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*(Announcements)*

## ADMINISTRATIVE PROCEDURES

## EUROPEAN COMMISSION

## CALL FOR PROPOSALS — EACEA/35/11

## MEDIA 2007 — Promotion/Access to markets

(2011/C 322/04)

**1. Objectives and description**

This notice of a call for proposals is based on Decision No 1718/2006/EC of the European Parliament and of the Council of 15 November 2006 concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007).

The objectives of the abovementioned Council Decision include:

- facilitating and encouraging the promotion and movement of European audiovisual and cinema works at trade shows, fairs and audiovisual festivals in Europe and around the globe, insofar as such events may play an important role in the promotion of European works and the networking of professionals,
- encouraging the networking of European operators, by supporting joint activities on the European and international markets by national public or private promotion bodies.

The call for proposals 35/11 offers a three-year framework partnership agreement.

**2. Eligible applicants**

The present notification is addressed to European organisations; those registered in and owned in majority by nationals from the Member States of the European Union and countries of the European Economic Agreement participating in the MEDIA 2007 programme (Iceland, Liechtenstein, Norway), Croatia and Switzerland.

**3. Eligible actions**

The present call for proposals is aimed at supporting actions and activities that take place in and outside the member countries of the MEDIA programme.

The objectives are to support actions that have the following aims:

- to improve the circulation of European audiovisual works by ensuring that the European audiovisual sector has access to the professional European and international audiovisual markets,

- to encourage common actions between national film and audiovisual programme promotion organisations,
- to encourage the building-up of an economic partnership between countries and professionals inside and outside the MEDIA programme and facilitate better mutual knowledge and understanding.

Projects shall last for a maximum period of 12 months.

Activities must begin at the earliest on **1 June 2012** and must end at the latest by **31 December 2012**.

#### 4. Award criteria

Eligible applicants/projects will be assessed on the basis of a 100-point score according to the following criteria:

European dimension of the action	30 points
Impact on the promotion and circulation of European audiovisual works	30 points
Quality and cost-effectiveness of the action plan submitted	25 points
Innovative aspects of the action	5 points
Promotion of audiovisual works originating from European countries with a low audiovisual production capacity	10 points

#### 5. Budget

The total estimated budget allocated to the co-funding of projects amounts to EUR 2 000 000 (providing the EU budget for 2012 is approved).

The maximum financial support cannot exceed 50 % of the total costs of the action.

The Agency reserves the right not to allocate all the funds available.

#### 6. Deadline for submissions

The deadline for sending in applications is:

**22 December 2011** for activities starting between 1 June 2012 and up to 31 December 2012.

Applications must be sent to the following address:

Education, Audiovisual and Culture Executive Agency (EACEA)  
Unit Programme MEDIA — P8  
Call for proposals EACEA/35/11 Promotion/Access to markets  
Mr Constantin DASKALAKIS  
BOUR 3/30  
Avenue du Bourget/Bourgetlaan 1  
1049 Bruxelles/Brussel  
BELGIQUE/BELGIË

Only applications made using the correct form, duly completed, dated and signed by the person legally empowered to bind the applicant organisation will be accepted.

Applications sent by fax or e-mail will not be accepted.

**7. Complete information**

The guidelines of the call for proposals, as well as the application forms, are available on the following address:

[http://ec.europa.eu/culture/media/programme/promo/markt/forms/index\\_en.htm](http://ec.europa.eu/culture/media/programme/promo/markt/forms/index_en.htm)

Applications must be submitted using the form provided and must contain all of the appendices and information requested.

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