + 1 kortfilm = 5 WP

Deliverables består af fx opdaterede creative, financing & marketing materials*

Husk at være realistisk! Oversælg ikke WP med høje intentioner om deliverables

*se beskrivelser i call document

"Milestones" er IKKE obligatoriske, og kan gøre ansøgningen unødvendigt kompleks, så brug dem helst ikke.

OPEN CALL



EUROPEAN
SLATE
DEVELOPMENT

DEADLINE
25 AUGUST

CONTENT CLUSTER - TV & Online Content

OPEN CALL

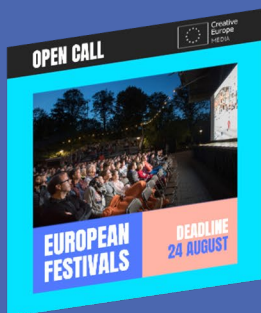


MARKETS
WORKING

DEADLINE
24 AUGUST

Creative Europe MEDIA

OPEN CALL



EUROPEAN
FESTIVALS

DEADLINE
24 AUGUST

Creative Europe MEDIA

OPEN CALL



EUROPEAN
CO-DEVELOPMENT

DEADLINE
17 NOVEMBER

Creative Europe MEDIA

OPEN CALL



EUROPEAN
SLATE
DEVELOPMENT

Creative Europe MEDIA

OPEN CALL

**TV & ONLINE
CONTENT**



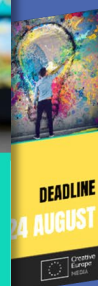
DEADLINE
25 AUGUST

#WeAllLoveStories

Budget: 17.611.312 €
Aktionsperiode: 24 mdr.
(36 mdr. hvis serie >2 eps.)

Creative Europe MEDIA

OPEN CALL



TALENT
& SKILLS

DEADLINE
24 AUGUST

Creative Europe MEDIA

OPEN CALL



NETWORKS OF
EUROPEAN
CINEMAS

OPEN CALL

DEADLINE
26 AUGUST

#WeAllLoveStories

Creative Europe MEDIA

OPEN CALL



FILMS ON
THE MOVE

DEADLINE
24 AUGUST

#WeAllLoveStories

Creative Europe MEDIA

CONTENT CLUSTER - TV & Online Content

Hvad er nyt?

Enkelt- eller konsortieansøgning

Minimum 2 broadcastere fra 2 MEDIA-lande involveret

Principal photography må starte efter call-lanceringen (3. juni 2021)*

Godkendte udgifter tæller tidligst fra ansøgningsdatoen

Customized lump sum (max 15 %)

Pre-financing: 60 %

Ingen revision

MEDIA Database

**NB! Produktionen må ikke slutte INDEN grant agreement er underskrevet (marts-maj 2022).*

Færdiggjorte projekter kan IKKE støttes!

	ANI	DOC	FIC
Max EU-grant	€500 000	€300 000	budget <10M: €500 000
			budget 10M-20M: €1M
			budget >20M: €2M

OPEN CALL

TV & ONLINE
CONTENT

DEADLINE
25 AUGUST

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CONTENT CLUSTER - TV & Online Content

Støtteberettigede ansøgere

Europæiske, uafhængige produktionsselskaber

Kan ansøge alene eller som konsortium – koordinator skal have majority of rights

OPEN CALL

TV & ONLINE
CONTENT

DEADLINE
25 AUGUST

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CONTENT CLUSTER - TV & Online Content

Støtteberettigede projekter

Enkeltprojekter eller serier (ingen limit på sæsoner)

1 serie = 1 ansøgning

Tiltænkt TV- eller online distribution

40 % af finansieringen på plads (÷ egeninvest og anden MEDIA-støtte)

50 % af samlet finansiering skal komme fra MEDIA-lande

Særlig vægt på innovative aspekter ved indhold og finansiering, der spiller sammen med distributionsstrategien

	TV/digital platform
ANI	Min. 24 minutes (total length)
DOC	Min. 50 minutes (total length)
FIC	Min. 90 minutes (total length)

OPEN CALL

TV & ONLINE
CONTENT

DEADLINE
25 AUGUST

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CONTENT CLUSTER - TV & Online Content

Broadcastere

Minimum 2 (lineær/non-lineær) fra fra 2 MEDIA-lande

Ikke nok at have et kontor, de skal være **juridisk etableret** i et MEDIA-land

Licensperiode:

- Pre-sale: max 7 år
- Co-production: max 10 år
 - ✓ hvis finansieringen er højere end den gnsn. finansiering fra andre partnere
 - ✓ hvis de er involveret i organiseringen og den økonomiske håndtering

Kontrakt eller bindende LOC (inkl. condition, licence price, period)

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TV & ONLINE
CONTENT

DEADLINE
25 AUGUST

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Europe
MEDIA

CONTENT CLUSTER - TV & Online Content

Work Packages

WP 1: Project management + coordination

WP 2: Pre-production (hvis relevant)

WP 3: Production

WP 4: Post production, prints & delivery

WP 5: Communication & dissemination

Obligatoriske deliverables:

WP 1: Opdateret Production Financing Structure + signeret kontrakt med hoved-broadcaster

WP 2: Declaration on 1st day of principal photography

WP 3: Declaration on end of shooting

ISAN nummer osv. (se beskrivelser i **call document**)

OPEN CALL

TV & ONLINE
CONTENT

DEADLINE
25 AUGUST

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Q&A



PAUSE

9:15 – 10:00

Generelt om det nye MEDIA-program
"Content cluster"
Q&A

10:15 – 11:00

"Audience cluster"
Q&A

11:15 – 12:00

"Business cluster"
Cross-Sector
Q&A



AUDIENCE CLUSTER - Audience Development & Film Education


OPEN CALL



EUROPEAN CO-DEVELOPMENT

DEADLINE 17 NOVEMBER

OPEN CALL



EUROPEAN SLATE DEVELOPMENT

DEADLINE 25 AUGUST

OPEN CALL

TV & ONLINE CONTENT



DEADLINE 25 AUGUST

#WeAllLoveStories

OPEN CALL

EURO FESTIVAL

OPEN CALL

AUDIENCE DEVELOPMENT & FILM EDUCATION



DEADLINE 5 OCTOBER

#WeAllLoveStories



Creative Europe MEDIA

Budget: 5.000.000 €

Aktionsperiode: 24-36 mdr.

DEADLINE 24 AUGUST



OPEN CALL

TALENT & SKILLS

DEADLINE 26 AUGUST

#WeAllLoveStories



OPEN CALL

NETWORKS OF EUROPEAN CINEMAS

DEADLINE 24 AUGUST



OPEN CALL

FILMS ON THE MOVE

DEADLINE 24 AUGUST

#WeAllLoveStories

AUDIENCE CLUSTER - Audience Development & Film Education

Hvad er nyt?

÷ minimumsgrænse på requested grant

÷ krav om konsortium

÷ specifikke målgrupper

2021: super-retroactivity (1/1-2021)

Op til 70 % EU-finansiering

NB! Intet call i 2022

Fokus på

- ✓ audience engagement
- ✓ stimulere interessen for og øget viden om europæisk film
- ✓ Greening/bæredygtighed

OPEN CALL
AUDIENCE
DEVELOPMENT &
FILM EDUCATION



DEADLINE
5 OCTOBER

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Creative
Europe
MEDIA

AUDIENCE CLUSTER - Audience Development & Film Education

Støtteberettigede ansøgere

Europæiske virksomheder og organisationer som arbejder med

- filmundervisning
- filmarv
- publikumsudvikling

OPEN CALL
AUDIENCE
DEVELOPMENT &
FILM EDUCATION



DEADLINE
5 OCTOBER

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Creative
Europe
MEDIA

AUDIENCE CLUSTER - Audience Development & Film Education

Støtteberettigede projekter

Projekter der styrker paneuropæisk samarbejde omkring audience reach

Mindst 50 % europæiske værker

Mindst 5 MEDIA-lande repræsenteret

Ingen krav om partnere

Vægt på filmundervisning, filmarv og publikumsudvikling

OPEN CALL
AUDIENCE
DEVELOPMENT &
FILM EDUCATION



DEADLINE
5 OCTOBER

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MEDIA

AUDIENCE CLUSTER - Audience Development & Film Education

Work Packages

Betragt **WP** som en underinddeling af projektet
– men ikke for detaljeret/kompliceret!

Keep it simple!

WP kan fx være:

- Management & coordination activities
- Collecting audience needs
- Building film catalogue
- Setting up website
- Promotion of website

Hver WP skal have **mindst 1 deliverable**

Fungerer som "bevis" for at projektet kører

Deliverable kan fx være:

- Management report
- Final report on audience needs
- Description on film catalogue
- Link to website
- Dissemination activities report



OPEN CALL
AUDIENCE DEVELOPMENT & FILM EDUCATION

DEADLINE
5 OCTOBER

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AUDIENCE CLUSTER - European Festivals

OPEN CALL Creative Europe MEDIA

EUROPEAN FESTIVALS DEADLINE 24 AUGUST

Budget: 9.000.000 €
Aktionsperiode: 24 mdr.

OPEN CALL Creative Europe MEDIA

TALENT & SKILLS DEADLINE 26 AUGUST

OPEN CALL Creative Europe MEDIA

FILMS ON THE MOVE DEADLINE 24 AUGUST

OPEN CALL Creative Europe MEDIA

TV & ONLINE CONTENT DEADLINE 25 AUGUST

OPEN CALL Creative Europe MEDIA

EUROPEAN GO-DEVELOPMENT DEADLINE 17 NOVEMBER

OPEN CALL Creative Europe MEDIA

EUROPEAN SLATE DEVELOPMENT DEADLINE 25 AUGUST

AUDIENCE CLUSTER - European Festivals

Hvad er nyt?

2-års varighed

2021: super-retroactivity (1/1-2021)

2021: mono-beneficiary

Lump sum calculator

Pre-financing: 50 % af de samlede lump sums

1 lump sum per WP
1 lump sum År1 +
1 lump sum År2

OPEN CALL



EUROPEAN
FESTIVALS

DEADLINE
24 AUGUST



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MEDIA

AUDIENCE CLUSTER - European Festivals

Støtteberettigede ansøgere

Europæiske organisationer med stabile og tilstrækkelige **ressourcer** (ansøgere bliver tjekket)

Anciennitetskrav: min. 3 tidligere udgaver skal have fundet sted før december 2020

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EUROPEAN
FESTIVALS

DEADLINE
24 AUGUST



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AUDIENCE CLUSTER - European Festivals

Støtteberettigede projekter

Festivaler med visninger for både generelt publikum og internationale professionelle og presse

Fysisk / online / hybrid

Min. 50 % af programmet skal være ikke-nationale europæiske værker fra MEDIA-lande

Geografisk diversitet i programmet: **min. 15 MEDIA-lande inkl. LCC'er repræsenteret**

Fokus på

- ✓ festivalprogrammer med betydelig andel ikke-nationale værker
- ✓ aktiviteter målrettet udvidelse og fornyelse af publikum

X-tra ultra særligt fokus på

- ✓ strategier for øget bæredygtighed
- ✓ strategier for at sikre kønsbalance, inklusion, diversitet og repræsentativitet



EUROPEAN
FESTIVALS

DEADLINE
24 AUGUST

AUDIENCE CLUSTER - European Festivals



EUROPEAN FESTIVALS

**DEADLINE
24 AUGUST**

Festivaldefinition & lump sum

Hvis størstedelen af kataloget består af kortfilm, er det en **kortfilmfestival**

Other festival = animation, dokumentar, B&U...

LUMP SUMS applicable to EUROPEAN FESTIVALS	
Festivals category	Lump Sum
Short film festivals: < 150 European films	19.000 EUR
Short film festivals: 151 - 250 European films	25.000 EUR
Short film festivals: > 250 European films	33.000 EUR
Other festivals: < 41 European films	27.000 EUR
Other festivals: 41 - 60 European films	35.000 EUR
Other festivals: 61 - 80 European films	41.000 EUR
Other festivals: 81 - 100 European films	46.000 EUR
Other festivals: 101 - 120 European films	55.000 EUR
Other festivals: 121 - 200 European films	63.000 EUR
Other festivals: > 200 European films	75.000 EUR

Other festivals include animation, documentary, global and youth.

CREATIVE EUROPE PROGRAMME - MEDIA Strand		
EUROPEAN FESTIVALS		
Estimated EU contribution		
<p>ATTENTION: The list of events has to correspond with the list of work-packages described in part B. Please use the same order! 1 FESTIVAL EDITION = 1 WORK-PACKAGE</p>		
Project title:		
Event (Work Package) Number	Festival: type and size of festival (choose from drop-down list)	Lump sums (EUR)
1	Other festivals: 121 - 200 European films	EUR 63.000
2	Other festivals: < 41 European films	EUR 27.000
Total Amount		EUR 90.000

Reference - lump sums festival Budget

AUDIENCE CLUSTER - European Festivals

Work packages

1 WP/år = 2 WP i alt

WP 1: Festival edition + programming Year1

WP 2: Festival edition + programming Year2

Deliverables

Festival programming + report on year-long activities (yearly activity plan)

OPEN CALL



EUROPEAN
FESTIVALS

DEADLINE
24 AUGUST



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Europe
MEDIA

AUDIENCE CLUSTER - **Films on the Move**

OPEN CALL
FILMS ON THE MOVE
Formerly known as *Distribution Selective*
DEADLINE
24 AUGUST
#WeAllLoveStories
Creative Europe MEDIA

Budget: 11.000.000 €
Aktionsperiode: 24-36 mdr.

OPEN CALL
TALENT & SKILLS
DEADLINE
26 AUGUST
#WeAllLoveStories

OPEN CALL
MARKETS AND NETWORKING
DEADLINE
24 AUGUST

OPEN CALL
EUROPEAN FESTIVALS
DEADLINE
24 AUGUST

OPEN CALL
INNOVATIVE AND BUSINESS MODELS
#WeAllLoveStories

OPEN CALL
TV & ONLINE CONTENT
DEADLINE
25 AUGUST
#WeAllLoveStories

OPEN CALL
EUROPEAN GO-DEVELOPMENT
DEADLINE
17 NOVEMBER

OPEN CALL
EUROPEAN SLATE DEVELOPMENT
DEADLINE
25 AUGUST

AUDIENCE CLUSTER - Films on the Move

Hvad er nyt?

Pan-europæisk distribution af europæiske film i biografer **og/eller online**
- såfremt størstedelen er bio-distribution

2021: super-retroactivity (1/1-2021)

Premieredatoer: fra 10 uger efter ansøgningsdato

÷ **midtvejsrapport**, kun afslutningsvis afrapportering og regnskab

Annex: liste med tidligere film fra de sidste 4 år

MEDIA Database

Op til 70 % af distributørs udgifter støttes (max €30.000 for DK)

Max co-financing rate: 90 %

Pre-financing: 60 %

Simpelt budget for salgsagenter (med 7 % indirect costs on total costs)



AUDIENCE CLUSTER - Films on the Move

Støtteberettigede ansøgere

Europæiske salgsagenter etableret i et af MEDIA-landene

Har rettigheder til at sælge de udvalgte film i **minimum 15** MEDIA-lande

OPEN CALL
FILMS ON
THE MOVE



DEADLINE
24 AUGUST

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AUDIENCE CLUSTER - Films on the Move

Støtteberettigede projekter

Samarbejder med mindst **7 distributører**

Heraf **mindst 2 fra LCC'er**

Distributører forpligtiger sig via LOI'er

Distribution af non-nationale film på nationalt marked

Overvejende biografdistribution, men online tilladt

Premierer mlm. 1/10/21 - 1/4/23 eller 10 uger fra ansøgningsdato

Filmkrav

- ✓ fiktion/animation/dokumentar
- ✓ producer etableret i MEDIA-land
- ✓ minimum 60 min.
- ✓ første copyright registreret tidl. i 2020
- ✓ kreativt hold overvejende fra MEDIA-lande

OPEN CALL
FILMS ON
THE MOVE



DEADLINE
24 AUGUST

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AUDIENCE CLUSTER - **Films on the Move**

Work Packages

WP 1: Project coordination & Sales Agent costs (obligatorisk)

WP 2: Support to third parties (obligatorisk)

Deliverables - eksempler

WP 1: Coordination report; links til markedsføringsmateriale

WP 2: Fakturaer/anmodning om støtte fra distributører; bio-premierer (fx anmeldelser); Box Office-tal...

OPEN CALL
FILMS ON
THE MOVE



DEADLINE
24 AUGUST

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AUDIENCE CLUSTER - Films on the Move

MEDIA Database

Vælg eksisterende film eller opret ny

Til filmen tilknyttes:

- distributørerne
- deres P&A
- deres individuelle grant requests

Gemmes som pdf og uploades til annexes

OPEN CALL
FILMS ON
THE MOVE



DEADLINE
24 AUGUST

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AUDIENCE CLUSTER - VOD Networks & Operators

OPEN CALL Creative Europe MEDIA

VOD NETWORKS & OPERATORS DEADLINE **5 OKTOBER**

Budget: 4.000.000 €
Aktionsperiode: 12-18 mdr.

OPEN CALL Creative Europe MEDIA
TALENT & SKILLS DEADLINE **26 AUGUST**

OPEN CALL Creative Europe MEDIA
MARKETS AND NETWORKING DEADLINE **24 AUGUST**

OPEN CALL Creative Europe MEDIA
FILMS ON THE MOVE DEADLINE **24 AUGUST**

OPEN CALL Creative Europe MEDIA
INNOVATIVE AND BUSINESS MODELS DEADLINE **25 AUGUST**

OPEN CALL Creative Europe MEDIA
TV & ONLINE CONTENT DEADLINE **25 AUGUST**

OPEN CALL Creative Europe MEDIA
EUROPEAN GO-DEVELOPMENT DEADLINE **17 NOVEMBER**

OPEN CALL Creative Europe MEDIA
EUROPEAN SLATE DEVELOPMENT DEADLINE **25 AUGUST**

AUDIENCE CLUSTER - VOD Networks & Operators

Hvad er nyt?

Call for sig selv: tidligere action 2 i Promotion of European Works Online

60 % MEDIA-finansiering

70 % pre-financing

÷ maximum grant (grant = budgetbaseret)

÷ midtvejsrapport/-udbetalinger

VOD platform definition

Service enabling individuals to select audiovisual works from a central server for viewing on a remote screen by streaming and/or downloading

OPEN CALL



**VOD NETWORKS
& OPERATORS**

**DEADLINE
5 OKTOBER**



AUDIENCE CLUSTER - VOD Networks & Operators

Støtteberettigede ansøgere

Europæiske VOD-platforme

Enten

Konsortium af min. 3 partnere
fra min. 2 MEDIA-lande

Samarbejde mellem platforme,
som viser en betydelig andel
europæiske film

Eller

Enkelt platform, der dækker
min. 2 MEDIA-lande

OPEN CALL



**VOD NETWORKS
& OPERATORS**

**DEADLINE
5 OKTOBER**



Creative
Europe
MEDIA

AUDIENCE CLUSTER - VOD Networks & Operators

Støtteberettigede projekter

Platforme med min. 1.000 audiovisuelle værker

Min. 30 % fra MEDIA-lande

- heraf min. 5 forskellige lande og
- på min. 5 officielle EU-sprog

Generelt meget åbent call

Gerne stort og ambitiøst projekt

Fokus på

- ✓ nye forretningsmodeller
- ✓ diversitet
- ✓ publikumsopbygning / nå nyt publikum
- ✓ styrke synligheden af europæiske film

Næh, se, lille Søs – det er på [finsk/polsk/italiensk/
græsk/estisk/fransk/rumænsk/ungarsk/svensk...]

OPEN CALL



VOD NETWORKS
& OPERATORS

DEADLINE
5 OKTOBER



Creative
Europe
MEDIA

AUDIENCE CLUSTER - VOD Networks & Operators

Work Packages

Ingen obligatoriske WP

Eksempler:

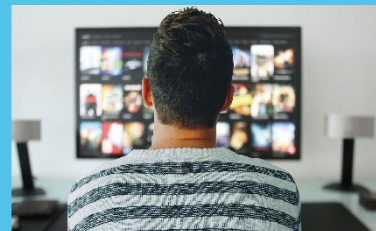
WP 1: Koordinationsaktiviteter

WP 2: Implementering af værktøjer (software & other)

WP 3: Kommunikations & marketing-aktiviteter

WP 4: Fælles aktiviteter for øget bruger-loyalitet

OPEN CALL



**VOD NETWORKS
& OPERATORS**

**DEADLINE
5 OKTOBER**



Creative
Europe
MEDIA

Q&A



PAUSE

9:15 – 10:00

Generelt om det nye MEDIA-program
"Content cluster"
Q&A

10:15 – 11:00

"Audience cluster"
Q&A

11:15 – 12:00

"Business cluster"
Cross-Sector
Q&A



BUSINESS CLUSTER - Innovative Tools & Business Models

OPEN CALL
INNOVATIVE TOOLS AND BUSINESS MODELS

DEADLINE
24 AUGUST

#WeAllLoveStories

Budget: 14.900.000 €
Aktionsperiode: 36 mdr.

OPEN CALL
TALENT & SKILLS
DEADLINE
26 AUGUST

OPEN CALL
FILMS ON THE MOVE
DEADLINE
24 AUGUST

OPEN CALL
TV & ONLINE CONTENT
DEADLINE
25 AUGUST

OPEN CALL
EUROPEAN GO-DEVELOPMENT
DEADLINE
17 NOVEMBER

OPEN CALL
EUROPEAN SLATE DEVELOPMENT
DEADLINE
25 AUGUST

OPEN CALL
MARKETS AND NETWORKING
DEADLINE
24 AUGUST

OPEN CALL
EUROPEAN FESTIVAL

BUSINESS CLUSTER - Innovative Tools & Business Models

Hvad er nyt?

Varighed på 36 mdr.

Fokuserer udelukkende på projekter relateret til **innovation** og at **styrke konkurrenceevnen** for den europæiske audiovisuelle sektor i en digital æra

Særligt fokus på

- ✓ forretningsmodeller
- ✓ grønne tiltag
- ✓ kønsbalance, inklusion, diversitet og repræsentativitet



OPEN CALL
INNOVATIVE TOOLS
AND BUSINESS
MODELS

DEADLINE
24 AUGUST

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Creative Europe MEDIA

The poster features a vibrant, colorful background with a person in a white shirt and dark pants standing in a room, reaching up towards a large, glowing, abstract shape. Below this, a woman is wearing a VR headset and holding up her hands. The text is in white and yellow, and the Creative Europe logo is in the bottom right corner.

BUSINESS CLUSTER - Innovative Tools & Business Models

Formål

- ✓ øge synlighed, adgang, publikum og diversitet i forhold til europæiske audiovisuelle værker i en digital tidsalder
- ✓ styrke den europæiske audiovisuelle branches konkurrenceevne
- ✓ forbedret produktion og distribution af europæiske værker i den digitale tidsalder
- ✓ øget publikumspotentiale

Meget strategisk call

Mest tiltænkt tech-virksomheder og start-ups

Ansøgere skal være
MEGET skarpe på deres
forretningsmodel

OPEN CALL
INNOVATIVE TOOLS
AND BUSINESS
MODELS

DEADLINE
24 AUGUST

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Europe
MEDIA

BUSINESS CLUSTER - Innovative Tools & Business Models

Støtteberettigede projekter

- Aktiviteter hvis mål er at styrke udviklingen af og/eller udbrede undertekstning, adgang, synlighed, anbefalingsværktøjer på tværs af grænser og platforme for et større europæisk publikum
- Forretningsværktøjer som forbedrer effektivitet og transparens, fx
 - rights management system
 - tech til data indsamling og analyse
- Forretningsmodeller der optimerer synergier mellem distributionsplatforme
- Forretningsværktøjer der udforsker nye produktionsmåder, finansiering, distribution eller lancering via tech (AI, big data, blockchain osv.)

OPEN CALL
**INNOVATIVE TOOLS
AND BUSINESS
MODELS**

DEADLINE
24 AUGUST

#WeAllLoveStories

Creative Europe MEDIA

BUSINESS CLUSTER - Innovative Tools & Business Models

Work Packages

WP 1: Project management (obligatorisk)

WP 2: Aktiviteter for det 1. års implementering

WP 3: Aktiviteter for det 2. års implementering

WP 4: Aktiviteter for det 3. års implementering

Til hver WP hører et budget



OPEN CALL
INNOVATIVE TOOLS
AND BUSINESS
MODELS

DEADLINE
24 AUGUST

#WeAllLoveStories

Creative Europe MEDIA

The poster features a vibrant, colorful background with a person in a white shirt and dark pants standing in a room, interacting with a large, glowing, multi-colored sphere. Below this, a woman is shown wearing a VR headset and holding up her hands, with colorful light trails around her. The text is in white and yellow, and the Creative Europe MEDIA logo is in the bottom right corner.



BUSINESS CLUSTER - Markets & Networking

OPEN CALL Creative Europe MEDIA

MARKETS AND NETWORKING DEADLINE 24 AUGUST

Budget: 7.500.000 €
Aktionsperiode: 24 mdr.

OPEN CALL Creative Europe MEDIA
Talent & Skills DEADLINE 26 AUGUST #WeAllLoveStories

OPEN CALL Creative Europe MEDIA
Innovative Tools and Business Models DEADLINE 24 AUGUST #WeAllLoveStories

OPEN CALL Creative Europe MEDIA
Films on the Move DEADLINE 24 AUGUST #WeAllLoveStories

OPEN CALL Creative Europe MEDIA
EUROPEAN FESTIVAL

OPEN CALL Creative Europe MEDIA
TV & ONLINE CONTENT DEADLINE 25 AUGUST #WeAllLoveStories

OPEN CALL Creative Europe MEDIA
EUROPEAN GO-DEVELOPMENT DEADLINE 17 NOVEMBER

OPEN CALL Creative Europe MEDIA
EUROPEAN SLATE DEVELOPMENT DEADLINE 25 AUGUST

BUSINESS CLUSTER - Markets & Networking

Hvad er nyt?

Tidligere "Access to Markets"

Action 1 + 2 slået sammen

Max 60 % MEDIA-finansiering (før 80 %)

Særligt fokus på

- ✓ LCC'er
- ✓ bæredygtighed og grønne tiltag
- ✓ kønsbalance, inklusion, diversitet og repræsentativitet
- ✓ nye digitale teknologier

OPEN CALL



MARKETS
AND
NETWORKING

DEADLINE
24 AUGUST

BUSINESS CLUSTER - Markets & Networking

Støtteberettigede ansøgere

Europæiske organisationer og virksomheder der arrangerer branche-events og markeder, samt aktiviteter der promoverer europæiske audiovisuelle værker

Både fysiske og online

OPEN CALL



MARKETS
AND
NETWORKING

DEADLINE
24 AUGUST

BUSINESS CLUSTER - Markets & Networking

Støtteberettigede projekter

- B2B udveksling blandt professionelle og specielt med LCC'er
- Branche-events med fokus på
 - indhold
 - ny teknologi
 - nye forretningsmodeller
- Aktiviteter der stimulerer europæisk og international ko-produktion af:
 - ✓ spillefilm
 - ✓ kortfilm
 - ✓ TV-serier
 - ✓ computerspil og cross media

OPEN CALL



MARKETS
AND
NETWORKING

DEADLINE
24 AUGUST

BUSINESS CLUSTER - Markets & Networking

Forventede resultater

- Styrket europæisk og international dimension af store branche markeder
- Styrket systemisk "impact" af mindre events
- Øget konkurrenceevne, cirkulation og diversitet af europæiske audiovisuelle værker
- Øget brug af digitale teknologier
- Udvikling af europæiske branche netværk

Ekstra vægt på

- bæredygtige forretningsmodeller
- miljøvenlige aktiviteter
- deltagelse af småbørns-forældre
- ligestilling, diversitet og inklusion

OPEN CALL



MARKETS
AND
NETWORKING

DEADLINE
24 AUGUST

BUSINESS CLUSTER - Markets & Networking

Work Packages

Bør begrænses til de 3 obligatoriske, men flere kan tilføjes

WP 1: Project management

WP 2: Aktiviteter der skal implementeres

WP 3: Follow-up & formidling

Til hver WP hører et budget

OPEN CALL



MARKETS
AND
NETWORKING

DEADLINE
24 AUGUST

BUSINESS CLUSTER - Talents & Skills

OPEN CALL
TALENT & SKILLS

DEADLINE
26 AUGUST

#WeAllLoveStories

Budget: 8.000.000 €
Aktionsperiode: 12 mdr.

OPEN CALL
MARKETS AND NETWORKING
DEADLINE 24 AUGUST

OPEN CALL
INNOVATIVE TOOLS AND BUSINESS MODELS
DEADLINE 24 AUGUST

OPEN CALL
FILMS ON THE MOVE
DEADLINE 24 AUGUST

OPEN CALL
EUROPEAN FESTIVAL

OPEN CALL
TV & ONLINE CONTENT
DEADLINE 25 AUGUST

OPEN CALL
EUROPEAN CO-DEVELOPMENT
DEADLINE 17 NOVEMBER

OPEN CALL
EUROPEAN SLATE DEVELOPMENT
DEADLINE 25 AUGUST

BUSINESS CLUSTER - Talents & Skills

Hvad er nyt?

2021: kun etårig aktionsperiode – næste år flerårig periode

Op til 80 % MEDIA-finansiering

Større fleksibilitet ift. deltager-scholarships

Særligt fokus på

- ✓ bæredygtighed
- ✓ aktiviteter der skåner klimaet
- ✓ grønne tiltag ift. branchen
- ✓ kønsbalance
- ✓ diversitet og repræsentativitet
- ✓ inklusivitet

OPEN CALL
TALENT
& SKILLS

DEADLINE
26 AUGUST

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BUSINESS CLUSTER - Talents & Skills

Støtteberettigede projekter

Training- og mentoring-aktiviteter der sigter mod kompetenceudvikling hos AV-professionelle inden for:

- marketing, promotion og nye distributionsmodeller
- greening af AV-branchen
- management/ledelse
- udvikling, produktion og postproduktion
- entreprenørskab og ny forretningskabelse

OPEN CALL
TALENT
& SKILLS

DEADLINE
26 AUGUST

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BUSINESS CLUSTER - Talents & Skills

Målgrupper

(Særligt unge) professionelle fra AV-branchen og professionelle fra start-ups

Størstedelen af deltagerne skal være af anden nationalitet end ansøger

Projektet skal sikre god repræsentation af køn og diversitet

Særligt fokus på projekter henvendt til kvinder og AV-professionelle med forskellig baggrund

OPEN CALL
TALENT
& SKILLS

DEADLINE
26 AUGUST

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BUSINESS CLUSTER - Talents & Skills

Work Packages

WP 1: Project management

WP 2: Aktiviteter der skal implementeres

WP 3: Follow-up & formidling

Deliverables

Ikke beskrivelser, referater eller andet detaljeret materiale, men fx programudkast.

Hvis et trainingforløb har 3 workshops med forskellige emner, bør man aflevere deliverables for hver workshop

Milestones kun for mere komplekse projekter

OPEN CALL
TALENT
& SKILLS

DEADLINE
26 AUGUST

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CROSS-SECTOR

Innovation Lab

Journalism Partnerships

CROSS-SECTOR - Innovation Lab

Nyt call

Budget: 6.320.000

Aktionsperiode: 24 mdr.

Deadline: 5. oktober

Konsortium af min. 3 partnere fra mindst 2 forskellige MEDIA-lande

- ekspertise blandt parterne hvad angår de kulturelle og kreative sektorer, herunder audiovisuel



CROSS-SECTOR - Innovation Lab

Formål

Designe, udvikle og teste innovative tools, modeller og løsninger der kan anvendes i den audiovisuelle branche og andre kulturelle og kreative sektorer.

Eksempelvis

- Rights management
- Indsamling og analyse af data
- Greening af værdikæden
- Innovative formidlings-/undervisningsværktøjer og indhold, der bruger kreativitet og kreative sektorer til at tackle fx misinformation, fake news og lign.



CROSS-SECTOR - Journalism Partnerships

Nyt call

Budget: 7.600.000 €

Aktionsperiode: 24 mdr.

Deadline: 26. august

80 % MEDIA-finansiering

Konsortium af min. 3 partnere fra forskellige MEDIA-lande

- diversitet blandt partnerne, virksomhedsstørrelse, geografi, typer af medier

*Udover dette call,
kommer der endnu et i
slutningen af året*



CROSS-SECTOR - Journalism Partnerships

Formål

Bekæmpe fake news og styrke de journalistiske mediers forretningsmodeller

Dele best practice

De går efter **store projekter med mange partnere**

Actions

1) Kollaborativ forretnings transformation

- Test af forretningsmodeller, nye standarder, kurser
- Styrke journalistisk kvalitet

2) Test af innovative formater, redaktionelle standarder, erfaringsudveksling gennem arrangementer og kurser. Mulighed for at give legater

Mere info på webinar
5. juli kl. 15-17



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Q&A

