

**Call for proposals — EACEA No 09/09**  
**Media — Promotion/access to the market**  
(2009/C 130/05)

**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.

**2. Eligible applicants**

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 within 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.

Projects shall last for a maximum period of 12 months.

Activities must begin between 1 January 2010 and 31 May 2010. Activities must end before 31 December 2010.

#### 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 output of audiovisual production	10 points

#### 5. Budget

The total estimated budget allocated to the co-funding of projects amounts to EUR 1 500 000.

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 7 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. Complete 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.

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