

**EUROPA CINEMAS TRAINING BOOT CAMPS - GUIDELINES 2024**

The “Europa Cinemas Training Boot Camps Scheme” aims at supporting and developing skills locally and regionally through self-reliant training activities, devised by network members, based on locally-relevant needs. This training scheme will meet specific typologies of needs, such as developing digital skills through the use of new technologies, improving analysis of markets and audiences, innovative business models. These training sessions will aim at boosting exhibitors’ skills and renewing their practices in order to develop new activities and audiences.

The Boot Camp Scheme integrates Europa Cinemas core values:

- Promoting the diversity and circulation of non-national European films.
- Encouraging innovative business and cultural practices through collaboration in the network.
- Building audience engagement for these films.

Each initiative will have a lead Coordinator – a network member. Coordinators will recruit participants, find experts and partners, outline activities and timetable of implementation.

The scheme focuses on local and regional needs, where there are synergies and shared interests among participants. They may be standalone projects, or take place during a national or regional event, or as part of a broader initiative. Europa Cinemas support is limited to the cost of a specific project (the “Boot Camp”).

To be eligible for support, participation for Europa Cinemas network members must be free.

Training Camps will be in a local language, though translation may be provided if external experts are required, or where there is more than one local language.

Support for the Boot Camps will be based on applications to an open call that can be accessed at any time between the launch of the Boot Camps scheme and 31<sup>st</sup> December 2024. Each Boot Camp needs to take place in 2024, and applications need to be received at least 8 weeks before the event. Consequently, the deadline to send an application in 2024: November 1<sup>st</sup>.

Proposals would be treated chronologically and support awarded within the limits of the available budget (417.000€ for 2024) based on the criteria set out under point F.

Boot Camps applications will be evaluated against the guidelines set out in this document, and have to align with the objectives of the scheme.

The Training Boot Camps scheme completes the existing system of Europa Cinemas Audience Development and Innovation initiatives, including Labs, Collaborate to Innovate, Next/Change and Network Conferences.

## **A. OBJECTIVES**

The scheme will support training, workshops and other relevant skills development initiatives. All activities will be in line with Europa Cinemas' core mission to increase the circulation of non-national European films.

The objectives of the Boot Camps are to:

- Train cinema professionals in skills, practices and processes where there is a specific local or regional need.
- Bring all venues in a region up to a common proficiency standard in identified areas, e.g. business, innovation, audience development, marketing, communication, technology skills...
- Upskill exhibitors through shared knowledge on innovative business models.
- Share skills, practices and processes that enhance environmental sustainability, and promote the objectives set out in the network's Green Charter (available on the [website](#)).
- Share skills, practices and processes that enhance diversity and inclusion, and promote the objectives set out in the network's Charter on Gender Balance and Inclusion (available on the [website](#)).

## **B. SUPPORTED SKILL AREAS**

The scheme will cover the following areas:

- Technical skills for key staff (such as projectionists, marketers, management, etc).
- Social media and communications.
- Young audience development.
- Loyalty programmes and audience development.
- Business and customer relationship management.
- Environmental sustainability.
- Improved management and team building.
- Diversity and inclusion.
- Audience data collection, analysis and use.
- Marketing strategies.
- Events and festivals.

This list is not meant to be exhaustive; projects covering additional areas of training are welcome, provided they respond to a recognised well-identified specific need.

### **C. ELIGIBLE COSTS**

Eligible training projects can apply for support from Europa Cinemas' Boot Camps scheme. Eligible costs will only be those *specifically* and *exclusively* used in the delivery of the project. Each project should present good value for money, based on the per-person costs. Costs will be assessed by the Europa Cinemas team to ensure that they are both eligible and realistic (see evaluation below). The support may therefore be lower than the amount requested.

#### **The Boot Camp scheme will cover the costs of:**

- Venue: Where an event is located in a cinema, the theatre's standard commercial venue rental fee will apply.
- Expert: fees and costs.
- Support materials, including technical equipment and marketing materials, specifically for the event.
- Streaming will be supported where it can be shown to be necessary or valuable.
- Accommodation for Europa Cinemas network attendees and for non-Europa Cinemas members, if justified.
  - The number of nights taken into account will depend on the size and type of the project.
  - The price per night should not exceed the unit costs defined by European Commission.
- Subsistence for all attendees (food, drinks).
- Coordination and staff costs, *specifically* related to the project (up to max 20% of the total eligible costs).
- Costs of hiring a facilitator if needed.
- Translation if needed.

Applications including outside experts, particularly from other countries, must explain the reasons why such expertise is necessary. If approved by the Europa Cinemas evaluation team, the "Boot Camp" scheme will cover the costs of an agreed fee, transport, translation and accommodation.

The same rules apply if an application believes an external moderator or organiser is necessary.

Please note that the VAT will not be covered by Europa Cinemas in any of the invoices. Payments will be made on the receipt of eligible invoices. The scheme does not support 'in-kind' contributions.

#### **The Boot Camp scheme will not cover:**

- Transportation costs to and from an event for participants.
- Any staff or other costs that are not directly linked to the event.
- Activities covered by existing funding arrangements.

### **D. APPLICATIONS AND MINIMUM NUMBERS**

Application for the scheme will be streamlined to encourage participation but it will need to be clear and transparent. It will include details of:

- Description of the project and objectives (See below)

- Name and experience of the Coordinator
- Details outlining the experience of the organising team
- Information about the venue and the reason for its use, and whether the Boot Camp is part of another event.
  - If the event is streamed or organised partly or solely online, explanation of why this is necessary or valuable.
- Details of the experience and specific skills of experts and a justification for using them.
- Number and details of participants and whether they are network members.
- Budget for eligible costs, as set out in these guidelines.
- Overall budget for the event, including all costs.
- Duration of the project (Beginning/end). Project needs to be completed within the same year than the application.
- Project timeline
- A calculation of per-person costs

## **E. DESCRIPTION OF PROJECT AND OBJECTIVES**

In no more than 500 words for each section:

- Describe the project and its format (e.g workshop, masterclass)
- Explain why is this training or skills development needed in the region
- Explain what the project is designed to achieve
- Explain the added value of the training for the participants and for the network
- How the project will be followed up, including if appropriate a strategy to build on its work locally and within and outside the network?

All projects applying for support will be expected to state measurable targets as means of measuring progress, allowing analysis and conclusions to be drawn at the end of the project in the interests of the wider network. These measurable targets should focus on the impact that the Boot Camp will have on the activities of the participating cinemas and on the learnings the participants can take away from it. The *measurable* targets can be reviewed by participants, organisers and Europa Cinemas.

All Boot Camps must have a minimum of eight participants from at least three individual members of the network. Members with more than one cinema can only count as one participant in terms of the minimum number rule. Non-Europa Cinemas exhibitors can take part, providing the minimum number of network members required is respected.

Boot Camp scheme is open to Europa Cinemas network members who have received financial support (programming or young audience initiatives) at least once in 2021 or 2022.

## **F. EVALUATION OF SUPPORT**

All applications will be assessed by the Europa Cinemas team. Their assessment will be based on a transparent criteria:

- Eligibility of the scheme in terms of project objectives.

- Ability of the Coordinator and project team to deliver stated objectives.
- Value for money, based on the estimated costs.
- A calculation of costs per participant.

The team will consider the levels of development and available training and industry capacity in countries when evaluating applications, as well as ensuring fair geographical spread, using the ABCD categorisation of countries (applied in Europa Cinemas programming support). Countries with low capacities of existing training provision will be given priority. Particular attention will be given to training organised in remote or peripheral areas.

The scheme will aim for a representative balance in approved applications between those country categories. The Europa Cinemas evaluators may seek advice from an advisory group, drawn from the network, to help in assessing applications, but all decisions will be taken by the team.

## **G. REPORTS AND REVIEW**

The report will take place in two parts:

### *1) Completion report*

Each coordinator will need to submit a **report** on completion of the workshop, event, or initiative, based on a Europa Cinemas' questionnaire, which will be common to all projects. It will include details of:

- Who took part – updated details of the cinemas and experts involved.
- Objectives and measurable targets (see above).
- How did the chosen methodology and organisation work?
- A description of the key points of discussion and lessons learned.
- What was achieved – comments from the event coordinator.
- What was learned at the event – comments from participants.
- What could have been improved.
- How might a similar project be more effectively delivered.
- Photographs of proceedings to be used to promote the scheme.

The final expenses sheet and invoices will be sent to Europa Cinemas after the Boot Camp. Support payment will be made only after reception and examination of these documents and completion of the above-mentioned report.

### *2) Follow-up survey*

Europa Cinemas will send a **follow-up survey** 6 months after the Boot Camp took place. Each coordinator will have to gather the replies of participants in order to correctly review the impact of the training.

## **H. COMMUNICATION AND SHARING**

The Boot Camp scheme will be promoted through all the communications platforms used by Europa Cinemas. It will be promoted through events, including labs and workshops.

Communication and promotion will be supported by network members to raise awareness. Europa Cinemas will communicate on its website, giving details of approved training initiatives.

The findings of final project reports will feed back into Europa Cinemas network, inspiring new applications for Boot Camps and also to Collaborate to Innovate, Next/Change and labs and workshops.

Important: Application forms and all supporting documents must be completed in English. Note that incomplete applications will not be considered.

**Timetable:**

Call opens for applications: on-going application process on open call basis that can be accessed at any time until the fund limit has been reached.

Submission deadline for applications in 2024: Each project must set a realistic timetable, and suggest a date for the Boot Camp, applications must be sent at least 8 weeks before the Boot Camp is planned to take place.

Decisions announced: Each application will be reviewed, and a decision will be communicated to the applicant by email at latest 4 weeks from the application submission.

Please use the following link to submit your application online ([see application](#))

You will need to attach a budget to your application ([see template](#))

Email for questions about the application procedure: [mnorros@europa-cinemas.org](mailto:mnorros@europa-cinemas.org)

