AIMS AND GOALS

o Foster **collaborative innovation** (social, cultural & tech)

o Stimulate **collective, innovative & collaborative** initiatives

o Support **solidarity amongst exhibitors** for shared challenges

o **Encourage innovation**, particularly use of digital tech

o Promote **new collaboration** between cinemas & industry

o Boost **circulation, visibility & audience impact** of Euro film

o Improve exhibitors' **skills and assets**

o Target **sustainability and inclusion** with local partners.

o Ensure **maximum participation** of network exhibitors

KEYWORDS

- **INNOVATION**
- **COLLABORATION**
- **SUSTAINABILITY**
- **ADAPTATION**

AND...

- **VIABILITY**

MINIMUM REQUIREMENTS

At least **three*** participants from any A or B country for a national project

At least **two*** participants from C or D countries for a national project

At least **five** participants from at least **two** countries for an international project involving only A and B countries

At least **three** participants from at least **two** countries for an international project involving at least **one** C or D country.

very applicant must include a minimum number of participants who meet the above-mentioned qualifying criteria

A: France, Germany, Italy, Spain
B: Austria, Belgium, Czech Republic, Denmark, Finland, Greece, Iceland, Luxembourg, The Netherlands, Norway, Poland, Sweden.
C: Croatia, Hungary, Portugal, Slovenia, Slovakia.
D:Albania, Bosnia & Herzegovina, Bulgaria, Cyprus, Estonia, Latvia, Lithuania, Macedonia, Malta, Montenegro, Romania, Ireland, Portugal, Serbia.

COUNTRY PROFILE

A: *France, Germany, Italy, Spain.* — *30%*

B: *Austria, Belgium, Czech Republic*, Denmark, Finland, *Greece*, Iceland, Liechtenstein, Luxembourg, *Netherlands*, Norway, *Poland, Sweden*. — *31%*

C: *Croatia, Hungary, Slovenia, Slovakia.* — *17%*

D: Albania, *Bosnia & Herzegovina*, *Bulgaria*, *Cyprus*, Estonia, *Ireland*, *Latvia*, *Lithuania*, *North Macedonia*, Malta, Montenegro, *Portugal*, *Romania, Serbia.* — *24%*

DIVERSE APPROACHES

ADAPTATION IMPACT AND LEGACY

POINTS & CATEGORIES

INNOVATION

COLLABORATION

EUROPEAN CINEMA IMPACT

AUDIENCE/INCLUSION/SUSTAINABILITY IMPACT

NETWORK/INDUSTRY/ECOSYSTEM IMPACT

VALUE/FEASIBILITY/SUSTAINABILITY

Points system 0-10

5 points collaboration

10 points for everything else

Total available points: 55

A score of 0 points in any section will disqualify a project.

Minimum overall score: 30 points

KEY PERFORMANCE INDICATORS (KPI)

o Each applicant will turn those aims into **measurable targets**.

o Those targets may change depending on the nature of the project.

o It might be, for example, audience numbers for a specific film or film programme; or it might be a percentage increase in young audiences during a time period.

o What matters is that there is a clearly identified *measurable* **metric** that will show the current situation and a target improvement.

o These KPIs are intend to measure progress not achieving every goal
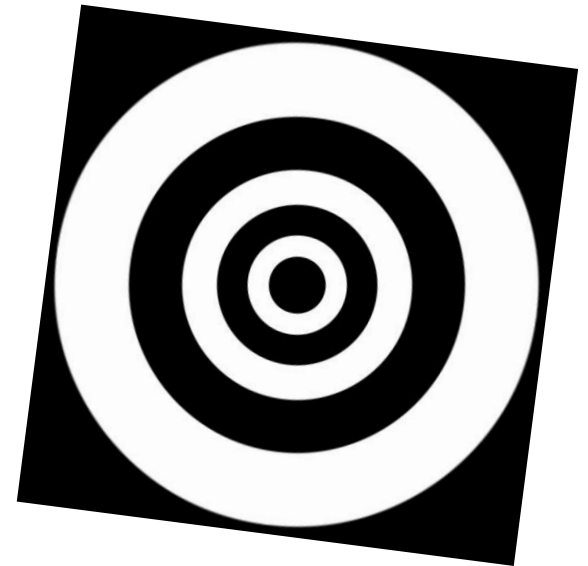
STAGES
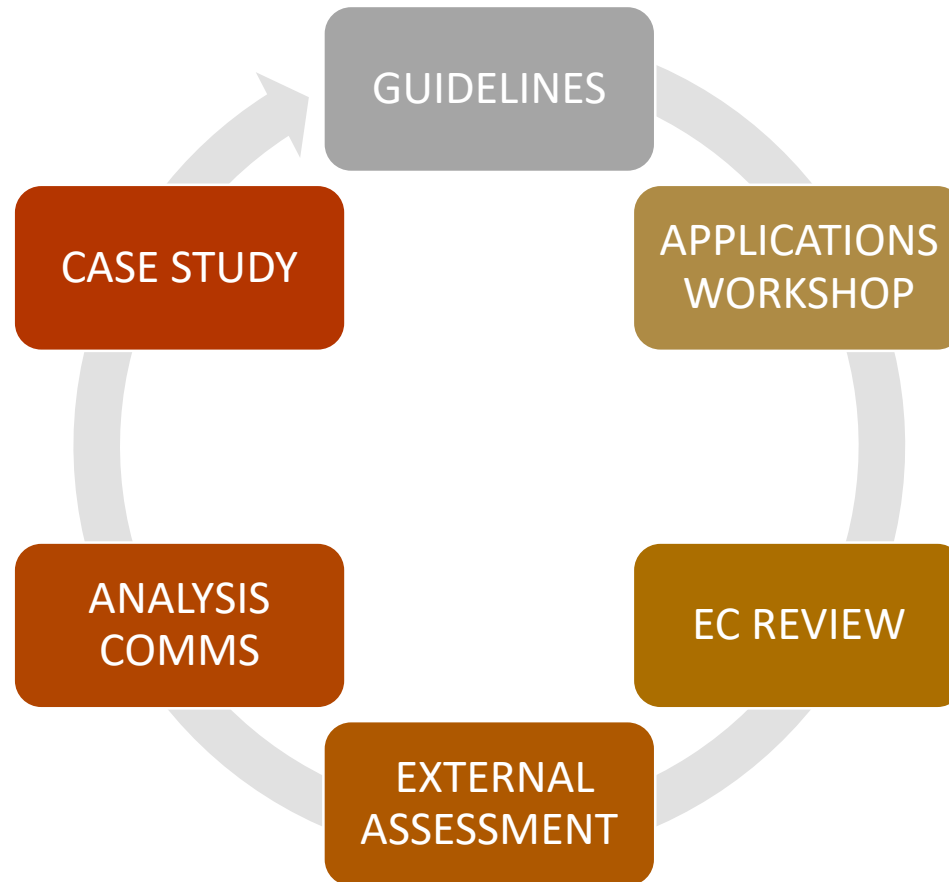
A VIABLE BUDGET

Overall scheme budget: €1.5m

Total maximum per project: €120,000

Maximum Europa Cinemas Contribution 1: **70%** of overall investments for projects submitted mainly by applicants from A and B countries, and where the main expenditure of the project will be in A and B countries.

Maximum Europa Cinemas Contribution 2: **80%** of overall investments for projects that are submitted mainly by coordinators and partners from C and D countries.

PAYMENTS

o **50%** will be paid on receipt of a signed acceptance letter by the project coordinator.

o **50%** will be paid upon presentation of a statement of expenditure for the activity supported by Europa Cinemas.

o Applicants must provide Europa Cinemas with a sample of **invoices** of eligible costs.

ELIGIBLE COSTS

YES

- Staff costs specifically for the project (up to max **30%** of total eligible costs)
- Marketing, Advertising and PR campaigns
- Accessibility costs
- Project-specific technology costs
- Event costs
- Assets (Filming, Editing, Digitisation)
- Outreach and community inclusion costs
- Venue Hire
- Film hire, rights clearances & transport
- Documentation and Evaluation
- Travel costs
- Legal advice
- Consultation fees

NO

- Overheads (rent, general IT and communication costs...
- Fixed costs and fixed staffing costs,
- Regular investments (Regular cinema equipment, material upgrade or replacement),
- Capital costs covering building repairs,
- Events not primarily focused on film exhibition,
- Activity covered by existing funding arrangements,
- Programmes with more than 5% free tickets.

REGULATIONS

o Each project must nominate a **Coordinator**

o Each project must agree to a **case study** evaluation

o Projects can exceptionally involve **non-member cinemas** if a clear rationale is presented and prior conditions are met.

o A group of cinemas / exhibition companies can only submit **one project**.

o A cinema can only be **partner in one project**.

o Projects can only be **supported once.**

o No project coordinator or partner can apply for support in consecutive calls**.**

o Applications must be in **English**

o **Partially-completed** applications will not be considered