



CREATIVE EUROPE

Proposal template

Project Technical Description (Part B)

Bridging culture and audiovisual content through digital
EACEA-28-2019

Version 1.0
20 December 2019

Disclaimer

This document is aimed at informing applicants for EU funding. It serves only as an example. The actual web forms and templates provided in the Funding & Tenders Portal Electronic Submission System might differ from this example. Proposals (and annexes and supporting documents) must be prepared and submitted directly inside the Portal.





CREATIVE EUROPE

PROPOSAL (PART B)

Bridging culture and audiovisual content through digital

EACEA-28-2019

Example, not to complete

IMPORTANT NOTICE


Applications must be submitted via the Funding & Tenders Portal Submission Service before the call deadline.


Applicants must use this template for their applications (designed to highlight important aspects and facilitate the assessment against the evaluation criteria).

Character and page limits:

- page limit 60 pages
- supporting documents can be provided as an annex and do not count towards the page limit
- minimum font size — Arial 8 points
- page size: A4
- margins (top, bottom, left and right): at least 15 mm (not including headers & footers).

Please abide by the formatting rules. They are not a target! Keep your text as concise as possible. Do not use hyperlinks to show information that is an essential part of your proposal.

 If you attempt to upload an application that exceeds the specified limit, you will receive an automatic warning asking you to shorten and re-upload your application. After you have submitted it, any excess pages will be made invisible and thus disregarded by the evaluators.

 **Please do NOT delete any instructions in the document. The overall page-limit has been raised to ensure equal treatment of all applicants.**

Example, not to complete

COVER PAGE

Part B of the proposal must be filled out by the participants in WORD, assembled and uploaded as PDF in the Funding & Tenders Portal Submission System. The template to use is available there.

Note: *Please take due account of the objectives, themes, priorities, activities and results that can be funded under the call (see Call document). Pay particular attention to the award criteria; they explain how the proposal will be evaluated.*

PROJECT	
Project acronym:	[acronym]
Project title:	[title]
Coordinator contact:	[name NAME], [organisation name]

PARTICIPANTS				
<i>Please use the same numbering as in part A of the proposal form.</i>				
<i>List beneficiaries</i>				
Number	Role	Name	Short name	Country
1	COO			
2	BEN			
3	BEN			
...				

Example, not to complete

TABLE OF CONTENTS

PROPOSAL (PART B)	2
COVER PAGE	4
PROJECT SUMMARY	6
1. RELEVANCE AND EUROPEAN ADDED VALUE	6
1.1 Background and rationale	6
1.2 Cross-sectoral approach	6
1.3 European added value	6
2. QUALITY OF THE CONTENT AND ACTIVITIES	7
2.1 Methodology	7
2.2 Innovativeness	Error! Bookmark not defined.
2.4 Cost effectiveness.....	7
3. IMPACT AND DISSEMINATION OF PROJECT RESULTS	7
3.1 Impact on the potential audience of European works	7
3.2 Impact on the cross-sector relationships	8
3.3 Evaluation of results.....	8
3.4 Dissemination strategy, visibility and sustainability	8
4. ORGANISATION OF THE PROJECT TEAM	8
4.1 Participants	8
4.2 Cooperation arrangements and division of roles.....	8
4.3 Track record of the project team	9
4.4 Project staff	9
5. ACTIVITIES AND WORK PACKAGES	10
5.1 Activities and work packages	10
<i>Work package 1</i>	10
<i>Work package 2 (Delete if not needed)</i>	13
<i>Work package</i>	15
5.2 Budget	16
<i>Subcontracting</i>	Error! Bookmark not defined.
6. OTHER	17
6.1 Critical risks	17
6.2 Ethics and security.....	17
7. DECLARATIONS	17
ANNEXES	19

Example, not to complete

PROJECT SUMMARY

Project summary

Provide an overall description of your project (including context and overall objectives, planned activities and main achievements, and expected results and impact (on target groups, change procedures, capacities, innovation etc)).

This summary should give readers a clear idea of what your project is about. It should be written as a stand-alone text to promote the project. It should be structured but descriptive; not merely provide lists of objectives, activities, beneficiaries and outputs.

⚠ *Please use the same text here and in Part A (Abstract).*

Note: *The summary must always be in English (even if the rest of your proposal is in another EU language (official EU languages are allowed)).*

We may publish this summary for publication/dissemination purposes. Avoid any references to information that is not publicly accessible and do not include any confidential information or personal data (e.g. names and addresses).

Insert text (same text as proposal abstract in SEP)

1. RELEVANCE AND EUROPEAN ADDED VALUE

1.1 Background and rationale

Background and rationale

Describe the background and rationale of the project. What are the objective of your project? Explain its relevance in relation to the call's objectives as well as its added value and innovative aspects compared to the current situation of the market. Highlight the cultural and creative sector your action intends to address.

Note: *The objectives should be clear, measurable, realistic and achievable within the duration of the project.*

Insert text

1.2 Cross-sectoral approach

Cross-sectoral approach

Explain the cultural and audiovisual/creative components of your project: how does your project bridge cultural and creative sectors (including audiovisual) by using digital technologies? In which areas will project activities be implemented (publishing, museums, live performances and/or cultural heritage)? Present also the innovative aspects of your project and explain how you are going to tap into digital technologies.

Insert text

1.3 European added value

Complementarity with other actions and innovation

Illustrate the European added value of your action in terms of:

- *partnership*
- *languages covered*
- *target territories*

Highlight in particular the dimension of the partnership and the added value of each partner in the project, the

benefits of and the need for European cooperation in order to meet the project objectives.

Insert text

2. QUALITY OF THE CONTENT AND ACTIVITIES

2.1 Methodology

Methodology

Outline the approach and methodology of the project in relation to the needs of the market and the objectives to be achieved by your activities detailing:

- *what the industry needs are*
- *your target group(s)/audience(s)*
- *how your audience's and/or market needs have been identified and will be met by your action*
- *your overall goals and plans for reaching them*
- *the reasons(s) for your choice about digital technologies*
- *the roadmap of your activities*

Ensure that these are well reflected in the different work packages in section 5.

Insert text

2.2 Cost effectiveness

Cost effectiveness

Describe the measures adopted to ensure that the proposed results and objectives will be achieved in the most cost-effective way. Indicate the arrangements adopted for the financial management of the project and, in particular, how the financial resources will be allocated and managed within the consortium.

⚠ *Do not compare and justify the costs of each work package, but summarize briefly why your budget is cost effective.*

Insert text

3. IMPACT AND DISSEMINATION OF RESULTS

3.1 Impact on the audience of European works

Impact on the audience of European works

Describe the expected impact of your action. How will your action contribute to enhance access, distribution, promotion and monetization of cultural and creative goods? Which impact will your project have on the target audience in terms of raising interests and consumption habits, as well as boosting their experience?

Detail also the outreach mechanisms and provide a plausible estimation of the number of people your action is likely to reach.

Insert text

--

3.2 Impact on the cross-sector relationships

Impact on the cross-sector relationships <i>How will your action foster new forms of creations and improve the relationship between different cultural and creative sectors, including the audiovisual sector, and get the most out of the use of digital technologies?</i>
Insert text

3.3 Evaluation of results

Evaluation of results <i>Highlight the measures for measuring and evaluating the outcomes (both tangible and intangible) of your action (including the use of quantitative and qualitative indicators). Explain which set of data you intend to extract and how you are going to measure the impact of your action on your target audience(s) and territories (i.e. economic, social, cultural and environmental domains).</i>
Insert text

3.4 Dissemination strategy, visibility and sustainability

Dissemination strategy, visibility and sustainability <i>Describe the dissemination plan showing how your action's outputs and outcomes will be shared with stakeholders, relevant institutions, organisations, and individuals, so to inform policy and practice. Describe also how the visibility of the project results will be maximized and mention how the visibility of the EU support will be optimised. Describe the follow-up of the project after the EU funding ends. How will the sustainability of the project results be ensured?</i>
Insert text

4. ORGANISATION OF THE PROJECT TEAM

4.1 Participants

Participants
See cover page.

4.2 Cooperation arrangements and division of roles

<p>Cooperation arrangements and division of roles</p> <p><i>Describe the consortium cooperation arrangements and provide details on how each member will work together to implement the project. Describe their respective roles and the overall managerial strategies that will be applied. Present the expertise and complementarity of the consortium members with respect to the activities to be implemented.</i></p> <p>Note: <i>The concept (including organisational structure and decision-making mechanisms) must be adapted to the complexity and scale of the project.</i></p>
<p>Insert text</p>

4.3 Track record of the project team


<p>Track record of the project team</p> <p><i>Give an overview of previously completed work of each consortium member.</i></p>
<p>Insert text</p>

4.4 Project staff

<p>Project staff</p> <p><i>List the staff by function/profile (e.g. Producer, Director, Composer, Artistic Director, Director of Photography, Editor, Technician, Junior/senior expert/consultant/researcher, Trainers/teachers/educator, Administrative etc.) and describe shortly their tasks (CVs of core team are mandatory; others optional).</i></p>		
Name and function	Organisation	Role/tasks/professional profile and expertise in relation to your action

5. ACTIVITIES AND WORK PACKAGES

5.1 Activities and work packages

WORK PACKAGES
<p><i>This section concerns a detailed description of the project activities to achieve the objectives described in section 2.</i></p> <p><i>Group the activities (kick-off meetings, screenings, events) into work packages. A work package means a major sub-division of the project. For each work package, enter an objective (expected outcome) and list the activities, milestones and deliverables that belong to it. The grouping should be logical and guided by identifiable outputs.</i></p> <p><i>Projects will have a minimum of 2 work packages (work package 1 covering the management and coordination activities and work package 2 for the other project activities).</i></p> <p><i>Work package 1 should cover all activities related to the general management and coordination of the project (meetings, coordination, project monitoring and evaluation, financial management, progress reports, etc.) and all the activities which are cross-cutting and therefore difficult to assign to just one specific work package. Do not try splitting these activities across different work packages.</i></p> <p><i>You can create as many work packages as needed by copying work package 2.</i></p> <p> <i>Enter each activity/milestone/output/outcome/deliverable only once (under one work package).</i></p>

Work package 1

Work package 1: [Name]			
Ensure consistence with the detailed budget table (if applicable) — use same WP numbers and names.			
Duration:	MX - MX	Lead beneficiary:	X-Short name
Objectives			
<i>List the specific objectives to which this work package is linked.</i>			
▪			
Description of the activities (what, how, where) and division of work			

*Present a concise overview of the work (planned tasks). Be specific, give a short name for each task and number them.
Show who is responsible for which tasks (coordinator (COO), beneficiaries (BEN)). Add information on eventual subcontractors,. Use the list of tasks from above.
Note: For the definitions of subcontracting, etc, please see Model Grant Agreement.*

Task number (continuous numbering linked to WP)	Task name	Description	Participant		With help of subcontracting (Yes/No and which)
			Name	Role (COO, BEN)	
1.1					
1.2					

Milestones (outputs/outcomes) & deliverables

*Milestones are control points in the project that help to chart progress. Deliverables are outputs which can be delivered to us (any format).
Limit the number of milestones and deliverables. Do not include minor sub-items or internal working papers.
Note: The description should include details on type (publication, e.g. flyer / brochure / working paper / article / press release / slides / CD; website/web-tool; etc), format (e.g. printed and/or electronic, downloadable), the approximate number of pages and copies of a publication, language.
Means of verification are how you intend to prove that the milestone has been reached. If appropriate, you can refer to indicators.
Note: For each deliverable, you will have to indicate a due month by when you commit to upload it in the Portal. The due month of the deliverable cannot be outside the duration of the work package and must be in line with the timeline provided below. Month 1 marks the start of the project, and all deadlines should relate to this starting date.
The labels used mean:
Public — fully open (e.g. web)
Confidential — restricted under the conditions of the grant agreement
Classified — EU-classified (R-UE/EU-R, C-UE/EU-C, S-UE/EU-S) under Commission Decision No [2015/444](#)*

Milestone number (continuous numbering not linked to WP)	Milestone name	Work package number	Lead beneficiary	Means of verification	Due date (month number)	Description
MS1		1				
MS2		1				

Deliverable number (continuous numbering linked to WP)	Deliverable name	Work package number	Lead beneficiary	Type	Dissemination level	Due date (month number)	Description (including format and language)
D1.1		1		[R — Document, report] [DEM — Demonstrator, pilot, prototype, plan design] [DEC — Websites, patent filings, press & media action, videos, etc] [DATA — data sets, microdata, etc] [ORDP — Open Research Data Pilot] [ETHICS] [OTHER]	[PU — Public] [CO — Confidential] [Classified R-UE/EU-R] [Classified C-UE/EU-C] [Classified S-UE/EU-S]		
D1.2		1		[R — Document, report] [DEM — Demonstrator, pilot, prototype, plan design] [DEC — Websites, patent filings, press & media action, videos, etc] [DATA — data sets, microdata, etc] [ORDP — Open Research Data Pilot] [ETHICS] [OTHER]	[PU — Public] [CO — Confidential] [Classified R-UE/EU-R] [Classified C-UE/EU-C] [Classified S-UE/EU-S]		

Estimated budget — Resources
See detailed budget table (annex 1).

Work package 2 (Delete if not needed)

Work package 2: [Name]					
<i>Ensure consistence with the detailed budget table (if applicable) — use same WP numbers and names.</i>					
Duration:	MX - MX	Lead beneficiary:	X-Short name		
Objectives					
<i>List the specific objectives to which this work package is linked.</i>					
▪					
Description of the activities (what, how, where) and division of work					
<i>Present a concise overview of the work (planned tasks). Be specific, give a short name for each task and number them.</i>					
<i>Show who is responsible for which tasks (coordinator (COO), beneficiaries (BEN)). Add information on eventual subcontractors etc.. Use the list of tasks from above.</i>					
Note: For the definitions of subcontracting, please see Model Grant Agreement.					
Task number (continuous numbering linked to WP)	Task name	Description	Participant		With help of subcontracting (Yes/No and which)
			Name	Role (COO, BEN)	
2.1					
2.2					
Milestones (outputs/outcomes) & deliverables					
<i>Milestones are control points in the project that help to chart progress. Deliverables are outputs which can be delivered to us (any format).</i>					

Limit the number of milestones and deliverables. Do not include minor sub-items or internal working papers.

Note: The description should include details on type (publication, e.g. flyer / brochure / working paper / article / press release / slides / CD; website/web-tool; etc), format (e.g. printed and/or electronic, downloadable), the approximate number of pages and copies of a publication, language.

Means of verification are how you intend to prove that the milestone has been reached. If appropriate, you can refer to indicators.

Note: For each deliverable you will have to indicate a due month by when you commit to upload it in the Portal. The due month of the deliverable cannot be outside the duration of the work package and must be in line with the timeline provided below. Month 1 marks the start of the project, and all deadlines should relate to this starting date.

The labels used mean:

- Public — fully open (e.g. web)
- Confidential — restricted under the conditions of the grant agreement
- Classified — EU-classified (R-UE/EU-R, C-UE/EU-C, S-UE/EU-S) under Commission Decision No [2015/444](#)

Milestone number (continuous numbering not linked to WP)	Milestone name	Work package number	Lead beneficiary	Means of verification		Due date (month number)	Description
MS3		2					
MS4		2					
Deliverable number (continuous numbering linked to WP)	Deliverable name	Work package number	Lead beneficiary	Type	Dissemination level	Due date (month number)	Description (including format and language)
D2.1		2		[R — Document, report] / [DEM — Demonstrator, pilot, prototype, plan design] / [DEC — Websites, patent filings, press & media action, videos, etc] / [DATA — data sets, microdata, etc] / [ORDP — Open Research Data Pilot] / [ETHICS] / [OTHER]	[PU — Public] / [CO — Confidential] / [Classified R-UE/EU-R] / [Classified C-UE/EU-C] / [Classified S-UE/EU-S]		
D2.2		2		[R — Document, report] / [DEM — Demonstrator, pilot, prototype, plan design] / [DEC —	[PU — Public] / [CO — Confidential] / [Classified R-UE/EU-R] / [Classified C-UE/EU-		

				Websites, patent filings, press & media action, videos, etc/ [DATA — data sets, microdata, etc] [ORDP — Open Research Data Pilot] [ETHICS] [OTHER]	C/ [Classified S-UE/EU-S]		
--	--	--	--	---	------------------------------	--	--

Estimated budget — Resources
See detailed budget table (annex 1).

Work package ...

To insert additional work packages, copy work package 2 as many times as necessary.

5.2 Timetable

Timetable																								
Fill in cells in beige to show the duration of activities. Repeat lines/columns as necessary.																								
Note: Use the project month numbers instead of calendar months. Month 1 marks always the start of the project. In the timeline you should indicate the timing of each activity per WP.																								
ACTIVITY	MONTHS																							
	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	M 9	M 10	M 11	M 12	M 13	M 14	M 15	M 16	M 17	M 18	M 19	M 20	M 21	M 22	M 23	M 24
Activity 1.1 - ...																								
Activity 1.2 - ...																								

6. OTHER

6.1 Critical risks

Critical risks and risk management strategy			
Describe possible risks, uncertainties, difficulties related to the implementation and your measures/strategy for addressing them. Indicate for each risk (in the description) probability and impact (high, medium, low).			
Risk number	Description of risk	Work package number	Proposed risk-mitigation measures

6.2 Ethics and security

Ethics
Not applicable.

Security
Not applicable.

7. DECLARATIONS

Other EU funding	
Information concerning other EU grants for this project <p>⚠ Please note that there is a strict prohibition of double funding from the EU budget. It is important that you provide full and complete information on all other EU funding for the project.</p> <p>Give information on any other grant applications pending or similar projects submitted by your consortium, Name the EU programme, project reference number and title. Include EU funding managed by authorities in EU Member States or other funding bodies (e.g. LIFE+, European Structural and Investment Funds Regional Funds,, European Investment Bank, ISF national programmes, Agricultural Funds, etc.).</p>	YES/NO (if NO, add details)
We confirm that to our best knowledge neither the project as a whole nor any parts of it have benefitted from any other EU grant.	
We confirm that to our best knowledge neither the project as a whole nor any parts of it are (nor will be) submitted for any other EU grant.	
Information concerning other funding for this project	
Will the project get any funding from other public sources (EU, national, international)?	
Will the project be part of a set of coordinated/complementary/joint projects which get funding	

from other public sources (EU, national, international)?						
<p>Information concerning other EU funding in the same policy area</p> <p><i>Have any of the participants already benefitted from funding under this EU programme (or previous programmes)? Include EU funding managed by authorities in EU Member States or other funding bodies (e.g. LIFE+, European Structural and Investment Funds Regional Funds,, European Investment Bank, ISF national programmes, Agricultural Funds, etc.).</i></p> <p><i>The labels used mean:</i> COO — Coordinator BEN — Beneficiary</p>						
Participant	Name of EU Programme	Reference number and title of the project	Period (start and end date)	Role (COO, BEN)	Amount (EUR)	Project website (if any)
<p>Information concerning other EU funding in other policy areas</p> <p><i>Have any of the participants benefitted from EU funding in other policy areas in the last 4 years? Include EU funding managed by authorities in EU Member States or other funding bodies (e.g. LIFE+, European Structural and Investment Funds Regional Funds,, European Investment Bank, ISF national programmes, Agricultural Funds, etc.).</i></p> <p>Note: <i>If the funding was awarded to a group of beneficiaries, mention only the amount awarded to the participant.</i></p>						
Participant	Name of EU Programme	Reference number and title of the project	Period (start and end date)	Role (COO, BEN)	Amount (EUR)	Project website (if any)

Example, not to be completed

ANNEXES

LIST OF ANNEXES

standard

Detailed budget and sources of financing table (annex 1 to Part B) — mandatory

CVs (annex 2 to Part B) — mandatory

Annual activity report of last 2 years (annex 3 to Part B) — mandatory

special

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	20.12.2019	Initial version.

Example, not to complete