

CALL FOR PROPOSALS — EACEA No 10/09**MEDIA — Promotion of European audiovisual works and European professionals outside Media countries**

(2009/C 139/09)

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 above-mentioned 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,
- promoting the transnational dissemination of non-national European films on the European and international markets, by incentive measures for distribution and cinema exhibition or theatres, in particular by encouraging co-ordinated marketing strategies.

2. Eligible candidates

This call for proposals is aimed at European companies whose activities contribute to the attainment of the objectives of the MEDIA programme as described in the Council Decision.

Applicants must be registered in one of the following countries:

- the 27 countries of the European Union,
- The EFTA and EEA countries: Iceland, Liechtenstein and Norway,
- Switzerland and Croatia.

3. Eligible actions

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

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

- to facilitate access by European professionals to markets/events outside the MEDIA countries,
- to encourage the distribution of audiovisual and/or cinematographic works outside the MEDIA countries.

Projects shall last for a maximum period of 24 months.

Activities must begin between 1 January 2010 and 30 September 2010. Activities must end before 31 December 2011.

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	25 points
Impact on the promotion and circulation of European audiovisual works	30 points
Quality and cost-effectiveness of the action plan submitted	25 points
Quality of exhibitions/events hosting the action	10 points
Promotion of audiovisual works originating from European countries with a low output of audiovisual production	10 points

5. Budget

The total estimated budget allocated to the co-funding of projects amounts to EUR 400 000.

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

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

6. Deadline for submissions

The deadline for sending in applications is 12 August 2009. Applications must be sent to the following address:

Education, Audiovisual and Culture Executive Agency
Call for Proposals EACEA/09/09
FAO: Mr Costas DASKALAKIS
BOUR 03/30
Avenue du Bourget 1
1040 Bruxelles/Brussel
BELGIQUE/BELGIË

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

Applications submitted by fax or email will not be accepted.

7. Further information

The guidelines of the call for proposals, as well as the application forms, are available at the following address <http://eacea.ec.europa.eu>

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