

Journalism Partnerships

Type of action: CREA-PJG CREA Project Grants.

Type of MGA: CREA Action Grant Budget-Based [CREA-AG].

Objective: To promote policy cooperation and innovative actions supporting all strands of the Programme and to promote a diverse, independent and pluralistic media environment and media literacy, thereby fostering freedom of artistic expression, intercultural dialogue and social inclusion.

The call covers the following topics:

- a first one to increase **collaborations** between media by stimulating innovation in business models and in editorial processes,
- a second one to support **media pluralism** and media of particular relevance to democracy and civic participation.

Outcomes:

Expected Outcome - Collaborations:

- Increased innovation and creativity in business models, journalistic production processes and distribution processes.
- Increased interest in journalism, among various social groups, language groups and age groups.
- Increased viability of professionally produced journalistic content.
- Increased media collaboration.
- Sector-wide networks for the exchange of best practices among news media professionals.
- Knowledge-hubs for sub-sectors around technical formats (written/online press, radio/podcasts, TV, etc.) and/or journalistic genres (data journalism, general topics, specialised journalism, etc.).
- Acquisition and improvement of professional skills by journalists as well as media business professionals.

Expected Outcome – Pluralism:

- Increased innovation and creativity in business models, journalistic production processes and distribution processes.
- Increased interest in journalism, among various social groups, language groups and age groups.
- Increased viability of professionally produced journalistic content.



- Increased resilience, pluralism and editorial independence of media sectors at European level, such as local, regional and community media, investigative media or media specialised in public interest topics.
- Increased resilience of civil society organisations active in the news media sectors and protection of the news media landscape.
- Improved uptake of new technologies across the targeted media sectors in as much this contributes to media pluralism and a diverse media landscape.
- Fostering repositories of knowledge about media sectors delivering public interest news (e.g. by detecting areas with low provision of high-quality content and/or in which media pluralism is strained).

Available budget: EUR 10.000.000 (5.000.000 for each topic).

First action: Collaborations - the maximum individual grant amount is €2 million (Funding rate: 80 %).

Second action: Pluralism - the maximum individual grant amount is €3 million (Funding rate: 90 %).

Payment model:

After the grant signature, you will normally receive a **prefinancing** to start working on the project (float of normally **70%** of the maximum grant amount; exceptionally less or no prefinancing). The prefinancing will be paid 30 days from entry into force/financial guarantee (if required) — whichever is the latest.

There will be **no interim payments**.

Payment of the balance: At the end of the project, it will be calculated your final grant amount. If the total of earlier payments is higher than the final grant amount, they will ask you (your coordinator) to pay back the difference (recovery).

All payments will be made to the coordinator.

Eligibility

In order to be eligible, the applicants (beneficiaries and affiliated entities) must:

- be legal entities (public or private bodies)
- be established in one of the eligible countries, i.e.:
 - Creative Europe Participating Countries:



- EU Member States (including overseas countries and territories (OCTs))
- non-EU countries:
 - listed EEA countries and countries associated to the Creative Europe Programme or countries which are in ongoing negotiations for an association agreement and where the agreement enters into force before grant signature ([list of participating countries](#))

Only for topic 2 “NEWS – Journalism Partnerships – Pluralism”:

The action is open to civil society organisations which are active in the news media sector (incl. media associations, NGOs, journalistic funds and training organisations focusing on media professionals, etc). These organisations should be in a position to set up third party support schemes targeting news media outlets, organisations and journalists, and in ways that enhance pluralistic media landscapes across the Union. Consortia are allowed.

The applicant must fulfil all of the following (if the proposal is submitted by a consortium, the following conditions should be fulfilled by at least one partner):

- a. have recent proven experience in implementing media-related activities;
- b. have recent proven experience in awarding and managing grants/or funds, in particular in the media sector.

Beneficiaries and affiliated entities must register in [the Participant Register](#) — before submitting the proposal — and will have to be validated by the Central Validation Service (REA Validation). For the validation, they will be requested to upload documents showing legal status and origin.

Specific cases

- Natural persons (self-employed persons, i.e. sole traders, where the company does not have legal personality separate from that of the natural person)
- International organisations (The rules on eligible countries do not apply to them)
- Entities without legal personality
- EU bodies (just the European Commission Joint Research Centre)
- Associations and interest groupings



- Creative Europe Desks (CEDs) — The host organisations of Creative Europe Desks are eligible as coordinator or beneficiary in open calls, if they have procedures to segregate the project management and the information provision functions and if they are able to demonstrate cost separation (i.e. that their project grants do not cover any costs which are covered by their other grant).

Consortium composition

Proposals must be submitted by a consortium of at least 3 applicants (beneficiaries; not affiliated entities):

- for topic 1 “NEWS – Journalism Partnerships - Collaborations”:
 - minimum 3 independent applicants’ entities from 3 different eligible countries
 - Consortia may include non-profit, public and private media outlets (incl. written/online press, radio/podcasts, TV, etc) as well as other organisations focusing on news media (incl. media associations, NGOs, journalistic funds and training organisations focusing on media professionals, etc).
- for topic 2 “NEWS – Journalism Partnerships - Pluralism”:
 - Applications by single applicants are allowed (single beneficiaries), as well as proposals submitted by a consortium of at least 2 applicants (beneficiaries; not affiliated entities).

Budget categories and cost eligibility rules

Budget categories for this call:

A. Personnel costs

- A.1 Employees, A.2 Natural persons under direct contract, A.3 Seconded persons
- A.4 SME owners and natural person beneficiaries

B. Subcontracting costs

C. Purchase costs

- C.1 Travel and subsistence
- C.2 Equipment
- C.3 Other goods, works and services



D. Other cost categories

- D.1 Financial support to third parties

E. Indirect costs

Specific cost eligibility conditions for this call:

- personnel costs:
 - volunteers unit cost: No
 - SME owner/natural person unit cost
- travel and subsistence unit costs
- equipment costs:
 - depreciation
- other cost categories:
 - costs for financial support to third parties: allowed for grants; maximum amount per third party EUR 60 000, unless a higher amount is required because the objective of the action would otherwise be impossible or overly difficult to achieve and this is duly justified in the Application Form
- indirect cost flat-rate: 7% of the eligible direct costs (categories A-D, except volunteers costs and exempted specific cost categories, if any)
- VAT: non-deductible VAT is eligible (but please note that since 2013 VAT paid by beneficiaries that are public bodies acting as public authority is NOT eligible)
- divers:
 - in-kind contributions for free are allowed, but cost-neutral, i.e. cannot be declared as cost
 - kick off meeting: costs for kick off meeting organised by the granting authority are eligible (travel costs for maximum 2 persons, return ticket to Brussels and accommodation for one night) only if the meeting takes place after the project starting date set out in the Grant Agreement; the starting date can be changed through an amendment, if needed



Admissibility and documents

Proposals must be submitted **electronically** via the Funding & Tenders Portal Electronic Submission System.

Proposals must be complete and contain all the requested information and all required annexes and supporting documents:

- Application Form Part A — contains administrative information about the participants (future coordinator, beneficiaries and affiliated entities) and the summarised budget for the project (to be filled in directly online)
- Application Form Part B — contains the technical description of the project (to be downloaded from the Portal Submission System, completed and then assembled and re-uploaded)
- Part C (to be filled in directly online) containing additional project data
- mandatory annexes and supporting documents (to be uploaded):
 - Declarations on Standards and Independence (from coordinator and all partners) (template available in the Submission System)

Award criteria

Relevance (30 points)

- The relevance of the project vis-à-vis the objectives and targeted activities of the Call, including its European dimension, the number of countries and languages covered (15 points)
- The relevance and innovation of the proposed activities vis-à-vis the expected results and the target audiences, substantiated by a needs analysis of the chosen (sub)sector and mapping of already existing initiatives (10 points)
- Adequacy of the strategies to ensure gender balance, inclusion, diversity and representativeness, either in the project or in the way of managing the activity (5 points)

Quality of content and activities (30 points):

- Adequacy of the proposed methodologies to reach the objectives of the Call, including methods for implementing the proposal (10 points)
- Mechanisms to ensure innovation, collaboration, creativity, diversity, impartiality as well as editorial independence where applicable (10 points)
- Cost-efficiency of the proposed activities in the chosen domain (10 points)

Project management (20 points):



- The experience of the proposed project team (5 points)
- Efficiency of the team composition to reach the objectives of the Call, the clarity of work packages and Key Performance Indicators (KPI's), allocation of responsibilities and corresponding budgets, the quality of the proposed coordination mechanisms, quality control systems and arrangements to manage risks (15 points)

Dissemination (20 points):

- Quality of the strategies to build and/or exchange knowledge and ensure sustainable transferability of activities and results among as many stakeholders as possible (10 points)
- The impact at local, regional, national and/or European levels, beyond those directly involved in the project and beyond the project's lifetime, including methods to ensure such impact (10 points)

Maximum points: 100 points.

Individual thresholds per criterion: not applicable

Overall threshold: 70 points.

Proposals that pass **the individual thresholds AND the overall threshold** will be considered for funding — within the limits of the available budget. Other proposals will be rejected.

Opening date: 08 December 2022

Deadline date: 27 April 2023.

Information on evaluation results: July 2023

The full documentation can be found [HERE](#).

