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(Announcements)

ADMINISTRATIVE PROCEDURES

EUROPEAN COMMISSION

CALL FOR PROPOSALS — EACEA/36/11

MEDIA 2007 — Promotion/Access to markets

(2011/C 313/06)

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.

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 2013**.

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 2 500 000 (providing the EU budget for 2012 is approved).

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 deadlines for sending in applications are:

- 9 December 2011 for activities starting between 1 June 2012 and up to 31 December 2012.
- 1 June 2012 for annual activities taking place in 2013 and activities starting between 1 January 2013 and 31 May 2013.

Applications must be submitted to the Executive Agency (EACEA) to the following address:

Education, Audiovisual and Culture Executive Agency (EACEA)
 Unit Programme MEDIA — P8
 Call for proposals EACEA/36/11 — Promotion/Access to markets
 Mr Constantin DASKALAKIS
 BOUR 3/30
 Avenue du Bourget/Bourgetlaan 1
 1049 Bruxelles/Brussel
 BELGIQUE/BELGIË

Only applications presented on the official application, duly signed by the person entitled to enter into legally binding commitments on behalf of the applicant organisation will be accepted.

Applications submitted by fax or e-mail will be rejected.

7. Complete information

The guidelines, as well as the application forms, are available on <http://ec.europa.eu/media>

Applications must comply with all the terms of the guidelines and be submitted on the forms provided. For general terms and conditions see http://eacea.ec.europa.eu/about/eacea_documents_register_en.php
