COLLABORATE TO INNOVATE
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
OBJECTIVES

- INNOVATION
- COLLABORATION
- SUSTAINABILITY
- ADAPTATION

83% of network members say audience innovation is a key part of business development strategy. Just 2% disagree.

Europa Cinemas survey 2023
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.
A: France, Germany, Italy, Spain.
B: Austria, Belgium, Czech Republic, Denmark, Finland, Greece, Iceland, Liechtenstein, Luxembourg, Netherlands, Norway, Poland, Sweden.
C: Croatia, Hungary, Slovenia, Slovakia.
D: Albania, Bosnia & Herzegovina, Bulgaria, Cyprus, Estonia, Ireland, Latvia, Lithuania, North Macedonia, Malta, Montenegro, Portugal, Romania, Serbia.
DIVERSE APPROACHES

- Rising Cinema
- Tech collaboration
- Education
- Partnership & Collaboration
- Skills development
- Audience development
- Green impact
- Community-building

Co-funded by the European Union
ADAPTATION
IMPACT AND LEGACY

Cineville

Netherlands

Belgium
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
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?
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?
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**?
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- Does the project offer **value for money** in the balance of costs and outcomes?
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?
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 intended to measure progress not achieving every goal.
STAGES

- Guidelines
- Applications Workshop
- Analysis Comms
- External Assessment
- Case Study

[Co-funded by the European Union]
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 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.
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.