

COLLABORATE!

**GUIDELINES 2016
SUPPORT FOR JOINT INNOVATIVE PROJECTS**

To encourage exhibitors to work together on new and original projects, Europa Cinemas supports joint projects undertaken jointly by **minimum 3 cinemas of the network** on a national or European scale to improve the circulation of European films and increase audiences. Support for coordinated events may also be given to cinemas that are not part of the network but that occasionally participate in these initiatives.

OBJECTIVES

1. To structure the network integration of theatres on a regional, national or European level.
2. To encourage exhibitors to collaborate on promotional activities in order to increase the impact of the European Films releases.
3. To incentivize the organisation of collective activities aimed at non-national European films.

One exhibitor may be charged with coordinating the implementation of projects.

TYPES OF ACTIVITIES APPLICABLE

1. **The circulation of non-national European films** or programmes in network theatres.
For example: the organisation of festivals to make known young talents or established masters of European cinema.
2. **Grouped initiatives for activities aimed at developing new audiences.**
For example: organisation of Young Audience festivals, film education workshops
3. **Collective use of new technologies.** For example: the creation of a joint promotional internet site.
4. **Organising training workshops/seminars.**

The activities must concern at least three cinemas of the network and may exceptionally concern cinemas out of the network if the prior condition is satisfied. The lead partner needs to be a network member.

ELIGIBLE COSTS

1. Production of joint promotion material (for example brochures, posters...).
2. Creation of promotional Internet sites.
3. Rental and transport of film prints.
4. Fabrication of film prints.
5. Translation of documents.
6. Invitation of European film directors and experts.
7. Rental of digital equipment.
8. Advertising

Applicant must provide Europa Cinemas with all the invoices corresponding to the costs.

The financial participation of Europa cinemas may not exceed 50% of overall investments, and may not include fixed running or personnel costs.

The maximum of the Europa Cinemas support to an initiative is 5,000€.

Priority for support is reserved for projects involving countries and cinemas where innovative practices are less common. **Initiatives can only receive support the first time they are set up.**

This is a rolling program throughout the calendar year. You can apply at any point in 2016 for projects taking place in 2016. **You have to apply at least 2 months before the event.**