



Information session – Innovative Tools and business models

21st November 2024 - 11:30-13:00 (Brussels time)

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

Please refer to the Data Protection Notice of the event for more information.

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INNOVATIVE TOOLS AND BUSINESS MODELS

Call CREA-MEDIA-2025-INNOVBUSMOD

OBJECTIVES OF THE CALL

ENCOURAGE THE DEVELOPMENT AND SPREAD OF
INNOVATIVE TOOLS AND BUSINESS MODELS

IN ORDER TO IMPROVE THE
**VISIBILITY, AVAILABILITY,
AUDIENCE AND DIVERSITY**
OF EUROPEAN WORKS IN THE DIGITAL AGE

AND/OR THE OVERALL
COMPETITIVENESS and/or GREENING
OF THE EUROPEAN A/V INDUSTRY





ELIGIBLE ACTIVITIES

SUBTITLING OR ACCESSIBILITY, DISCOVERABILITY AND RECOMMENDATION TOOLS

TO IMPROVE THE VISIBILITY, AVAILABILITY, CIRCULATION AND/OR POTENTIAL AUDIENCE OF EUROPEAN A/V WORKS

BUSINESS TOOLS IMPROVING THE EFFICIENCY AND TRANSPARENCY OF THE A/V MARKETS

(AUTOMATED RIGHTS MANAGEMENT SYSTEM, TECHNOLOGY FOR DATA GATHERING AND ANALYSIS, ETC.)

BUSINESS MODELS SEEKING TO OPTIMISE THE

SYNERGIES AND COMPLEMENTARITIES BETWEEN DISTRIBUTION PLATFORMS

BUSINESS TOOLS EXPLORING

NEW MODES OF PRODUCTION, FINANCING, DISTRIBUTION OR PROMOTION

ENABLED OR ENHANCED BY NEW TECHNOLOGY (AI, BIG DATA, BLOCKCHAIN, METAVERSE/VIRTUAL WORLDS, NFT, ETC.)

INNOVATIVE TOOLS AND BUSINESS MODELS

IMPROVING THE GREENING PROCESS OF THE A/V INDUSTRY

ELIGIBLE PARTICIPANTS

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

- **be legal entities (public or private bodies). Natural persons are NOT eligible (with the exception of self-employed persons, i.e. sole traders, where the company does not have legal personality separate from that of the natural person).**
- **be established in one of the eligible countries, i.e.:**
 - 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 or countries which are in ongoing negotiations for an association agreement and where the agreement enters into force before grant signature ([list of participating countries](#))
- **be established in one of the countries participating fully in the MEDIA strand of the Creative Europe Programme and be owned directly or indirectly, wholly or by majority participation, by NATIONALS from such countries. When a company is publicly listed, the location of the stock exchange will in principle determine its nationality.**

AWARD CRITERIA

RELEVANCE OF ACTIVITIES (45 PTS)

20

RELEVANCE OF THE PROPOSED DEVELOPMENT AND/OR SPREAD OF INNOVATIVE TOOLS AND BUSINESS MODELS TO ADDRESS THE NEW NEEDS OF THE A/V MARKET

15

THE EUROPEAN DIMENSION/POTENTIAL OF THE PROJECT

ADEQUACY OF THE STRATEGIES PRESENTED TO ENSURE A MORE SUSTAINABLE AND MORE ENVIRONMENTALLY-RESPECTFUL INDUSTRY

5

ADEQUACY OF THE STRATEGIES TO ENSURE GENDER BALANCE, INCLUSION, DIVERSITY AND REPRESENTATIVENESS, EITHER IN THE PROJECT/CONTENT OR IN THE WAY OF MANAGING THE ACTIVITY

5

AWARD CRITERIA

QUALITY OF THE ACTIVITIES (30 PTS)

15

THE ADEQUACY OF THE METHODOLOGICAL AND STRATEGIC CHOICES TO THE OBJECTIVES OF THE PROJECT, INCLUDING MARKET ANALYSIS, NATURE AND TIMING OF THE ACTIVITIES TO BE IMPLEMENTED, TARGET GROUP, SELECTION METHODS, TARGET SEGMENTS AND TERRITORIES, SYNERGY AND COLLABORATION WITH DIFFERENT SEGMENTS OF THE VALUE CHAIN, STRATEGIES TO BE IMPLEMENTED AND TOOLS DEPLOYED

THE COHERENCE OF THE BUSINESS MODEL (INCLUDING THE STRUCTURE OF CO-FINANCING AND **THE ABILITY TO APPLY FOR AN EU PUBLIC FUNDING BELOW 70%**), AND **FEASIBILITY AND COST-EFFICIENCY** OF THE PROJECT

15

AWARD CRITERIA

DISSEMINATION (15 PTS)

5

THE METHODOLOGY PROPOSED FOR COLLECTING, ANALYSING AND DISSEMINATING DATA IN ORDER TO SHARE RESULTS, GUARANTEE THE TRANSPARENCY OF THE PROJECT AND PROPOSE KNOWLEDGE EXCHANGE

10

THE IMPACT OF THE PROJECT **VIS-À-VIS** THE OBJECTIVES OF THE CALL

PROJECT MANAGEMENT (10 PTS)

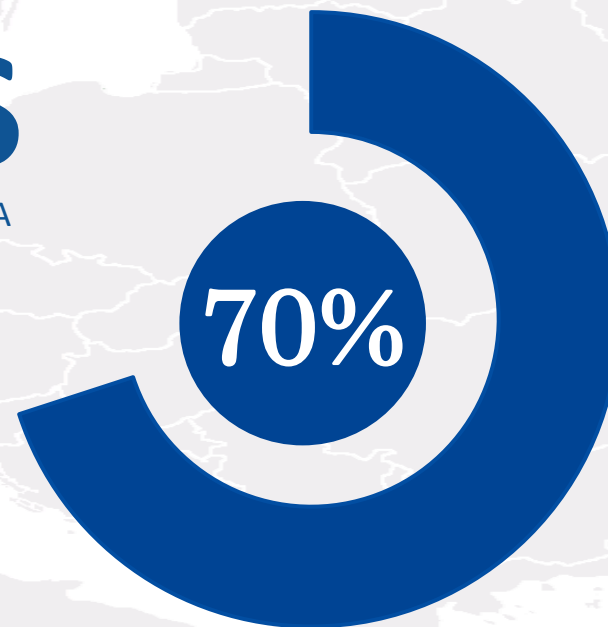
10

THE COHERENCE, ADDED-VALUE AND COMPLEMENTARITY OF THE PROJECT **TEAM AND/OR PARTNERSHIP**, INCLUDING TASKS DIVISION, DECISION-MAKING PROCESS AND EXCHANGE OF KNOWLEDGE **VIS-À-VIS** THE OBJECTIVES OF THE PROJECT

QUALITY THRESHOLD

70/100 PTS

FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA



BUDGET



8.0M EUR

CONTACT:

EACEA-MEDIA-INNOVATIVE-TOOLS@EC.EUROPA.EU



EU Funding & Tenders Portal

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INNOVBUSMOD



Programming period ▼

Programme ▼

Call ▼

1 item(s) found



Relevance ▼



Programme Creative Europe Programme (CREA) (x)

Innovative tools and business models

CREA-MEDIA-2025-INNOVBUSMOD | Call for proposal

Opening date: 01 October 2024 | Next deadline

| Single-stage



Open For Submission

Type of action: **CREA Project Grants**

Conditions and
documents


Submission service

Topic related FAQ

Get support

Call information

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 Go back to
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Start submission

To access the Electronic Submission Service, please click on the submission-button next to the **type of action** and the **type of model grant agreement** that corresponds to your proposal. You will then be asked to confirm your choice, as it cannot be changed in the submission system. Upon confirmation, you will be linked to the correct entry point.

To access existing draft proposals for this topic, please login to the Funding & Tenders Portal and select the My Proposals page of the My Area section.

Please select the type of your submission:

CREA Project Grants [CREA-PJG], CREA Action Grant Budget-Based [CREA-AG]

[Start submission](#)

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TECHNICALITIES

MAIN ELEMENTS TO UNDERSTAND THE **E-FORM**:

→ PART A

→ PART B

→ PART C

E-FORM IN SUBMISSION SYSTEM

Type of action: **CREA-PJG**

Type of MGA: **CREA-AG**



Topic and type of action can only be changed by creating a new proposal.

Proposal data


Acronym: a

Draft ID: **SEP-211003357**



Download Part B templates




Download part B templates



 Your proposal contains changes that have not yet been submitted.



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](#) 

Info on independence and Ownership and control *  [Upload](#) 



PART A – EDIT FORMS

Table of contents

Section	Title	Action
1	General information	Show
2	Participants	Show
3	Budget	Show
4	Other questions	Show

PART A

SIMPLIFIED BUDGET

DETAILED BREAKDOWN PER WORK-PACKAGE IN PART B

Application forms

Proposal ID **SEP-210833587**

Acronym **LAST360**

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	Ineligible costs/ EUR	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	Bald Consulting Scs	BE	Coordinator	123 333	0	34 000	10 000	26 000	130 000	2 000	22 773.31	348 106.31	0	348 106.31	70	243 674.41	240 000.00	240 000.00	10 000.00	0.00	18 000.00	80 106.31	348 106.31
Total				123 333	0	34 000	10 000	26 000	130 000	2 000	22 773.31	348 106.31	0	348 106.31		243 674.41	240 000.00	240 000.00	10 000.00	0.00	18 000.00	80 106.31	348 106.31

PART A

- BUDGET MUST BE BALANCED (COST/INCOME)
- PERSONNEL COST-VOLUNTEERS ARE **NOT APPLICABLE**
- FINANCIAL SUPPORT TO THIRD PARTIES ARE **NOT APPLICABLE**

PART B

- WORD DOCUMENT
(TO UPLOAD IN PDF)
- DETAILED DESCRIPTION OF PROJECT FOR
EVALUATION
- CHECK THE CORRECT QUESTIONS BASED ON THE
ACTION/CALL (SEE SLIDES 19-23 OF THIS
PRESENTATION THE LIST OF THE QUESTION RELATED
TO THIS CALL)

1. RELEVANCE

1.1 Background and general objectives

Background and general objectives

For 'European Co-development', 'European Slate development', 'European Mini-Slate development' and 'TV and Online content':

- Provide a presentation of the applicant company (and partners for the European Co-Development and TV and Online 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 'Fostering European media talents and skills', 'Markets & networking', 'Innovative tools and Business models', 'Networks of European cinemas', 'European VOD networks and operators', 'European festivals', 'Subtitling of cultural content', 'Audience Development and Film Education', 'Creative Innovation Lab' and 'Journalism Partnership': Define the objectives of your proposal and explain their relevance to this call for proposals.

For 'Films on the Move': Describe the experience of the sales agent on pan-European projects, the number of distributors involved and the experience of distributors and their involvement in the project.

Insert text

PART B: List of questions

1. RELEVANCE

1.1 Define the objectives of your proposal and explain their relevance to this call for proposals **(Sub Award Criterion: 1.1)**.

1.2 Describe how your activity meets the needs of the industry/sectors **(Sub Award criterion: 1.1)**.

1.3 Explain the European dimension of your project (including, if applicable: origin of content or audiovisual works; crossborder and cross-language dimension; potential for European expansion; nature of the partnership; scope and size of partners) **(Sub Award criterion: 1.2)**.

1.4 Describe the strategies to ensure a more sustainable and environmentally-respectful industry **(Sub Award criterion: 1.3)**.

1.5 Describe the strategies to ensure gender balance, inclusion, diversity and representativeness, either in the project/content or in the way of managing the activities **(Sub Award criterion: 1.4)**.

PART B: List of questions

2. QUALITY

2.1 Provide a comprehensive market analysis justifying your main methodological and strategic choices (development, marketing, pricing, etc). The market analysis must clearly describe the target markets (size and structure, demographics, localization, trends and growth perspectives) and the situation of the competition (direct/indirect competitors, differentiation, barriers to entry, regulation, etc). The methodology (including a list of activities to be implemented) and strategic choices must also be clearly described **(Sub Award criterion: 2.1)**.

2.2 Explain your business model and your medium-term financial strategies. An estimation of the expected revenues in the next years must be provided **(Sub Award criterion: 2.2)**.

2.4 Demonstrate the cost effectiveness of your action and explain how the estimated budget is conceived in the most economical way. Please also explain your co-financing strategy (if applicable) **(Sub Award criterion: 2.2)**.

2.5 Describe critical risks, uncertainties or difficulties related to the implementation of your project, and your measures/strategy for addressing them. Indicate for each risk (in the description) the impact and the likelihood that the risk will materialize (high, medium, low), even after taking into account the mitigating measures **(Sub Award criterion: 2.2)**.

PART B: List of questions

3. PROJECT MANAGEMENT

- 3.1 Explain the coherence, added value and complementarity of the project teams and/or the consortium regarding the work coordination, task division, decision making processes, exchange of knowledge vis-à-vis the objectives of the project **(Sub Award criterion 3)**.
- 3.2 Describe the project teams and how they will work together to implement the project. List the main staff included in the project by function/profile and describe briefly their tasks **(Sub Award criterion 3)**.

4. DISSEMINATION

- 4.2 Describe the methodology proposed for collecting, analysing and disseminating data in order to share the results, guarantee the transparency of your project and propose an exchange of knowledge **(Sub Award criterion 4)**.
- 4.3 Explain the impact of your project on the visibility, availability, audience of European works in the digital age and/or competitiveness and greening of the European audiovisual industry **(Sub Award criterion 4)**.

PART B: List of questions

5. WORKPLAN, WORK PACKAGES, ACTIVITIES, RESOURCES AND TIMING

5.1 Work Plan (Sub Award criteria 2.1 and 2.2)

5.2 Work packages, activities, resources and timing (Sub Award criteria 2.1, 2.2 and 3)

7. DECLARATIONS

PART B: WORK PACKAGES

PROJECT ACTIVITIES MUST BE ORGANISED IN THE FOLLOWING WORK PACKAGES:

- WP 1 – PROJECT MANAGEMENT (**MANDATORY**)
- WP 2 – ACTIVITIES OF THE FIRST YEAR OF IMPLEMENTATION
- WP 3 – ACTIVITIES OF THE SECOND YEAR OF IMPLEMENTATION
- WP 4 – ACTIVITIES OF THE THIRD YEAR OF IMPLEMENTATION

ADDITIONAL WORK PACKAGES MAY BE ADDED (WE **RECOMMEND** NOT TO EXCEED 4 WORK PACKAGES IN TOTAL)



WORK PACKAGES CHECKLIST

- EACH WORK PACKAGE MUST HAVE A SPECIFIC ESTIMATED BUDGET
- EACH WORK PACKAGE MUST CONTAIN **AT LEAST ONE DELIVERABLE**
- CHECK THE CALCULATIONS: WP BUDGET 1 + WP BUDGET 2 + (ETC) = GLOBAL TOTAL ESTIMATED BUDGET
IN PART A !!!!

MILESTONES & DELIVERABLES:



MILESTONES



NOT APPLICABLE. DO NOT FILL IN
(NO BLOCKING WARNING)



DELIVERABLES



- MUST INDICATE A **DUE DATE** WITHIN THE DURATION OF THE RELATED **WORK PACKAGE**
- FINAL REPORT IS **NOT** A DELIVERABLE
- AUDIT REPORT IS **NOT** A DELIVERABLE

DELIVERABLES



Deliverable No (continuous numbering linked to WP)	Deliverable Name	Work Package No	Lead Beneficiary	Type	Dissemination Level	Due Date (month number)
D1.1		1		<i>[R — Document, report]</i> <i>[DEM — Demonstrator, pilot, prototype]</i> <i>[DEC — Websites, patent filings, videos, etc]</i> <i>[DATA — data sets, microdata, etc]</i> <i>[DMP — Data Management Plan]</i> <i>[ETHICS]</i> <i>[SECURITY]</i>	<i>[PU — Public]</i> <i>[SEN — Sensitive]</i> <i>[R-UE/EU-R — EU Classified]</i> <i>[C-UE/EU-C — EU Classified]</i> <i>[S-UE/EU-S — EU Classified]</i>	

- DISSEMINATION LEVEL: **ONLY PU (PUBLIC) OR SEN (SENSITIVE)**
- DUE DATE: **MUST CORRESPOND TO THE MONTH NUMBER IN THE PROJECT NOT TO THE CALENDER MONTH**
- AVOID SUBMITTING ALL YOUR DELIVERABLES THE VERY LAST MONTH OF THE PROJECT

Final recommendations

RECOMMENDATION 1:

BEFORE STARTING WORK ON YOUR APPLICATION, PLEASE CONTACT YOUR DOMESTIC **CREATIVE EUROPE DESK** TO CHECK ITS RELEVANCE TO THE OBJECTIVES OF THE CALL: [*Creative Europe Desks | Culture and Creativity \(europa.eu\)*](#)

RECOMMENDATION 2:

TO FIND OUT HOW TO REGISTER AND VALIDATE YOUR COMPANY ONLINE, PLEASE WATCH THIS VIDEO: [*https://www.youtube.com/watch?v=VuNI478WEtU*](https://www.youtube.com/watch?v=VuNI478WEtU)

Guidance on the use of generative AI tools for the preparation of the proposal

Applicants are fully responsible for the content of the proposal (even those parts produced by the AI tool) and must be transparent in disclosing which AI tools were used and how they were utilised.

Specifically, applicants are required to:

- Verify the accuracy, validity, and appropriateness of the content and any citations generated by the AI tool and correct any errors or inconsistencies.*
- Provide a list of sources used to generate content and citations, including those generated by the AI tool.*
- Double-check citations to ensure they are accurate and properly referenced.*
- Be conscious of the potential for plagiarism where the AI tool may have reproduced substantial text from other sources. Check the original sources to be sure you are not plagiarizing someone else's work.*
- Acknowledge the limitations of the AI tool in the proposal preparation, including the potential for bias, errors, and gaps in knowledge.*

GET SUPPORT

Contact your local Creative Europe desk

Contact EACEA EACEA-MEDIA-INNOVATIVE-TOOLS@ec.europa.eu



For technical issues contact [IT Helpdesk](#)

WHAT CAN I DO IN CASE OF REJECTION?

READ CAREFULLY YOUR EVALUATION SUMMARY REPORT!

IF YOU WANT FURTHER INFORMATION contact: EACEA-MEDIA-INNOVATIVE-TOOLS@ec.europa.eu

**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!**



THANK YOU FOR YOUR ATTENTION!

EACEA-MEDIA-INNOVATIVE-TOOLS@ec.europa.eu