



Creative Europe Programme

CREA-MEDIA-2021-FILMOVE – Films on the Move

Objective

The Films on the Move action shall encourage and support the wider distribution of recent non-national European films by encouraging sales agents and theatrical distributors in particular to invest in promotion and adequate distribution of non-national European films¹.

Expected results

- Development of pan-European theatrical and/or online distribution strategies for non-national European films.
- Increased investment in theatrical and/or online promotion and distribution of non-national European films in view of expanding audience reach.
- Develop links between the production and distribution sector thus improving the competitive position of non-national European films on a global market.

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

The activities to be funded are campaigns for the pan-European theatrical and/or online distribution of eligible European films, coordinated by the sales agent of the film.

Special attention will be given to applications presenting adequate strategies to ensure gender balance, inclusion, diversity and representativeness.

Eligible Participants

In order to be eligible, the applicants (beneficiaries and affiliated entities) must:

- be legal entities (public or private bodies)
- be established in one of the eligible countries
- 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

¹ European films will be considered as “national” in that country participating in the MEDIA strand whose nationals /residents have participated in the highest proportion in the making of the film. This country is considered as the country of origin of the film for the purpose of the action. They will be considered as “non-national” outside the country of origin.



countries; for publicly listed companies, the location of the stock exchange will be taken into account to determine its nationality

- be a European Sales agent
- be appointed by the producer of the submitted film by way of an international sales agreement providing for the right to sell the film in at least 15 countries participating in the MEDIA strand.

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

The film must be a work of fiction (including animated films) or documentary, with a minimum duration of 60 minutes and it must have a production budget of maximum EUR 15M.

Available budget

The available call budget is **EUR 11 000 000**. This budget might be increased by maximum 20%.

A maximum 25% of the budget will be allocated to films with a production budget superior to EUR 10M.

Project budget and duration

Maximum grant amount: no limit. The grant will be a budget-based on the eligible costs.

The costs will be reimbursed at the funding rate fixed in the Grant Agreement (**90%**).

Timetables and deadlines

Call opening: 8 June 2021

Call deadline: 24 August 2021 – 17:00 CET

Evaluation: September-November

Link

<https://webgate.ec.europa.eu/ciccom/files/JDJ5JDEwJEJHSUVJSjKdHBoWTAwTzlwOWluT09XZy9idUdSOUI3cy5LZ0FveE5sREVRZEYvS1Jrdm5l/callcreafilmsonthemovedocxpdf1622565666-en.pdf>