



**Europa Creativa**  
**Sottoprogramma MEDIA**  
**Networks of European Cinemas (CREA-MEDIA-2021-CINNET)**

Bando disponibile al [link](#)

Objective:

The specific objective of promoting innovation, competitiveness and scalability of the European audiovisual sector are:

- to enhance the circulation, promotion, online and theatrical distribution of European audiovisual works, within the Union and internationally in the new digital environment; including through innovative business model;
- to promote European audio-visual works, including heritage works, and support audience the engagement and development of audiences of all ages, in particular young audiences, across Europe and beyond.

Expected results:

Increase the audience for non-national European films on the European market;

- Reach new audiences for European films including young cinema-goers;
- Reinforce and renew the cinema experience;
- Adjust the business practices of European cinema theatres in terms of safety, sustainability and inclusion;
- Foster the innovation potential of European cinema theatres.

Description of the activities to be funded:

The action will support a network of European cinema operators screening a significant proportion of non-national European films for an increased audience. Special attention will be given to applications presenting adequate strategies to ensure more sustainable and more environmentally respectful industry and to ensure gender balance, inclusion, diversity and representativeness.

Cinemas' network should enable the following activities:

- Networking activities: information, animation and communication in view of increasing the audience reach and implementing innovative actions.
- Provide financial support to participating cinemas implementing eligible activities



### Eligible Participants:

Beneficiaries and affiliated entities must:

- be legal entities (public or private bodies)
- be established in one of the eligible countries, i.e.:
  - o Creative Europe Participating Countries:
    - EU Member States (including overseas countries and territories (OCTs))
    - non-EU countries:
    - listed EEA countries and countries associated to the Creative Europe Programme (associated countries) or countries which are in ongoing negotiations for an association agreement and where the agreement enters into force before grant signature
- be established in one of the countries participating in the MEDIA strand of the Creative Europe Programme and owned directly or by majority participation, by nationals from such countries; for publicly listed companies, the location of the stock exchange will be taken into account to determine its nationality.

The action is open to European cinema networks. A 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 400 independent cinemas situated in at least 20 countries participating in the MEDIA strand.

Only applications by **single applicants** are allowed.

### Available budget:

The available call budget is **EUR 15 000 000**. This budget might be increased by maximum 20%.

Project budget (maximum grant amount): No limit.

The grant awarded may be lower than the amount requested. The grant will be **budget-based** (actual costs, with unit costs and flat-rate elements). This means that it will **reimburse ONLY certain types of costs** (eligible costs) and costs that were actually incurred for your project (NOT the budgeted costs). For unit costs and flat-rates, you can charge the amounts calculated as explained in the Grant Agreement (see art 6 and Annex 2 and 2a).

The costs will be reimbursed at the funding rate fixed in the Grant Agreement (**95%**).



Deadline:

*Call opening:* 8 June 2021

*Deadline for submission:* 10 August 2021 – 17:00:00 CET (Brussels)

*Evaluation:* August – September 2021

*Information on evaluation results:* October 2021

*GA signature:* November 2021

Evaluation criteria:

The ex aequo proposals within the same topic will be prioritised according to the scores they have been awarded for the award criterion 'Relevance'. When these scores are equal, priority will be based on their scores for the criterion 'Dissemination'. When these scores are equal, priority will be based on their scores for the criterion 'Quality of content and activities'.

Relevance (30 points):

- The number and geographical balance of the cinemas belonging to the network, especially cinemas located in countries or regions with a limited cultural and cinema infrastructure;
- the short/long term objectives of the network and the related key performance indicators
- the methodology for the allocation of the support to the cinemas
- the guidelines to the members and potential members of the network, including their compliance with the objectives of the current call
- the forecast impact of the action in terms of:
  - o Screening of non-national European films on the European market
  - o Large and more diverse audiences for European films - Innovative approaches in terms of reinforcing and renewing the cinema experience
  - o Collaboration with online platforms, audiovisual operators and local cultural institutions;
  - o how the network can reinforce the competitiveness of European cinema theatres, taking into account the new models of communication, consumption of content and infrastructure adjustments.
- method of assessment of cinemas theatres and their performance which will be based upon precise and objective criteria such as:
  - o As a general rule the proportion of European non-national films screenings by single screen cinemas must be between 25-30% of the total screenings. Appropriate precise rules for multi-screen and other cinemas must be detailed in the applicant's guidelines.
  - o The capacity of the cinema to create an audience for non-national European films (the number of admissions achieved for non-national European films). - Objective criteria to assess innovative activities including those for young audience.

Quality of content and activities (30 points)



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

**Project management (20 points):**

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.

The application must detail:

- the rules of governance of the coordinating entity, including the management structure and the role of the members within the network and within the entity
- the selection and award process to determine the level of funding for cinemas
- the strategy for the monitoring of the financial support to cinemas belonging to the network
- the procedure in place to ensure transparency, equality of treatment and absence of conflict of interest.

**Dissemination (20 points):**

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.

The following will be assessed:

- The strategy developed by the network to disseminate and share results, best practices, audience building techniques and technological developments.
- Methods of communication between the coordinating entity and its members and between members

Maximum points: 100 points.

Individual thresholds per criterion: N/A

Overall threshold: 70 points.

Proposals that pass the individual thresholds AND the overall threshold will be considered for funding — within the limits of the available call budget. Other proposals will be rejected.