

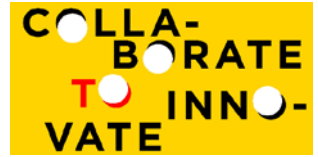
# COLLA- BORATE TO INNO- VATE

# THE SCHEME



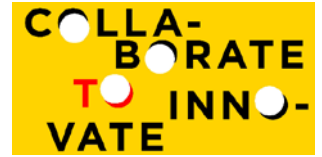
- **INNOVATION**
- **COLLABORATION**
- **SUSTAINABILITY**

# AIMS AND GOALS



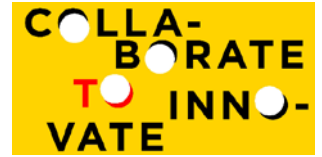
- Foster **collaborative innovation** (social, cultural & tech)
- Stimulate **collective, innovative & collaborative** initiatives
- Support **solidarity amongst exhibitors** for shared challenges
- **Encourage innovation**, particularly use of digital tech
- Promote **new collaboration** between cinemas & 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

# WHAT IS INNOVATION?



Innovation must represent a *process* that has the *potential to change* the approach of cinemas to audience engagement within national contexts and/or across the Europa Cinemas network and wider exhibition sector.

# 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.

**A:** France, Germany, Italy, Spain, UK

**B:** Austria, Belgium, Czech Republic, Denmark, Finland, Greece, Ireland, Iceland, Luxembourg, The Netherlands, Norway, Poland, Sweden.

**C:** Croatia, Hungary, Portugal, Slovenia, Slovakia.

**D:** Albania, Bosnia & Herzegovina, Bulgaria, Cyprus, Estonia, Latvia, Lithuania, North Macedonia, Malta, Montenegro, Romania, Serbia.

# SAMPLE PROJECTS



## 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



# 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



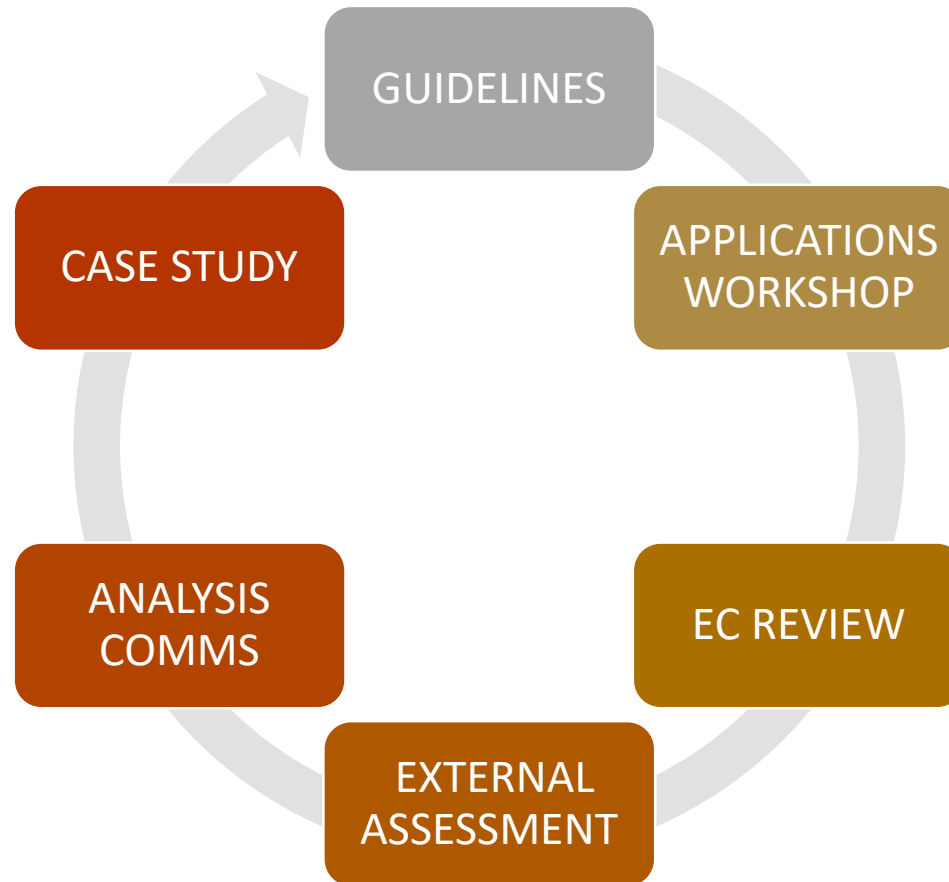
- How **ambitious** is the project in changing the way that cinemas, or a significant part of the network operates?
- Does the **leadership** of the project have the experience and resources to achieve its stated goals?
- Does the project have **realistic resources** to achieve its stated goals?
- Do 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?

# KEY PERFORMANCE INDICATORS (KPI)

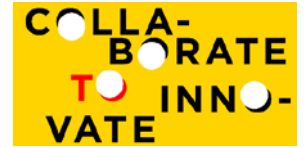
- Each applicant will turn those aims into **measurable targets**.
- Those targets may change depending on the nature of the project.
- It might be, for example, audience numbers for a specific film or film programme; or it might be a percentage increase in young audiences during a time period.
- What 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



# BUDGET



**Overall scheme budget:** 1 Mio €.

**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 (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**.

# TIMING



- Call opens for applications: April 8, 2021
- Submission deadline for applications: 8pm (CEST), June 2, 2021
- Decisions announced: End of June/beginning of July 2021