

Education, Audiovisual And Culture Executive Agency

**CREATIVE EUROPE: Culture**

**SPECIFIC GRANT AGREEMENT FOR AN ACTION**  
**WITH MULTIPLE BENEFICIARIES**

**SPECIFIC AGREEMENT 2019 - 0594 / 001 - 001**

This specific agreement (hereinafter referred to as "the Specific agreement") is concluded between:

The **Education, Audiovisual and Culture Executive Agency** (hereinafter referred to as "the Agency"), acting under powers delegated by the European Commission (hereinafter referred to as "the Commission"), represented for the purposes of signature of the Specific agreement by Walter ZAMPIERI, Head of Unit,

on the one part,

**and**

NARODNI FILMOVY ARCHIV  
MALESICKA 12,  
CZ - 130 00 PRAHA

VAT NUMBER: CZ00057266

hereinafter referred to as "the coordinator", represented for the purposes of signature of this Specific agreement by Michal Bregant

and the following other partners:

**2.INSTITUT UMENI - DIVADELNI USTAV**

**3.NARODNI PAMATKOVY USTAV**

duly represented by the coordinator by virtue of the mandate[s] included in Annex VIII for the signature of this Framework partnership agreement and any subsequent Specific partnership agreement, hereinafter referred to collectively as “the partners”, and individually as “partner” for the purposes of this Framework partnership agreement where a provision applies without distinction between the coordinator or another partner,

on the other part.

The following annexes form an integral part of the Specific agreement:

Annex I Description of the action

Annex II Estimated budget of the action

## **ARTICLE 1 – SUBJECT MATTER OF THE SPECIFIC AGREEMENT**

The Specific agreement is concluded in the context of the partnership established between the parties. It is drawn up in accordance with the relevant terms of Framework partnership agreement No 2018-0537 which has been signed between the Agency and the beneficiaries (hereinafter referred to as "the Framework agreement").

The Agency has decided to award a grant ("specific grant for an action"), under the terms and conditions set out in the Specific agreement and the Framework agreement, for the action entitled **CREATIVE EUROPE DESK - Czech Republic** ("the action") as described in Annex I.

With the signature of the Specific agreement, the beneficiaries accept the grant and agree to implement the action in accordance with the terms and conditions of the Specific agreement and the Framework agreement, acting on their own responsibility.

## **ARTICLE 2 – ENTRY INTO FORCE OF THE SPECIFIC AGREEMENT AND DURATION**

- 2.1 The Specific agreement shall enter into force on the date on which the last party signs.
- 2.2 The action shall run as of **01-01-2019** ("the starting date of the action") and shall end on **31-12-2019**.

## **ARTICLE 3 - MAXIMUM AMOUNT AND FORM OF THE GRANT**

The grant shall be of a **maximum amount of EUR 144.973,75** and shall take the form of:

- (a) **The reimbursement of 49,85% of the eligible costs of the action ("reimbursement of eligible costs"), which are estimated at EUR 290.803,03 and which are:**
- (i) **actually incurred ("reimbursement of actual costs") for the categories of costs indicated in Annex III.**
  - (ii) reimbursement of unit costs: not applicable
  - (iii) reimbursement of lump sum costs: not applicable
  - (iv) **declared on the basis of a flat-rate of 7 % of the eligible direct costs ("reimbursement of flat rate costs") to cover the indirect costs**
- (b) Unit contribution: not applicable
- (c) Lump sum contribution: not applicable
- (d) Flat-rate contribution: not applicable

## **ARTICLE 4 – ADDITIONAL PROVISIONS ON REPORTING, PAYMENTS AND PAYMENT ARRANGEMENTS**

### **4.1 Reporting periods, payments and additional supporting documents**

In addition to the provisions set out in Articles II.23 and II.24 of the Framework agreement, the following reporting and payment arrangements shall apply:

- Upon entry into force of the Agreement, a pre-financing payment representing 80% of the maximum amount specified in Article 3 shall be paid to the coordinator;

#### **Payment of the balance**

- Sole reporting period from 01-01-2019 to the end of the period set out in Article 2.2: The balance shall be paid to the coordinator in accordance with Article II.23.2 (a) to (d).

#### **Other supporting documents:**

The request for payment of the balance shall be accompanied by a certificate on the financial statements and underlying accounts ("Report of Factual Findings on the Final Financial Report – Type I") as set out in Annex VII of the Framework agreement for each grant for which the total contribution in the form of reimbursement of actual costs as referred to in Article 3(a)(i) is less than EUR 750.000.

### **4.2 Time limit for payments**

The time limit for the Agency to make the payment of the balance is 60 days.

### **4.3 Language of requests for payments, technical reports and financial statements**

All requests for payments, technical reports and financial statements shall be submitted in English, French or German.

## **ARTICLE 5 – BANK ACCOUNT FOR PAYMENTS**

All payments shall be made to the coordinator's bank account, denominated in euro as indicated below

Name of bank: CESKA NARODNI BANKA

Precise denomination of the account holder: NARODNI FILMOVY ARCHIV

Full account number (including bank codes): CZ6907100200010083337011

## **ARTICLE 6 – ADDITIONAL PROVISIONS ON USE OF THE RESULTS (INCLUDING INTELLECTUAL AND INDUSTRIAL PROPERTY RIGHTS)**

In addition to the provisions of Article II.8.3 of the Framework agreement, the beneficiaries shall warrant that the Agency and/or the European Union (hereinafter referred to as the “Union”) has the rights to:

- (a) communicate the results of the action by any other types of communication not specified in the General Conditions of the Framework agreement;
- (b) edit or re-write in another way the results of the action, including shortening, summarising, modifying the content, correcting technical errors in the content;
- (c) cut, insert meta-data, legends or other graphic, visual, audio or word elements in the results of the action;
- (d) extract a part (e.g. audio or video files) of, divide into parts or compile the results of the action;
- (e) prepare derivative works of the results of the action;
- (f) translate, insert subtitles in, dub the results of the action in:
  - all official languages of EU
- (g) authorise or sub-licence the modes of exploitation set out above to third parties.

The Agency and/or the Union shall have the rights of use specified in the General Conditions of the Framework agreement and set out above for the whole duration of the industrial or intellectual property rights concerned.

## **ARTICLE 7 – SPECIAL PROVISIONS ON BUDGET TRANSFERS**

By way of derogation from the first subparagraph of Article II.22, budget transfers between budget categories are limited to 10% of the estimated eligible costs of the action specified in Article 3.

**ARTICLE 8 – REQUESTS FOR THE BALANCE PAYMENT AND SUPPORTING DOCUMENTS**

By way of derogation from Article II.23.2 of the Framework agreement, the coordinator shall submit a request for payment of the balance within 90 days following the end of the reporting period for which, in accordance with Article 4.1 of the Specific agreement the payment of the balance is due.

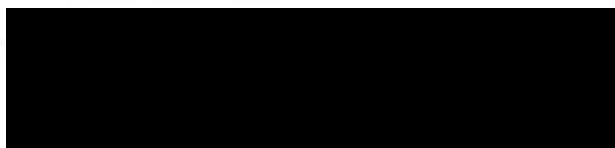
**SIGNATURES**

For the beneficiary  
Michal Bregant



Signature  
Done at *KLADVO* on *25-04-2019*

For the Agency  
Walter ZAMPIERI



Signature  
Done at Brussels, on *7-5-19*

In duplicate in English

Agreement number: 2019 - 0594 / 001 - 001

Model specific partnership agreement for an action - multi: October 2016

## **Annex I**

### **Description of the action**

## 1) Internal organisation of the Desk

Please describe briefly how the consortium/ staff forming the CEDesk is working together!

*(Internal working methodologies in order to exchange offices, i.e. regular meetings of the consortium, phone conference, etc, reflection on/development of common strategies. Indicate staff training and other activities*

Creative Europe Desk Czech Republic consists of the **Creative Europe Desk – MEDIA** and Creative Europe Desk – Culture. These are autonomous entities operating under three different host institutions - the National Film Archive and the Arts and Theatre Institute. The Creative Europe Desk – Culture also includes a special Cultural Heritage Section hosted by the National Institute for the Protection and Conservation of Monuments and Sites. The CED – MEDIA acts as coordinator.

The professional target groups differ substantially for each of CEDs. Each of the Desks therefore keeps its own strategy, and communication methods tailored to the needs of their respective target groups. At the same time, we managed to create points of feasible mutual cooperation such as - audience development, cross sectorial cooperation and innovations or cultural heritage which are topics common for all target groups. Jointly we also carry out communication for our synergy events and promotion of the CE programme to general public.

In 2018, we intensified frequency of our meetings – now we hold regular meetings min. every two weeks to discuss organization of upcoming joint events, further developments or news in our sectors etc. Besides that, we started to hold annual field meetings out of Prague in order to build the team and discuss the overall strategies for our cooperation. These meetings proved as a very efficient tool to improve our joint work in many aspects. For 2019 we therefore plan to organize two meetings.

In case we need to solve an instant issue, we organize a quick telephone conference. Our advantage is that both our offices are within a walking distance from one another and we consider this as a vital premise of our efficient cooperation in the future. For joint events and actions, we use an online tool ASANA. It allowsto share notes, ideas, project workflow and communication, to work with documents, we use GoogleDocs.

Both offices undergo regular training to be able to give a competent and up to date advice to the applicants (CED MEDIA: audiovisual management, marketing – provided by the MEDIA Training initiatives; CED Culture: project management, leadership, team cooperation, and language skills). We both participate at the Academy of Arts and Theatre Institute, which offers quick lectures and workshop on various issues as communication, leadership, time management etc.

## 2) Activities and Events (events to be listed in excel sheet)

**Public presentation of the Programme at various events – seminars, conferences, festivals, etc. (on local/regional/national level)**

Please describe the major events you plan to attend and explain your choice and the expected inputs and impact):

### CED MEDIA

In 2019 CED MEDIA will participate at major domestic events on international level, attended both by significant number of high profile industry professionals and/or a wider audience. We selected these events as they are important both for reach out to new professionals and general public as well. For CED they are also important



as a source of information to keep up with the industry and market developments. Our presentation of the CE programme depends on the type of the event - we use stands with information materials and/or organize special info sessions for industry participants. Representative of Creative Europe – MEDIA is always available to provide information about the programme, we also participate as experts at matchmaking sessions and individual consultations organized by respective events (i.e. Jihlava Matchmaking Accelerator).

However, in the last 3 years, one of the most efficient strategies both in terms of our limited financial resources and personal capacity became to participate as a minor partner at selected workshops or events in the event's programme. In 2019 we will apply this strategy to all events above. These partnerships serve several purposes and thus they maximize the impact of our presence at an event – 1. they serve as an efficient vehicle to promote the programme because the "big" events provide us with extended visibility and outreach we would not be able to reach otherwise 2. they contribute to capacity building of the sector and increase the visibility of the programme as a useful partner to film professionals and all the stakeholders in the audiovisual industry.

Based on the above mentioned, in 2019 we plan to attend the below listed major audiovisual events. 1. **Finale Plzen** – showcase of Czech film and a major national event for the Czech producers with projects in development. Partnership with the Czech Film Springboard, organized by the Czech Film Center and focused on pitching new Czech films in development and one of the MIDPOINT workshops taking place there a good place to meet potential applicants and present MEDIA support to them. 2. **AniFilm** + 3. **CEE Animation Forum** – two interconnected major events in the region for the animation industry, AniFilm includes 4. **Game Day**, an event on a national level focused on games, both professionals and public. Important event to present programme support for the animation industry and meet new professionals, especially emerging ones. 5. **Zlin Film Festival for Children and Youth** – oldest children's film festival, we use it to organize an event focus on film literacy. It is the only event we organize during the whole year. 6. **Game Access** – an international conference of game developers, mostly CEE territories. Personal presentation of a programme, distribution of information materials. 7. **IFF Karlovy Vary** – most important event of the year, with an international industry attendance. Together with the festival's Film Industry Office we organize networking dinner for distributors and sales, organize international workshops thanks to cooperation with EP LUX Prize. 8. **IDFF Jihlava** – meeting place for documentary filmmakers from all over Europe, especially CEE territories and a location for other MEDIA supported projects as Emerging Producers, Ex Oriente Film, East silver Market. Opportunity to present MEDIA support, participate at matchmaking and share information and develop with this particular target group. 9. **Game Developers Session** – major meeting of Czech game developers – direct contact with all potential applicants in the Czech and gradually also international game industry.

The key international event for us to **Berlinale EFM** as an across border most attended by the Czech professionals. We are present to assist them regarding the programme and European cooperation and we also participate at the MEDIA stand and other initiatives organized by the EC. In 2019 we decided not to attend Cannes but go to **Venice** as it is raising in importance both at festival and industry circles and also in for cross sectorial cooperation (VR etc). Another international event we added exceptionally in 2019 is **When East Meets West** in Trieste, because one of its focus countries will be Czech Republic and CED MEDIA will be one of a partners of this focus.

#### CED Culture

**We attend various events differing mainly by target groups and organizers:**

**Wide audience:** we would like to present Creative Europe through supported projects at various events like festivals and fairs and to make attractive stand (described in communication strategy) including large scale photographs of supported project. We would like to be present at **Colours of Ostrava** (the biggest music festival in the Czech Republic), **European Day** (celebration of EU in Prague) and other events in coordination with our partners (beneficiaries etc.). The impact is to raise awareness of the CE programme, cultural EU agenda and

actions (prizes, labels, ECOC...)

**Professional audiences:** we will accept invitations to event focused on professionals like conferences, panel debates to present Creative Europe programme and we will cooperate with organizers of festivals and fairs to deliver tailor made presentations, lectures panel discussions on various themes. We are also in close cooperation with other EU programmes such as Erasmus+, Europe for Citizens and European House in order to organize **joint events**. We are always interested to cooperation with major events in CCS across sectors.

#### **Workshops/Seminars/Infodays/Conferences organised by the CEDESK**

Please describe the needs and strategy behind the implementation of the foreseen workshop/seminar/Infoday (choice of location and dates; choice of target groups, choice of content) and expected impact

#### **CED – MEDIA**

We plan to organize three main kinds of our own events in 2019:

**Info-days** - focused on **presentation of the Creative Europe programme** as a whole or its particular schemes with three main aims: aims to reach out to new potential applicants, promote the programme and its priorities and also promote EU audiovisual policy initiatives and development related to the particular target group. 1. **Producer's Support** (incl. Development and TV Broadcasting – after a publication of a new call, target group: emerging producers, producers applying for the first time or after a longer break, 2. **Regional Presentation** (in coop. with Brno Film Office) – general overview of support schemes and other opportunities for audiovisual professionals. Target group – professionals based in Moravia. 3. **TV Broadcasting Support/Festival Support** – following publication of a new call or results. Both these schemes are interesting for resp. potential applicants as well as beneficiaries and information on new development is always welcome. We would also like to use a recent success Czech Rep. scored with TV Broadcasting Scheme and build upon that. All of these info days **will take place in Prague**, besides regional presentation which will take place in **Brno**. We discussed possibility of regional presentations with other regional Film Offices, but besides Brno, there are no audiovisual professionals to reach (even not in Ostrava). These will have a form of a presentation or a roundtable workshop, depending on the size of the audience. Other possible info days will depend on the actual European Film Forum outcome of the meeting or forum and they will have a form of roundtables according to schemes or sectors (animation, documentary, festivals).

**Industry themed workshops** – working on a **specific theme or priority** related to the programme – such as marketing, distribution, presentation skills and strategies. The aim is to build the capacity of the various actors in the audiovisual sector and improve their positioning on the EU market. Target groups – professionals, potential applicants. For 2019, we plan an event on animation in Prague (as most industry is based there) and a **small conference on film education in Zlín during the festival** (as the potential audience will be present at the festival and it is one more point of attraction for them to come and participate). To organize these events, we will work together with the partners as Association of Animated film, Czech Television or University in Zlín.

We decided not to organize more industry events, because in course of the years, the infrastructure of the Czech audiovisual industry developed so well, that the professionals are saturated as regards workshops, debates etc. It is much more efficient to promote the programme and keep our visibility through partnerships with other events than organizing our own, which are also very demanding financially and for our capacities.

**Audience focused events** – screenings of MEDIA supported films or **audience competition**. One is a traditional MEDIA Section in the programme of European Film Days, curated by the festival around different topics (young directors, animation, EFA awarded). It has been very successful, as we show films which are not accessible in cinemas any more, but they already have an audience. We will also organize another screening of MEDIA

supported films in cooperation with our host organization, NFA and LUX called Film Summer – a summer cinema at historical premises of Agnes Convent in the heart of Prague. We will continue to organize two competitions for the audience at Academia Film Olomouc and Summer Film School Uherske Hradiste (see below). Both of these competition events take place in Moravia, but with completely different audiences - whereas Academia Film is focused mostly on university students from other fields other than arts or humanities (and therefore it is interesting for our outreach), Summer Films School attracts audience (mostly young cinephiles) from the whole country.

#### CED – Culture

**Target Group:** potential applicants and other professionals from culture and creative sectors

**Location and dates:** The seminars and workshops will be held mostly in Prague. The capital city is located in the center of the Czech Republic; the seminars will take place in the relevant period before the call deadlines in order to achieve vital discussion based on conceptual, organizational and technical problems occurred in the period of preparation the applications. Workshops will be organized in the course of the year.

**Choice of content:** We will focus on the proposal of the Creative Europe Programme, its new priorities and themes such as audience development, digitization, mobility, new business models and other relevant themes. We will also describe the core of the European Cooperation and priorities of the programme etc. We always focus on the Q&A, practical questions and a personal approach after the events. Our new approach in upcoming years would be to organize workshops on project management and project design.

#### **Synergy Events**

Please describe briefly the Synergy Events you plan to organise jointly – Culture and MEDIA office, Choice of topics, outreach and impact

In 2019, we will continue to organize our core events which proved feasible both for our cooperation and continue to capture the interest of our target groups with one change compared to previous years - we decided not to organize a general Info Day, because the attendance dropped significantly in last 2 years, despite a heavy promotion of the event.

The professionals are more interested in practical, hands on issues connected with the programme, therefore we decided it would be more efficient to organize more specialized workshops focused on specific financial schemes or topics and promote the priorities and new developments of the programme organically during various events we organize throughout the year.

We are also planning a special event focused on the young audience (lecture and workshop) for the professionals. The event will deal with following: how to plan and design cultural events, activities and cooperation projects on international as well as a national level for the young audience. The main aim will be to expand the cultural managers' skills and competencies how to involve young people into the process, e.g. how to identify needs, how to ask questions, how to cooperate. We would like to invite an expert on audience development from abroad.

**Press session** - after the overall programme results are published (probably Feb/March). The session is focused on promotion of results and impact of the programme both on the industry and wider public in 2018. Target group: trade, cultural and general media - on-line, printed, electronic.

**Focal Point – Audience** – an event focused on best audience development practices presented in "Pecha Kucha" style, since 2014. It became widely popular and well attended and the Focal Point serves as a brand. Each year we choose a different focus, according to the strategic themes of European cultural policy. Whereas in 2018 the focus was on presenting cultural heritage to general public, in 2019 we may focus on different target group. Target group - CCS actors working with audience – museums, libraries, theaters, festivals etc.

**Focal Point: IT** – the aim is to encourage and inspire cross sectorial cooperation and highlight common

interests and synergies betw. CCS and IT sectors. The format of the event is a workshop around selected topic and a presentation of already existing or developed projects.

In 2018 we focused on cross sectorial cooperation betw. art, sciences and ITC and we would like to develop this topic further in 2019. However, the topic of the crosssectorial collaboration is quite complex and requires a significant expertise in many fields which we as a CED do not have. Therefore, in 2019 we decided to invite partners from ICT and art sectors to cooperate on this event (Intermedia institute, Mouvo) in order to extend our outreach to other groups professionals and also to base the content of event on a more professional knowledge basis) Target group - developers of interactive works, games, apps, VR, CCS stakeholders.

**Creative Europe Christmas Brunch** - we introduced it in 2017 in order also give the floor to Creative Europe stakeholders to meet, exchange know-how and network through in a less formal environment. The event met with a very good response from all participants and therefore we will organize it in 2019 as well.

The common aims of all our synergy events are to help to develop capacity of the Czech cultural and creative industries in regard to the Creative Europe programme and create an opportunity for crosssectorial exchange, cooperation and networking. These events also serve to promote the programme and increase its visibility.

### Events you organise with other desks and other funding initiatives

Please describe briefly the Events you plan to organise with other desks and other funding initiatives - Choice of topics, outreach and impact

#### **CED MEDIA**

In order to facilitate cross border cooperation and exchange of information on informal level, in 2019 we plan again to organize our traditional networking industry event - Distributors' Dinner at the Karlovy Vary International Film Festival together with Desks in neighboring countries - Austria, Hungary or Germany and get involved more Desks into it, as in Karlovy Vary distributors from number of EU countries are present.

#### **CED Culture**

We would like to follow good practice from previous years (such as good cooperation with AT, SK and SI desk which might lead to joint events) to share our knowledge which diverse region by region and to multiply the impact of our experience. In 2019 we will follow Eurosonic Noordslag in NL while the focus is on SK and CZ. We are also in close cooperation with export music office SoundCzech.

It is necessary for our continuous update of the conditions and trends of cultural and creative sectors which improve our know-how and gives us better ability to disseminate the priorities of the Creative Europe Programme to our stakeholders.

**Both CED Culture and MEDIA will collaborate on Mobility conference (working title), organized by CED Slovenia. The conference aims to investigate in-depth international mobility, which is the back-bone of the Creative Europe programme and international cooperation in general. It will showcase good practices of (national) systems supporting artists' and filmmakers' mobility and presenting advantages and challenges (also environmental) related to international mobility.**

### 3) Coaching and consultancies

Please describe how you carry out the meetings/phone calls with potential applicants and how do you keep records of the meetings/phone calls? (Have you developed a specific methodology?)

CED MEDIA

Our contact with potential applicants has several stages.

1. The first and most frequent **contact** - at events/by phone/by mail. The applicants approach us usually with request on eligibility criteria or a minor technical information, requiring just a simple answer which can be delivered by phone or email.
2. For applicants, who start to **work on an application**, we developed an efficient methodology, which is comfortable and efficient both for our applicants and CED. At the moment the applicant decides to file an application, we usually encourage him or her to fill in the first version, send it by e-mail and then we set up a meeting. This makes the applicants feel comfortable, as they mostly prefer to discuss the project in person and saves CED's time. The personal meeting can take from 30 mins. to 1 hour.
3. Then the applicant includes the outputs of our personal meeting into the application and comes back once more – either in person again or for a telephone check.

We keep evidence of all the contacts in a regularly updated excel sheet shared by all members of the office where we list our consultations according to type and amount. This is important especially for keeping track of unsuccessful applicants.

We also encourage all potential applicants during our meetings and in our other communication, to contact us if not with the application, then at least with an information that they applied for support.

#### **CED Culture**

The individual meetings will be focused and specialized on detailed consultations with potential applicants and we would like to go even further. We would like to offer possibilities of coaching and mentoring of projects.

We divide our consultations in to three thematic fields:

- Overview of the EU funding and International funding possibilities (we recommend the right funding programme for presented project proposal)
- Technical support (regarding ECAS, PIC, financial capacity, eForm)
- Development of the project (focused work on potential applicants, often repetitions)
- Coaching (workshop, long-term work with applicants)

We are holding the consultations and coaching upon prior phone call or message. We deal with mostly three sets of purposes of consultations:

1. I need to finance our cultural project and I look for opportunities - we give overall overview about EU support for culture and also other funding schemes according to the presented project. Mostly the project is too small to be financed by Creative Europe or it is not enough "international".
2. I plan to make an international project - we give an overview of the CE programme focused on priorities and basic rules of the project. We advise how to shape the project to be suitable for financing and/or we explain why to apply elsewhere
3. I prepare the application - this is very close cooperation with the organization and we are able to make coaching and mentoring of the project. We select the suitable projects, we try to give them best know-how regarding project design, practical information and coach them until the project submission. Or, we recommend not to apply.

We are keeping records on excel table with the contact and basic content of the meeting. We also register the email consultations in the specific outlook file. We do not register the consultations during the events or conferences.

#### **4) Communication and Promotion**

Please describe your communication & promotion strategy in respect of the various stakeholder groups and the use of different media (social /print). Have you foresee any special initiative(s) in terms of communication campaigns?

In 2019, we will continue to work along the lines of our communication strategy developed in 2017. The strategy identified three main target groups according to the different mix of information and overall message we deliver to them and proved as efficient tool for focusing and our communication. -Based on main

achievements and developments in 2018, we identified the following main aims for the respective target groups:

- 1. Professionals** - applicants, professionals, institutions, and organizations in the AV industry: Message: **The programme offers -number of opportunities and they should get involved.**  
Increase direct and both ways communication with professionals – e.g. by organizing roundtables for specific sectors or topics (animation, documentary, festivals). We also want to develop more our communication with current beneficiaries and to involve more professionals and target groups into our communication by outreaching to them e.g. through our synergy events.
- 2. Policymakers** - ministries, MPs, Senate, Government, state administration officers, local MEPs. Message **The programme is beneficial and necessary** - it contributes to the development of CCS and it serves the citizens.  
We still need to strengthen communication with this group. In 2019 we therefore plan to produce a special publication (CED CZ Annual Report – working title), which would highlight both the programme impact on the industry as well as on citizens. Besides the programme results, the publication will also highlight promote events we organize and the main topics of EU audiovisual policy and it will serve a basic source of information for this group.
- 3. Audiences** – general public attending cultural events: Message: **The programme ensures diversity and innovation in the cultural offer to the audience.**  
We plan to continue in the promotion of the programme as a whole to a general audience of cultural events. In 2019, this will include a creation of a special map of projects showing the intensity and diversity of Creative Europe support in the Czech Republic. Also, we started to develop an interesting partnership with a Eurofilm Online Campaign – a new online and social media project, which will promote not only film, but also other cultural events through innovative means including collaboration with influencers. This will start in February 2019.

In order to promote supported projects and the two subprogrammes, we **will continue** in the communication strategy divided by the offices, because the projects, partners and events for the audience we can organize are rather different for each subprogramme.

#### CED Culture

As mentioned above, it's necessary to be clear, short and attractive in communication with public. This leads us again to proper branding that connects relevant content and image of successful, interesting projects with the CED brand and creates a positive image of the programme, as well as EU itself. To fulfill this uneasy mission it is necessary to update our new web, as well as constantly promote the database of the inspiring projects (e.g. share regularly inspiring project on Facebook). We also need to be stronger in visual communication, mainly photos and videos. We, as a Desk, cannot naturally make as attractive photos as funded organizations could within their activities, we encourage them (as mentioned above) to take pictures and videos and to share it with us. All the materials should be used mostly for online promotion. We would like to use it also to produce short promotional videos that could be spread (rather virally) online and reach the nonprofessional audience.

#### CED MEDIA

In 2019, we will focus our communication with the audience around what we already worked on in previous years – such as EU initiatives (European Film Contest, LUX Prize, Young Audience Award, EFA Contest) and our own MEDIA section at the European Film Days festival where we screen 6 MEDIA supported films, selected around certain topic. These films are not shown in cinemas any more and therefore the screenings are always sold out. In addition, in 2019 we will add several new initiatives we tested in 2018 – additional screening and audience competitions which function as a good marketing tool. We will include MEDIA supported films into Summer Film Screenings of our hosting organization – National Film Archive. Also, at two other film events, which have a high audience numbers (mostly young audience) – Academia Film Olomouc and Summer Film School, we will organize film competitions (format – people at the screening answer simple questions on Creative Europe

postcards).

We will continue in our FB communication, especially by increasing individual promotion of supported projects individually (this has a very good reach and response in 2018) and premieres of European films. We will continue to develop Instagram including Instagram Stories, where we have a very good response in the Czech Rep. and linkage. In advertising, we will continue with focus on audience, especially at events.

Besides our already developed partnerships selected according to the leverage effect they can have – schools, cinemas, film education projects, Young Audience Award, National Film Archive and others we established two new partnerships for 2019 with a new social media project focused on European Film – Eurofilm Online Campaign (described already above) and with a film education project Cinergy, focused on students, young professionals and cinephiles.

To facilitate wide dissemination of the Creative Europe brand among the public, we will produce small promotion items – postcards of films in distribution, which works better than leaflets and have a multiple use (in competitions eg.)

#### **CED CZ communication channels in 2019**

***Information sessions and seminars*** - Information sessions about the opportunities offered by Creative Europe – practical, focused on particular financial schemes and areas of funding or general overview of programme support, opportunities for the professionals, to identify issues, trends, to offer new information – several times per year by topics (support strands, results, changes in the guidelines). Target groups : Professionals only.

#### ***e- newsletters – alerts + regular (monthly)***

Information for individual groups of stakeholders – deadline reminders, notification of new calls, alerts on interesting events and invitations or for all professionals. Monthly – Important news about EU audiovisual policy and film events in the Czech Republic, Overviews of ongoing calls and upcoming educational programmes, fairs and festivals. Professionals only.

#### ***Websites – www. kreativnievropa.cz***

Consists of landing page common for both programmes and two subsites for the two subprogrammes. Contains - general information about Creative Europe, publishing of current calls and results information about European educational programmes, current activities and initiatives of the programme related to the European audiovisual industry etc.

#### ***Social networks***

FB, Twitter, Instagram – a mix for both the professionals and the audiences – well functioning. Good for information on results, events, awards. FB is most widely used, Instagram is used more by CE MEDIA, Twitter is not so widely used in the Czech Rep.

#### ***Advertising***

Web, printed media, festivals, partner projects – supports both the communication with professionals and audiences /policymakers – depending on the topic, media and event primarily focused on the programme rather than on the information for the audiences

#### ***Media***

Press releases, press sessions, PR articles – both online and offline. The communication is built up in cooperation with a PR agent, depending on what kind of information we need to deliver. Through media, we mostly deliver information about overall results of the programme in the Czech Republic and its initiatives as EFC, LUX Prize, Young Audience Award and other prizes, labels, ECOOC, EYCH and our own important synergy events.

#### ***CED presentation at major events***

At major Czech audiovisual and cultural events (for description, see above) It is a major tool for direct communication with the professionals and to create the impact of communication towards the audience. The presence is tailored to the size of the event and profile of its participants – be it a personal attendance, our information and promotional materials at the premises of the event, information stand, presentation of the programme, all supported by advertising.

**Publications**

Printed and electronic publications delivering basic information about the programme, rules for support and its impact. - How to with MEDIA and Supported Czech Projects, Film Education in the Czech Republic, Producers' Support, Videogames Support Training and Networks, Market and Networks – in cooperation with CED Germany.

Please describe your common communication & promotion plan as a desk as a whole

In 2019, we will continue in our joint communication strategy based on three different target groups and using the communication channels tailored to different kind of messages we deliver to these target groups (see above).

In addition to this, in 2019 CED CZ will support 15th anniversary of our EU membership. To support this, we will create a campaign based on Creative Europe Stories (working title) – collection of successful stories of projects supported by Creative Europe. The collection will include texts, videos, short promos for social networks, which we will use throughout the year at our and our partners' website and social media.

The most interesting stories will be published as a book, which we will distribute at important events, to important stakeholders or policymakers.

Besides this, we will continue to promote overall issues, such as preparations of the post 2020 Creative Europe and its main priorities, initiatives and action on European level (such as A New European Agenda for Culture, DSM).

In our regular communication in 2019-, our main common aims are – **to communicate the programme to the audience more widely and to increase the promotion of the programme among the public and policymakers.**

**As for the message, we will promote the impact of the programme** as beneficial for the audience and as a consequence, **also on a daily (cultural) life of the society**, promote its priorities (education, audience development, digital revolution) and to raise the awareness about EU cultural policy as a dialogue between stakeholders and EU

We are also considering to choose one topic as a red line of our communication throughout the year). New business models is not very clear priority of Creative Europe program in the CZ. Therefore we would like to prepare set of information (on our web and FB). We would like to cooperate the outputs from supported projects (like Creative Lenses) to exploit the output and to inform our target groups.

The **media strategy** will be complementary part of the communication strategy. It will communication of the most important information to individual target groups, especially to policymakers and the audiences (public). Our major media campaigns will be centered around yearly results of the programme, EU Film Competition promotion, success of EU films – EFA, Oscars etc.

We therefore plan to make our presence at selected cultural events more visible to the audience by either cooperating with local pop up cafes, libraries etc. or by setting out **our own "friendly zone" - a promotional CE Stand**, where people can come, rest and learn more about the programme.

This new tool is recently being designed in cooperation with CED MEDIA. It consists of columns made of wooden boxes, combined with long photo posters branded by CED visual identity. These columns can be easily transported to all the CEDs events and it can variably create a totem, a wall, a stand or a private meeting point. This helps both Desks to be easily recognized and identified in all places, at any occasions by public. It also serves as temporary exposition or storage for the leaflets and other promotional materials, publications or merchandising. The CE Stand should represent the Desks at the most of the events we attend, conferences and symposiums, indoor, and outdoor festivals, as well as it could easily brand CED press conferences or official events, such as Christmas brunch. In 2019, we will continue in successful cooperation with European Commission in Prague on European Day and Colours of Ostrava music festival where we represent the programme for the public. We are also planning to join several film festivals and other cultural events around Czech Republic.



Describe in which way you want to inform stakeholders about complementary initiatives on your website (e.g. other EU programmes) and how will you distinguish these actions from CREATIVE EUROPE funding schemes?

Professionals approach CED CZ to find out about other opportunities for financing from EU programmes. As we are their contact point for Creative Europe, they expect from us to deliver them relevant information on other EU funds regardless these funds have their own representation in the Czech Republic. Therefore we joined the 2018 initiative of Ministry of Regional Development to establish one national center for all EU programmes. The initiative is based on finding, that potential applicants would welcome to have a one stop shop to find all information on the EU programmes. It would also provide on common source of information on the programme's results which does not exist at the moment on central level. Once this point is created, we will include it as a prominent feature on Creative Europe website and we will promote it to our stakeholders.

For the time being, Creative Europe landing page contains a special subsite to promote other possibilities of financing from EU grants such as Erasmus, COSME, Horizont 2020, Interreg and others through links to websites of respective programmes.

#### CED MEDIA

Regarding financing possibilities other than Creative Europe, CED is approached only occasionally, especially by training providers and some institutions. They find the basic information on CE landing page sufficient and in case they need more advanced help, we direct them to respective programmes.

#### CED –Culture

We will continue in our strategy: to inform about other possibilities how to support international cultural projects focused on the EU Programmes in seminars or via newsletters. On our website there will be expanded special web page dedicated to other funding possibilities for CCS (Erasmus+, Europe for Citizens, Cosme, Horizon 2020, Structural funds etc) including the general description, contacts and examples of supported projects. We will spread the information on calls and other information about complementary initiatives. It is our aim to explain EU funding from wider perspective not focused only on the Creative Europe Programme (Including research and science, tourism or business).

How do you intend to reach out new professionals?

#### CED MEDIA

Our aim here is twofold – **to increase the number of professionals from of our already existing target groups** by carefully following professional participation at every event in the audiovisual and gaming industry and including all the participants into our database, with the emphasis on emerging professionals. Our estimate is we can add 15 – 20 new contacts a year (5 young producers, 5 producers we haven't worked with yet, 5 other contacts (festivals and other providers, games).

We plan to reach this group by direct mailing and social networks, because they are interested in the information we provide them and they are familiar with the programme.

#### CED Culture

The Creative Europe Programme opened up opportunities for profit making organizations from creative industries. We would like to attract this target group via direct mailing, direct FB campaigns, presentation of supported projects focused on design, fashion, publishing etc. We would like also to include and search for new contacts in cultural heritage organizations such as museums, galleries and monuments out of National Heritage Institute... despite of the fact how difficult it is in GDPR times.

Jointly, in 2019 we will continue to outreach to **new target groups of professionals, especially those who may**

benefit from the cross sectorial strand – we will reach out especially to municipalities, film studios, schools both technical and artistic and to institutions dealing with cross sectorial cooperation as Intermedia Institute. One of the means to address this group is our synergy event **Focal Point: IT** and the outreach should be increased by cooperation with partners from the ICT sector (see above)

The **2018 EYCH initiative** helped us to gain a fair overview of how many Czech organizations and projects are active, in which sectors and which audience they have. Another advantage was also that this information was contained in one place, and could be compared with other EU projects. Thus we gained a new group of professionals with potential to address various audience groups on local, national and international level which we will include into our activities and communication in 2019.

## 5) Dissemination and exploitation

How do you intend to increase the visibility of the Creative Europe Programme and to communicate about its results and impacts?

### CED MEDIA

The increased visibility of the programme especially among general public and new groups of professionals is one of our priorities for the upcoming 2015 – 2020.

We plan to reach this goal by increasing our visibility for audience at events we usually attend, but also at events, which are not supported by MEDIA, and there are not so many professionals, but they attract significant audiences (either in number of special interest) or professionals such as. And they take place in regions which are not reached by the big ones – as Marienbad Film Festival, Kamera Oko, Kino na Granicy, Academia Film Olomouc, PAF Olomouc), Our presence at these events should be complex – from advertising, to “friendly zone” (see above) to events targeted at the audience (support of masterclasses etc).

We also plan to leverage our partner network we built up for the purposes of ECF by making CE MEDIA part of their activities – either by promotion or participation on some of their activities, especially those targeted at young audience and film education.

For this communication, we plan to emphasize the benefits of the programme for the daily community life. The communication of the results of the programme is carried out by our usual communication channels described above. Each of them cater to one or more target groups – again, in line with the message we intend to deliver.

### CED – Culture

Our aim is to promote Creative Europe through successful projects to wide audience through Creative Europe stands, social media. We are in close contact with the representatives of supported projects and use their PR material - photos, posts on FB or articles in the news to promote the brand of Creative Europe and multiply the impact of their project on national level. We plan to produce a short video with supported project. We will also inform about the call results and policy related information and events organized by EU networks and platforms. As we have done so for the last years, we will invite supported project managers as speaker in our workshops and conferences. We also plan to promote the activities related with preparation of new EC program for CCI sector and its expected results.

### Common

To make our communication and promotion more visible and recognisable, we also decided to create a new graphic manual that would better reflect our target groups and different informations we deliver to them, as well as different communication channels we use. We defined complex visual guide that is easy to follow - for us, but also for all the target groups that can easily identify themselves with a target group and/or the desk as each desk has its colour - purple for Creative Europe and common projects, blue for the Culture desk and mint for the MEDIA desk. We have also chosen these colours for the websites.

The new visual identity helps us to create complex campaigns for organized events (such as conference), as well as campaigns for public. In the next year(s), we would like to hold continuous campaign on promotion of Creative Europe programme, successful projects and european partnerships and cooperations. We believe that combination of data we can share and strong visual identity we create can reach wider audience. All activities following this promotional line will be published under IMAGINE - CREATE - SHARE slogan. All activities in 2019 will be also communicated in the context of the 15<sup>th</sup> anniversary of our EU membership.

## CREATIVE EUROPE DESK – ACTION PLAN 2019

First thing we would like to imagine, create and share is the map of successful czech projects, linked to the cooperating european institutions - and creating the european network. This might be extended to online campaign we could display at our web site(s).

Another project that will follow is the Creative Europe Stories, collection of texts, videos, short promos for social networks which we will use throughout the year at our and our partners' website and social media. The most interesting stories will be published as a book which we will distribute at important events, to important stakeholders or policymakers.

# ACTIVITIES AND EVENTS:

For the allocation of the events under the different chapters, please refer to the methodology explained in the user guide!

Participation in events organised by others:

n°	Subprogramme	Action (if applicable)	Start date	End date	Location	Event title	Purpose	n° of meetings held	n° of new participants reached	Presentation of supported projects during events, YES/NO	Duration of the event (whole day / half day / short presentation)
1	Enth	Enth	May	May	Prague	East Youth Day	aligned promotion of the programme to wider audience				
2	Enth	Enth	July	July	Dubai	Culture of Ostrava	aligned promotion of the programme to wider audience				
3	Culture	LED Culture	July	July	Prague	Workshop/Workshop	cooperation with the partner projects				
4	Culture	LED Culture	July	July	Prague	Workshop/Workshop	cooperation with the partner projects				
5	Culture	LED Culture	July	July	Prague	Workshop/Workshop	cooperation with the partner projects				
6	Culture	LED Culture	April	April	Prague	Workshop/Workshop	cooperation with the partner projects				
7	MECA	LED MEDIA	January 20	January 22	Prague, IT	Workshop/Workshop	cooperation with the partner projects				
8	MECA	LED MEDIA	February 7	February 13	Prague, DE	Workshop/Workshop	cooperation with the partner projects				
9	MECA	LED MEDIA	March 19	March 15	Prague, CZ	Workshop/Workshop	cooperation with the partner projects				
10	MECA	LED MEDIA	Dec	Dec	Prague	Workshop/Workshop	cooperation with the partner projects				
11	MECA	LED MEDIA	March 21	March 20	Prague, CZ	Workshop/Workshop	cooperation with the partner projects				
12	MECA	LED MEDIA	April 23	April 23	Prague, CZ	Workshop/Workshop	cooperation with the partner projects				
13	MECA	LED MEDIA	April 11	April 11	Prague, CZ	Workshop/Workshop	cooperation with the partner projects				
14	MECA	LED MEDIA	April 2	April 21	Prague, CZ	Workshop/Workshop	cooperation with the partner projects				
15	MECA	LED MEDIA	May 6	May 13	Prague, CZ	Workshop/Workshop	cooperation with the partner projects				
16	MECA	LED MEDIA	May 2	May 7	Prague, CZ	Workshop/Workshop	cooperation with the partner projects				

17	MEDIA	EUROPEAN MEDIA	May 24	June 1	Thy. CZ	YIP for Children and Youth Euro	Organization on event presentation
18	MEDIA	CEO MEDIA	May 24	May 26	Irish	Group Access	presentation, networking
19	MEDIA	CEO MEDIA	June 26	July 6	Malawi, Viet. C.	Railway Yearly Int'l FF	Attendance, Organization of event
20	MEDIA	CEO MEDIA	July 26	August 2	USA, Romania, CL	Summer Film School	Attendance, support activities
21	MEDIA	CEO MEDIA	August 28	September 7	Wetka, IT	Workshop	Attendance, networking, EIT
22	MEDIA	CEO MEDIA	October 14	October 21	Japan, C7	1st of Ok Comedy Fest. (Japan)	Attendance, Organization of event
23	MEDIA	CEO MEDIA	November 11	November	Poland	Charging the Picture	Attendance, networking
24	MEDIA	CEO MEDIA	December 4	December	France, C7	Game Developers Festival	presentation, networking
25	Culture	Section of Cultural Heritage	March	April	Prague	International Centre for Heritage (IC) Programme and EIT, and Europe	EIT presentation and Organization of CE Programme and EIT, and Europe
26	Culture	Section of Cultural Heritage	May	May	Czech Republic	European Heritage for Youth (EHPY) Programme and EIT, and Europe	EIT presentation and Organization of CE Programme and EIT, and Europe

Participation in policy related events?

n°	Subprogramme	Policy (if applicable)	Start date	End date	Location	Event title	Purpose	# of participations	# of meetings held	# of new partnerships (if/when)	Description of the event (while May / last day / start)
1	Culture	EU Culture	endless	endless	Prague	Culture and Visual Collection	Financing Agenda for Culture, EHP				
2	CE/DA	CEO MEDIA	February 7	February 17	Berlin, DE	European Film Forum	participation				
3	ME/DA	CEO MEDIA	August 28	September 7	Vienna, AT	European Film Forum	participates				
4	EU/DA	Section of Cultural Heritage	April	April	Prague	Year International Day of Monuments and Sites	participation of the CE Programme and EIT, and Europe				
5	Culture	Section of Cultural Heritage	April	April	EU Country	European Heritage Label meeting	CE and EIT participation				
6	Culture	Section of Cultural Heritage	9 May	9 May	Prague, for Czech Republic	Europe day	EIT presentation and Organization of the CE Programme and EIT, and Europe				
7	Culture	Section of Cultural Heritage	18 May	18 May	Prague	International Day of Museums	participation of the CE Programme and EIT, and Europe				
8	Culture	Section of Cultural Heritage	2 September	2 September	Prague	European Days of Heritage	participation of the CE Programme and EIT, and Europe				
9	Culture	Section of Cultural Heritage	September	September	EU Country	European Heritage Label meeting	CE and EIT participation				
10	Culture	Section of Cultural Heritage	December	December	EU Country	European Culture Forum	CE/EIT participation				



N°	Subprogramme	Office (if applicable)	Start date	End date	Location	Event date	Purpose	Are your objectives, configuration or participants for gender?	Country of Desk	Country of Desk	Country of Desk	N° of participants	N° of meetings held	N° of events in sub-programme reached	Production of improved product/project during event, YES/NO	Duration of the event (whole day / half day / short presentation)
1	Culture	EDD Culture	January	January	Europe	10-12	Presentations of 12 projects in 2023		DE	EE (TBC)						
2	Culture	EDD Culture	February	February	Europe	10-12	Presentations of 12 projects in 2023		DE	EE (TBC)						
3	Culture	EDD Culture	February	February	Europe	10-12	Presentations of 12 projects in 2023		DE	EE (TBC)						
4	Culture	EDD Culture	February	February	Europe	10-12	Presentations of 12 projects in 2023		DE	EE (TBC)						
5	Culture	EDD Culture	February	February	Europe	10-12	Presentations of 12 projects in 2023		DE	EE (TBC)						

Activities with other desks

N°	Subprogramme	Office (if applicable)	Start date	End date	Location	Event date	Purpose	Are your objectives, configuration or participants for gender?	Country of Desk	Country of Desk	Country of Desk	N° of participants	N° of meetings held	N° of events in sub-programme reached	Production of improved product/project during event, YES/NO	Duration of the event (whole day / half day / short presentation)
1	Culture	EDD Culture	January	January	Europe	10-12	Presentations of 12 projects in 2023		DE	EE (TBC)						
2	Culture	EDD Culture	February	February	Europe	10-12	Presentations of 12 projects in 2023		DE	EE (TBC)						
3	Culture	EDD Culture	February	February	Europe	10-12	Presentations of 12 projects in 2023		DE	EE (TBC)						
4	Culture	EDD Culture	February	February	Europe	10-12	Presentations of 12 projects in 2023		DE	EE (TBC)						
5	Culture	EDD Culture	February	February	Europe	10-12	Presentations of 12 projects in 2023		DE	EE (TBC)						

Activities with other funding programmes/initiatives, etc

N°	Subprogramme	Office (if applicable)	Start date	End date	Location	Event date	Purpose	Are your objectives, configuration or participants for gender?	Which funding programmes/initiatives?	N° of participants	N° of meetings held	N° of new sub-programmes reached	Production of improved product during event, YES/NO	Duration of the event (whole day / half day / short presentation)
1	Culture	EDD Culture	in the course of the year	in the course of the year	EU region	EU programmes	promotion of CE programme	coordinator	Creative Europe, Europe for Citizens, Erasmus and others					
2	Culture	EDD Culture	in the course of the year	in the course of the year	EU region	EU programmes	promotion of CE programme	coordinator	Creative Europe, Europe for Citizens, Erasmus and others					
3	Culture	EDD Culture	in the course of the year	in the course of the year	EU region	EU programmes	promotion of CE programme	coordinator	Creative Europe, Europe for Citizens, Erasmus and others					
4	Culture	EDD Culture	in the course of the year	in the course of the year	EU region	EU programmes	promotion of CE programme	coordinator	Creative Europe, Europe for Citizens, Erasmus and others					
5	Culture	EDD Culture	in the course of the year	in the course of the year	EU region	EU programmes	promotion of CE programme	coordinator	Creative Europe, Europe for Citizens, Erasmus and others					
6	Culture	EDD Culture	in the course of the year	in the course of the year	EU region	EU programmes	promotion of CE programme	coordinator	Creative Europe, Europe for Citizens, Erasmus and others					
7	Culture	EDD Culture	in the course of the year	in the course of the year	EU region	EU programmes	promotion of CE programme	coordinator	Creative Europe, Europe for Citizens, Erasmus and others					
8	Culture	EDD Culture	in the course of the year	in the course of the year	EU region	EU programmes	promotion of CE programme	coordinator	Creative Europe, Europe for Citizens, Erasmus and others					

## **Annex II**

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### **Estimated budget of the action**



**ESTIMATED BUDGET  
FINANCING PLAN - revenues**

**Name of coordinating body:**

*Národní filmový archiv*

**Title of the Work Programme:**

*Creative Europe Desk 2019*

1 EURO =	<b>Insert rate</b> 25,715	<b>Insert currency</b> CZK	Check the rate following this link: <a href="http://ec.europa.eu/budget/infoeuro/index.cfm?fuseaction=home&amp;Language=en">http://ec.europa.eu/budget/infoeuro/index.cfm?fuseaction=home&amp;Language=en</a>
Please insert the exchange rate			The monthly accounting rate in which the application is submitted must be used, to five decimal places.

**A. SOURCE OF INCOME**

	National currency or EUROS		EUROS (automatic conversion)
	amount	currency	
<b>1. Contributions from private sources</b>			
Coordinating body: Národní filmový archiv	0,00	CZK	0,00 €
Office 1: Kancelář Kreativní Evropa - Kultura (c/o Arts and Theatre	0,00	CZK	0,00 €
Office 2: Kancelář Kreativní Evropa - Kultura, institution: Národní	0,00	CZK	0,00 €
Office 3: 0		CZK	0,00 €
Office 4: 0		CZK	0,00 €
Office 5: 0		CZK	0,00 €
<b>Sub total</b>	<b>0,00</b>	<b>CZK</b>	<b>0,00 €</b>
<b>2. Contributions from public sources</b>			
Coordinating body: Národní filmový archiv	2.500.000,00	CZK	97.219,52 €
Office 1: Kancelář Kreativní Evropa - Kultura (c/o Arts and Theatre	1.100.000,00	CZK	42.776,59 €
Office 2: Kancelář Kreativní Evropa - Kultura, institution: Národní	150.000,00	CZK	5.833,17 €
Office 3: 0		CZK	0,00 €
Office 4: 0		CZK	0,00 €
Office 5: 0		CZK	0,00 €
<b>Sub total</b>	<b>3.750.000,00</b>	<b>CZK</b>	<b>145.829,28 €</b>
<b>3. EU grant requested for the Creative Europe Desk(s)</b>			
Coordinating body: Národní filmový archiv	2.478.000,00	CZK	96.363,99 €
Office 1: Kancelář Kreativní Evropa - Kultura (c/o Arts and Theatre	1.250.000,00	CZK	48.609,76 €
Office 2: Kancelář Kreativní Evropa - Kultura, institution: Národní		CZK	0,00 €
Office 3: 0		CZK	0,00 €
Office 4: 0		CZK	0,00 €
Office 5: 0		CZK	0,00 €
<b>Total Requested amount</b>	<b>3.728.000,00</b>	<b>CZK</b>	<b>144.973,75 €</b>
Max. 50% of the total eligible costs	49,85%		49,85%
<b>TOTAL INCOME</b>	<b>7.478.000,00</b>	<b>CZK</b>	<b>290.803,03 €</b>

**ESTIMATED BUDGET**  
**CONSOLIDATED BUDGET - expenditure**

IMPORTANT:

You need to detail below the categories of costs that you wish to select.  
All costs must be broken down (on the following sheet and in the separate note to the budget if necessary).  
Some cells are blocked because they contain formulas. Do not attempt to change the format.  
Please check consistency between figures of the present expenditure part of budget and financing part of budget.

**Name of the coordinating body:**  
Národní filmový archiv

**Title of the action plan:**  
CED Czech Republic

1 EURO = 25,716 CZK  
Check the rate following this link: <http://ec.europa.eu/budget/inforeuro/index.cfm?fuseaction=home&Language=en>  
The rate of the month of the publication (in 2018) of the Guidance note should be used

National currency or EUROS		EUROS (automatic conversion)
amount	currency	

**1. STAFF COSTS**

<b>1.1 Salaries (incl. labour costs and social security charges) of Personnel and fees for Project Management</b>	<b>3.039.600,00</b>	<b>CZK</b>	<b>118.203,38 €</b>
1.1.1 Head of Creative Europe Desk	1.176.000,00	CZK	45.732,06 €
1.1.2 Project Manager/Officer	1.548.000,00	CZK	60.198,33 €
1.1.3 Assistant/Secretary	174.000,00	CZK	6.766,48 €
1.1.4 Other (specify)	141.600,00	CZK	5.506,51 €
<b>1.2 External Professional services (lawyers, accountant, auditor, IT maintenance/Helpdesk, etc.)</b>	<b>303.000,00</b>	<b>CZK</b>	<b>11.783,01 €</b>
1.2.1 Lawyers (legal costs)	20.000,00	CZK	777,76 €
1.2.2 Accountant	76.000,00	CZK	2.955,47 €
1.2.3 Audit	30.000,00	CZK	1.166,63 €
1.2.4 IT maintenance/Helpdesk	72.000,00	CZK	2.799,92 €
1.2.5 Other	25.000,00	CZK	972,20 €
1.2.6. PR Agent (media service, monitoring)	80.000,00	CZK	3.111,02 €
<b>Sub total 1.</b>	<b>3.342.600,00</b>	<b>CZK</b>	<b>129.986,39 €</b>

**2. OFFICE RENTAL & EQUIPMENT**

<b>2.1 Rental of office</b>	<b>372.000,00</b>	<b>CZK</b>	<b>14.466,26 €</b>
2.1.1 Rental of offices	372.000,00	CZK	14.466,26 €
<b>2.2 Equipment (only depreciation)</b>	<b>132.520,00</b>	<b>CZK</b>	<b>5.153,41 €</b>
2.2.1 Equipment	122.520,00	CZK	4.764,53 €
2.2.2 Software, hardware	10.000,00	CZK	388,88 €
<b>Sub total 2.</b>	<b>504.520,00</b>	<b>CZK</b>	<b>19.619,68 €</b>

**3. PROMOTIONAL COSTS**

<b>3.1 Participation in events and meetings</b>	<b>54.000,00</b>	<b>CZK</b>	<b>2.099,94 €</b>
3.1.1 Registration/Accreditation fees	54.000,00	CZK	2.099,94 €
3.1.2 Other (specify)	0,00	CZK	0,00 €
<b>3.2 Organisation of events and meetings</b>	<b>719.400,00</b>	<b>CZK</b>	<b>27.975,89 €</b>
3.2.1 Rental of surface area	132.000,00	CZK	5.133,19 €
3.2.2 Catering	249.000,00	CZK	9.683,06 €
3.2.3 Equipment costs	25.000,00	CZK	972,20 €
3.2.4 Other (specify)	313.400,00	CZK	12.187,44 €
<b>3.3 Publication costs</b>	<b>422.500,00</b>	<b>CZK</b>	<b>16.430,10 €</b>
3.3.1 Design & Layout	96.500,00	CZK	3.752,67 €
3.3.2 Translation costs	77.000,00	CZK	2.994,36 €
3.3.3 Printing costs	182.000,00	CZK	7.077,58 €
3.3.4 Other (specify)	67.000,00	CZK	2.605,48 €

	National currency or EUROS		EUROS (automatic conversion)
	amount	currency	
<b>3.4 Advertising costs</b>	<b>1.335.500,00</b>	<b>CZK</b>	<b>51.934,67 €</b>
3.4.1 Design & Layout	84.000,00	CZK	2.488,82 €
3.4.2 Advertising space	1.051.500,00	CZK	40.890,53 €
3.4.3 Other (specify)	220.000,00	CZK	8.555,32 €
<b>3.5 Web costs</b>	<b>137.200,00</b>	<b>CZK</b>	<b>5.335,41 €</b>
3.5.1 Costs for the up-date of the web site	112.000,00	CZK	4.355,43 €
3.5.2 Other (specify)	25.200,00	CZK	979,97 €
<b>3.6 Documentation costs</b>	<b>14.480,00</b>	<b>CZK</b>	<b>563,10 €</b>
3.6.1 Professional magazines, newspaper, books etc.	14.480,00	CZK	563,10 €
<b>Sub total 3.</b>	<b>2.683.080,00</b>	<b>CZK</b>	<b>104.339,10 €</b>

**4. TRAVEL & SUBSISTENCE COSTS**

<b>4 Transport and accomodation costs</b>	<b>732.800,00</b>	<b>CZK</b>	<b>28.496,99 €</b>
4.1 Transport	242.000,00	CZK	9.410,85 €
4.2 Accomodation and subsistence costs	490.800,00	CZK	19.086,14 €
<b>Sub total 4.</b>	<b>732.800,00</b>	<b>CZK</b>	<b>28.496,99 €</b>

**5. INDIRECT COSTS (MAX. 7% OF TOTAL DIRECT COSTS)**

	<b>215.000,00</b>	<b>CZK</b>	<b>8.360,88 €</b>
<b>Max. amount for indirect costs:</b>			<b>19.770,95 €</b>

<b>TOTAL COSTS</b>	<b>7.478.000,00</b>	<b>CZK</b>	<b>290.803,03 €</b>
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