



Information session – Creative Innovation Lab

16th January 2025 - 11:30-13:00 (Brussels time)

This info session will be recorded using WEBEX for the purpose of **publication on EACEA/Commission website for one year.**

Only the presentation will be recorded: the Q&A sections will not be recorded

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CREATIVE INNOVATION LAB

Call CREA-CROSS-2025-INNOVLAB

Objectives of the Call

Support the design, development and/or spread of *innovative* tools, models or solutions applicable in the *audiovisual* and other **cultural and creative sectors**.

The objectives of the scheme is to encourage **cooperation** between the **audiovisual sector** and **other CCSs** in order to accompany:

- their greening transition and/or,
- to improve their competitiveness and/or
- to improve the circulation, visibility, discoverability, availability, diversity or the audience of European content across borders.

The support also aims to enable the European audiovisual sector and other CCSs to better adapt to the opportunities offered by the development of **Artificial Intelligence and Virtual Worlds**.



Eligible activities

Projects **MUST** focus on one (or several) of the below topics:

- **Virtual Worlds** as a new environment for the promotion of European content, audience renewal and competitiveness of European content industries;
- **Innovative Business Tools** enabled or enhanced by new technology (AI, big data, blockchain, Virtual Worlds, NFT, etc) for production, financing, distribution or promotion of European cultural and audiovisual content. It covers activities related to rights management, monetisation, data collection and analysis...
- **“Greener” practices** in order to facilitate the greening process of the audiovisual and other cultural sectors.

Expected Impact:

- Improve the competitiveness of the European audiovisual and other cultural and creative sectors: transparency, data collection and the appropriate use of artificial intelligence/big data, adaptation to the challenges and opportunities driven by the ongoing changes in those sectors;
- Improve the adaptation of the European audiovisual and other cultural and creative sectors to the opportunities offered by the development of virtual worlds (also called metaverse(s));
- Improve the production/financing and circulation of European audiovisual and cultural content in the digital age;
- Increase the visibility, discoverability, availability, diversity or potential audience of European audiovisual and cultural content in the digital age;
- Accelerate the greening process of the European audiovisual, cultural and other creative sectors



Key point 1

Start-ups, tech companies and business incubators/accelerators:

1. The call clearly targets these firms: “A wide spectrum of organisations will be invited to participate, including private and public entities, tech companies and start-ups, audiovisual, cultural and creative organisations. The participation of business incubators and accelerators shall be encouraged, to provide space and time for creative ideas to be shaped”.
2. Support to third parties: is now allowed (see: [call-fiche crea-cross-2025-innovlab_en.pdf](#), p. 12). – Target: Incubators and accelerators - max amount: 60.000 EUR/Third party/Year

Key point 2

Clear definition of the AUDIOVISUAL SECTOR (related to the MEDIA strand):

The audiovisual sector covers all activities and companies related to the development, production, distribution, promotion and circulation of the following content:

- **Feature films, animations and creative documentaries** intended primarily for **cinematic release**;
- **Fiction audiovisual works** (one-off or series), **animation** (one-off or series) and **creative documentaries** (one-off or series) intended primarily for the purposes of **television or digital platform** exploitation;
- **Interactive, non-linear fiction, animation or creative documentary projects** (e.g. narrative virtual reality projects);
- **Narrative video games and interactive narrative immersive experiences.**

Key point 3

Status of costs related to the production of content:

Content development and/or production costs can **only** be supported if they are clearly **linked to the development of innovative tools or models proposed by the project.** They must be **proportionate** and **limited.**



Key point 4

Importance of the cross-sectoral approach:

Cross-sectoral cooperation within the creative and/or cultural sectors, including the audiovisual sector is **at the heart** of the Call. Therefore, applications must clearly **demonstrate** the extent of the cross-sectoral approach, **the conditions for its implementation** and the **expected benefits** for the sectors covered.

AWARD CRITERIA

RELEVANCE (40 PTS)

20

RELEVANCE OF THE PROJECT TO REACH THE **OBJECTIVES OF THE CALL** (INCLUDING ITS ADEQUATION TO **THE NEW NEEDS** OF THE TARGETED SECTORS AND THE **CROSS SECTORAL DIMENSION**)

15

THE **EUROPEAN DIMENSION/POTENTIAL OF THE PROJECT**

5

ADEQUACY OF THE STRATEGIES TO ENSURE **MORE SUSTAINABLE INDUSTRY** , **GENDER BALANCE, INCLUSION, DIVERSITY AND REPRESENTATIVENESS**

QUALITY OF THE ACTIVITIES (30 PTS)

THE **ADEQUACY OF THE METHODOLOGICAL AND STRATEGIC CHOICES TO THE OBJECTIVES OF THE PROJECT**, INCLUDING MARKET ANALYSIS,

15

THE **COHERENCE OF THE BUSINESS MODEL** (INCLUDING STRUCTURE OF CO-FINANCING), AND **FEASIBILITY AND COST-EFFICIENCY** OF THE PROJECT

15

AWARD CRITERIA

PROJECT MANAGEMENT (10 PTS)

5

THE **COHERENCE AND COMPLEMENTARITY OF THE PROJECT TEAM** AND/OR THE GROUPING, INCLUDING TASKS DIVISION, DECISION-MAKING PROCESS AND THE EXCHANGE OF KNOWLEDGE

5

THE **ADDED VALUE** OF THE PARTNERSHIP

DISSEMINATION (20 PTS)

THE **METHODOLOGY PROPOSED FOR COLLECTING, ANALYSING AND DISSEMINATING DATA** IN ORDER TO SHARE RESULTS, GUARANTEE THE TRANSPARENCY OF THE PROJECT AND PROPOSE A KNOWLEDGE EXCHANGE

10

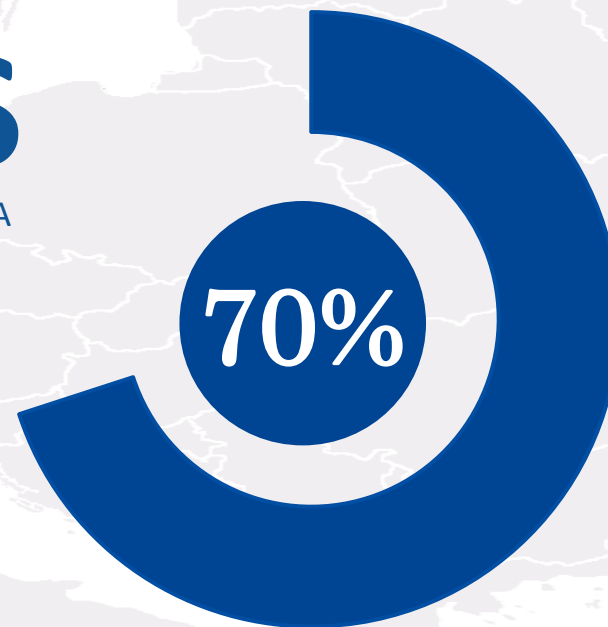
THE **IMPACT OF THE PROJECT**

10

QUALITY THRESHOLD

70/100 PTS

FOLLOWING THE ASSESSMENT OF THE AWARD CRITERIA



BUDGET



5.0 M EUR

Conditions and
documents


Submission service

Topic related FAQ

Get support

Call information

Call updates

 Go back to
search results

Start submission

To access the Electronic Submission Service, please click on the submission-button next to the **type of action** and the **type of model grant agreement** that corresponds to your proposal. You will then be asked to confirm your choice, as it cannot be changed in the submission system. Upon confirmation, you will be linked to the correct entry point.

To access existing draft proposals for this topic, please login to the Funding & Tenders Portal and select the My Proposals page of the My Area section.

Please select the type of your submission:

CREA Project Grants [CREA-PJG], CREA Action Grant Budget-Based [CREA-AG]

[Start submission](#)

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TECHNICALITIES

PART

A

PART

B

PART

C

PART A – EDIT FORMS

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Section	Title	Action
1	General information	Show
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3	Budget	Show
4	Other questions	Show

PART A

SIMPLIFIED BUDGET

DETAILED BREAKDOWN PER WORK-PACKAGE IN PART B

Application forms

Proposal ID SEP-210833587

Acronym LAST360

3 - Budget

No.	Name of beneficiary	Country	Role	Personnel costs - without volunteers/ EUR	Personnel costs - volunteers/ EUR	Subcontracting costs/ EUR	Purchase costs - Travel and subsistence/ EUR	Purchase costs - Equipment/ EUR	Purchase costs - Other goods, works and services/ EUR	Financial support to third parties/ EUR	Indirect costs/ EUR	Total eligible costs/ EUR	Ineligible costs/ EUR	Total estimated project costs and contributions/ EUR	Funding rate	Maximum EU contribution to eligible costs/ EUR	Requested EU contribution to eligible costs/ EUR	Max grant amount/ EUR	Income generated by the project/ EUR	In kind contributions/ EUR	Financial contributions/ EUR	Own resources/ EUR	Total estimated project income/ EUR
1	Bald Consulting Scs	BE	Coordinator	123 333	0	34 000	10 000	26 000	130 000	2 000	22 773.31	348 106.31	0	348 106.31	70	243 674.41	240 000.00	240 000.00	10 000.00	0.00	18 000.00	80 106.31	348 106.31
Total				123 333	0	34 000	10 000	26 000	130 000	2 000	22 773.31	348 106.31	0	348 106.31		243 674.41	240 000.00	240 000.00	10 000.00	0.00	18 000.00	80 106.31	348 106.31

PART A

- BUDGET MUST BE BALANCED (COST/INCOME)
- PERSONNEL COST-VOLUNTEERS ARE **NOT APPLICABLE**
- FINANCIAL SUPPORT TO THIRD PARTIES ARE **APPLICABLE**

PART B

- WORD DOCUMENT
(TO UPLOAD IN PDF)
- DETAILED DESCRIPTION OF PROJECT FOR
EVALUATION
- CHECK THE CORRECT QUESTIONS BASED ON THE
ACTION/CALL

1. RELEVANCE

1.1 Background and general objectives

Background and general objectives

For 'European Co-development', 'European Slate development', 'European Mini-Slate development', 'TV and Online content' and 'Video games and immersive content development':

- 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', 'MEDIA360', 'Networks of European cinemas', 'Networks of European festivals', 'European VOD networks and operators', 'European festivals', 'Subtitling of cultural content', 'Audience Development and Film Education', 'Media Literacy', 'Defending media freedom and pluralism' and 'Journalism Partnership': Define the objectives of your proposal and explain their relevance to this call for proposals.

PART B: List of questions

1. RELEVANCE

1.1 Define the objectives of your proposal and explain their relevance to this call for proposals. Describe the tool, model or solution to be designed, developed or spread and the main steps of the design, development or dissemination process. Describe the innovative aspects of your project. Describe the scope of your cross-sectoral approach and explain which cultural/creative sectors are targeted and how the audiovisual industry (Feature films/TV series/Narrative video games/animation/Creative documentaries/Interactive narrative immersive content) can benefit from your project. **(Sub Award Criterion: 1.1).**

1.2 Describe how your activity meets the needs of the audiovisual industry (Feature films/TV series/Narrative video games/animation/Creative documentaries/Interactive narrative immersive content) and of the other cultural or creative sectors covered **(Sub Award criterion: 1.1).**

1.3 Explain the European dimension of your project (including, if applicable: origin of content or audiovisual works; crossborder and cross-language dimension; potential for European expansion; nature of the partnership; scope and size of partners) **(Sub Award criterion: 1.2).**

1.4 Describe the strategies to ensure a more sustainable and environmentally-respectful industry **(Sub Award criterion: 1.3).**

1.5 Describe the strategies to ensure gender balance, inclusion, diversity and representativeness, either in the project/content or in the way of managing the activities **(Sub Award criterion: 1.3).**

PART B: List of questions

2. QUALITY

2.1 Provide a comprehensive market analysis justifying your main methodological and strategic choices (development, marketing, pricing, etc). The market analysis must clearly describe the target markets (size and structure, demographics, localization, trends and growth perspectives) and the situation of the competition (direct/indirect competitors, differentiation, barriers to entry, regulation, etc). The methodology (including a list of activities to be implemented) and strategic choices must also be clearly described **(Sub Award criterion: 2.1)**.

2.2 Explain your business model and your medium-term financial strategies. An estimation of the expected revenues in the next years must be provided **(Sub Award criterion: 2.2)**.

2.4 Demonstrate the cost effectiveness of your action and explain how the estimated budget is conceived in the most economical way. Please also explain your co-financing strategy (if applicable) **(Sub Award criterion: 2.2)**.

2.5 Describe critical risks, uncertainties or difficulties related to the implementation of your project, and your measures/strategy for addressing them. Indicate for each risk (in the description) the impact and the likelihood that the risk will materialize (high, medium, low), even after taking into account the mitigating measures **(Sub Award criterion: 2.2)**.

PART B: List of questions

3. PROJECT MANAGEMENT

3.1 Explain the coherence, added value and complementarity of the project teams and/or the consortium regarding the work coordination, task division, decision making processes, exchange of knowledge vis-à-vis the objectives of the project **(Sub Award criterion 3)**.

3.2 Describe the project teams and how they will work together to implement the project. List the main staff included in the project by function/profile and describe briefly their tasks **(Sub Award criterion 3)**.

4. DISSEMINATION

4.2 Describe the methodology proposed for collecting, analysing and disseminating data in order to share the results, guarantee the transparency of your project and propose an exchange of knowledge **(Sub Award criterion 4)**.

4.3 Explain the impact of your project on the fostering of cooperation, on the improvement of the competitiveness and/or the greening process of the European audiovisual and other cultural/creative sectors, as well as on the increase of circulation, visibility, availability, diversity and/or audience of European content in the digital age. **(Sub Award criterion 4)**.

PART B: List of questions

5. WORKPLAN, WORK PACKAGES, ACTIVITIES, RESOURCES AND TIMING

5.1 Work Plan (Sub Award criteria 2.1 and 2.2)

5.2 Work packages, activities, resources and timing (Sub Award criteria 2.1, 2.2 and 3)

7. DECLARATIONS

PART B: WORK PACKAGES

PROJECT ACTIVITIES MAY BE ORGANISED IN THE FOLLOWING WORK PACKAGES:

- WP 1 – PROJECT MANAGEMENT (**MANDATORY**)
- WP 2 – ACTIVITY 1 (**MANDATORY**)
- WP 3 – ACTIVITY 2 (IF APPLICABLE)

ADDITIONAL WORK PACKAGES MAY BE ADDED (WE **RECOMMEND** NOT TO EXCEED 4 WORK PACKAGES IN TOTAL)



WORK PACKAGES CHECKLIST

- EACH WORK PACKAGE MUST HAVE A SPECIFIC ESTIMATED BUDGET
- EACH WORK PACKAGE MUST CONTAIN **AT LEAST ONE DELIVERABLE**
- CHECK THE CALCULATIONS: WP BUDGET 1 + WP BUDGET 2 + (ETC) = GLOBAL TOTAL ESTIMATED BUDGET
IN PART A !!!!

MILESTONES & DELIVERABLES:



MILESTONES



NOT APPLICABLE. DO NOT FILL IN
(NO BLOCKING WARNING)



DELIVERABLES



- FINAL REPORT IS **NOT** A DELIVERABLE
- AUDIT REPORT IS **NOT** A DELIVERABLE

DELIVERABLES



Deliverable No (continuous numbering linked to WP)	Deliverable Name	Work Package No	Lead Beneficiary	Type	Dissemination Level	Due Date (month number)
D1.1		1		<i>[R — Document, report]</i> <i>[DEM — Demonstrator, pilot, prototype]</i> <i>[DEC — Websites, patent filings, videos, etc]</i> <i>[DATA — data sets, microdata, etc]</i> <i>[DMP — Data Management Plan]</i> <i>[ETHICS]</i> <i>[SECURITY]</i>	<i>[PU — Public]</i> <i>[SEN — Sensitive]</i> <i>[R-UE/EU-R — EU Classified]</i> <i>[C-UE/EU-C — EU Classified]</i> <i>[S-UE/EU-S — EU Classified]</i>	

- DISSEMINATION LEVEL: **ONLY PU (PUBLIC) OR SEN (SENSITIVE)**
- DUE DATE: **MUST CORRESPOND TO THE MONTH NUMBER IN THE PROJECT NOT TO THE CALENDER MONTH**
- AVOID SUBMITTING ALL YOUR DELIVERABLES THE VERY LAST MONTH OF THE PROJECT



Final recommendation

BEFORE STARTING WORK ON YOUR APPLICATION, PLEASE CONTACT YOUR DOMESTIC **CREATIVE EUROPE DESK** TO CHECK ITS RELEVANCE TO THE OBJECTIVES OF THE CALL: [Creative Europe Desks | Culture and Creativity \(europa.eu\)](#).

Info:

ON THE 6 FEBRUARY 2025 (FROM 10.30 TO 12.00), THE CREATIVE EUROPE DESKS NETWORK IS ORGANIZING A **TRANSNATIONAL SESSION ON THE CALL**. THIS ONLINE EVENT WILL:

- *PRESENT "CASE STUDIES" AND CONCRETE PROJECTS EXAMPLES WITH Q&A,
- *A SHARED TOOL (GOOGLE FORM) IN ORDER TO FACILITATE POSSIBLE CONNECTIONS BETWEEN PROJECTS AND EXPERTISES SEARCH BETWEEN APPLICANTS.

THIS EVENT IS **OPEN TO ALL STAKEHOLDERS AND POTENTIAL APPLICANTS** TO CREATIVE INNOVATION LAB 2025. FOR REGISTRATIONS AND FURTHER DETAILS ON THE EVENT: [Webinar Registration - Zoom](#)

GET SUPPORT

Contact your local Creative Europe desk

Contact EACEA EACEA-CROSS-INNOVLAB@ec.europa.eu



For technical issues contact *IT Helpdesk*

WHAT CAN I DO IN CASE OF REJECTION?

READ CAREFULLY YOUR EVALUATION SUMMARY REPORT!

IF YOU WANT FURTHER INFORMATION contact: EACEA-CROSS-INNOVLAB@ec.europa.eu

**ONLY INTRODUCE A REQUEST FOR REVIEW IN RARE CASES OF
CLEARLY IDENTIFIABLE MISTAKES IN THE EVALUATION**

**Mere disagreement with comments or scores
is not a valid reason for requesting a review!**





Join us at the Creative Europe MEDIA stands!

Participation on our stands aims to give you the possibility for business-to-business exchanges, scalability and to increase your capacity to operate transnationally and internationally.

Agile independent European companies of all sizes, especially newcomers, as well as countries with lower audiovisual capacity, are particularly encouraged to apply.

Services include meeting spaces, an online promotional catalogue, reduced registration fees...

For more info and to apply, please visit www.media-stands.eu



Call for participation open until 24 January!



Call for participation will open in February



Thank you



Creative Europe
2021-2027

PUSH BOUNDARIES



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