



CALL FOR BLENDED RESIDENCY PROGRAMME FOR MEDIA AND CONTENT INDUSTRIES



ETOPIA, MEET and INOVA+ launch an international call for Cultural and Creative Content Industries to implement projects in the fields of digital innovation, audience development and internationalization.

CONTEXT

European industries are challenged by digitization and globalization and their powerful impact on the way artists produce and distribute their works and relate to their audiences.

The **Media and Content Industries (MCI)** - which cover the book, broadcasting, cinema, music, newspapers, video games and other industries with cultural and creative contents - are among the industries that have been first and heavily hit by the **digital shift**. The digital shift has had a profound impact on the way cultural content is created, produced, disseminated, accessed, and monetized, leading to the transformation and even disruption of existing value chains.

With the digital shift, the European MCI are facing the competing activities of global network operators and IT companies in the new industrial ecosystem where they have lost much of their control over distribution and the final consumer. Indeed, EU media markets display some peculiarities which raise issues in the global competition. For example, the level of demand in one EU country for TV or video originating from another is low; equally, local music has an important share in its domestic market but does not cross borders either. In this context, European MCI must **define new strategies and business models**.

CHALLENGE

Producers, distributors, broadcasters, cinema, theatres, and all types of cultural organizations need to **innovate** to attract new generations of audiences. The shortage of entrepreneurship and cross-cutting skills in MCIs concerns both emerging sub-sectors as well as very mature ones that undergo a profound digital transformation. These skills are needed for innovation and crucial in light of labour market changes that the sector is facing.

There is limited cooperation between researchers and between research and industry as well as insufficient coordination of R&D efforts, sharing of methods, results, and best practices. Additionally, most of the research in MCIs have not been translated which leads to repetition, as researchers are often unaware of similar projects.

Moreover, due to the COVID-19 pandemic, many cultural operators are grappling with extraordinary pressure to innovate their processes with innovative ways to reach the audiences.

AIMS OF THE CALL

Incentivize MCI to nurture and embrace innovation and take up new technologies to be able to sustain their position as creative pioneers in the digital era.

The present call offers companies access to the **INNOCULT Blended Residency Programme where selected MCI** will learn, test and explore innovative languages, methodologies and technologies, undertaking disruptive projects, so to transform their business models, adapting them to the digitalization and other innovation impulses.

AREAS OF INTERVENTION

We are looking for projects that will work in the following areas:

1. **Digital innovation and creativity of MCI** through ideas and projects that embrace ground-breaking concepts and settings offered by the Virtual Reality (VR), Augmented Reality (AR), Extended Reality (XR);
2. **Audience development** by engaging with audiences in innovative ways and improving access to cultural and creative works at national and international levels, discovering new opportunities related to unexplored audiences;
3. **Internationalization**, strengthening the capacity of the MCIs to operate transnationally and internationally and to promote the transnational circulation of cultural and creative works and professionals of the ecosystem.



THE PROGRAMME

WHAT WE OFFER:

The call will select 30 MCIs who will access the INNOCULT Blended Residency Programme, a mix of residential activities, mentoring and online support from a transnational community of experts and innovators.

THE SELECTED COMPANIES WILL HAVE FREE OF CHARGE ACCESS TO:

- 1. 10 hours of tailored mentoring** provided by INNOCULT Agents*
*INNOCULT AGENTS are experts, mentors, consultants and innovators with relevant experience in the project areas and who will support the assigned companies and help them to succeed in achieving their goals
- 2. 1-week Cross-fertilization Lab: Laboratories, workshops on the programme key topics** (digital creativity, audience development, internationalization), specifically:
Additional content and resources will be made available in the platform in between sessions and events
- 3. Online event for community building, strategic thinking, and sustainability.**
- 4. International networking events** (online, physical and hybrid):
All travel and accommodation expenses are covered by the Blended Residency Programme.
4-days of international networking, events and peer to peer Charade in Zaragoza (Spain) to share ideas, visions and trends about the future of content industries in the post-COVID era
Final international Showcase, networking and key-note event in Milan (Italy) where participants will present their projects
- 5. Access the virtual INNOCULT platform**, joining the international **INNOCULT ecosystem and community**, having the opportunity of exchanging experiences and presenting results
- 6. Each selected project in the residency programme will receive 700 euros** to spend on specific mentoring, prototyping, development and translation costs, e.g., for creation of video and photo-materials for promotion. Participants will decide along with their mentors the best way to use the funding. **This is not, however, a direct cash transfer, but a micro-grant for a specific service that the participant needs.** The service provider can invoice INNOCULT directly.



THE APPLICANTS

APPLICANTS SHALL COMPLY WITH THE FOLLOWING REQUIREMENTS:

1. Applicants can be a private or public entity and organizations (for profit and for non-profit) or a singular persons/sole-trader (professionals, entrepreneurs) or individuals/teams not formally constituted yet that are willing to implement a business idea in the field of media, content, and creative industries.
2. Applicants must be **established in one of the EU Member States**.
3. Applicants **must speak English and at least one of the languages of the countries present in the consortium** (Italian, Spanish or Portuguese).
4. Applicants must be **active in the field of MCI** which cover publishing houses, broadcasting, cinema, tv, digital and interactive media, music, newspapers, video games and other industries with cultural and creative contents

THE APPLICATION

Applicants are requested to submit a project idea they wish to implement, that must relate at least to one of the following areas:

DIGITAL TRANSFORMATION, INCLUDING VR, AR, XR
AUDIENCE DEVELOPMENT
INTERNATIONALIZATION

Applications must also comply with the following formal requirements:

1. Submissions must be made **no later than the deadline** (21st of March 2021 - 12,00 CET)
2. Applications must be **submitted via the website www.innocult.eu** by completing the online form with the abstract and details of the project and the team responsible for the implementation
3. The **form can be completed in Italian, Spanish or Portuguese** but a short abstract in English is required in these cases
4. The form needs to be accompanied by the **following documents**:
Declaration on honour (using the template on the website) signed by the legal representative or singular person
Curricula of the involved person/team

SELECTION CRITERIA

RELEVANCE (40/100)

Alignment of the project idea with the aims of the Call

PROJECT IDEA AND TEAM (30/100)

Overall idea and objectives, expected project outcomes, stage of development

IMPACT (30/100)

Expected social and economic impact, sustainability

The jury is composed by:

1 expert on cultural innovation from ETOPIA

1 expert on cultural innovation from MEET

1 expert on cultural innovation from INOVA+

TIMETABLE

SELECTION

Deadline for applications: 21 March 2021

Communication of selected projects: 26 March 2021

BLENDED RESIDENCY PROGRAMME (APPROXIMATE DATES):

Cross-fertilization lab: 03-07 May 2021

Tailored mentoring: May-November 2021

Online event for community building, strategic thinking, and sustainability: 21-24 June 2021.

International networking in Zaragoza (Spain): 20-24 September 2021

Showcase in Milan (Italy): 3-5 December 2021



GENERAL RULES

Participation in the Call is completely free and there are no registration costs. Applications and documents not submitted via the project website (www.innocult.eu) and by the deadline will not be accepted. Submission of incomplete documents or unreadable media will cause the application to be rejected and not admitted in the competition.

Any copyright on the commercial use of the projects/works created shall be agreed by the company directly with the interested companies and the participants in the project. The organisers decline any responsibility for the use of material protected by copyright or other rights.

By submitting their application, applicants authorise the organisers, according to Law no. 196/2003, as amended (EU Regulation n. 679/2016), also to the electronic processing of personal data and to use the information sent for all uses connected to the call itself. Participation in the Call implies full acceptance of these regulations. The organisers reserve the right to decide on matters not provided for in this regulation.

For further information please contact the organisers by e-mail at innocult@innocult.eu.

INNOCULT

The call is part of the INNOCULT project, co-funded by the European Commission under the Pilot Programme “Platform(s) for cultural content innovation”.

INNOCULT is an innovative initiative for Media and Content Industries (MCI) implemented by three European institutions: Zaragoza City of Knowledge Foundation (FZC/Etopia Center of Art and Technology); MEET Digital Culture Center, and INOVA + - Innovation Services, whose main goal is to create a blended platform to help MCI to research and explore the most innovative possible approaches in innovation and, at the same time, to create a European ecosystem of MCI players.



Co-funded by
the European Union

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