



# **Second amendment of the 2015 annual work programme for the implementation of the Creative Europe Programme**

*C(2015)4077 of 17 June 2015*



Brussels, 17.6.2015  
C(2015) 4077 final

**COMMISSION IMPLEMENTING DECISION**

**of 17.6.2015**

**modifying Commission Implementing Decision C(2014) 5313 final on the adoption of the  
2015 annual work programme for the implementation of the Creative Europe  
Programme**

## COMMISSION IMPLEMENTING DECISION

of 17.6.2015

### **modifying Commission Implementing Decision C(2014) 5313 final on the adoption of the 2015 annual work programme for the implementation of the Creative Europe Programme**

THE EUROPEAN COMMISSION,

Having regard to the Treaty on the Functioning of the European Union,

Having regard to the Regulation (EU) No 1295/2013 of the European Parliament and of the Council of 11.12.2013 establishing the Creative Europe Programme (2014 to 2020) and repealing Decisions No 1718/2006/EC, No 1855/2006/EC and No 1041/2009/EC<sup>1</sup>, and in particular Article 22 thereof,

Having regard to Regulation (EU, EURATOM) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union<sup>2</sup>, and in particular Article 84(2) thereof,

Whereas:

- (1) Commission Implementing Decision C(2014)5313final, adopted on 30 July 2014, approved the "Creative Europe" programme for an EU budget contribution of EUR 168 130 873.
- (2) The purpose of the present modifying Decision is to present the details of the "On Line Distribution" and "Support to innovation in the cultural and creative sectors" actions as well as to amend the conditions for participation for MEDIA sub-programme and present the new action the STARTS Prize.
- (3) Implementing Decision C(2014)5313final should therefore be amended accordingly.
- (4) The measures provided for in this Decision are in accordance with the opinion of the Creative Europe Committee set up under Article 23 of Regulation (EU) No 1295/2013,

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<sup>1</sup> OJ L 347, 20.12.2013, p. 221

<sup>2</sup> OJ L 298, 26.10.2012, p. 1

HAS DECIDED AS FOLLOWS:

*Article 1*

The Annex 1 of Commission Implementing Decision C(2014)5313final is amended as provided for in the Annex to this Decision, in order to modify points 2.7, 2.13, 2.23, 3.5 and Conditions for participation set out on point 1.INTRODUCTION and to add a new point 2.25. The amount of EUR 1 250 000 was reallocated from the action "Support for the Distribution of non-national films - The Cinema Automatic Scheme" (point 2.7) to the action " On Line Distribution" (point2.13) and the amount of EUR 200.000 was reallocated from the action "Communication and valorisation activities" (point 3.5) to the action "Organisation of the STARTS prize" (new point 2.25).

Done at Brussels, 17.6.2015

*For the Commission*  
*Tibor NAVRACSICS*  
*Member of the Commission*



Bruxelles, le 17.6.2015  
C(2015) 4077 final

**DÉCISION D'EXÉCUTION DE LA COMMISSION**

**du 17.6.2015**

**modifiant la décision d'exécution C(2014) 5313 finals de la Commission relative à  
l'adoption du programme annuel de travail 2015 pour la mise en œuvre du programme  
«Europe créative»**

## DÉCISION D'EXÉCUTION DE LA COMMISSION

du 17.6.2015

**modifiant la décision d'exécution C(2014) 5313 finals de la Commission relative à l'adoption du programme annuel de travail 2015 pour la mise en œuvre du programme «Europe créative»**

LA COMMISSION EUROPÉENNE,

vu le traité sur le fonctionnement de l'Union européenne,

vu le règlement (UE) n° 1295/2013 du Parlement européen et du Conseil du 11 décembre 2013 établissant le programme «Europe créative» (2014 à 2020) et abrogeant les décisions n° 1718/2006/CE, n° 1855/2006/CE et n° 1041/2009/CE<sup>1</sup>, et notamment son article 22,

vu le règlement (UE, Euratom) n° 966/2012 du Parlement européen et du Conseil du 25 octobre 2012 relatif aux règles financières applicables au budget général de l'Union<sup>2</sup>, et notamment son article 84, paragraphe 2,

considérant ce qui suit:

- (1) La décision d'exécution C(2014) 5313 final de la Commission, adoptée le 30 juillet 2014, a approuvé une contribution du budget de l'UE de 168 130 873 EUR en faveur du programme «Europe créative».
- (2) L'objectif de la présente décision de modification est de présenter les détails des actions «Distribution en ligne» et «Soutien à l'innovation dans les secteurs de la culture et de la création», ainsi que de modifier les conditions de participation au sous-programme MEDIA et de présenter la nouvelle action concernant le prix STARTS.
- (3) Il y a donc lieu de modifier la décision d'exécution C(2014) 5313 final en conséquence.
- (4) Les mesures prévues à la présente décision sont conformes à l'avis du comité «Europe créative» institué en vertu de l'article 23 du règlement (UE) n° 1295/2013,

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<sup>1</sup> JO L 347 du 20.12.2013, p. 221.

<sup>2</sup> JO L 298 du 26.10.2012, p. 1.

DÉCIDE:

*Article premier*

L'annexe 1 de la décision d'exécution C(2014) 5313 final de la Commission est modifiée comme indiqué dans l'annexe de la présente décision, afin de modifier les points 2.7, 2.13, 2.23 et 3.5 ainsi que les conditions de participation énoncées au point 1. INTRODUCTION et d'ajouter un nouveau point 2.25. Le montant de 1 250 000 EUR a été réaffecté de l'action «Soutien à la distribution de films non nationaux - système d'aide automatique au secteur cinématographique» (point 2.7) à l'action «Distribution en ligne» (point 2.13) et le montant de 200 000 EUR a été réaffecté de l'action «Activités de communication et de valorisation» (point 3.5) à l'action «Organisation du prix STARTS» (nouveau point 2.25).

Fait à Bruxelles, le 17.6.2015

*Par la Commission*  
*Tibor NAVRACSICS*  
*Membre de la Commission*



Brüssel, den 17.6.2015  
C(2015) 4077 final

**DURCHFÜHRUNGSBESCHLUSS DER KOMMISSION**

**vom 17.6.2015**

**zur Änderung des Durchführungsbeschlusses C(2014) 5313 final der Kommission über  
die Annahme des Jahresarbeitsprogramms 2015 für die Durchführung des Programms  
Kreatives Europa**



# DURCHFÜHRUNGSBESCHLUSS DER KOMMISSION

vom 17.6.2015

## zur Änderung des Durchführungsbeschlusses C(2014) 5313 final der Kommission über die Annahme des Jahresarbeitsprogramms 2015 für die Durchführung des Programms Kreatives Europa

DIE EUROPÄISCHE KOMMISSION —

gestützt auf den Vertrag über die Arbeitsweise der Europäischen Union,

gestützt auf die Verordnung (EU) Nr. 1295/2013 des Europäischen Parlaments und des Rates vom 11. Dezember 2013 zur Einrichtung des Programms Kreatives Europa (2014-2020) und zur Aufhebung der Beschlüsse Nr. 1718/2006/EG, Nr. 1855/2006/EG und Nr. 1041/2009/EG<sup>1</sup>, insbesondere auf Artikel 22,

gestützt auf die Verordnung (EU, Euratom) Nr. 966/2012 des Europäischen Parlaments und des Rates vom 25. Oktober 2012 über die Haushaltsordnung für den Gesamthaushaltsplan der Union<sup>2</sup>, insbesondere auf Artikel 84 Absatz 2,

in Erwägung nachstehender Gründe:

- (1) Mit dem am 30. Juli 2014 angenommenen Durchführungsbeschluss C(2014) 5313 final der Kommission wurden das Jahresarbeitsprogramm für die Durchführung des Programms Kreatives Europa und der entsprechende Beitrag aus dem Haushalt der Union in Höhe von 168 130 873 EUR genehmigt.
- (2) Mit diesem Änderungsbeschluss sollen die Einzelheiten der Maßnahmen „Online-Vertrieb“ und „Förderung von Innovation im Kultur- und Kreativsektor“ vorgelegt, die Bedingungen für die Teilnahme am Unterprogramm MEDIA angepasst und die neue Maßnahme STARTS-Preis vorgestellt werden.
- (3) Der Durchführungsbeschluss C(2014) 5313 final sollte daher entsprechend geändert werden.
- (4) Die im vorliegenden Beschluss vorgesehenen Maßnahmen entsprechen der Stellungnahme des nach Artikel 23 der Verordnung (EU) Nr. 1295/2013 eingesetzten Ausschusses „Kreatives Europa“ —

BESCHLIESST:

### *Artikel 1*

Anhang 1 des Durchführungsbeschlusses C(2014) 5313 final der Kommission wird gemäß dem Anhang des vorliegenden Beschlusses geändert, um die Nummern 2.7, 2.13, 2.23 und 3.5 sowie die Bedingungen für die Teilnahme unter Nummer 1. EINLEITUNG anzupassen und eine neue Nummer 2.25 hinzuzufügen. Der Betrag von 1 250 000 EUR wurde von der Maßnahme „Förderung des Vertriebs ausländischer Filme – The Cinema Automatic Scheme“ (Nummer 2.7) auf die Maßnahme „Online-Vertrieb“ (Nummer 2.13) umgewidmet, und der Betrag von 200 000 EUR wurde von der Maßnahme „Kommunikation und

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<sup>1</sup> ABl. L 347 vom 20.12.2013, S. 221.

<sup>2</sup> ABl. L 298 vom 26.10.2012, S. 1.

Valorisierung“ (Nummer 3.5) auf die Maßnahme „Organisation des STARTS-Preises“  
(neue Nummer 2.25) umgewidmet.

Geschehen zu Brüssel am 17.6.2015

*Für die Kommission  
Tibor NAVRACSICS  
Mitglied der Kommission*

## ANNEX

This modification concerns the action "Support to innovation in the cultural and creative sectors" (point 2.23 in Annex 1 of *Commission Implementing Decision C(2014)5313final*), the "Organisation of the STARTS Prize" (new point 2.25 added to Annex 1 of *Commission Implementing Decision C(2014)5313final*), as well as the action "On Line Distribution" (point 2.13 in Annex 1 to the above-mentioned Commission Implementing Decision), for which the details of the actions and of the calls for proposals, to be published in the first half of 2015, are presented. EUR 1.250.000 is transferred from the action "Support for the Distribution of non-national films - The Cinema Automatic Scheme" (point 2.7 in Annex 1 of Commission Implementing Decision C(2014)5313final) to the action "On Line Distribution" (point 2.13 in Annex 1 of Commission Implementing Decision C(2014)5313final). EUR 200.000 is transferred from the action "Communication and valorisation activities" (point 3.5 in Annex 1 of Commission Implementing Decision C(2014)5313final) to the action "Organisation of the STARTS prize" (new point 2.25).

The "Conditions for participation" set out on point 1. INTRODUCTION of the Annex 1 to the mentioned Commission Implementing Decision, are also amended as far as the MEDIA sub-programme is concerned.

Annex 1 of Commission Implementing Decision C(2014)5313final is amended as follows:

*1. Conditions for participation set out on point 1. INTRODUCTION of the Annex 1 of Commission Implementing Decision C(2014)5313 are replaced by the following:*

### **Conditions for participation**

They are set for each action in the relevant section of this annex, in accordance with Regulation (EU) No 1295/2013 of the European Parliament and of the Council of 11 December 2013 establishing the Creative Europe Programme (2014 to 2020) and repealing Decisions No 1718/2006/EC, No 1855/2006/EC and No 1041/2009/EC, hereinafter referred to as "the Regulation". However, all actions supported within the framework of the Creative Europe Programme are open to the participation of the following countries, unless otherwise specified under provisions detailed below and applicable to a specific action line or for special actions regulated by specific pieces of legislation and as long as all the conditions referred to in article 8 of this Regulation are met.

Article 8 foresees inter-alia that for the MEDIA Sub-programme participating countries shall meet the conditions set out in Directive 2010/13/EU of the European Parliament and of the Council<sup>1</sup>. Countries failing to meet these conditions cannot have full participation to the MEDIA Sub-programme. They may only participate to the Training, Festivals, Audience Development and Market Access actions under the MEDIA Sub-programme, in accordance with Article 10 (a), (e), (i) and (j) of the Regulation. Those actions do not require compliance with Directive 2010/13/EU of the European Parliament and of the Council.

Under the MEDIA Sub-programme, the companies, entities, persons, audiovisual works from the countries with such partial participation could be considered as fully eligible and included

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<sup>1</sup> Directive 2010/13/EU of the European Parliament and of the Council of 10 March 2010 on the coordination of certain provisions, laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive) JO L 95, 15.4.2010, p.1.

in the selection process for Training, Festivals, Audience Development and Market Access.

For the calls launched in the frame of the work programme 2015, they will be awarded with a financial support under those actions only if the necessary agreement has entered into force at the time when the award decision is taken. If the agreement has not entered into force at this time, the applications will be rejected.

For participation in projects already selected and awarded funding in Training, Festivals, Audience Development and Market Access, companies, entities, persons, audiovisual works from countries with partial participation will be considered as eligible during the calendar year 2015.

For all the actions under the MEDIA Sub-programme other than Training, Festivals, Audience Development and Market Access, the companies, entities, persons and audiovisual works from the countries with partial participation will be considered ineligible.

*2. Following the reallocation of EUR 1.250.000 from "Support for the Distribution of non-national films - The Cinema Automatic Scheme" to the "Online Distribution" action, the point 2.7. Support for the Distribution of non-national films - The Cinema Automatic Scheme (See index 2.07 of the programming table) of the Annex 1 of Commission Implementing Decision C(2014)5313 is amended as follows:*

The indicative timetable and indicative amount of the call for proposals for the Cinema Automatic Scheme is replaced by the following:

<b>Reference</b>	<b>Date</b>	<b>Amount</b>
Call for Proposals EACEA 25/2012	December 2012 (Funding of reinvestment projects)	EUR 21.2 M
Call for Proposals EAC S28/2013	December 2013	
Call for Proposals	4 <sup>th</sup> Quarter 2014	

*3. The revised text of point 2.13 of the Annex 1 of Commission Implementing Decision C(2014)5313 is the following:*

**2.13 Online Distribution** (See index 2.13 of the programming table)

Priorities of the year, objectives pursued and expected results

Within the specific objective of promoting transnational circulation, two of the priorities of the MEDIA Sub-programme shall be:

- to support transnational marketing, branding and distribution of audiovisual works on all other non-theatrical platforms;

- to promote new distribution modes in order to allow the emergence of new business models.

20 Online Distribution actions are planned to be supported. They will be divided as follows:

2<sup>nd</sup> year of activities for Framework Partnership Agreements signed for the period 2014 - 2016 (limited to Action 1)

Single year agreements (Action 2 and Action 3)

Expected results:

- Increase the supply and the visibility of European audiovisual works on Video on Demand (VOD) services,

- Strengthen the attractiveness of legal VOD services,

- Improve the circulation of European audiovisual works,

- Reinforce the competitiveness of European audiovisual industry.

Description of the activities to be funded

The Online Distribution scheme shall provide support to:

Action 1: European<sup>2</sup> VOD services aiming at improving the presence, the visibility and the global audience of European audiovisual works;

Action 2: the preparation of digital packages facilitating the commercialisation of European audiovisual works on VOD platforms;

Action 3: innovative approaches for multiplatform releases of one or several European films in at least two countries participating in the MEDIA Sub-programme.

Eligibility and award criteria

#### **A. Eligibility criteria**

##### *Eligible applicants*

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

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<sup>2</sup> If not otherwise defined, 'European' refers to all countries participating in the MEDIA Sub-programme according to Article 8 of the Regulation establishing the Creative Europe Programme Regulation (EU) No 1295/2013

such countries.

For applications submitted under the Action 1: any applicant or group of applicants must not have majority control (either in shareholding or commercial terms) by a broadcaster and/or telecommunications company. Majority control is considered to occur when more than 25% of the company's share capital is held by a single broadcaster or telecommunications company (50% when several broadcasters or telecommunications companies are involved). In case the activity consists of facilitating the launch of VOD services in countries where the European VOD offer is limited<sup>3</sup> the rule does not apply to non-coordinating partners in a group of applicants.

Natural persons may not apply for a grant.

#### *Eligible activities*

Only those applications corresponding to one of the three Actions described below will be considered as eligible:

#### **Action 1. Support to VOD services**

Eligible activities are those implemented by European VOD services in order to improve the presence, the visibility and the global audience of European audiovisual works on their platforms.

It also covers activities strengthening/preserving the competitiveness of these VOD services. This consists in improving their availability on the existing/new devices and thus optimises their potential audience. It could also aim at facilitating the launch of VOD services in countries where the European VOD offer is limited. This development would be mainly based on the cooperation between an existing European VOD service and local actors.

#### Video on Demand (VOD) - definition:

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

#### Minimum European Dimension:

Proposed actions will have to offer a European dimension, which means that the offered content must include audiovisual works from at least five countries participating in the MEDIA Sub-programme representing at least five different official languages of the European Union. No more than 40% of the content (in programme hours) may come from a single country. This criterion must be fulfilled at the start, and for the duration of the action.

#### Eligible content: European audiovisual works:

Core Content: i.e. fiction, animation and creative documentary, including feature films (i.e.

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<sup>3</sup> The applicant has to demonstrate in his application through a market analysis that no other European VOD offer with a significant number of users exists in the respective country.

feature length films), TV films or series and short films

Alternative Content (making offs, operas, concerts, performances...)

Potential beneficiaries should have an adequate balance between the two. In order to be eligible, the European content of the **VOD catalogue MUST** consist of at least **60% of Core Content**.

European content should comply with the following conditions:

- majority produced by a producer or producers established in the countries participating in the MEDIA Sub-programme. To be considered as the actual producers the production companies must be credited as such. Other elements such as creative control, ownership of exploitation rights and share of profits may also be taken into account to determine who the actual producer is; and

- produced with the significant participation<sup>4</sup> of professionals who are nationals/residents of countries participating in the MEDIA Sub-programme.

## **Action 2. Support to the development of ‘On Line Ready’ packages**

Eligible activities are those consisting in assembling and delivering digital packages of European audiovisual works. It aims at improving their availability and visibility in particular on VOD services provided in countries where those works were not available on any distribution platform.

Therefore these activities should facilitate the commercialisation of European audiovisual works on VOD platforms available in the countries targeted by the project. The catalogue should focus on European audiovisual works having demonstrated commercial potential: each title of the catalogue needs to have been sold for theatrical or TV distribution in at least five countries participating in the MEDIA Subprogramme. The catalogue should follow a clear editorial line and be accompanied by a specific marketing strategy.

The preparation of these packages may cover: the encoding, the subtitling of the films, the provision of metadata, the development of transversal/multi-territories marketing strategies and material.

### Minimum European Dimension:

- The content covered by the project must include a catalogue of a minimum of 20 European audiovisual works;

- The catalogue must include films from at least five countries participating in the MEDIA Sub-programme representing at least five different official languages of the European Union;

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<sup>4</sup> 'Significant participation' is defined as having more than 50% of the points on the basis of a table listing the major participants of an audiovisual work (e.g. director, scriptwriter, actor) which will be included in the guidelines accompanying the call for proposal.

- Each film of the catalogue should be made available on VOD services in at least 5 countries participating in the MEDIA Sub-programme.

Eligible content: European audiovisual works

Fiction, animation and creative documentary, including feature films (i.e. feature length films), TV films or series.

European content should comply with the following conditions:

- majority produced by a producer or producers established in the countries participating in the MEDIA Sub-programme. To be considered as the actual producers the production companies must be credited as such. Other elements such as creative control, ownership of exploitation rights and share of profits may also be taken into account to determine who the actual producer is; and

- produced with the significant participation of professionals who are nationals/residents of countries participating in the MEDIA Sub-programme.

**Action 3. Support to innovative multiplatform releases**

This action is aimed at encouraging innovative approaches for multiplatform releases of one or several European films in at least two countries participating in the MEDIA Sub-programme. Projects must be designed to explore and expand both the boundaries of the increasing convergence and complementarity between the different platforms and the limitations imposed by the existing sequential release windows in the different participating countries. A VOD release and the simultaneous (or semi-simultaneous) availability of the same European films in a number of European territories on a wide range of other distribution platforms (including but not exclusive to festivals, cinemas, television in all its diverse delivery modes, DVD etc.) should be the key to submitted projects. It shall aim at developing new business models.

Transparency would play a key role in the action. Therefore, applications must contain detailed plans for the full publication of the inputs and results of the action. Particular attention should be given to communicating this information to public authorities, Member States and the audiovisual industry.

Eligible content: European film

The film must be a fiction (including animated films) or documentary, with a minimum duration of 60 minutes, complying with the following conditions:

- majority produced by a producer or producers established in the countries participating in the MEDIA Sub-programme. To be considered as the actual producers the production companies must be credited as such. Other elements such as creative control, ownership of exploitation rights and share of profits may also be taken into account to determine who the



actual producer is; and

- produced with the significant participation of professionals who are nationals/residents of countries participating in the MEDIA Sub-programme.

## **B. Award criteria**

### **Action 1**

#### **1. Relevance and European added value (30)**

This criterion evaluates the relevance of the content of the action including European dimension vis-à-vis the objectives of the call for proposals.

#### **2. Quality of the activities (40)**

This criterion evaluates the adequacy of the methodology to the objectives including the target group, selection methods, the marketing strategy, the feasibility and cost-efficiency.

#### **3. Dissemination of projects results, impact and sustainability (20)**

This criterion assesses the impact of the support on the availability, the visibility and the potential audience of European audiovisual works.

#### **4. Quality of the project team and the grouping (10)**

This criterion will take into account the extent of the partnership and the exchange of knowledge within the partnership vis -à-vis the objectives of the action.

### **Action 2**

#### **1. Relevance and European added value (30)**

This criterion evaluates the relevance of the content of the action including European dimension vis-à-vis the objectives of the call for proposals.

#### **2. Quality of the activities (40)**

This criterion evaluates the coherence and potential impact of the catalogue proposed in relation to the target audience and marketing strategy envisaged proposed together with the feasibility and cost-efficiency.

#### **3. Dissemination of projects results, impact and sustainability (20)**

This criterion assesses the impact of the support on the availability, the visibility and the potential audience of European audiovisual works.

#### **4. Quality of the project team and the grouping (10)**

This criterion will take into account the extent of the partnership and the exchange of knowledge within the partnership vis -à-vis the objectives of the action.

### **Action 3**

#### **1. Relevance and European added value (30)**

This criterion evaluates the relevance of the content of the action including European dimension vis-à-vis the objectives of the call for proposals.

#### **2. Quality of the activities (40)**

This criterion evaluates the adequacy of the methodology to the objectives including the business model, innovative aspects, selection methods, the marketing strategy, the feasibility and cost-efficiency.

#### **3. Dissemination of projects results, impact and sustainability (20)**

This criterion assesses the dissemination of the project's results in view of ensuring the share of information / transparency and the impact of the support on the potential audience of European audiovisual works.

#### **4. Quality of the project team and the grouping (10)**

This criterion will take into account the extent of the partnership and the exchange of knowledge within the partnership vis -à-vis the objectives of the action.

Implementation

EACEA

Indicative timetable and indicative amount

<b>Reference</b>	<b>Date</b>	<b>Amount</b>
Call EACEA 16/2014 and future Call for Proposals	13 <sup>th</sup> May 2014  First Quarter 2015	EUR 5.4 M  For Action 1 an indicative amount of EUR 3.25M  For Action 2 an indicative amount of EUR 1.15M  For Action 3 an indicative amount of EUR 1M

Maximum possible rate of co-financing of the eligible costs

The EU grant is limited to a maximum co-financing rate of:

Action 1: 30% of total eligible costs or 50% if the action consists of facilitating the launch of

VOD services in countries where the European VOD offer is limited;

Action 2: 60% of total eligible costs;

Action 3: 50% of total eligible costs.

*4. The revised text of point 2.23 of the Annex 1 of Commission Implementing Decision C(2014)5313 is the following:*

**2.23 Support to innovation in the cultural and creative sectors** (See index 2.23 of the programming table)

### **Priorities of the year and objectives pursued**

Being at the crossroads between arts, business and technology, the cultural and creative sectors find themselves in a strategic position to trigger innovation and spill-overs in other sectors. The 2012 Communication on promoting cultural and creative sectors for growth and jobs in the EU contributed to mainstreaming their potential into other EU policies. Beyond possible spill-overs, innovation is also vital within the cultural and creative sectors themselves in order for them to further grow and to adapt to a constantly evolving technological and financial environment.

The decreases in public funding, the challenges of globalisation, the opportunities of digitisation or the increasing empowerment of audiences have already pushed the cultural and creative sectors to test new approaches and to explore new business models. These innovative approaches can be powerful drivers for the strengthening of cultural diversity and for the development of entrepreneurship, as well as for growth, jobs or social inclusion. The present project will thus contribute to the priorities of the Commission with respect to job creation, growth and innovation.

As specified in the Regulation<sup>5</sup>, in order to promote transnational policy cooperation, the Cross Sectoral Strand shall support "transnational exchange of experiences and know-how in relation to new business and management models, peer- learning activities and networking among cultural and creative organisations and policy-makers related to the development of the cultural and creative sectors, promoting digital networking where appropriate".

In line with the above-mentioned, the objective pursued with the present action is to support experimental business models in the cultural and creative sectors, to help spread their knowledge and facilitate their dissemination, and to support peer learning activities and networking among cultural and creative sectors.

To this end, support will be provided to set up an EU-wide network of creative hubs and co-working spaces for cultural and creative professionals and entrepreneurs. A creative hub is an infrastructure or venue that uses a part of its leasable or available space for networking,

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<sup>5</sup>Cross Sectoral Strand, Chapter IV Art. 15, Regulation No 1295/2013

organisational and business development to the cultural and creative sectors. Many co-working spaces in the creative sector refer to themselves as ‘creative hubs’.

### **Expected results**

Reinforced networks of creative hubs at EU level

Strengthened trans-national and cross-sectoral cooperation within the cultural and creative sectors via digital means

Enhanced exchanges of experience and best practice between EU creative hubs and between cultural and creative sectors

Capacity-building provided to creative hub managers and cultural and creative professionals and entrepreneurs

Lessons and conclusions drawn for further policy making (on innovative business models, innovative schemes etc.)

### **Description of the activities to be funded under the call for proposals**

The grant agreement resulting from this call for proposals will be allocated to one single project. The purpose of this call is to select an organisation that will set up and support an EU-wide network of creative hubs and co-working spaces for cultural and creative professionals and entrepreneurs and co-ordinate and organise different activities, which are as follows:

1. Identification of creative hubs in EU countries
2. Development of a virtual network (including a web portal, social media, interactive restricted digital platform)
3. Development of people to people networks (creation of a network of contact points for each participating creative hub, networking meetings and thematic workshops, exchanges between creative hubs)
4. Coaching support and tailored professional development and capacity-building for creative hub managers and cultural and creative professionals and entrepreneurs
5. Organisation of EU network of Creative Hubs conferences in Brussels
6. Report on EU Creative Hubs (best practices, lessons to be learnt, recommendations)

### **Eligibility and award criteria**

#### **Eligibility:**

To be eligible applicants must:

- be a public or private organisation with legal personality (natural persons are not eligible to apply for a grant under this call);

- be a single entity active in the cultural and creative sectors or a consortium of which at least one of its members should be active in the cultural and creative sectors
- have their registered legal office in one of the beneficiary European countries under the Creative Europe programme.

Types of activities eligible under this call for proposals:

- development of a virtual network (including a web portal, social media, interactive restricted digital platform)
- training activities
- conferences and seminars
- actions aiming at providing sustainable networking activities, exchanges of good practices, peer learning

**Essential selection criteria:**

**Financial capacity<sup>6</sup>**

Applicants must have stable and sufficient sources of funding to maintain their activity throughout the period during which the action is being carried out or the year for which the grant is awarded and to participate in its funding.

**Operational capacity<sup>7</sup>:**

Applicants must have the professional competencies as well as appropriate qualifications necessary to complete the proposed action.

In particular, they should possess the following capacities:

- proven experience in the cultural and creative sectors in order to understand their specificities and needs and be able to identify eligible hubs in different EU countries
- ability to communicate easily in several languages<sup>8</sup> with creative hubs across the different EU countries and regions
- proven experience in transnational projects at EU-level

**Award criteria:**

Eligible applications/projects will be assessed on the basis of the following criteria:

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<sup>6</sup>Art. 131, 132 FR, 202 RAP.

<sup>7</sup> Art. 131 FR, 202 RAP

<sup>8</sup> Some of the experts in contact with the different hubs should, in addition to English, also be able to communicate in French. Other additional languages would be an asset.

- **Relevance and geographical outreach (0-30 points)**

The extent to which the proposal addresses the priorities of the action and contributes to attain its objectives, as well as the extent to which the proposed network is able to achieve an optimal geographical balance and coverage across EU Member States and other beneficiary countries .

- **Quality of activities ) (0-40 points)**

The quality of the overall design of the activities proposed and of the methodology to achieve the objectives, including risk assessment strategy and sustainability of the proposed actions.

- **Management of the project (0-30 points)**

The quality of the proposal regarding the capability to organize, coordinate and implement the various aspects of the proposed activities.

Implementation: DG EAC

Reference	Date	Amount
Call for proposals	First semester 2015	1million €

Maximum possible rate of co-financing of eligible costs: 80%

The duration of the project shall be 24 months.

*5. A new action the STARTS Prize will be implemented in the framework of the work programme 2015. The following new paragraph 2.25 is inserted in the Annex 1 of Commission Implementing Decision C(2014)5313:*

**2.25. Organisation of the STARTS Prize (See index 2.25 of the programming table**

Priorities of the year, objectives pursued and expected results

The cross sectorial strand of the Creative Europe has been designed with a view to promoting an interdisciplinary approach due to the reality of developments in the cultural and creative sectors, including the impact of digitisation, in which boundaries between sectors are becoming more fluid and cross-sectorial experimentation is common.

On the other hand, an increasing number of high tech companies, world-wide, assert that for

innovation to happen and to be of value for society, the critical skills needed - in addition to scientific and technological skills – are skills such as creativity and critical thinking. In this context, the Arts are gaining prominence as a catalyst of an efficient conversion of S&T knowledge into innovative products and services. The EC is thus launching a new activity named STARTS: Innovation at the nexus of Science, Technology, and the ARTS. A START is in line with a broader European strategy to enhance creativity in industry and society: How can Europe profit from the creativity in the Arts and culture in all European industry and across society?

To promote collaboration between the Arts and innovation, a European Union prize – STARTS prize - will be launched to showcase vision and achievements at the crossings between the Arts and ICT. The prize will give visibility to the most forward- looking collaborations between the Arts and S&T and the impact on innovation that they have achieved. The organisation of the prize procedure will be handled by an organisation/consortium selected through a call for proposals.

It is foreseen to hand out prizes in two categories (each awarded 20.000 Euros), one for artistic exploration and art works where appropriation by the Arts has altered the use, deployment or perception of technology and one for collaborations of industry or technology with the cultural and creative sectors and the Arts that open new pathways for innovation as expressed e.g. in novel technologies or work processes that have resulted from such collaboration.

Beyond the prize itself and to achieve lasting impact the STARTS prize must be a long-term commitment and has to achieve early on a high profile and visibility. It will be linked to networking and partnership activities with industry, research and cultural and creative sectors with a view to ensuring the sustainable impact of the prize on innovation.

#### Description of the activities to be funded under the call for proposals<sup>9</sup>

The aim of the call for proposals is to select an organisation/consortium that will:

- (i) Launch the STARTS prize and disseminate it widely to potential candidates to ensure a considerable number of submissions
- (ii) Develop a credible approach for handling submission, a scalable evaluation process and award of STARTS prize. This includes deploying an online facility (which should be presented in the proposal) for submission and evaluation of the prize and selecting of an evaluation committee. Applicants must demonstrate prior experience in setting up a prize.
- (iii) Organize a high quality and visible awards ceremony in 2016 and presentation of selected (shortlisted) works in two high-profile exhibitions in Europe. It is expected that there will be an exhibition in Brussels and one at the place of the award ceremony. These exhibitions should address a wider public and give further prestige to the STARTS prize. It is expected that an important share of resources will need to be devoted to this task.

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<sup>9</sup> Including calls for proposals for establishment of framework partnerships and calls for proposals restricted to partners under existing framework partnerships

(iv) Ensure high visibility for the STARTS prize and its winners via a variety of dissemination activities; engage with target groups for the prize and develop networking and partnership activities (among others with industry and the Arts world) that guarantee impact of the prize on innovation in Europe.

Eligibility and award criteria



**Eligibility criteria:**

To be eligible applicants must:

- be a public or private organization with legal personality (natural persons are not eligible to apply for a grant under this call);
- be active both in the industrial and technological field and in the Art world
- have their registered legal office in one of the beneficiary European countries under the Creative Europe programme.

**Selection criteria:**

In order to prove their financial capacity, the applicants must comply with the following criteria:

Turnover of the last two financial years above EUR 400.000 per year.

As for the operational capacity, the applicants must comply with the following criteria:

- 5 years of proven experience in organizing activities and events that link industrial and technological actors with the Art world (e.g. having already organized a prize)
- 5 years of proven experience in organizing activities and events at a European level

**Award criteria**

Eligible applications will be assessed on the basis of the following criteria:

**1. Understanding of the STARTS prize context and concept as well as branding of the prize (35 points):**

This criterion evaluates the refinement of the prize concept and categories: Are the proposed overall concept and final definition of categories well thought out and in line with overall vision of the prize? The criterion also evaluates the efficiency and credibility of proposed approach to make the award visible early, to reinforce the branding in the Arts world and the pertinent research, industry and business community, and to develop further awareness of the prize among the media and the general public. Also the quality of approach and evidence of the applicant's ability to involve and effectively mobilize key stakeholders (the Arts, industry, innovation will be evaluated.

**2. The quality of implementation (50 points)**

This criterion evaluates the suitability and efficiency of the mechanisms proposed to select the winner including the criteria used to assess applications and tools for handling online submission and evaluation. This criterion also evaluates the level of ambition, originality, and feasibility of the proposed exhibitions and award ceremony: To what extent does the proposal ensure a high quality, high profile and accessible event and exhibitions, good for the visibility, attractiveness and establishment of the prize and suitable for the sector?

### **3. Organisation of work (15 points)**

This criterion evaluates the appropriateness of the allocation of financial and human resources to the task and overall objectives.

Implementation

DG CNECT

Indicative timetable and indicative amount of the call for proposals

<b>Reference</b>	<b>Date</b>	<b>Amount</b>
Calls for proposals	Second quarter 2015	EUR 200.000

Maximum possible rate of co-financing of the eligible costs

The EU grant is limited to a maximum co-financing rate of 70% of total eligible costs.

6. The revised text of point 3.5 of the Annex 1 of Commission Implementing Decision C(2014)5313 is the following:

#### **3.5. Communication and valorisation activities (See index 3.06 of the programming table)**

Subject matter of the contracts envisaged (*study / technical assistance / evaluation / survey / IT/ communication services/etc.*)

Dissemination activities seeking to showcase the Creative Europe Programme and supported activities in the field of culture and audiovisual referred to in this Decision, including for instance conferences, brochures and other communication actions, might be carried out during 2015.

It is not foreseen that the Creative Europe programme contributes financially to corporate communication in 2015 in accordance with article 24(4) of the Regulation. However, this is without prejudice to the fact that it shall do so in future exercises, as agreed by the Commission in the Communication SEC(2013) 486 final of 23.9.2013.

Type of contract (*new FWC / direct contract / specific contract based on an existing FWC / contract renewal*) and type of procurement (*service/supply/works*)

Type of contract : specific contract based on an existing FWC

Type of procurement : service

Indicative amount per contract [not mandatory]

The overall amount allocated for 2015 is EUR  
650,000

Indicative number of contracts

envisaged:

4

Indicative timeframe for launching the procurement procedure

Third quarter 2014

Implementation

DG EAC

## THE "CREATIVE EUROPE" PROGRAMME

### PROGRAMMING TABLE FOR 2015

Budget Lines: 15 04 01, 15 04 02 and 15 04 03

		Commitment appropriations					
		EUR 28	EFTA/EEA	C4/C5	THIRD COUNTRIES	TOTAL(**)	
		163.329.000	4.801.873	p.m.	p.m.	168.130.873	
WPI (*)	Actions	Budget	Mode of implementation	Number of grants / contracts	Average value of grants / contracts	Maximum rate of cofinancing	Publication of calls for proposals / calls for tenders
<b>MEDIA Sub-programme (15 04 03)</b>							
2.01	Support to Training	7.306.158	CFP-EA	80	100.000	80%	Second quarter 2015
2.02	Support to the Development of Single Project and Slate Funding	17.500.000	CFP-EA	240	70.000	50%	Last quarter 2014
2.03	Support to the Development of European Video Games	2.500.000	CFP-EA	20	125.000	50%	2015
2.04	Support to Television Programming of Audiovisual European Works	11.800.000	CFP-EA	50	250.000	20%	Last quarter 2014
2.05	Support to Co-production funds	1.500.000	CFP-EA	25	60.000	80%	Last quarter 2014
2.06	Support to Market access	8.000.000	CFP-EA	50	160.000	80%	Last quarter 2014
2.07	Support for the Distribution of non-national films – The Cinema Automatic Scheme	21.200.000	CFP-EA	800	30.000	60%	Last quarter 2014
2.08	Support for the Distribution of non-national films – The Cinema Selective Scheme	8.000.000	CFP-EA	400	20.000	50%	Third quarter 2014
2.09	Support to the International Sales Agents of European Cinematographic films	2.600.000	CFP-EA	50	60.000	60%	Last quarter 2014
2.10	Cinema Networks	10.400.000	CFP-EA	1	10.500.000	50%	Second quarter 2015
2.11	Support to Festivals	3.250.000	CFP-EA	87	37.000	60%	Second quarter 2015
2.12	Audience Development	1.900.000	CFP-EA	13	145.000	60%	2015
2.13	Online Distribution	5.400.000	CFP-EA	20	257.500	60%	Second quarter 2015
3.01	Stands	2.500.000	PP-EA	5	500.000	100%	
4.01	Support to Project selection	700.000	SE-EA			na	
	<b>Sub-total</b>	<b>104.556.158</b>					
<b>Culture Sub-programme (15 04 02)</b>							
2.14	Support to Cooperation projects	38.000.000	CFP-EA	100	380.000	60%	Third quarter 2014
2.15	Support to Literary translation projects	3.735.115	CFP-EA	75	50.000	50%	Third quarter 2014
2.16	Support to Networks	3.400.000	CFP-EA	25	130.000	80%	Last quarter 2015
2.17	Support to Platforms	3.400.000	CFP-EA	10	320.000	80%	Last quarter 2014
2.18	Special actions - Organisation of EU prizes in the field of culture	950.000	CFP	3	320.000	60%	Third quarter 2015
2.19	Special actions - European Capitals of Culture	3.000.000	PX	2	1.500.000	na	Third quarter 2015
2.20	Special actions - Co-operation with International organisations	525.000	D	4	137.500	60%	Last quarter 2015
3.02	Special actions - European Heritage Label	200.000	PP	1	200.000	100%	
3.03	Special actions - Support to European Capitals of Culture and European Heritage Label	350.000	PP	20	17.500	100%	
4.02	Support to Project selection	750.000	SE-EA			na	
	<b>Sub-total</b>	<b>54.310.115</b>					
<b>Cross-sectoral strand (15 04 01)</b>							
2.21	Support to Creative Europe Desks	4.900.000	D-EA	31	158.000	50%	n/a
2.22	Support to Presidency conferences	400.000	MON	4	100.000	50%	n/a
2.23	Policy development activities - Support to innovation in the cultural and creative sector	1.000.000	CFP	5	200.000	80%	First quarter 2015
2.24	Technical assistance for the establishment of Cultural and Creative Sectors Guarantee F	1.000.000	art 140	5	200.000	100%	Third quarter 2014
2.25	Organisation of the STARTS Prize	200.000	CFP	1	200.000	70%	Second quarter 2015
3.04	Studies and evaluations	854.600	PP	7	125.000	100%	Second quarter 2015
3.06	Communication and valorisation activities	650.000	PP	4	288.500	100%	
4.03	European Audiovisual Observatory	260.000	CONTR	1	260.000	na	n/a
	<b>Sub-total</b>	<b>9.264.600</b>					
	<b>TOTAL</b>	<b>168.130.873</b>					

(\*) WPI : Work Programme Index

(\*\*) Pursuant to Article 92 of the Financial Regulation, the appropriations may also finance the payment of default interest.

#### <<Mode of implementation>>:

CFP:	Grants awarded with a call for proposals	CFP-EA:	Grants awarded with a call for proposals implemented by the EACEA
CFP-OP	Operating Grants awarded with a call for proposals	CFP-OP-EA:	Operating Grants awarded with a call for proposals, implemented by the EACEA
MON:	Grants to bodies with a de jure or de facto monopoly - Art 190.1(c) RAP	MON-EA:	Grants to bodies with a de jure or de facto monopoly - Art 190(c) RAP, implemented by the EACEA
D:	Grants to bodies identified by a basic act - Art 190(d) RAP	D-EA:	Grants to bodies identified by a basic act - Art 190(d) RAP, implemented by the EACEA
SPE:	Grants for actions with specific characteristics - Art 190(f) RAP	SPE-EA:	Grants for actions with specific characteristics - Art 190(f) RAP, implemented by the EACEA
PP:	Public Procurement	PP-EA:	Public Procurement, implemented by the EACEA
SE:	Selection of experts - Art. 204 FR		
CONTR	Contribution - Membership Art 121.2 (d) FR		
PX:	Prize awarding by the European Commission Art.138 FR		

#### <<Maximum rate of co-financing>>:

LS Funding rules involving mainly flat-rates and/or lump sums

na not applicable