COLLABORATE TO INNOVATE
THE SCHEME

- INNOVATION
- COLLABORATION
- SUSTAINABILITY
AIMS AND GOALS

- Foster **collaborative innovation** (social, cultural & tech)
- Stimulate **collective, innovative & collaborative** initiatives
- Support **solidarity amongst exhibitors** for shared challenges
- Encourage **innovation**, particularly use of digital tech
- Promote **new collaboration** between cinemas & industry
- Boost **circulation, visibility & audience impact** of Euro film
- Improve exhibitors’ **skills and assets**
- Target **sustainability and inclusion** with local partners.
- Ensure **maximum participation** of network exhibitors
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, Liechtenstein, Luxembourg, The Netherlands, Norway, Poland, Sweden.
C: Croatia, Hungary, Slovenia, Slovakia.
D: Albania, Bosnia & Herzegovina, Bulgaria, Cyprus, Estonia, Latvia, Lithuania, Macedonia, Malta, Montenegro, Portugal, Romania, Ireland, Portugal, Serbia.
SAMPLE PROJECTS

Digital projects

Skills development

New offers & services

Marketing campaigns

Community-building

Audience development

E.g.

- Data management
- Subscription schemes
- Ticketing systems and offers
- New audience services
- Virtual cinema offers
- Platform collaborations
- Joint marketing campaigns
- Young audience schemes
- Audience diversity schemes
- Hybrid online schemes
- Inclusion and access projects
- Green initiatives
- Training workshops
- Education schemes
- AND MANY MORE
## POINTS & CATEGORIES

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**Total available points:** 55

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

**Minimum overall score:** 30 points
INNOVATION

- Is the application a **significantly new** practice or process for all cinemas in the network? *(Highest score)*

- Is the application a **significant improvement or extension** of an innovation or experimental prototype that has been developed in one or more cinemas but with potential for the whole network? *(High score)*

- Is the application based on an **existing practice or process** in one or more cinemas but would be a significant innovation for most participating cinemas?

- Does the proposed activity represent a **new approach** to the goals of the fund, taking account of the social, geographic, economic, cultural and environmental position of participants?
COLLABORATION

- **How many cinemas** are involved in the proposal?
- Are the participants **representative** of the Europa Cinemas network in terms of countries (representing different country **categories**)?
- Is this participation representative in terms of demographics, society and community?
EUROPEAN CINEMA IMPACT

- Does the proposal help increase the reach and circulation of European films?
- Does the application support the audience reach of European films?
- Does the application improve the cross-border opportunities reach for European films?
- Is the project replicable or adaptable across the European cinema sector?
- Does the project offer improvements to the cinema experience?
AUDIENCE/INCLUSION

SUSTAINABILITY

- Does the proposal offer new ways to engage with a diversity of audiences and communities?
- Will the scheme help increase cinema engagement with younger audiences?
- Does the project increase access to cinemas from people with disabilities?
- Does the application support greater cinema engagement with disadvantaged groups in society?
- Is the project focused on demonstrable social and cultural benefits in the communities it aims to serve?
- Does the application offer environmental benefits?
- Is the project replicable or adaptable across the European cinema sector?
NETWORK/INDUSTRY
FILM ECOSYSTEM

- Does the application offer the potential for new business models or more efficient approaches to existing business issues across the network?
- Will the project help the industry improve distribution and screening of European films across international boundaries and borders?
- Does it help improve the promotion of European film with benefits for all platforms?
- Does the proposal have the potential to build or enhance relationships with other parts of the film value chain?
- Could the proposal increase the value of the cinema network in terms of communication, sharing ideas, processes and practices and other forms of collective action?
VALUE & FEASIBILITY

- How **ambitious** is the project in changing the way that cinemas, or a significant part of the network operates?
- Does the **leadership** of the project have the experience and resources to achieve its stated goals?
- Does the project have **realistic resources** to achieve its stated goals?
- Do the partners in the project - both inside and outside the network - offer clear **value, expertise and experience** to the project?
- Are all the stated costs **eligible** and is there a **credible, balanced budget**?
- Does the project offer **value for money** in the balance of costs and outcomes?
Each applicant will turn those aims into **measurable targets**.

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

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.

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

These KPIs are intend to measure progress not achieving every goal.
STAGES

Deadline: February 28, 7pm
**BUDGET**

**Overall scheme budget:** €1.5m.

**Total maximum per project:** 100,000€

**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**

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

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

- 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 20% 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

- Each project must nominate a **Coordinator**
- Each project must agree to a **case study** evaluation
- Projects can exceptionally involve **non-member cinemas** if a clear rationale is presented and prior conditions are met.
- A group of cinemas / exhibition companies can only submit **one project**.
- A cinema can only be **partner in one project**.
- Projects can only be **supported once**.
- Applications must be in **English**
- **Partially-completed** applications will not be considered