



# **Amendment of the 2016 annual work programme for the implementation of the Creative Europe Programme**

*C(2016)1098 of 26 February 2016*



Brussels, 26.2.2016  
C(2016) 1098 final

**COMMISSION IMPLEMENTING DECISION**

**of 26.2.2016**

**amending Commission Implementing Decision C(2015) 5490 final on the adoption of the  
2016 annual work programme for the implementation of the Creative Europe  
Programme**

# COMMISSION IMPLEMENTING DECISION

of 26.2.2016

## amending Commission Implementing Decision C(2015) 5490 final on the adoption of the 2016 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, and repealing Council Regulation (EC, Euratom) No 1605/2002<sup>2</sup>, and in particular Article 84(2) thereof,

Whereas:

- (1) Commission Implementing Decision C(2015)5490<sup>3</sup>, on the 2016 annual work programme for the implementation of the Creative Europe Programme was adopted on 5 August 2015.
- (2) It is necessary to revise the work programme in order to provide details on the activities "Cinema Networks" and "Online Distribution"; to reduce the budget of the activity "Support to European Cooperation Projects"; to increase the budget and the scope of the activities under "Special Actions – Cooperation with International Organisations" and under "Communication and Valorisations activities"; to partially amend the award criteria for the "Support to literary translations"; to decrease the budget of the "Studies and Evaluation" activities; to modify the scope of the "European Audiovisual Observatory" and the indicative amount linked with it"; to cancel the activity linked with the "Module for Master degree of arts and science", and to add two new actions to "support for refugees' integration" and a "Conference".
- (3) Implementing Decision C(2015)5490 should therefore be amended accordingly.
- (4) The measures provided for in this Decision are in accordance with the opinion of the Creative Europe Committee established by 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

<sup>3</sup> Commission Implementing Decision C(2015)5490 final of 5 August 2015 on the adoption of the 2016 annual work programme for the implementation of the Creative Europe Programme.

HAS DECIDED AS FOLLOWS:

*Sole Article*

The Annex 1 of Commission Implementing Decision C(2015)5490 final is amended as provided for in the Annex 1 to this Decision, in order to modify points 2.10, 2.13, 2.14, 2.15, 2.20, 2.23, 3.04, 3.05, 4.03, and add new points 2.24 and 3.04, by reallocating the initial budget allocated.

Done at Brussels, 26.2.2016

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

## Summary

### **Commission Implementing Decision amending Commission Implementing Decision C(2015) 5490 final on the adoption of the 2016 annual work programme for the implementation of the Creative Europe Programme – principal changes**

The annual work programme 2016 for the Creative Europe Programme was adopted on 5 August 2015 by Commission Implementing Decision C(2015)5490.

It is now necessary to put forward an amending decision in order to reflect the following changes in the initial Commission Implementing Decision:

1. The action "**Cinema Networks**" (**Point 2.10**) for which the details of the action for the call for proposals, to be published in 2016, are modified;
2. The action "**Online Distribution**" (**Point 2.13**) for which the details of the action and of the call for proposals, to be published in 2016, are modified;
3. The action "**Support to European cooperation projects**" (**Point 2.14**) has a slight budget reduction of EUR 150,000. Those appropriations are reallocated to the action "**Special actions – Cooperation with International organisations**" (**Point 2.20**) for EUR 100,000 and to the action "**Communication and valorisation activities**" (**Point 3.06**) for EUR 50,000;
4. For the action "**Support to Literary translation**" (**Point 2.15**), the initial award criteria are modified.
5. The action "**Special actions – Cooperation with International organisations**" (**Point 2.20**) is modified to further develop the cooperation with international organisations, by adding one project with UNESCO on the fight against illicit trafficking of cultural objects.
6. For the action "**Studies and Evaluation**": Point 3.04 is modified to 3.05 and the initial amount allocated is decrease.
7. Action "**Communication and valorisation activities**": Point 3.05 is modified to point 3.06 and a new activity, to help revamp the LUX prize, is added
8. For the action "**European Audiovisual Observatory**" (**Point 4.03 is replaced by new point 2.25**), the details of the action and the indicative amount are modified in order to include additional activities.
9. The activity "**Module for Master degree of Arts and science**" (**Point 2.23**) is cancelled.

**The modification** also proposes two new actions to be included in the revised 2016 work programme:

10. A new action "**Support for refugees' integration**" (**point 2.24**) is added.
11. A new action "**Conference**" (**Point 3.04**), aiming at discussing the indicators on the relationship between democracy and culture developed by the Council of Europe, is added.

This modification does not change the total expenditure, including all types of budgetary appropriations foreseen under the 2016 work programme C(2015)5490 under budget lines 09 05 01, 15 04 01 and 15 04 02.

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## ANNEX 1

### **amending Annex 1 of Commission Implementing Decision C(2015)5490 final on the adoption of the 2016 annual work programme for the implementation of the Creative Europe Programme**

**This modification** concerns changes in the following actions of the Creative Europe Programme, as adopted in the initial Commission Implementing Decision C(2015)5490 final:

1. The action "**Cinema Networks**" (**Point 2.10**) for which the details of the action for the call for proposals, to be published in 2016, are modified;
2. The action "**Online Distribution**" (**Point 2.13**) for which the details of the action and of the call for proposals, to be published in 2016, are modified;
3. The action "**Support to European cooperation projects**" (**Point 2.14**) has a slight budget reduction of EUR 150,000. Those appropriations are reallocated to the action "**Special actions – Cooperation with International organisations**" (**Point 2.20**) for EUR 100,000 and to the action "**Communication and valorisation activities**" (**Point 3.06**) for EUR 50,000;
4. For the action "**Support to Literary translation**" (**Point 2.15**), the initial award criteria are modified.
5. The action "**Special actions – Cooperation with International organisations**" (**Point 2.20**) is modified to further develop the cooperation with international organisations, by adding one project with UNESCO on the fight against illicit trafficking of cultural objects.
6. The action "**Studies and Evaluation**" (**Point 3.04 is modified to 3.05**), the initial amount allocated is decrease.
7. The action "**Communication and valorisation activities**" (**Point 3.05 is modified to point 3.06**). Communication and promotion activities to help revamp the LUX prize are added.
8. For the action "**European Audiovisual Observatory**" (**Point 4.03 has been moved to Chapter 2 under point 2.25**), the details of the action and the indicative amount are modified in order to include additional activities.
9. The activity "**Module for Master degree on Arts and science**" (**Point 2.23**) is **cancelled**.

**The modification** also proposes two new actions to be included in the revised 2016 work programme:

10. A new action "**Support for refugees' integration**" (**point 2.24**) is added.
11. A new action "**Conference**" (**Point 3.04**), aiming at discussing the indicators on the relationship between democracy and culture developed by the Council of Europe, is added.

This modification does not change the total expenditure, including all types of budgetary appropriations foreseen under the 2016 work programme (C(2015)5490 final) on budget lines 09 05 01, 15 04 01 and 15 04 02.

## **1. Action "Cinema Networks" (Point 2.10 of the programming table) - budget line 09 05 01:**

The priorities of the year, objectives pursued, expected results and criteria are modified as follows:

The general objective of the scheme is to create and operate a network of cinemas with a view to:

- Encouraging cinema owners and operators to screen a significant proportion of non-national European films.
- Contributing to raise the interest of the audience for non-national films including through the development of educational and awareness-raising activities for young cinema-goers.
- Helping those cinemas to adapt their strategy to the changing environment including by promoting innovative approaches in terms of their offer, interaction with the audience and potential partnerships with other players of the film industry.
- Encouraging exchange of best practice, knowledge sharing and other forms of collaboration amongst members of the network.
- Contributing to the policy dialogue on the film industry by disseminating the outcome of the activities of the network beyond its members.

The Creative Europe-MEDIA contribution (grant) will be awarded through a specific agreement under a 2-year framework partnership agreement for the year 2016-2017.

Expected results:

- To increase the screening of non-national European films on the European market.
- To build new (young) audiences for European films.
- To reinforce the competitiveness of European cinema theatres.

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

The scheme will support a network of European cinema owners' screening a significant proportion of non-national European films.

Eligibility and award criteria

### **A. Eligibility Criteria:**

*Eligible applicants*

The scheme is open to cinema networks. The cinema network is a group of European independent cinemas developing, through the medium of a legally constituted co-ordination entity, joint activities in the area of screening and promoting European films. In particular, this coordination entity shall ensure the operation of a communication and information system between the cinemas. To be eligible, the cinema network must represent at least 100 cinemas situated in at least 20 countries participating in the MEDIA Sub-programme.

A European independent cinema is a company, association or organisation with a single or several screens based in countries participating in the MEDIA Sub-programme and which operates under the same company name. The screening of films should be the principal activity of the participant or division of the participant's organisation.

The network and the participating cinemas must be owned, whether directly or by majority participation, by nationals of countries participating in the MEDIA Sub-programme and registered

in one of these countries.

Only these European independent cinemas shall be eligible as participants of the network:

- They are first run cinemas (programming European films in first run, within a maximum period of twelve months after the first national release). Those cinemas which dedicate a maximum of 30% of their screenings to retrospectives or re-releases may be eligible ;
- That have been open to the public for a minimum of 6 months;
- That have a ticketing and entry declaration system;
- That have at least one screen and 70 seats;
- That had at least 300 screenings per year for single-screen cinemas and 520 screenings per year for multi-screen cinemas (cinemas in operation for a period of at least 6 months per year), and at least 30 screenings per month for summer / open air cinemas (cinemas in operation for less than 6 months per year);
- That had at least 20,000 spectators in the previous twelve months.

In order to meet, as a group, the above eligibility criteria, different cinemas may be allowed to pool their results. The circumstances under which this may occur must be clearly defined by the applicant in its application and in the accompanying draft guidelines.

#### *Eligible activities*

Cinemas' network should enable the following activities:

- Networking activities: information, animation and communication.
- Provide financial support to participating cinemas implementing eligible activities listed below:
- Actions aiming at promoting and screening European films.
- Educational activities aiming at raising awareness among young cinema-goers.
- Promotion and marketing activities in cooperation with other distribution platforms (e.g. TV broadcasters, VOD platforms).

The duration of the action and of the period of eligibility of costs is 12 months, running from 1<sup>st</sup> January until 31<sup>st</sup> December 2017.

#### **B. Award criteria:**

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

##### **1. Relevance and European added value (35)**

This criterion assesses the network strategy to achieve the general objectives of the call for proposals including in terms of the definition of specific long term/short term specific objectives. This criterion will also assess the quality of the approach to monitor the achievement of those objectives including through the definition of key performance indicators.

##### **2. Quality of the content and activities (20):**

This criterion assesses the potential efficiency and effectiveness of the activities to be implemented and the extent to which they are embedded in the strategy of the network including via a clear intervention logic.

##### **3. Communication and dissemination (40)**

This criterion evaluates the approach of the network to communicating, disseminating and sharing its activities, results, knowledge and best practices both between the members and outside of the



network.

#### 4. Quality of the network (5)

This criterion evaluates the extent to which the governance, management and organisation of the network will ensure the effective implementation of its strategy and activities.

Implementation by EACEA

Indicative timetable and indicative amount of the call for proposals

Reference	Date	Amount
Call for Proposals	First quarter 2016	EUR 10.4M

Maximum possible rate of co-financing of the eligible costs

The EU grant is limited to a maximum co-financing rate of 50% of total eligible costs.
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#### 2. Action "Online Distribution" (Point 2.13 of the programming table) - budget line 09 05 01:

The priorities of the year, objectives pursued, expected results and criteria are modified as follows:

##### 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 foster the development of new business models.

20 Online Distribution actions are planned to be supported.

They will be divided into three types of Action as follows:

- a) Action 1 - the award of the 3<sup>rd</sup> yearly specific grant agreements within the 13 Framework Partnership Agreements for the period 2014 -2016;
- b) Actions 2 and 3 – the award of Action grant agreements for one year further to the publication of a Call for Proposals.

##### Expected results:

- Increase the supply and the visibility of European audiovisual works on Video on Demand (VOD) services,
- Strengthen the attractiveness of legally provided 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>1</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

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<sup>1</sup> '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

audiovisual works on VOD platforms;

Action 3: innovative strategies for distribution and promotion of European audiovisual works.

## 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 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>2</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

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<sup>2</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.

(i.e. 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>3</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 foreseen for online releases in countries where those works are not available on any distribution platform. It aims at improving their availability and visibility on VOD services provided in European and non-European countries.

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. 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 audiovisual works, the provision of metadata, the development of transversal/multi-territories marketing strategies and material.

### Eligible catalogue:

- The project must cover a catalogue of a minimum of 20 European audiovisual works. In case of catalogues constituted only by television series (fiction or animation), the catalogue must include a total of at least 20 episodes of one or several series.
- The catalogue 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. In case of catalogues constituted only by television series, this criterion shall not apply
- Each title of the catalogue needs to have been sold previously for theatrical or TV distribution in at least five countries participating in the MEDIA Sub-programme.
- Each audiovisual work of the catalogue should be made available on VOD services in at least 5 other countries participating in the MEDIA Sub-Programme. The additional availability of the films for non-European countries is accepted.

The development or creation of new VOD platforms are not eligible under the Action 2.

### Eligible content: European audiovisual works

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

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<sup>3</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.

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<sup>3</sup> of professionals who are nationals/residents of countries participating in the MEDIA Sub-programme.

### **Action 3. Support to innovative strategies for distribution and promotion of European audiovisual works**

This action is aimed at encouraging innovative strategies for distributing and promoting European audiovisual works. It shall aim at developing new business models or tools in order to improve the potential audience of European audiovisual works.

Projects shall focus on the convergence and complementarity between off-line and online distribution platforms and/or the transnational availability of European audiovisual works within the digital environment.

Transparency will 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 audiovisual work

The action must focus on European audiovisual works. The audiovisual work must be a fiction, an animation or a creative documentary, including feature films (i.e. feature length films), TV films or series.

European content must 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>3</sup> 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 adequacy of the methodology to the objectives and the marketing strategy together with the feasibility and cost-efficiency.

**3. Dissemination of projects results, impact and sustainability (20):** This criterion assesses the impact of the action on the availability, the visibility and the potential audience of European audiovisual works and the strategies for developing the sustainability of the action.

**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 and the business model, innovative aspects, 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 action 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 by EACEA

Indicative timetable and indicative amount

Reference	Date	Amount
Framework Partnership Agreements concluded following the Call for Proposals 16/2014 (Action 1)	13 May 2014	Total amount: EUR 5.65 M For Action 1 an indicative amount of EUR 2.5 M For Action 2 an indicative amount of EUR 1.3 M For Action 3 an indicative amount of EUR 1.85 M
Call for Proposals (Actions 2 and 3)	Second quarter 2016	

Maximum possible rate of co-financing of the eligible costs - The EU grant is limited to a maximum co-financing rate of:

- Action 1: 20% of total eligible costs
- Action 2: 60% of total eligible costs
- Action 3: 60% of total eligible costs

**3. Action "Support to European cooperation projects" (Point 2.14 of the programming table) - budget line 15 04 02 :**

The initial indicative amount of the call for proposal is decreased to a total of EUR 34.850.000. The other details of the actions remain unchanged.

**4. Action "Support to literary translations" (Point 2.15 of the programming table) - budget line 15 04 02 :**

The initial priorities of the year and objectives pursued are modified as follows:

Objectives pursued and expected results

The main objectives of the support for literary translation projects are to promote cultural and linguistic diversity in the Union and in other countries participating in the Culture Subprogramme and to strengthen the transnational circulation of high quality literary works, as well as to improve access to these literary works in the Union and beyond and to reach new audiences.

The priorities are the following:

- Supporting the circulation of European literature with a view to ensuring the widest possible accessibility;
- Supporting the promotion of European literature including the appropriate use of digital technologies in both the distribution and promotion of the works;
- Encourage the translation and promotion of high quality European literature including the the European Union Prize for Literature (EUPL).

Raising the profile of translators will be an additional priority of the support. For that reason, publishers will be required to include a biography of the translators in each translated book.

The initial award criteria weighting is modified as follows:

**B. Award criteria**

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

**1. Relevance** (40 points): This criterion evaluates how the project will contribute to transnational circulation and diversity of works of European literature and to improving access to it.

**2. Quality of the content and activities** (25 points): This criterion evaluates how the project is implemented in practice (quality of the works to be translated, the organisation of the staff in charge of the project and working arrangements).

**3. Promotion and Communication of the translated package** (20 points): This criterion evaluates the project's approach to promoting and distributing the translated works of fiction within Europe and beyond. If the application package contains the EUPL winning books, special attention is paid to the good promotion of these.

**4. Winners of the European Union Prize for Literature** (15 points): The translation and promotion of books that have won the EUPL are encouraged. Extra points are automatically granted to Literary Translation project applications containing eligible EUPL winning books according to the following rules:

From 3 to maximum 15 ‘automatic points’ are granted to a maximum of 5 eligible EUPL books per application package. Accordingly, each eligible EUPL book in the application package receives 3 ‘automatic points’. The maximum total number of submitted books per package is 10.

**5. Action "Special Actions – Cooperation with International Organisations" (Point 2.20 of the programming table) - budget line 15 04 02 :**

The initial description of the activities, award criteria and indicative amounts of the grants are modified as follows:

Description of the activities to be funded

- In order to cooperate in the organization of the European Heritage Days 2016, an agreement will be signed with the Council of Europe.
- A project with UNESCO on the fight against illicit trafficking of cultural objects will be launched.

Award Criteria

Relevance of the proposed action plan to the general objectives of the Regulation:

- To safeguard, develop and promote European cultural and linguistic diversity and to promote Europe's cultural heritage;
- To strengthen the competitiveness of the European cultural and creative sectors, in particular that of the audiovisual sector, with a view to promoting smart, sustainable and inclusive growth.

The grants will be awarded without a call for proposals on the basis of article 190d) of the Rules of Application. The above mentioned international organisations are referred to in article 8(6) of the Regulation.

Implementation by DG EAC

Indicative timetable and indicative amount

Reference	Date	Amount
European Heritage Days	First quarter 2016	EUR 150,000
Project with UNESCO on the fight against illicit trafficking	Third quarter 2016	EUR 100,000

Maximum possible rate of co-financing of the eligible costs:

The EU grant is limited to a maximum co-financing rate of 50% of total eligible costs for the European Heritage Days and to 60% for the project with UNESCO on the fight against illicit trafficking.

**6. Action "Studies and Evaluation" (Point 3.04 of the programming table) - budget line 15 04 01 :**

The numbering of the point is modified from 3.04 to 3.05.

For the implementation of this activity, one new contract further to a call for tender will be used as well as two specific contracts based on an existing framework contracts.

The overall amount allocated for 2016 is reduced to EUR 780.000.

**7. Action "Communication and valorisation activities" (Point 3.05 of the programming table) - budget line 15 04 01 :**

The numbering of the point is modified from 3.05 to 3.06.

The overall indicative amount allocated for 2016 is decrease to EUR 1.389.531.

The promotion of the "LUX Prize" is included in the communication, promotion, dissemination and film literacy activities. In order to revamp the "LUX Prize", to strengthening its communication, circulation and potential audience, Creative Europe Desks will be invited to develop joint approaches with Desks of other Member States and other relevant partners (e.g. industry).

Several events across the EU shall be held in the second half of 2016, thus providing a platform for promotion of the "LUX Prize". Important elements will be the screening of the films of the LUX Prize Official Competition and ensuing debates or master classes, targeting younger audiences and the industry.

Implemented by DG EAC/DG CNECT

Indicative timetable and indicative amount

Reference	Date	Amount
One specific contract under an existing framework contract.	Last Quarter 2016	EUR 1.389.531

**8. Action "European Audiovisual Observatory" (Point 4.03 of the programming table) - budget line 15 04 01 is moved under Chapter 2 of the document (new point 2.25 of the programming table):**

The description of the action and indicative amount are modified as follows:

Priorities of the year, objectives pursued and expected results

The European Audiovisual Observatory is an entity established by an enlarged partial agreement of the Council of Europe. The Regulation (EU) No 1295/2013 (Article 11.1) states that the Union shall be a member of the Observatory for the duration of the Programme.

The Union's participation in the Observatory shall contribute to the achievements of the MEDIA sub-programme's priorities by:

- (a) Encouraging transparency and the establishment of a level playing field in the accessibility of legal and financial/market information and contributing to the comparability of legal and statistical information;
- (b) Providing data and market analysis useful for the elaboration of the action lines of the MEDIA sub-programme and for the evaluation of their impact on the market.

Description of the activities to be funded

As all members of the European Audiovisual Observatory (EAO), the European Union contributes to its operating costs through an annual membership fee. The membership gives the same rights to the Commission as to the members of the Council of Europe, namely voting rights in the Executive Council on the budget and work programmes.

In addition, the Observatory provides, as a Basic Service access to data, briefings and reports in the



audiovisual field to cater for the specific needs of the Commission, notably in the context of the European Film Forum, the recently launched strategic dialogue with the national film funds (EFADs) and preparations of the Digital Single Market proposals in the audiovisual field.

Those cooperation activities implemented by the Observatory will be awarded without a call for proposals on the basis of article 190(1) point (d) of the Rules of Application, through a grant agreement with the Observatory implemented under the existing Framework Administrative Financial Agreement with the Council of Europe. An action will be agreed with the Observatory to implement these activities. The co-financing rate will not exceed 80% of the eligible costs.

Award Criteria

Relevance of the proposed action plan to the general objectives of the Regulation:

- To strengthen the competitiveness of the audiovisual sector, with a view to promoting smart, sustainable and inclusive growth.
- To safeguard, develop and promote European cultural and linguistic diversity

Implemented by DG CNECT

Indicative timetable and indicative amounts

Reference	Date	Amount
Membership fee + a grant agreement for basic services)	Second Quarter 2016	EUR 610.000

**9. Action " Policy Development - Module for Master Degree on Arts and science" (Point 2.23 of the programming table) - budget line 15 04 01 :**

This activity is cancelled.

**10. A new Action is added "Support for refugees' integration" (New Point 2.24 of the programming table) - budget line 15 04 01 :**

Objectives and priorities

At a time when Europe is facing an unprecedented number of refugees, supporting EU Member States in tackling this exceptional situation is a key priority of the European Union. After the initial emergency phase, the EU and its Member States will have to ensure the best social, cultural and economic integration of this new population. Culture and audio-visual can play a key role in bridging the gap between people in a peaceful way. Well-conceived cultural (including audio-visual) projects help people socialise, express themselves without necessarily speaking the host country's language, and understand better their new environment. At the same time, they also give the EU citizens the possibility of better discovering the culture and mentality of the refugees.

Since refugees can contribute to cultural diversity in Europe, the programme appears as an appropriate support to recognise and appreciate different cultures, as its first general objective is to safeguard, develop and promote European cultural and linguistic diversity. Cultural and audio-visual activities are equally relevant in pursuing such an objective.

The call will stimulate the showcasing and co-creation of cultural including audio-visual works across Europe which are relevant for the refugees target group. In particular, the action will seek to support cultural, audio-visual and cross-sectorial projects aiming at facilitating the integration of refugees in the European environment, including refugee artists and professionals of the

cultural and creative sectors, by enhancing mutual cultural understanding and fostering intercultural and inter-religious dialogue, and respect for other cultures. The focus will be on the cross-border exchange of best practices, valuable knowledge and experiences, and practical hands-on action involving refugees as target audiences and/or as actors.

The call will also offer the possibility to facilitate the creation of "creative partnerships" with organisations in other sectors in order to stimulate a more comprehensive, rapid, effective and long-term responses to this global challenge.

## **A. Eligibility criteria:**

### Eligible applicants

The action is open to European cultural and audio-visual organisations whose objective is to address the refugee population and the EU public in touch with them under the angle of cultural diversity and tolerance.

Natural persons may not apply for a grant.

### Eligible projects

Projects shall involve a project leader, and at least two partner organisations of which at least one must be a cultural or audio-visual operator active in the cultural and creative sector as defined in article 2 of Regulation (EU) No 1295/2013, and who are legally established in one of the countries participating in the Culture Sub-programme. At least the lead organisation and one of the partners must stem from two different countries as stipulated under the Article 8.2 and 8.3 (a) and (b) of Regulation No (EU) No 1295/2013. Given the nature of the action, the partnership may also include organisations active in other areas (such as public, healthcare, educational or similar fields) but which must actively participate in the realisation of the objectives.

### Eligible activities:

Eligible activities to be taken into consideration are the activities which intend to achieve the objectives referred to under objectives and priorities.

Such activities shall seek to support the integration of refugees from countries not participating in the Creative Europe programme by using cultural and creative activities in all their diversity as well as in their potential, linking them to education wherever possible.

## **B. Award criteria:**

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

### **1. Relevance (40)**

This criterion evaluates how the project and the partnership will contribute to helping refugees to better integrate into the EU and help EU citizens to understand the migrant population with cultural and creative means including audio-visual.

### **2. Quality of the content and activities including the Partnership (30)**

This criterion evaluates how the project will be implemented in practice (quality of the activities and deliverables, and working arrangements including the Partnership).

### **3. Communication and dissemination (30)**

This criterion evaluates the project's approach to communicating its activities and results and to sharing knowledge and experiences with other organisations or groupings seeking to address refugee issues. The aim is to maximise the impact of the project results by making them available

as widely as possible at local, regional, national and European levels, so that they have a reach beyond those directly involved in the project and an impact beyond the project's lifetime.

The activity will be implemented by EACEA, following a call for proposals to be published during the first quarter of 2016.

The EU grant is limited to a maximum co-financing rate of 80% of total eligible costs and to a minimum of EUR 100.000 and a maximum of EUR 200.000 per project.

Beneficiaries may grant small financial support to third parties.

Indicative timetable and indicative amount of the call for proposals

<b>Reference</b>	<b>Date</b>	<b>Amount</b>
Call for proposals	First quarter 2016	EUR 1.6M

**11. A new Action is added "Conference" (New Point 3.04 of the programming table) - budget line 15 04 02 :**

A conference will be organised, aiming at discussing the indicators on the relationship between democracy and culture developed by the Council of Europe.

Implemented by DG EAC

Indicative timetable and indicative amount

<b>Reference</b>	<b>Date</b>	<b>Amount</b>
Specific service contract based on an existing framework Contract	Third Quarter 2016	EUR 50.000

# THE "CREATIVE EUROPE" PROGRAMME

## PROGRAMMING TABLE FOR 2016

Budget Lines: 15 04 01, 15 04 02 and 09 05 01

		Commitment appropriations						
		EUR 28	EFTA/EEA	C4/C5	THIRD COUNTRIES	TOTAL(**)		
		177.368.000	4.842.146	p.m.	p.m.	182.210.146		
WPI (*)	Actions	Initial Budget	Revised 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 (09 05 01)</b>								
2.01	Support to Training	7.306.158	7.306.158	CFP-EA	55	132.839	80%	Last Quarter 2015
2.02	Support to the Development of Single Project and Slate Funding, of which:	17.500.000	17.500.000	CFP-EA				
	<i>Support to the Development of Single Project</i>	5.000.000	5.000.000	CFP-EA	125	40.000	50%	Third Quarter 2015
	<i>Support to the Development of Slate Project</i>	12.500.000	12.500.000	CFP-EA	80	156.250	50%	Last Quarter 2015
2.03	Support to the Development of European Video Games	2.616.775	2.616.775	CFP-EA	25	104.671	50%	Last Quarter 2015
2.04	Support to Television Programming of Audiovisual European Works	12.500.000	12.500.000	CFP-EA	50	250.000	10%-20%	Last Quarter 2015
2.05	Support to Co-production funds	1.500.000	1.500.000	CFP-EA	5	300.000	80%	Last Quarter 2015
2.06	Support to Market access	7.000.000	7.000.000	CFP-EA	55	127.273	80%	Last Quarter 2015
2.07	Support for the Distribution of non-national films – The Cinema Automatic Scheme	20.200.000	20.200.000	CFP-EA	800	25.250	60%	Last Quarter 2015
2.08	Support for the Distribution of non-national films – The Cinema Selective Scheme	9.000.000	9.000.000	CFP-EA	350	25.714	50%	Third Quarter 2015
2.09	Support to the International Sales Agents of European Cinematographic films	1.600.000	1.600.000	CFP-EA	50	32.000	60%	First quarter 2016
2.10	Cinema Networks	10.400.000	10.400.000	CFP-EA	1	10.400.000	50%	First quarter 2016
2.11	Support to Festivals	2.788.505	2.788.505	CFP-EA	66	42.250	60%	Last Quarter 2015
2.12	Audience Development	2.200.000	2.200.000	CFP-EA	18	122.222	60%	Last Quarter 2015
2.13	Online Distribution	5.650.000	5.650.000	CFP-EA	20	282.500	60%	Second quarter 2016
3.01	Stands	2.500.000	2.500.000	PP-EA	4	625.000	100%	
4.01	Support to Project selection	700.000	700.000	SE-EA			na	
	<b>Sub-total</b>	<b>103.461.438</b>	<b>103.461.438</b>					
<b>Culture Sub-programme (15 04 02)</b>								
2.14	Support to Cooperation projects	35.000.000	34.850.000	CFP-EA	70	497.857	60%	Third quarter 2015
2.15	Support to Literary translation projects	3.054.177	3.054.177	CFP-EA	70	43.631	50%	Last quarter 2015
2.16	Support to Networks	4.400.000	4.400.000	CFP-EA	23	191.304	80%	na
2.17	Support to Platforms	3.400.000	3.400.000	CFP-EA	8	425.000	80%	na
2.18	Special actions - Organisation of EU prizes in the field of culture	1.200.000	1.200.000	CFP	4	300.000	60%	na
2.19	Special actions - European Capitals of Culture	6.000.000	6.000.000	CFP	4	1.500.000	na	na
2.20	Special actions - Co-operation with International organisations	150.000	250.000	D	2	125.000	60%	na
3.02	Special actions - European Heritage Label	15.000	15.000	PP	1	15.000	na	First quarter 2016
3.03	Special actions - Support to European Capitals of Culture and European Heritage Label	300.000	300.000	PP	20	15.000	100%	Second quarter 2016
3.04	Conference	0	50.000	PP	1	50.000	100%	Third quarter 2016
4.02	Support to Project selection	750.000	750.000	SE-EA			na	
	<b>Sub-total</b>	<b>54.269.177</b>	<b>54.269.177</b>					
<b>Cross-sectoral strand (15 04 01)</b>								
2.21	Support to Creative Europe Desks	4.900.000	4.900.000	D-EA	31	158.065	50%	na
2.22	Support to Presidency conferences	400.000	400.000	MON	4	100.000	50%	na
2.23	<del>Policy Development – Module for Master degree on Arts and science</del>	<del>1.000.000</del>	0	<del>CFP-EA</del>	<del>na</del>	<del>na</del>	<del>na</del>	<del>na</del>
2.24	Support for refugee's integration	0	1.600.000	CFP-EA	11	150.000	80%	First quarter 2016
2.25	European Audiovisual Observatory	360.000	610.000	CONTR	2	305.000	80%	Second quarter 2016
3.05	Studies and evaluations	1.619.531	780.000	PP	3	260.000	100%	Third quarter 2016
3.06	Communication and valorisation activities	1.400.000	1.389.531	PP	7	198.504	100%	Last quarter 2016
4.03	<del>European Audiovisual Observatory</del>	<del>260.000</del>	<del>610.000</del>	<del>CONTR</del>	<del>2</del>	<del>305.000</del>	<del>95%</del>	<del>Second quarter 2016</del>
4.04	Cultural and Creative Sectors Guarantee Facility	14.800.000	14.800.000	art. 140 FR	na	na	na	First quarter 2016
	<b>Sub-total</b>	<b>24.839.531</b>	<b>25.089.531</b>					
	<b>TOTAL</b>	<b>182.570.146</b>	<b>182.820.146</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 - Art190(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		

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

LS	Funding rules involving mainly flat-rates and/or lump sums
na	not applicable