

Collaborate to Innovate: FAQ

1. Can applicants get advice or feedback from Europa Cinemas on their project and/or their application documents before submission?

As mentioned in the Guidelines, Europa Cinemas is not able to give any advice on content, research for partners or eligibility of the project. Questions about Guidelines or application procedures can be sent to: collaboratetoinnovate@europa-cinemas.org or to your usual contact person at Europa Cinemas.

2. Who can be considered as project partner? How can applicants identify and approach partners?

Collaborate to Innovate is open to Europa Cinemas network members whose European results have led to financial support in 2019 (programming and/or young audience activities) as well as to new network members since 2020 whose results have also led to financial support for 2020. As project partners can be considered any Europa Cinemas network members who meet the above mentioned criteria (cf. Guidelines for the list of the participating countries).

A specific Facebook group "Europa Cinemas - Collaborate to Innovate" has been set up to enable potential applicants to exchange information on projects and find potential partners: <https://www.facebook.com/groups/europacinemascti>

Applicants can also find the contact details of all network member cinemas on the Europa Cinemas website: <https://www.europa-cinemas.org/en/cinemas/map>

3. What is the role of the project coordinator? How is the funding distributed among partners?

As stipulated in the Guidelines, the coordinator must be a Europa Cinemas network member whose European results have led to financial support for their 2019 programming. In case a coordinator is part of a Europa Cinemas mini-network, the coordinator can only represent its own cinema. In the event that a project is selected for support, Europa Cinemas will sign a contract with the project coordinator who will be in charge of the implementation of the project (budget, delivery, coordination, evaluation, reporting). The coordinator is responsible for the distribution of the funding amongst the project partners listed in the application.

4. Can an applicant apply with cinemas of the same company? How are mini-networks considered within this scheme?

As noted in the Guidelines, participants in the same project must represent exhibition companies/organisations that are economically totally independent from each other. Same applies for Europa Cinemas mini-networks. However, cinemas in the same mini-network are not obliged to apply together in the same project.

5. Can UK cinemas apply for Collaborate to Innovate?

Network cinemas in the UK are eligible for Collaborate to Innovate 2021. From 2022 onwards, UK cinemas will no longer be part of Europa Cinemas and therefore not eligible for the Collaborate to Innovate scheme.

6. Are cinemas that are non-Europa Cinemas members eligible partners?

Projects can exceptionally involve non-member cinemas if a clear rationale is presented and prior conditions are met. Non-Europa Cinemas members will not be entitled to any financial support.

7. Can a cinema be coordinator in one project, and project partner in another project?

A cinema can only be participant in **one** project, no matter if partner or coordinator.

8. Can the application be submitted in another language than English?

No, applications must be submitted in English.

9. Can applicants get help from a consultant to shape up an application?

Projects have to be submitted by Europa Cinemas network members.

10. What shall applicants measure with the KPIs?

Each project should have measurable targets such as increase of audience members, diversity of film programme, involvement of communities etc., that might come in a number of forms, as percentage, numbers etc.

11. Can a project coordinator/partner apply for further public funding?

Yes, they can apply for further public funding, but not from the European Commission.

12. Can a supported project apply for further funding more than once?

Applicants can be supported for their project only once by Europa Cinemas.

13. Can staffing costs be included in the project budget?

The project budget cannot include the costs of permanent staff (cashiers, projectionists, etc.). However, staffing costs specifically allocated to the project (up to 20% of the total eligible costs) can be considered.

14. Are projects already developed and launched eligible for Collaborate to Innovate?

Existing approaches with a new innovative dimension (for example, taking place in a different national context or enhancing an existing approach) can be considered. Projects need to clearly demonstrate how they are innovative in their specific geographic and operating contexts. New initiatives are particularly encouraged.

15. Can distribution be part of the project?

The scheme is intended to support exhibition. However, film rights (for special events, film cycles, festivals, etc.) and subtitling can be considered as eligible costs.

16. Once selected, when does a project need to be started and ended? How is the case study situated within the timeline?

The project may vary in length, but the maximum implementation time is 12 months. Supported projects have to be launched shortly after a contract is signed with the coordinator and at the latest by September 2021. The first results must be sent to Europa Cinemas by March 2022.

Each project will need to agree to producing a case study, including methodology, budget, key impacts and learnings (in line with templates provided by Europa Cinemas) which will be disseminated with stakeholders, the wider network and sector to encourage peer-sharing. The case study should be sent at the latest by June 2022. Potential costs for the case study can be included in the general budget of the project.

17. What happens if the project does not succeed?

Before submitting a project, it is important to evaluate its feasibility, according to Collaborate to Innovate Guidelines.

For any additional information or clarification, contact Europa Cinemas:

collaboratetoinnovate@europa-cinemas.org.

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