



The MEDIA Mundus programme



[Media Mundus 2012](#) is a funding stream aiming at market development of European audiovisual sector and the one of third countries.

The budget allowed by the European Commission for this programme is € 5,042.215.

Last day to submit your proposal is the **23 September 2011**.

1. OBJECTIVES

The programme seeks to improve access to audiovisual markets for both European and non-European participants.

Four Actions:

The call for proposals for MEDIA Mundus 2012 consists of four separate actions:

- Action 1: "*Support for Training*" aims at strengthening the skills of European and third-country professionals in supporting either
 - the inclusion of students, professionals and teachers from non-EU countries in initial or continuous training schemes (Click [here](#) for example) or
 - in supporting the creation of a continuous training scheme specific to MEDIA Mundus. (Click [here](#) for example)
- Action 2: "*Support for access to markets*" Several types of projects to be financed:
 - Projects at development and/or pre-production phases (Click [here](#) for example)
 - Activities downstream (events facilitating international sales of the works). The objective is to improve the cultural and political role played by Europe on the international scene.
- Action 3: "*Support for distribution and circulation*" aims at widening distribution, promotion and screening of European works in third country markets and vice versa (Click [here](#) and [here](#) for example)
- Action 4: "*Cross-over activities*" supports projects of a cross-cutting nature, e.g. trainings with subsequent pitching events at co-production meetings.





2. ELIGIBILITY CRITERIA

- The project must fit one of the Actions described (1 to 4).
- The coordinator of the project must have its registered office in a Member State of the European Union or in Iceland, Liechtenstein or Norway.
- Except for projects submitted under Action1-Option1, the applicant group **needs to include at least one co-beneficiary linked to the audiovisual sector which has its registered office in a non-EU country** (other than Croatia or Switzerland).
- For projects submitted under Action n°1-Option 1, the applicant group must include at least one partner linked to the audiovisual sector which has its registered office in a non-EU country (other than Croatia or Switzerland).
- The group shall have **a minimum of three partners** (including the coordinator). However, projects with only two partners (including the coordinator) may be admitted where the necessary networking is guaranteed.

When thinking of applying, keep in mind the goals of MEDIA Mundus:

- Increasing the competitiveness of the European audiovisual industry
- Enabling Europe to play its cultural and political role in the world more effectively
- Increasing consumer choice and cultural diversity

Enterprise Europe Network London can support you throughout the application process, from proposal screening to building your consortium.

For tailored advice on Media Mundus, please contact Madalina.n@gle.co.uk or call 020 7940 1512.

