

MEDIA 2007 — DEVELOPMENT, DISTRIBUTION, PROMOTION AND TRAINING**Call for proposals — EACEA/04/09****Training**

(2009/C 125/12)

1. Objectives and Description

This call for proposals is based on the decision No 1718/2006/EC of the European Parliament and of the Council establishing a single multi-annual programme for Community measures in the field of Audio-visual for the period between 2007 and 2013

One of the measures to be implemented under this Decision involves improving the continuous vocational training of professionals in the audiovisual sector, so as to give them the know-how and skills needed to create competitive products on the European and other markets

2. Eligible Candidates

Applicants must be established 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.

This notice is addressed to candidates in one of the categories of establishment below whose activities contribute to the above-mentioned measures:

- Film and television schools
- Universities
- Specialist vocational training establishments
- Private companies in the audiovisual sector
- Organisations/professional associations specialising in the audiovisual sector.

3. Eligible Actions

The following actions and their activities, taking place in the MEDIA countries, are eligible:

Actions aiming at developing the capacity of audiovisual professionals to understand and integrate a European dimension to their work by improving expertise in the following fields:

- Training in economic, financial and commercial management
- Training in new audiovisual technologies
- Training in script project development

4. Award Criteria

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

- Quality of the content of the activity (20 points)
- Project management (20 points)
- Quality of the partnership with the AV industry (20 points)
- European dimension (20 points)
- Impact (20 points)

5. Budget for projects

The maximum amount available under this call for proposals is EUR 2 400 000.

The financial support from the Commission cannot exceed 50%/60% of the total eligible costs.

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

6. Deadline for submission of applications

Applications must be sent to the Executive Agency (EACEA) no later than **7 August 2009**.

7. Full details

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.
