

# INFORMATION SESSION SUPPORT TO EUROPEAN FESTIVALS

CALL FOR PROPOSALS CREA-MEDIA-2025-FEST



Creative  
Europe  
MEDIA

*European Education and Culture  
Executive Agency*





- WELCOME AND CALL OVERVIEW
- ELIGIBILITY: WHAT CAN BE FUNDED?
- AWARD CRITERIA AND TIPS FOR STRONGER PROPOSALS
- HOW TO APPLY?



# CALL OVERVIEW: TIMELINE

## Timeline:

- Opening: **5 Dec 2024**
- Evaluation: **March - August 2025**
- Results announced: **September 2025**
- Grant Agreement Signing: **December 2025**



# CALL OVERVIEW: FINANCIAL ASPECTS

**Available budget:** €10M

**Lump sum model:** grant is based on the number of European films screened .  
Grant amount: **between EUR 19.000 and EUR 150.000 per project.**

**Payment:** **70% pre-financing** after signature of the grant agreement +  
balance payment at the end of the project.

**Reporting & Deliverables:** annual festival catalogue & reports required. KPIs  
on audience engagement & film circulation



# CALL OVERVIEW: WHAT'S NEW?

## Maintained Features:

- **2-year** multiannual funding (one deadline, not tied to event dates)
- **Duration: 24 months** (extensions are possible, if duly justified through an amendment)
- **Starting period of eligibility:** Month following date of signature
- **Lump sum** (see Calculator Annex) and mono-beneficiary.
- **Complementary** with Support to Networks of Festivals

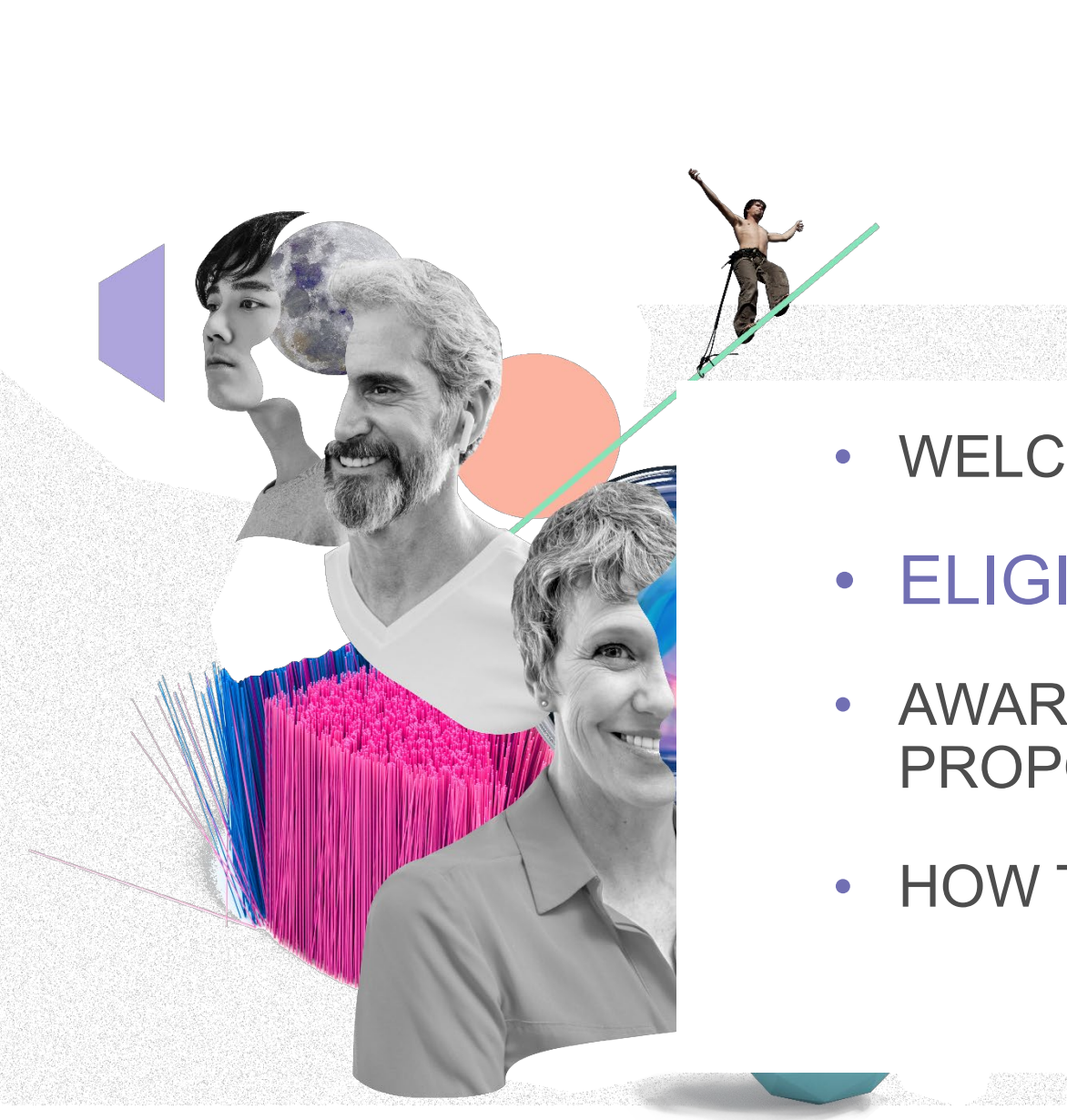
## Novelties:

- Increased pre-financing payment: **70% pre-financing**
- Clarification on award criteria 'Relevance': year-round audience engagement
- Clarification on award criteria 'Dissemination': communication strategy



# CALL OVERVIEW: WHAT IMPACT IS EXPECTED?

- Support festivals screening a significant proportion of **non-national European films** and audiovisual works
- **Increase the impact** of European audio-visual festivals aiming to **reinforce promotion, distribution and circulation of non-national European films** and audiovisual works to **growing audiences** across Europe
- Develop **innovative actions** especially in the areas of audience outreach and online activities



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# ELIGIBILITY: WHO CAN APPLY?

## European audiovisual festival:

- having a **clear curation, regulation and selection procedure** and screening to the general public as well as accredited international audiovisual professionals and press;
- **50% of the programming** for which support is sought should be devoted to **non-national European films** and audiovisual works from countries participating to the MEDIA strand and presenting a geographical diverse coverage of **at least 15 from these countries including low capacity ones**;
- having had **at least three editions** that took place by end of December 2024.
- Single applicant (no consortia).



# ELIGIBILITY: WHAT ACTIVITIES ARE ELIGIBLE?

- European festivals programming a **significant proportion of non-national European** audiovisual works, aiming at **year-long activities** targeted to **expand and renew audiences** and implementing **innovative audience outreach** activities as well as initiatives for **young audiences**.
- Applications should present adequate strategies to ensure **more sustainable** and more environmentally-respectful industry and to **ensure gender balance, inclusion, diversity and representativeness**.
- Applications should present activities to be implemented over **2 years**.



# ELIGIBILITY: WHAT ACTIVITIES ARE NOT ELIGIBLE?

- Festivals programming **exclusively** works that are not considered as eligible, such as commercials, live-broadcast events, TV series, music videos, video games, amateur films, mobile phone films, trailers and non-narrative artistic works.
- **Thematic** Festivals such as cultural events or art/technology/science-related events, as well as highly specialized festivals dealing with specific topics (for example: tourism, sport, gastronomy, fashion, health etc.) are not eligible.





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# AWARD CRITERIA

## RELEVANCE (40 Points)

- Consistency of the activities **towards the audience including year-long activities, satellite and/or decentralised ones** (10 points)
- **Innovation** of festival audience outreach actions and **online activities** (10 points)
- Effectiveness of actions for **young audiences and film education initiatives** (10 points)
- Adequacy of the strategies presented to ensure more **sustainable and more environmentally-respectful industry** (5 points)
- Adequacy of the strategies to ensure **gender balance, inclusion, diversity and representativeness**, either in the project/content or in the way of managing the activity (5 points)

# RELEVANCE: TIPS

## **Demonstrate a lasting and growing connection with your audience!**

- Provide a detailed outline of how you ensure audience engagement and growth, demonstrating a strong understanding of its evolution:
- Map out a clear strategy to keep growing your audience, reaching professionals, young people, and those outside your usual circles.
- Explain how your festival ensures engagement throughout the year.

## **Showcase your efforts towards innovative outreach and online activities:**

- Highlight unique ways you're connecting with your audience year-long.
- Explain your use of available data to measure audience interaction.
- Integrate social media metrics and engagement tracking to showcase audience reach and impact.



# RELEVANCE: TIPS

## Show your engagement with young audience and educational activities:

- Develop engaging programs tailored to different age groups.
- Highlight the collaborations with school, mentorship initiatives, and hands-on learning experiences and its impact.

## Demonstrate your efforts towards sustainability and inclusivity:

- Move beyond generic actions – highlight concrete and real innovative eco-friendly strategies & practices.
- Present a clear plan for gender balance, inclusion, and diversity in both programming and project management.



# AWARD CRITERIA

## QUALITY OF CONTENT AND ACTIVITIES (25 points)

- The European dimension and the festival's strategy to put forward/highlight the programming devoted to European non-national films and the programming originating from countries with low audiovisual production capacity (15 points)
- The geographic diversity and the festival's strategy to extend the number of eligible countries represented (10 points)

# QUALITY OF CONTENT: TIPS

## **Establish a strong European dimension and programming strategy:**

- Feature a significant share of non-national European films, showcasing a rich and diverse landscape.
- Ensure broad geographic diversity, including representation from low audiovisual production capacity countries.

## **Explain your strategy for further expanding country representation:**

- Present clear figures and strategic initiatives to increase participation from more countries.
- Showcase measurable impact—use data, case studies, and real-world examples to demonstrate success.
- Highlight partnerships with various industry stakeholders to expand outreach and strengthen country diversity.





# AWARD CRITERIA

## PROJECT MANAGEMENT (5 points)

- The festival's organisation structure and the relevance of the distribution of the roles and responsibilities of the team in the activities described in the application

# PROJECT MANAGEMENT: TIPS

## **Present your organizational structure effectively:**

- Clearly define team roles and responsibilities.
- Include an organizational chart!
- Showcase key expertise: assign specific professionals to specific tasks.

## **Highlight your capacity to manage the project:**

- Emphasize relevant experience: provide information on people and/or departments in the organization responsible for each activity.
- Showcase past successful events managed by your team while using measurable results.



# AWARD CRITERIA

## DISSEMINATION (30 points)

- The size of the audience taking into account the overall size of the festival and the potential audiences **as well as the overall communication strategy** (10 points)
- The level of participation of, and partnerships with, other audiovisual industry operators and cultural institutions and the efficiency of the mechanisms facilitating commercial/alternative circulation of the featured European works (10 points)
- The efficiency and quality of the actions implemented to promote the programming of **European non-national films including films from low production capacity countries** and to promote the European talents during and beyond the event (10 points)

# DISSEMINATION: TIPS

**Demonstrate how your strategies ensure that the festival's influence continues long after the event ends!**

**Demonstrate audience development and impact measurement:**

- Think big, show a clear strategy for audience growth and engagement at local, national, and international levels—before, during, and after the festival.
- **Let the data do the talk!** Provide data-driven insights to monitor audience composition and measure the event's reach.



# DISSEMINATION: TIPS

## Film circulation and industry involvement:

- Demonstrate how strong is your network, enhance film circulation through commercial, alternative, and online strategy. Engage key industry stakeholders (distributors, platforms, and networks). Integrate multiple distribution channels and extend film availability beyond festival dates.

## Smart promotion and marketing: Keep the momentum going!

- Demonstrate a diverse, multi-platform promotional strategy—avoid generic approaches.
- **Avoid one-size-fits-all marketing** - tailor communication to reach different industry professionals (filmmakers, distributors, students, and sales agents).



# AWARD CRITERIA



Proposals that pass the overall threshold will be considered for funding — within the limits of the available budget (=>up to the funding threshold)

Other proposals will be rejected.





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# HOW TO APPLY?

On [EU Funding & Tender Portal](#) you will have to fill in and submit:

- **Part A** – administrative and general project details
- **Part B** – Technical Project Description
- **Part C** – Additional Data & KPIs
- **Completed annexes:**



Lump Sum Calculator



Statistics on Non-National Programming





# TIPS FOR COMPLETING PART B

- Stay within the page limit (**max. 70 pages**) -> any extra pages will be automatically blanked out.
- Follow relevant instruction in *green*: some sections may not apply to the European Festivals action (marked with “n/a”).
- Remove unnecessary instructions which do not apply to your Call.
- Skip the "Estimated Budget" field—it's not required for this Call.
- With regards the Annex on EU NN programming, when converting it in PDF, please make sure to select the relevant conversion option “fit worksheet to a single page”

Estimated budget — Resources										
Participant	Costs (n/a for Lump Sum Grants: 'European Co-development', 'European Slate development', 'European Mini-Slate development', 'TV and Online content', 'European festivals' and 'Videogame and immersive content development')									
	A. Personnel	B. Subcontracting	C.1a Travel	C.1b Accommodation	C.1c Subsistence	C.2 Equipment	C.3 Other goods, works and services	D.1 Financial support to third parties	E. Indirect costs	Total costs

### Background and general objectives

*For 'European Co-development', 'European Slate development', 'European Mini-Slate development' and 'TV and Online content':*

- Provide a presentation of the applicant company (and partners for the European Co-Development and TV and Online actions), its management, its activities, its present position in the national and European markets and its editorial line in terms of development and production.
- For European Slate and Mini-Slate development, also describe the company's development plans and its present and forecast financial status (this must include the company's total turnover and total development expenditure in the last two financial years in €).

*For 'Fostering European media talents and skills', 'Markets & networking', 'Innovative tools and Business models', 'Networks of European cinemas', 'European VOD networks and operators', 'European festivals', 'Subtitling of cultural content', 'Audience Development and Film Education', 'Creative Innovation Lab' and 'Journalism Partnership': Define the objectives of your proposal and explain their relevance to this call for proposals.*

*For 'Films on the Move': Describe the experience of the sales agent on pan-European projects, the number of distributors involved and the experience of distributors and their involvement in the project.*

# WORK PACKAGES & DELIVERABLES

Work Packages (WP):

- Define project activities and tasks
- Help to structure project into phases for better organization.
- For this call -> allocated funding per phase (1 lump sum per WP X 2 (WP year 1 + WP year 2). Therefore ->

⚠ The project activities must be organized in the following work packages 🖱

WP 1 – Festival edition & programming year 1

WP 2 – Festival edition & programming year 2

# WORK PACKAGES & DELIVERABLES

Deliverables:

- Serve as tangible outputs submitted to track the progress of each project
- Demonstrates completion of each WP

Deliverables to be included under each WP:

 Festival programming (official catalogues)

 Annual Report on year-long activities



# LUMP SUM CALCULATOR

LUMP SUMS applicable to EUROPEAN FESTIVALS	
Festivals category	Lump Sum
Short film festivals: < 150 European films	19.000 EUR
Short film festivals: 151 - 250 European films	25.000 EUR
Short film festivals: > 250 European films	33.000 EUR
Other festivals: < 41 European films	27.000 EUR
Other festivals: 41 - 60 European films	35.000 EUR
Other festivals: 61 - 80 European films	41.000 EUR
Other festivals: 81 - 100 European films	46.000 EUR
Other festivals: 101 - 120 European films	55.000 EUR
Other festivals: 121 - 200 European films	63.000 EUR
Other festivals: > 200 European films	75.000 EUR
Other festivals include animation, documentary, global and youth.	

CREATIVE EUROPE PROGRAMME - MEDIA Strand EUROPEAN FESTIVALS		
Estimated EU contribution		
<p><b>ATTENTION: The list of events has to correspond with the list of work-packages described in part B. Please use the same order!</b></p> <p><b>1 FESTIVAL EDITION = 1 WORK-PACKAGE</b></p>		
Project title:		
Event (Work Package) Number	Festival: type and size of festival ( <i>choose from drop-down list</i> )	Lump sums (EUR)
1	Other festivals: 41 - 60 European films	EUR 35.000
2	Other festivals: 41 - 60 European films	EUR 35.000
<b>Total Amount</b>		<b>EUR 70.000</b>











# How to fill in?

## INFO NON-NATIONAL PROGRAMMING

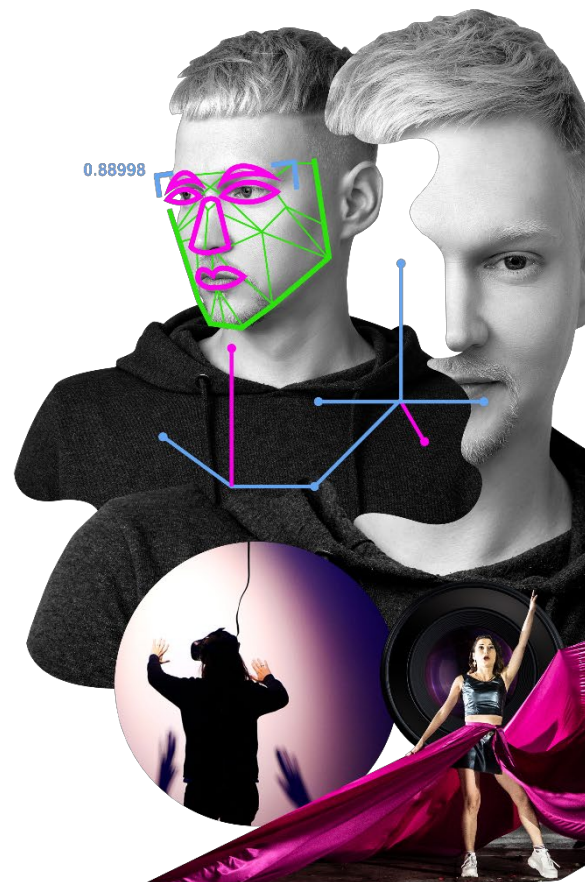
INFORMATION ON EUROPEAN NON-NATIONAL PROGRAMMING					
Name of Festival :					
Number of Festival editions :					
Location(s) of event(s) (specify max.capacity and relevant description):					
Type (General, Feature, Animation, Documentary, Shorts, Youth programming):					
	N-3	N-2	N-1	1st year for which support is sought (N)	2nd year for which support is sought
Number of audiovisual works in the programming					
Number of European non-national works in the programming (from MEDIA countries - co-productions including one of these countries count)					
% of European non-national works in the programming	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Number of European non-national feature films in the programming (more than 50')					
Number of European non-national short films in the programming (less than 50')					
Number of MEDIA countries represented in the programming					
Overall Audience (screenings, online screenings, conferences, etc...)					

# KEY TAKEAWAYS

**Your application should tell a compelling story about your festival's impact!**

-  **Be strategic!** Clearly define your festival's vision, objectives, and audience strategy.
-  **Be creative..** – Fresh ideas, new audience approaches, innovative programming....**but be specific!**  – avoid vague statements, back everything up with data & evidence.
-  **Know your audience** – Show stats, trends, and data to back your strategy.
-  **Show European impact** – Highlight how your festival connects across Europe.
-  **Plan long-term** – It's not just about the event, but year-round engagement.
-  **Innovation is key** – use digital tools, hybrid models, and new outreach methods.
-  **Sustainability & inclusion are priorities** – integrate them into all aspects of the festival.





Q&A





# NEXT STEPS

- **Visit EU Funding & Tenders Portal**
- **Start drafting proposals early!**
- **Reach out to us for clarifications:**

[EACEA-MEDIA-FESTIVALS@ec.europa.eu](mailto:EACEA-MEDIA-FESTIVALS@ec.europa.eu)

