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(Announcements)

ADMINISTRATIVE PROCEDURES

EUROPEAN COMMISSION

MEDIA Mundus — Call for proposals 2012

(2011/C 176/04)

1. Objectives

This notice of call for proposals is based on Decision No 1041/2009/EC of the European Parliament and of the Council of 21 October 2009 establishing an audiovisual cooperation programme with professionals from third countries (MEDIA Mundus 2011-2013) ⁽¹⁾.

The aims of the programme are to increase the competitiveness of the European audiovisual industry, to enable Europe to play its cultural and political role in the world more effectively and to increase consumer choice and cultural diversity. The programme will seek to improve access to third-country markets and to build trust and long-term working relationships.

The MEDIA Mundus programme supports cooperation projects between European professionals and professionals from third countries, to the mutual benefit of the European audiovisual sector and the one of third countries.

2. Eligible actions

The actions outlined are:

- *Action 1 — Support for training*: this action aims at strengthening the skills of European and third-country professionals:
 - Option 1 supports the inclusion of students/professionals and teachers from non-EU countries in initial or continuous training schemes supported by the MEDIA 2007 programme ⁽²⁾,
 - Option 2 supports the creation of a continuous training scheme specific to MEDIA Mundus.
- *Action 2 — Support for market access*: this action supports projects to promote access to international markets for audiovisual works. These projects concern the development and/or pre-production phases (for example international co-production markets) and activities downstream (events facilitating international sales of the works).
- *Action 3 — Support for distribution and circulation*: this action aims at encouraging distribution, promotion, screening and diffusion of European works in third-country markets and of audiovisual works from third countries in Europe under optimum conditions.
- *Action 4 — Cross-over activities*: this action aims at supporting projects of a cross-cutting nature, i.e. touching upon several priorities of this programme, e.g. trainings with subsequent pitching events at co-production meetings.

⁽¹⁾ OJ L 288, 4.11.2009, p. 10.

⁽²⁾ Further information in the following address: <http://ec.europa.eu/media>. The MEDIA 2007 programme was established by 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).

This call covers projects starting between 1 February 2012 and 31 December 2012 and projects must be completed by 31 March 2013 at the latest. Preparatory costs for the projects are eligible at the earliest as of 1 January 2012.

3. Eligible candidates

Projects to be funded under MEDIA Mundus must:

- be proposed and implemented jointly by European and third-country professionals in order to qualify for funding under the programme,
- seek to promote international networking. To this end, except for projects submitted under Action 1 — Option 1, each project must be driven and implemented by a group meeting three criteria:
 1. the group shall have a minimum of three partners (including the coordinator). However, projects with only two partners may be admitted where the necessary networking is guaranteed. The networking is guaranteed if the coordinator of the project is a European network of audiovisual professionals/companies covering more than 10 European Member States;
 2. the coordinator of the group must have its registered office in a Member State of the European Union or of Iceland, Liechtenstein or Norway ⁽¹⁾;
 3. the group must include at least one co-beneficiary linked to the audiovisual sector which has its registered office in a non-EU country (other than Croatia and Switzerland ⁽²⁾).

The specific conditions are set out in the work programme MEDIA Mundus 2012.

4. Award criteria

Points will be allocated to eligible applications out of a total of 100 on the basis of the following weighting:

- quality of the content of the activity (maximum: 25 points, minimum threshold to be attained: 50 %),
- project management (maximum: 25 points, minimum threshold to be attained: 50 %),
- international and European dimension and added value (maximum: 30 points, minimum threshold to be attained: 50 %),
- impact (maximum: 20 points, minimum threshold to be attained: 50 %).

5. Budget for projects

The amount available under this call for proposals is EUR 5 042 215. The financial support from the Commission cannot exceed 50 %, 60 % or 70 % of the total eligible costs, depending on the nature of the activity.

The financial contribution will be awarded in the form of a grant.

6. Deadline for submission

Applications must be sent at the latest by **23 September 2011** to:

Ms Aviva Silver
European Commission
Directorate-General for Education and Culture
Directorate D — Culture and Media
Unit D3 — MEDIA programme and media literacy
Office MAD0 18/68
1049 Bruxelles/Brussel
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⁽¹⁾ Participation of Iceland, Liechtenstein and Norway still needs to be confirmed.

⁽²⁾ At this stage the participation of Croatia and Switzerland is still pending. In this case, the coordinator (point 2) could also have its registered office in Croatia or Switzerland.

7. Complete information

The work programme guidelines and application forms are available at the following address: <http://ec.europa.eu/media>

Applications must comply with all terms of the guidelines, be submitted on the forms provided and containing all the information and Annexes specified in the full text of the call.
