



## Information session – SKILLS AND TALENT DEVELOPMENT

3<sup>rd</sup> December 2024

This info session will be recorded using WEBEX for the purpose of **publication on EACEA/Commission website for one year.**

Only the presentations will be recorded: the Q&A sections will not be recorded

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For more details, you can contact us: [EACEA-MEDIA-TRAINING@ec.europa.eu](mailto:EACEA-MEDIA-TRAINING@ec.europa.eu)



# SKILLS AND TALENT DEVELOPMENT

**Call CREA-MEDIA-2025-TRAINING**

*European Education and Culture  
Executive Agency*

# OBJECTIVES OF THE CALL



NEW CREATIVE PROCESSES



MARKET DEVELOPMENTS



DIGITAL TECHNOLOGIES

ENHANCE THE CAPACITY OF  
AUDIOVISUAL PROFESSIONALS  
TO ADAPT TO

# ACTIVITIES TO BE FUNDED

TRAINING AND MENTORING ACTIVITIES AIMED TO:



SUPPORT  
**NEW CREATIVE PROCESSES**

DIGITAL TOOLS  
**VIDEOGAMES**



TRAININGS  
**DIGITAL TRANSFORMATION**



TRAINING & PROMOTION  
**GREEN TRANSITION**



ADAPT TO  
**NEW MARKET TRENDS**



# KEY POINTS

- ✓ **MAJORITY** OF THE PARTICIPANTS MUST COME FROM A **DIFFERENT COUNTRY** THAN THAT OF THE APPLICANT
- ✓ **GOOD REPRESENTATIVENESS OF GENDER AND DIVERSITY**
  - ✓ PROJECTS ADDRESSED TO WOMEN
  - ✓ PARTICIPANTS WITH A DIVERSE AND DISADVANTAGED BACKGROUND
- ✓ **SUSTAINABILITY: LIMIT TRAVEL** ACTIVITIES
- ✓ **CERTIFICATE OF COMPETENCES** AT THE END OF THE TRAINING

**NEW!**



# ELIGIBLE PARTICIPANTS



NO MORE DISTINCTION BETWEEN  
EUROPEAN, INTERNATIONAL & REGIONAL ACTIONS



# REDUCED FEES/SCHOLARSHIPS

## MUST BE GRANTED TO PARTICIPANTS:

- COMING FROM LCCs GROUP A OR B
- OR COMING FROM A COUNTRY NOT PROVIDING SCHOLARSHIPS FOR THIS KIND OF TRAINING
- OR BEING IN ANY OTHER PROVEN SITUATION OF NEED FOR FINANCIAL SUPPORT



MIN  
**20%**

OF THE TOTAL NUMBER OF PARTICIPANTS  
SHOULD BENEFIT FROM  
**REDUCED FEES**

# AWARD CRITERIA

## RELEVANCE OF ACTIVITIES (35 PTS)

25

### RELEVANCE OF THE CONTENT OF THE ACTIVITY

- EUROPEAN DIMENSION
- NEEDS AND TRENDS OF THE INDUSTRY
- **SKILLS GAPS**

NEW!

STRATEGIES FOR **SUSTAINABLE**  
AND  
**ECO-FRIENDLY** ACTIVITIES

5

STRATEGIES FOR **GENDER**  
**BALANCE, INCLUSION, DIVERSITY**  
AND **REPRESENTATIVENESS**

5



# AWARD CRITERIA

## QUALITY OF CONTENT AND ACTIVITIES (40 PTS)

10

### METHODOLOGY

- IN LINE WITH PROJECT OBJECTIVES
- TARGET GROUP
- **LEARNING OUTCOMES**
- **CROSS-DISCIPLINARY COLLABORATIONS**

**NEW!**

10

### FORMAT

- IN LINE WITH PROJECT OBJECTIVES
- ORGANISATIONAL ASPECTS
- SELECTION PROCEDURE
- SCHOLARSHIP POLICY

COST-EFFECTIVENESS

15

LCC PARTICIPANTS

5

# AWARD CRITERIA

## PROJECT MANAGEMENT (10 PTS)

5

DISTRIBUTION OF THE **ROLES**  
AND **RESPONSIBILITIES** OF THE  
TEAM

5

**PEDAGOGICAL EXPERTISE** OF THE  
TRAINERS

## DISSEMINATION (15 PTS)

MECHANISMS IN PLACE TO  
DISSEMINATE  
**BEST PRACTICES** & **FOLLOW UP**

5

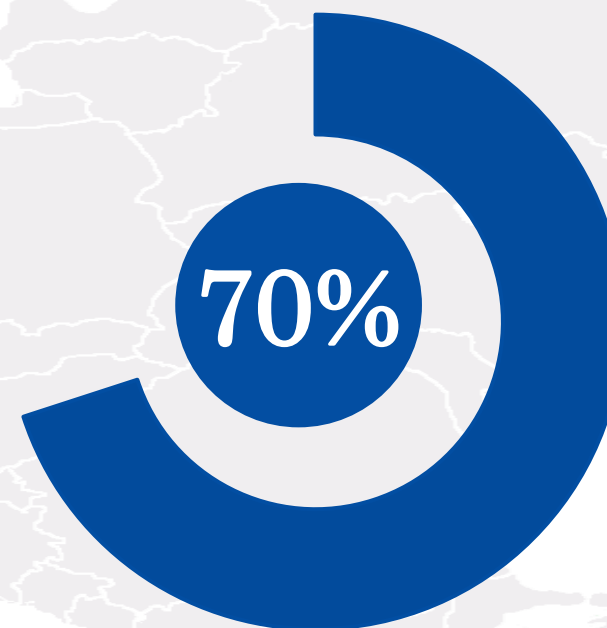
**BENEFITS & IMPACT**  
PARTICIPATING PROFESSIONALS /  
INDUSTRY AT LARGE

10

## QUALITY THRESHOLD

# 70/100 PTS

FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA



**THIS IS NOT THE SELECTION THRESHOLD!!**

## PROJECT DURATION

**12 MONTHS**

## FUNDING RATE

**COSTS WILL BE  
REIMBURSED AT  
80%**



# TECHNICALITIES


## application form: Part A, B and C


Administrative forms (Part A)

[Edit forms](#) [Edit Part C \(KPI\)](#) [View history](#) [Print preview](#) ⓘ

Part B and Annexes

In this section you may upload the technical annex of the proposal (in PDF format only) and any other requested attachments. ⓘ

Part B \*  ⓘ [Upload](#) 

Other annexes  ⓘ [Upload](#) 

[← BACK TO PARTICIPANTS LIST](#) [VALIDATE](#) [SUBMIT](#)

Download Part B templates

[Download part B templates](#)

Support & Helpdesk

[Online Manual](#) [IT How To](#)

# PART A

- PERSONNEL COST-VOLUNTEERS ARE **NOT APPLICABLE**
- FINANCIAL SUPPORT TO THIRD PARTIES ARE **NOT APPLICABLE**

## 3 - Budget

?

No.	Name of beneficiary	Country	Role	Personnel costs - without volunteers/ EUR	Personnel costs – volunteers/ EUR	Subcontracting costs/ EUR	Purchase costs - Travel and subsistence/ EUR	Purchase costs - Equipment/ EUR	Purchase costs - Other goods, works and services/ EUR	Financial support to third parties/ EUR	Indirect costs/ EUR	Total eligible costs/ EUR
1	Janitom Tomasz Janisz	PL	Coordinator	405 000	0	100 000	950 000	30 000	63 000	0	108 360.00	1 656 360.00
Total				405 000	0	100 000	950 000	30 000	63 000	0	108 360.00	1 656 360.00

# PART A

## BUDGET MUST BE BALANCED (COST/INCOME)

Total estimated project costs and contributions/ EUR	Funding rate	Maximum EU contribution to eligible costs/ EUR	Requested EU contribution to eligible costs/ EUR	Max grant amount/ EUR	Income generated by the project/ EUR	In kind contributions/ EUR	Financial contributions/ EUR	Own resources/ EUR	Total estimated project income/ EUR
1 656 360.00	80	1 325 088.00	1 325 000.00	1 325 000.00	0.00	0.00	0.00	0.00	1 325 000.00
1 656 360.00		1 325 088.00	1 325 000.00	1 325 000.00	0.00	0.00	0.00	0.00	1 325 000.00

# PART B

PROJECT ACTIVITIES MUST BE ORGANISED IN THE FOLLOWING **WORK PACKAGES (WP)**:

## WORK PACKAGES

(IDEALLY THESE SHOULD BE LIMITED TO THOSE MENTIONED IN THE CALL)

PROJECT ACTIVITIES MUST BE ORGANISED IN THE FOLLOWING **WORK PACKAGES**:



- WP 1 – **PROJECT MANAGEMENT (MANDATORY)**
- WP 2 – **ACTIVITIES OF THE YEAR OF IMPLEMENTATION (MANDATORY)**
- WP 3 – **FOLLOW UP AND DISSEMINATION (MANDATORY)**



# PART B

## 1. RELEVANCE

### 1.1 Background and general objectives

#### Background and general objectives

*For 'European co-development', 'European slate development', 'European mini-slate development', 'TV and online content' and 'Video games and immersive content development':*

- Provide a presentation of the applicant company (and partners for the European co-development, TV and online and Video games and immersive content development actions), its management, its activities, its present position in the national and European markets and its editorial line in terms of development and production.
- For European slate and mini-slate development, also describe the company's development plans and its present and forecast financial status (this must include the company's total turnover and total development expenditure in the last two financial years in €).

*For 'Skills and talent development', 'Markets & networking', 'Innovative tools and business models', 'MEDIA360', 'Networks of European cinemas', 'Networks of European festivals', 'European VOD networks and operators', 'European festivals', 'Subtitling of cultural content', 'Audience Development and Film Education', 'Media Literacy', 'Media Freedom Rapid Response Mechanism', 'Media Pluralism Monitor' and 'Journalism Partnership': Define the objectives of your proposal and explain their relevance to this call for proposals.*

*For 'European Film Distribution' and 'European Film Sales': Describe your company position on the national and European/international market as well as your editorial line/catalogue (size, genre, focus, etc.) and the latest developments/changes in regards to release windows. Describe typical/planned marketing and promotion campaigns for the release/sale of European non-national film(s) including online releases. If a release is already planned please*

## BUDGET AND TIMELINE



**7,5M** EUR



Please see the [EU Funding & Tenders Portal](#)  
for details of the timetable.



# REVISIT PROPOSAL

any time before the deadline

Update proposal

Download

Withdraw proposal

# GET SUPPORT

Contact your local Creative Europe desk

Contact EACEA [EACEA-MEDIA-TRAINING@ec.europa.eu](mailto:EACEA-MEDIA-TRAINING@ec.europa.eu)



For technical issues contact [IT Helpdesk](#)

# WHAT CAN I DO IN CASE OF REJECTION?

**READ CAREFULLY YOUR EVALUATION SUMMARY REPORT!**

**ONLY INTRODUCE A REQUEST FOR REVIEW IN RARE CASES OF CLEARLY IDENTIFIABLE MISTAKES IN THE EVALUATION**

- **Mere disagreement with comments or scores**
- **is not a valid reason for requesting a review!**



# Join us at the Creative Europe MEDIA stands!

Participation on our stands aims to give you the possibility for business-to-business exchanges, scalability and to increase your capacity to operate transnationally and internationally.

Agile independent European companies of all sizes, especially newcomers, as well as countries with lower audiovisual capacity, are particularly encouraged to apply.

Services include meeting spaces, an online promotional catalogue, reduced registration fees...

For more info and to apply, please visit [Homepage - Media Stands](#)



Registrations open!  
Deadline 13/12/24!

Registrations will  
open soon!



**QUESTIONS?**

