

Introduktion til Innovative Tools & Business Models



Creative
Europe
MEDIA

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

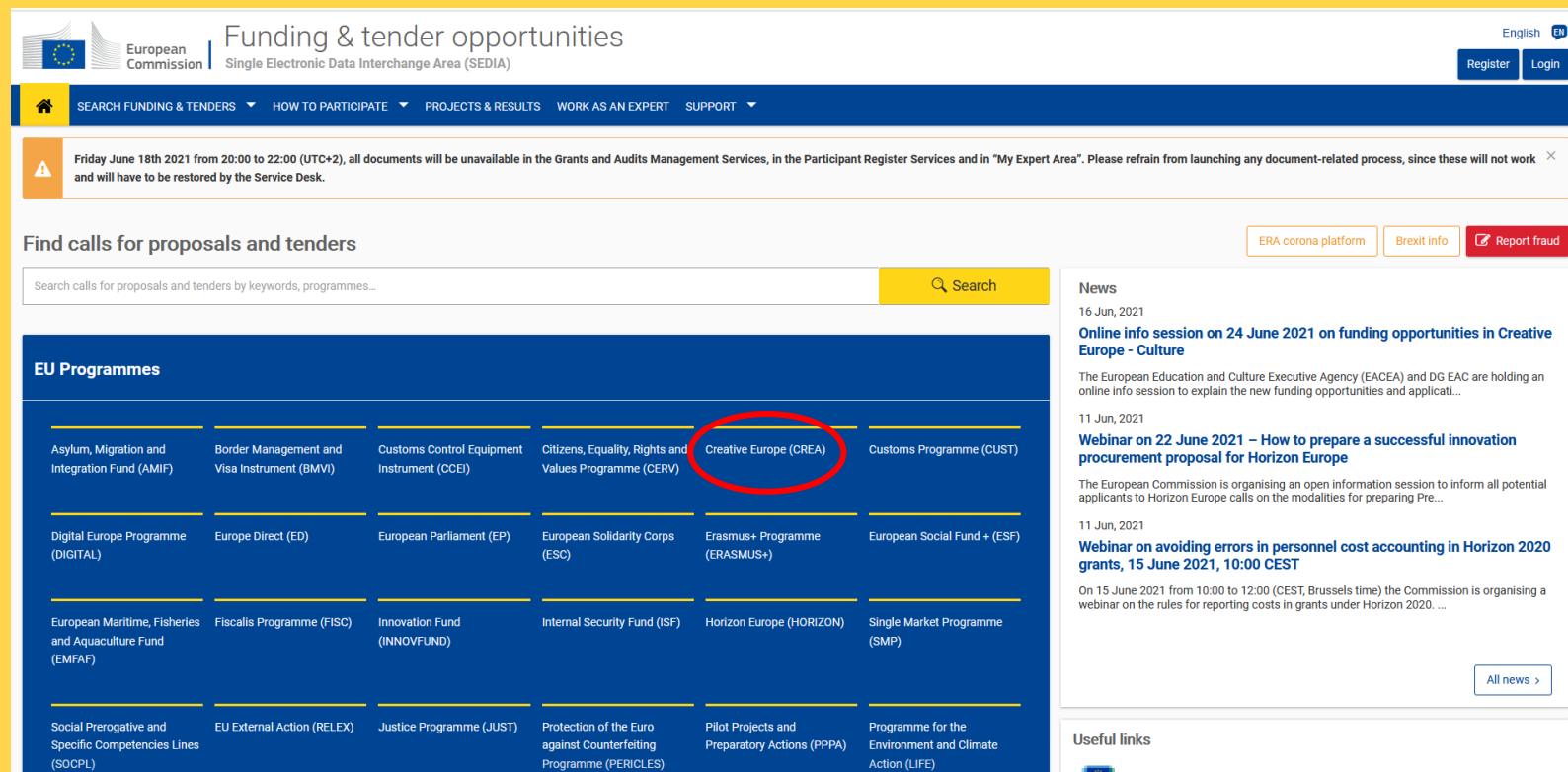


LCC gruppe B



FTOP - FUNDING & TENDERS OPPORTUNITIES PORTAL

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



The screenshot shows the FTOP website interface. At the top, the European Commission logo is visible alongside the text 'Funding & tender opportunities' and 'Single Electronic Data Interchange Area (SEDIA)'. Navigation links include 'SEARCH FUNDING & TENDERS', 'HOW TO PARTICIPATE', 'PROJECTS & RESULTS', 'WORK AS AN EXPERT', and 'SUPPORT'. A search bar is located below the navigation bar. A notification banner at the top right states: 'Friday June 18th 2021 from 20:00 to 22:00 (UTC+2), all documents will be unavailable in the Grants and Audits Management Services, in the Participant Register Services and in "My Expert Area". Please refrain from launching any document-related process, since these will not work and will have to be restored by the Service Desk.' Below the search bar, the section 'Find calls for proposals and tenders' is visible. The main content area displays a grid of EU Programmes, with 'Creative Europe (CREA)' highlighted by a red circle. The right sidebar contains a 'News' section with updates from June 2021, including an online info session on June 24 and a webinar on June 22. A 'Useful links' section is also present at the bottom right.

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)	Fiscalis 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/>



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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 (download/upload)

Dertil bilag i form af info om ownership o.lign.

Part B = max 70 sider i alt!!

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

The screenshot displays the 'Find your organisation' section of the CREA-MEDIA 2021 application form. The interface is divided into several panels:

- Call data:** Displays call 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 icon indicates that the topic and type of action can only be changed by creating a new proposal.
- Download Part B templates:** A button to download part B templates.
- Support & Helpdesk:** Links to the Online Manual, IT How To, IT Helpdesk, and FAQ.
- Service Desk:** Contact information for the EC-FUNDING-TENDER-SERVICE-DESK, including an email address and a phone number.
- Find your organisation:** A section for searching and selecting an organisation. It includes input fields for PIC (892863661) and Short name (SME Test). A search button is present. Below, a list of organisations previously associated with the user is shown, including PIC: 892863661 (SME Test, Rue ABC, Brussels, DE), PIC: 996279920 (CIANT, KAMYK IMRYCHOVA 882 12, PRAHA, CZ, VAT: CZ69061998), and PIC: 949494686 (ESAD Grenoble Valence, 25 rue Lesdiguières, GRENOBLE, FR).
- Your role:** A section for indicating the user's role in the proposal. Options include 'Main contact' (selected) and 'Contact person'.
- Your proposal:** A section for choosing an acronym for the proposal. A text box contains the acronym 'dsgfhsdgdsh'. A red box highlights this text box. Below it, a 'Short summary' text box contains the text 'fcdhgsht gsdthdsgh fcdhgsdsg hsdthgds hgtfsh'. A red box highlights this text box. A yellow button at the bottom right says 'SAVE AND GO TO NEXT STEP'.



LIDT OM ANSØGNINGER

Vigtigt at vide om obligatoriske bilag:

Skabelonerne (som downloades i Part B) 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'. Below this, a red warning box 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 button 'Download Part B templates' is present, with a link 'Download part B templates' below it. The 'Support & Helpdesk' section includes links for 'Online Manual', 'IT How To', 'IT Helpdesk', and 'FAQ'. At the bottom, 'Service Desk' contact information is provided: EC-FUNDING-TENDER-SERVICE-DESK@ec.europa.eu and +32 2 29 92222. The 'Administrative forms' section contains buttons for 'Edit forms', 'Media DB', 'Edit Part C', 'View history', and 'Print preview'. 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 Accommodation	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 'Films 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.

Man må **IKKE** slette hele boksen – heller ikke, hvis man ikke skal udfylde den! Ansøgningen bliver **diskvalificeret**.



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

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

Vær ikke for detaljeret!

Og lov ikke for meget!



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

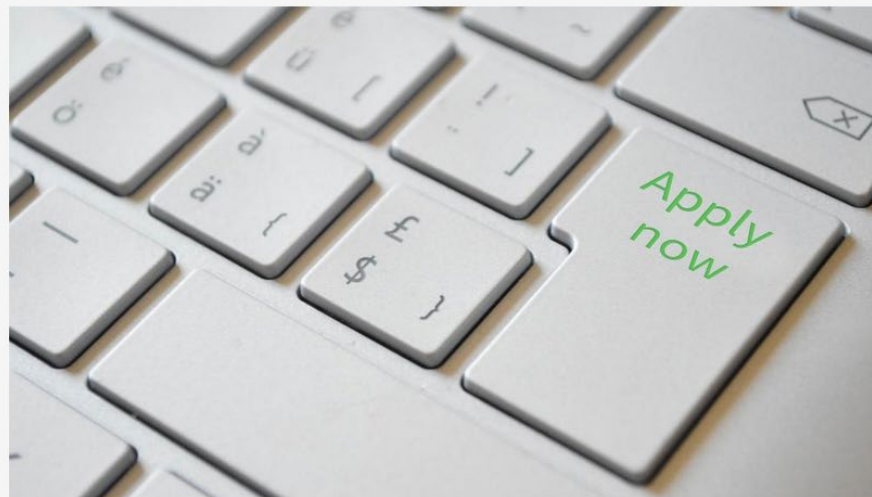
Milestone No (continuous numbering not linked to WP)	Milestone Name	Work Package No	Lead Beneficiary	Means of Verification		Due Date (month number)	Description
MS1		1					
MS2		1					
Deliverable No (continuous numbering linked to WP)	Deliverable Name	Work Package No	Lead Beneficiary	Type	Dissemination 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](#).



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BUSINESS CLUSTER - Innovative Tools & Business Models



OPEN CALL

**INNOVATIVE
TOOLS AND
BUSINESS
MODELS**

DEADLINE: 7 APRIL 2022

FIND LINKS TIL GUIDELINES
PÅ VORES HJEMMESIDE!

 Creative
Europe
MEDIA

Budget: 7.000.000 €

Aktionsperiode: 36 mdr.



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Hvad er (stadig) 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



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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

Ansøgere skal være
MEGET skarpe på deres
forretningsmodel

Meget strategisk call

Mest tiltænkt tech-virksomheder og start-ups



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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.)



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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



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Ved oprettelse af ansøgning

Lav et ordentligt "akronym" ved oprettelse af ansøgningen – ikke bare "InnoTools2022" som gør sagsbehandlingen svær og langtrukken

Short summary skal

- ✓ indeholde "objectives, activities, type and number of persons benefitting from the project, expected results, type and number of output to be produced"
- ÷ ikke indeholde fortrolige oplysninger, da det bliver udgivet på resultatsiden



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Affiliated entities

- Any legal entity that is:
 - ✓ under the direct or indirect control of a participating beneficiary (COO / PA)
 - ✓ OR under the same direct or indirect control as the participating beneficiary
 - ✓ OR directly or indirectly controlling a participating beneficiary
- Entities linked to a beneficiary which participates in the action with similar rights and obligations, but do not sign the GA and hence do not become beneficiaries themselves
- They will get a part of the EU grant and hence must comply with the call conditions and be validated

Remember to provide shareholding data!



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Part B

- Brug **kun** de templates, der kan downloades!
- Lav ikke om på formateringen
- Tilføj ikke andre dokumenter, så som CV'er
- Sørg for at svare på **alle** obligatoriske felter
- Besvar emnerne i de korrekte felter
- Sørg for at informationen i de forskellige felter stemmer overens (navne, titler, lande, territorier etc.)
- Sørg for at teksten kan læses 😊



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Strategier

X-tra ultra særligt fokus på

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

Ikke bare beskrivelse af enkelte tiltag så som "på holdet er vi alle non-binære og cykler til arbejde og har vores egen vandflaske, og vi spiser kun rødbeder vi selv har dyrket på taget" (hvilket ellers lyder fedt!), men det skal være langsigtede strategier, der kan indvirke på den audiovisuelle branche



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Øvrigt

- ✓ Hav styr på majority shareholders (SKAL være fra MEDIA-lande)
- ✓ Husk at udfylde **Part C!**
- ✓ Upload bilag i de korrekte felter
- ✓ Hvis der mangler obligatoriske dokumenter er ansøgningen ugyldig
- ✓ **INDSEND ANSØGNINGEN I GOD TID** – læg en plan, hvor I indsender et par dage før

Husk at
UK er ude



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Q&A



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