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

C(2016)1098 of 26 February 2016
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 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 1605/2002², and in particular Article 84(2) thereof,

Whereas:

(1) Commission Implementing Decision C(2015)5490³, 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,

¹ OJ L 347, 20.12.2013, p. 221
² OJ L 298, 26.10.2012, p. 1
³ 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.
DÉCISION D’EXÉCUTION DE LA COMMISSION

du 26.2.2016

modifiant la décision d'exécution C(2015) 5490 final de la Commission relative à l'adoption du programme de travail 2016 pour la mise en œuvre du programme «Europe créative»
DÉCISION D’EXÉCUTION DE LA COMMISSION

du 26.2.2016

modifiant la décision d'exécution C(2015) 5490 final de la Commission relative à l'adoption du programme de travail 2016 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, 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 et abrogeant le règlement (CE, Euratom) n° 1605/2002 du Conseil2, et notamment son article 84, paragraphe 2,

considérant ce qui suit:


(2) Il y a lieu de réviser le programme de travail pour fournir des détails sur les activités «Réseaux cinématographiques» et «Distribution en ligne», de manière à réduire le budget de l'activité «Soutien aux projets de coopération européenne»; d'augmenter le budget et la portée des activités relevant des «Actions spéciales – coopération avec des organisations internationales» et des «Activités de communication et de valorisation»; de modifier partiellement les critères d'attribution concernant le «Soutien aux projets de traduction littéraire»; de réduire le budget alloué aux activités liées aux «Études et évaluations»; de modifier la portée de l’«Observatoire européen de l'audiovisuel» ainsi que le montant indicatif y afférent; de supprimer l'activité liée au «Module de master en arts et sciences», et d’ajouter deux nouvelles actions au «Soutien en matière d'intégration des réfugiés» et une «Conférence».

(3) Il y a donc lieu de modifier la décision d’exécution C(2015) 5490 en conséquence.

(4) Les mesures prévues dans la présente décision sont conformes à l'avis du comité «Europe créative» institué par l'article 23 du règlement (UE) n° 1295/2013.

DÉCIDE:

Article unique

L'annexe 1 de la décision d'exécution C(2015) 5490 final de la Commission est modifiée conformément à l'annexe 1 de la présente décision, afin de modifier les points 2.10, 2.13, 2.14, 2.15, 2.20, 2.23, 3.04, 3.05 et 4.03, et d'ajouter les nouveaux points 2.24 et 3.04, en réaffectant le budget initial attribué.

Fait à Bruxelles, le 26.2.2016

Par la Commission
Tibor NAVRACSICS
Membre de la Commission
Synthèse


Il y a lieu à présent de proposer une décision modificative pour tenir compte des changements suivants dans la décision d'exécution initiale de la Commission:

1. L'action «Réseaux cinématographiques» (point 2.10), dont les détails de l'action pour l'appel à propositions, à publier en 2016, sont modifiés.
2. L'action «Distribution en ligne» (point 2.13), dont les détails de l'action et de l'appel à propositions, à publier en 2016, sont modifiés.
3. L'action «Soutien aux projets de coopération européenne» (point 2.14) voit son budget légèrement réduit de 150 000 EUR. Ces crédits sont réaffectés à l'action «Actions spéciales – coopération avec des organisations internationales» (point 2.20) pour un montant de 100 000 EUR et à l'action «Activités de communication et de valorisation» (point 3.06) pour un montant de 50 000 EUR.
4. En ce qui concerne l'action «Soutien aux projets de traduction littéraire» (point 2.15), les critères d’attribution initiaux sont modifiés.
5. L'action «Actions spéciales – coopération avec des organisations internationales» (point 2.20) est modifiée afin de renforcer davantage encore la coopération avec les organisations internationales, un projet avec l'UNESCO relatif à la lutte contre le trafic d'objets culturels y étant ajouté.
6. En ce qui concerne l'action «Études et évaluations»: le point 3.04 est changé en point 3.05 et le montant initial alloué est diminué.
7. En ce qui concerne l'action «Activités de communication et de valorisation»: le point 3.05 est changé en point 3.06 et une nouvelle activité visant à aider à rénover le prix LUX est ajoutée.
8. En ce qui concerne l'action «Observatoire européen de l'audiovisuel» (point 4.03 remplacé par nouveau point 2.25), les détails de l'action et le montant indicatif sont modifiés afin d'inclure des activités supplémentaires.
9. L'activité «Module de master en arts et sciences» (point 2.23) est supprimée.

La modification propose également d'inclure deux nouvelles actions dans le programme de travail 2016 révisé:

10. Une nouvelle action «Soutien en matière d'intégration des réfugiés» (point 2.24) est ajoutée.
11. Une nouvelle action «Conférence» (point 3.04), visant à examiner les indicateurs de la relation entre démocratie et culture mis au point pas le Conseil de l'Europe, est ajoutée.

Cette modification ne change en rien la dépense totale, y compris pour ce qui est de tous les crédits budgétaires prévus dans le cadre du programme de travail 2016 C(2015) 5490 au titre des lignes budgétaires 09 05 01, 15 04 01 et 15 04 02.
Brüssel, den 26.2.2016
C(2016) 1098 final

DURCHFÜHRUNGSBESCHLUSS DER KOMMISSION

vom 26.2.2016

zur Änderung des Durchführungsbeschlusses C(2015) 5490 final der Kommission über
die Annahme des Jahresarbeitsprogramms 2016 für die Durchführung des Programms
Kreatives Europa
DURCHFÜHRUNGSBESCHLUSS DER KOMMISSION

vom 26.2.2016

zur Änderung des Durchführungsbeschlusses C(2015) 5490 final der Kommission über die Annahme des Jahresarbeitsprogramms 2016 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, Euratom) Nr. 966/2012 des Europäischen Parlaments und des Rates vom 25. Oktober 2012 über die Haushaltsordnung für den Gesamthaushaltsplan der Union und zur Aufhebung der Verordnung (EG, Euratom) Nr. 1605/2002 des Rates\(^2\), insbesondere auf Artikel 84 Absatz 2,
in Erwägung nachstehender Gründe:


(4) Die in diesem Beschluss vorgesehenen Maßnahmen entsprechen der Stellungnahme des gemäß Artikel 23 der Verordnung (EU) Nr. 1295/2013 eingesetzten Ausschusses „Kreatives Europa“ —

\(^1\) ABl. L 347 vom 20.12.2013, S. 221.
BESCHLIESST:

Einziger Artikel

Anhang 1 des Durchführungsbeschlusses C(2015) 5490 final der Kommission wird gemäß Anhang 1 des vorliegenden Beschlusses geändert; damit werden die Punkte 2.10, 2.13, 2.14, 2.15, 2.20, 2.23, 3.04, 3.05 und 4.03 geändert und die Punkte 2.24 und 3.04 neu hinzugefügt, indem die ursprünglich vorgesehenen Mittel neu zugewiesen werden.

Geschehen zu Brüssel am 26.2.2016

Für die Kommission
Tibor Navracsics
Mitglied der Kommission

NAVRACSICS

Mitglied der Kommission
Zusammenfassung


Es muss nun ein Änderungsbeschluss auf den Weg gebracht werden, um die folgenden Änderungen am ursprünglichen Durchführungsbeschluss der Kommission aufzunehmen:

1. Bei der Maßnahme „Kinonetze“ (Punkt 2.10) werden die Einzelheiten der Maßnahme für die 2016 zu veröffentlichende Aufforderung zur Einreichung von Vorschlägen geändert;
2. Bei der Maßnahme „Online-Vertrieb“ (Punkt 2.13) werden die Einzelheiten der Maßnahme und der 2016 zu veröffentlichenden Aufforderung zur Einreichung von Vorschlägen geändert;
3. Bei der Maßnahme „Unterstützung der europäischen Kooperationsprojekte“ (Punkt 2.14) wurde das Budget leicht um EUR 150 000 gekürzt. Diese Mittel werden umverteilt; dabei entfallen 100 000 EUR auf die Maßnahme „Besondere Maßnahmen – Zusammenarbeit mit internationalen Organisationen“ (Punkt 2.20) und 50 000 EUR auf Maßnahme „Kommunikation und Valorisierung“ (Punkt 3.06);
4. Bei der Maßnahme „Förderung von Projekten für literarische Übersetzungen“ (Punkt 2.15) werden die ursprünglichen Gewährungskriterien geändert.
7. Maßnahme „Kommunikation und Valorisierung“: Punkt 3.05 wird zu Punkt 3.06 abgeändert und eine neue Aktivität, die zur Neuausrichtung des LUX-Filmpreises beitragen soll, wird aufgenommen.
8. Bei der Maßnahme „Europäische Audiovisuelle Informationstelle“ (Punkt 4.03 wird durch den neuen Punkt 2.25 ersetzt) werden die Einzelheiten der Maßnahme und der vorläufige Betrag geändert, um zusätzliche Aktivitäten aufzunehmen.

Als Änderung werden ferner zwei neue Maßnahmen vorgeschlagen, die in das überarbeitete Arbeitsprogramm 2016 aufgenommen werden sollen:
11. Die neue Maßnahme „Konferenz“ (Punkt 3.04) für die Diskussion der vom Europarat erarbeiteten Indikatoren für die Beziehung zwischen Demokratie und Kultur wird hinzugefügt.
Diese Änderung ändert nicht die Gesamtausgaben, einschließlich aller Arten von Haushaltsmitteln, die im Arbeitsprogramm 2016 C(2015) 5490 in den Haushaltslinien 09 05 01, 15 04 01 und 15 04 02 vorgesehen sind.
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 1st January until 31st 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
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**

<table>
<thead>
<tr>
<th>Reference</th>
<th>Date</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call for Proposals</td>
<td>First quarter 2016</td>
<td>EUR 10.4M</td>
</tr>
</tbody>
</table>

**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.

**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 3rd 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:** European1 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.

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1 '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 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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2 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 participation3 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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3 ‘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 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 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

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

<table>
<thead>
<tr>
<th>Reference</th>
<th>Date</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>European Heritage Days</td>
<td>First quarter 2016</td>
<td>EUR 150,000</td>
</tr>
<tr>
<td>Project with UNESCO on the fight against illicit trafficking</td>
<td>Third quarter 2016</td>
<td>EUR 100,000</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Reference</th>
<th>Date</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>One specific contract under an existing framework contract.</td>
<td>Last Quarter 2016</td>
<td>EUR 1.389.531</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Reference</th>
<th>Date</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership fee + a grant agreement for basic services)</td>
<td>Second Quarter 2016</td>
<td>EUR 610,000</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Reference</th>
<th>Date</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call for proposals</td>
<td>First quarter 2016</td>
<td>EUR 1.6M</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Reference</th>
<th>Date</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific service contract based on an existing framework Contract</td>
<td>Third Quarter 2016</td>
<td>EUR 50.000</td>
</tr>
</tbody>
</table>
### THE "CREATIVE EUROPE" PROGRAMME

#### PROGRAMMING TABLE FOR 2016

<table>
<thead>
<tr>
<th>Commitment appropriations</th>
<th>EUR 20</th>
<th>EFTA/EEA</th>
<th>CACI</th>
<th>THIRD</th>
<th>COUNTRY TOTAL(**)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>177,936,000</td>
<td>4,842,145</td>
<td><strong>10</strong></td>
<td><strong>5</strong></td>
<td><strong>182,710,145</strong></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Actions</th>
<th>Initial Budget</th>
<th>Revised Budget</th>
<th>Mode of implementation</th>
<th>Number of grants/contracts</th>
<th>Average value of grants/contracts</th>
<th>Maximum rate of co-financing</th>
<th>Publication of calls for proposals/Calls for tenders</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>EUR 28</strong></td>
<td><strong>ME DIA</strong></td>
<td><strong>WRP</strong></td>
<td><strong>SPE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>D-EA</strong></td>
<td><strong>MON</strong></td>
<td><strong>PP</strong></td>
<td><strong>SE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>54,283,177</strong></td>
<td><strong>54,283,177</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Support to Project selection
- Subtotal: 750,000
  - EUR 750,000
  - SE - EA: na

#### Support to Creative Europe-Desks
- Subtotal: 4,000,000
  - EUR 4,000,000
  - D-EA: 31
  - 150,000
  - 50%
  - na

#### Support to Presidency conferences
- Subtotal: 600,000
  - EUR 600,000
  - MON: 4
  - 100,000
  - 50%
  - na

#### Support for the selection of experts- Art.204 FR
- Subtotal: 715,000
  - EUR 715,000
  - COUNTRIES: 11
  - 130,000
  - 50%
  - First quarter 2016

#### Communication and valorisation activities
- Subtotal: 1,862,502
  - EUR 1,862,502
  - PP: 3
  - 150,000
  - 100%
  - Second quarter 2016

#### Cultural and Creative Security Guarantee Facility
- Subtotal: 14,000,000
  - EUR 14,000,000
  - art. 140 FR: na
  - na
  - na
  - First quarter 2016

#### TOTAL
- Subtotal: 24,839,531
  - EUR 24,839,531
  - 23,089,531

(*) WPI: Work Programmes Index

(**) Pursuant to Article 82 of the Financial Regulation, the appropriations may also finance the payment of default interest.

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(Mode of implementation)

**CFT**: Grants awarded with a call for proposals

**CFT-OP**: Operating grants awarded with a call for proposals

**MON**: Grants to bodies with a de jure or de facto monopoly - Art. 190.1(c) RAP

**D**: Grantees to bodies identified by a basic act - Art. 190(c) RAP

**SPE**: Grants for actions with specific characteristics - Art. 190(c) RAP

**PP**: Public Procurement

**SPE-EA**: Grants awarded with a call for proposals, implemented by the EACEA

**COUNTRIES**: EU Member States

**ILS**: Funding rules involving mainly flat-rates and/or lump sums

**not applicable**