



CREATIVE EUROPE (2014-2020)

Culture Sub-programme

CALLS FOR PROPOSALS - EACEA 06/2017

Support to European Platforms

1. Introduction

This Call for Proposals is based on the EU Regulation N° 1295/2013 of the European Parliament and of the Council of 11/12/2013 establishing the Creative Europe Programme (2014-2020) and the corrigendum of the 27/06/2014¹ (hereinafter referred to as “the Regulation”). It is also based on the 2017 Creative Europe Work Programme².

The general and specific objectives of the Creative Europe Programme and, the priorities of the Culture Sub-programme are listed in Articles 3, 4 (b), 12 (b) and 13 (c) of the Regulation.

2. Eligibility

2.1 Eligible applicants

The scheme is open to platforms, comprising a coordination entity and a minimum of 10 member organisations which are active in the cultural and creative sectors as defined in Article 2 of the Regulation and who are legally established in one of the participating countries of the Culture sub-programme. The coordination entity shall be in a position to demonstrate its existence as a legal entity for at least 2 years on the date of the deadline for submission of applications. The member organisations must be legally established in at least 10 different participating countries, of which at least 5 must be EU Member States or EFTA countries. To be eligible, the platform’s members shall already comply with the set of criteria set out by the coordinating entity in the application at the time of submission of the application.

Platforms involving exclusively members from the audiovisual sector are not eligible. Platforms primarily constituted of members from non- audiovisual sectors which include members from the audiovisual sector are eligible. Natural persons may not apply for a grant.

2.2 Eligible countries

Applications from legal entities established in one of the following country categories are eligible, as long as, all conditions referred to in Article 8 of the Regulation are met and the Commission has entered into negotiations with the country:

1. The 28 Member States of the European Union and the overseas countries and territories which are eligible to participate in the Programme pursuant to Article 58 of Council Decision 2001/822/EC Council

¹ Regulation No 1295/2013, Official Journal of the European Union on the 20/12/2013 (OJ L347/221) and 27/06/2014 (OJ L189/260).

², Commission Implementing Decision C(2016)5822 of 16/09/2016 on the adoption of the 2017 annual work programme for the implementation of the Creative Europe Programme.

Decision 2001/822/EC of 27 November 2001 on the association of the overseas countries and territories with the European Community ("Overseas Association Decision") (OJ L 314, 30.11.2001, p. 1).

2. The candidate and potential candidate countries: Albania, Bosnia and Herzegovina, Montenegro, Former Yugoslav Republic of Macedonia and the Republic of Serbia.
3. The EFTA/EEA countries: Iceland and Norway.
4. Countries covered by the European Neighbourhood Policy: Georgia, Moldova and Ukraine.

Israel is entitled to participate in the present call provided that the country has signed and notified the EU-Israel agreement setting out the arrangements for its participation in Creative Europe by the date the award decision of this call is adopted. The eligibility criteria formulated in Commission notice [Nr. 2013/C 205/05](#) shall apply.

An updated list of countries eligible to participate in Creative Europe can be found at:
https://eacea.ec.europa.eu/creative-europe/library/eligibility-organisations-non-eu-countries_en

2.3 Eligible activities

The coordination entity should enable the following activities:

- Definition, selection and monitoring of the platform's members based upon an established set of criteria.
- Coordination, monitoring, promotion, evaluation and supervision of the members' activities, as well as, the activities in relation to the sustainable development of the platform.
- Development and implementation of a communication and branding strategy, including the creation of a European quality label.
- Promotion of artists and creators – especially emerging talent – and their works.
- Development and building of new audiences.
- Networking activities: information, animation and communication.
- Provide financial support to the members of the platform implementing the eligible activities listed below:
 - Development of a genuine European programming based on a shared artistic and cultural vision;
 - fostering the mobility and visibility of European creators and artists and the circulation of their works - in particular those lacking international exposure;
 - increasing the promotion and showcasing of at least 30% of emerging talent from other European countries, throughout the whole duration of the project;
 - audience development, including building new audience, especially young people;
 - educational and awareness-raising activities, especially towards young people;
 - raising visibility to Europe's values and different cultures, helping increase citizens' sense of identification with the EU;
 - development of new business models, including the use of innovative distribution models.

The European Platforms scheme is implemented through a 4 year Framework Partnership Agreement (FPA). The maximum duration of a project and the period of eligibility of costs are 4 periods of maximum 12 months. The action of the first year of the FPA must start from April to December 2017. However, an EU grant may be awarded for a project, which has already begun only if the applicant can demonstrate the need to start before the grant agreement has been signed but in any case projects cannot start before the deadline for submission of the grant application.

The Culture Sub-programme will not support any projects including pornographic or racist material or advocating violence. The Culture Sub-programme shall support, in particular, not-for-profit projects.

3. Award criteria

Eligible applicants will be assessed on the basis of the following criteria and weighting:

1. Relevance (25)

2. Quality of the content and activities (20)

3. Promotion, communication and branding strategy (30)

4. Quality of the platform (25)

4. Budget

The total budget available for the 2017 Call is estimated at 5.5 M €.

The financial contribution of the European Union per application may not exceed 500.000 € or 80% of the total eligible costs, whichever is lower.

The financial support to the members of the platforms may not exceed 60.000 € per member organisation and must be related to the eligible platform's member activities as defined in the Call for Proposals.

5. Deadline for the submission of applications

The deadline for submission of applications is **06 April 2017, 12:00 CET/CEST (Midday, Brussels time)**.

The Application form and all of its annexes must be submitted online using the correct eForm, duly completed and containing all relevant and applicable annexes and supporting documents. The e-form will be made available at <http://ec.europa.eu/education/participants/portal/desktop/en/home.html>

The application forms are already available at the following address: http://eacea.ec.europa.eu/creative-europe/funding/european-platforms-062017_en

6. Further information

The detailed conditions for application can be found in the specific Guidelines on the following website:

Education, Audio-visual and Culture Executive Agency
http://eacea.ec.europa.eu/creative-europe_en

E-mail contact details: EACEA-CREATIVE-EUROPE-PLATFORMS@ec.europa.eu

For further information on the Creative Europe Programme:

Directorate-General for Education and Culture
http://ec.europa.eu/culture/index_en.htm