

29/10/2021

# Programas Europeos

*Sector medios*

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Oportunidades Europeas

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1. ¿Europea apoya la innovación en el sector medios?
2. Consideraciones importantes a la hora de pensar en programas europeos
3. Programas europeos
4. Links que nos pueden guiar

# **Europa apoya la innovación en el sector medios**

# Iniciativas Europeas

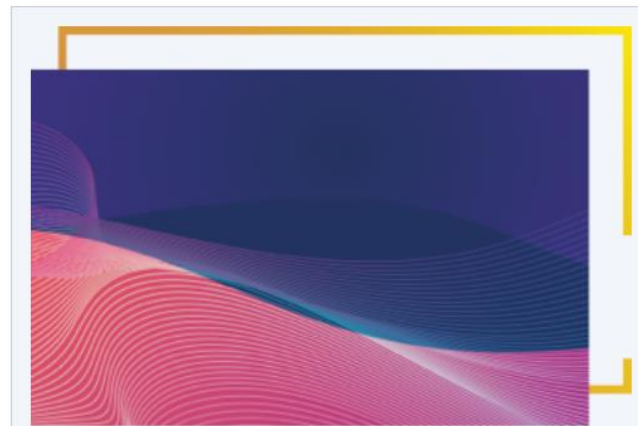
*Estrategia*



2019 – 2024  
6 estrategias

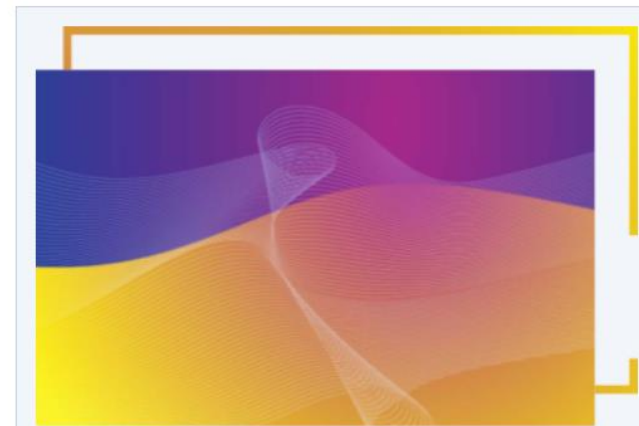
**A Europe fit for the digital age**

Empowering people with a new generation of technologies



## Europe's Digital Decade

empowering businesses and people in a human-centred, sustainable and prosperous digital future



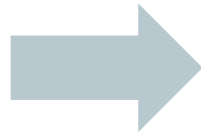
## Shaping Europe's digital future

by making sure technology serves the people and adds value to their daily lives



# Iniciativas Europeas

## Iniciativa



**Media and Audiovisual Action Plan**



**European Democracy Action Plan**



**The 'News Initiative'**



## The 'News Initiative'

structured dialogue



ENMF

enhancing competitiveness

unleashing innovation



European  
Programmes

nurturing democracy



European Democracy Action Plan  
>

# Iniciativas Europeas

*ENMF – European News Media Forum*



## Industrial transformation

**(desafíos e innovaciones de la industria)**

### Agenda

#### **Morning programme (from 9am):**

- Opening session with panel on the state of the industry
- Session 1: Innovations to generate revenues
- Session 2: Building up a sustainable and independent model
- Session 3: Engaging communities
- Session 4: News that speak to all audiences

#### **Afternoon programme (until 7pm):**

- Session 5: Media convergence
- Session 6: Developing new formats
- Session 7: Partnerships in the news media sector
- Showcases
- Looking forward: panels on the future of the market and media policy.

Asistencia presencial o virtual



# Iniciativas Europeas

*ENMF – European News Media Forum*



## Industrial transformation

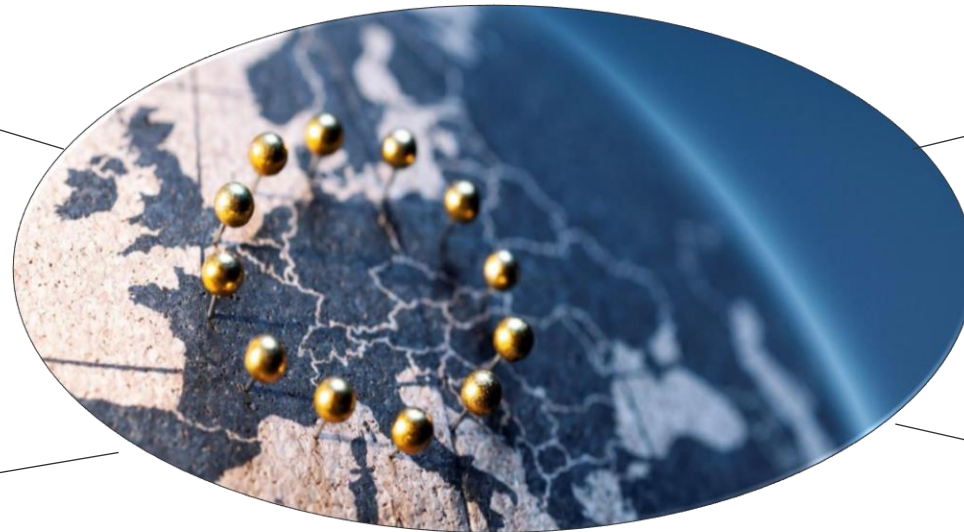
**(desafíos e innovaciones de la industria)**

### Ponentes

- Věra Jourová, European Commission Vice-President for Values and Transparency
- Thierry Breton, Commissioner for the Internal Market
- Dace Melbārde, Member of the European Parliament
- Brigitte Alfter, Journalist, author and Director at Arena for Journalism in Europe
- Fabrice Fries, CEO of Agence France-Presse
- Joanna Krawczyk, Chairwoman of Leading European Newspaper Alliance, Head of Partnerships at Gazeta Wyborcza and President of Gazeta Wyborcza Foundation
- Veronika Munk, Founder and Editor-in-Chief of Telex.hu
- Christophe Leclercq, Founder of Euractiv
- Rasmus Kleis Nielsen, Director of the Reuters Institute for the Study of Journalism
- Greg Piechota, researcher-in-residence at the International News Media Association
- David Schraven, Founder of CORRECTIV
- Hanna Stjärne, CEO of Sveriges Television
- Victoria Svanberg, President of News Media Europe, President of NWT Gruppen AB and President of the WAN-IFRA Media Freedom Board
- Thembi Wolf, Journalist at Krautreporter and media activist

# Iniciativas Europeas

Programas Europeos



# **Consideraciones importantes a la hora de pensar en programas europeos**



Resolver, responder a un **problema europeo**

**Cooperar** con entidades de diferentes países

Si requiere Innovación, la **Innovación a nivel europeo**

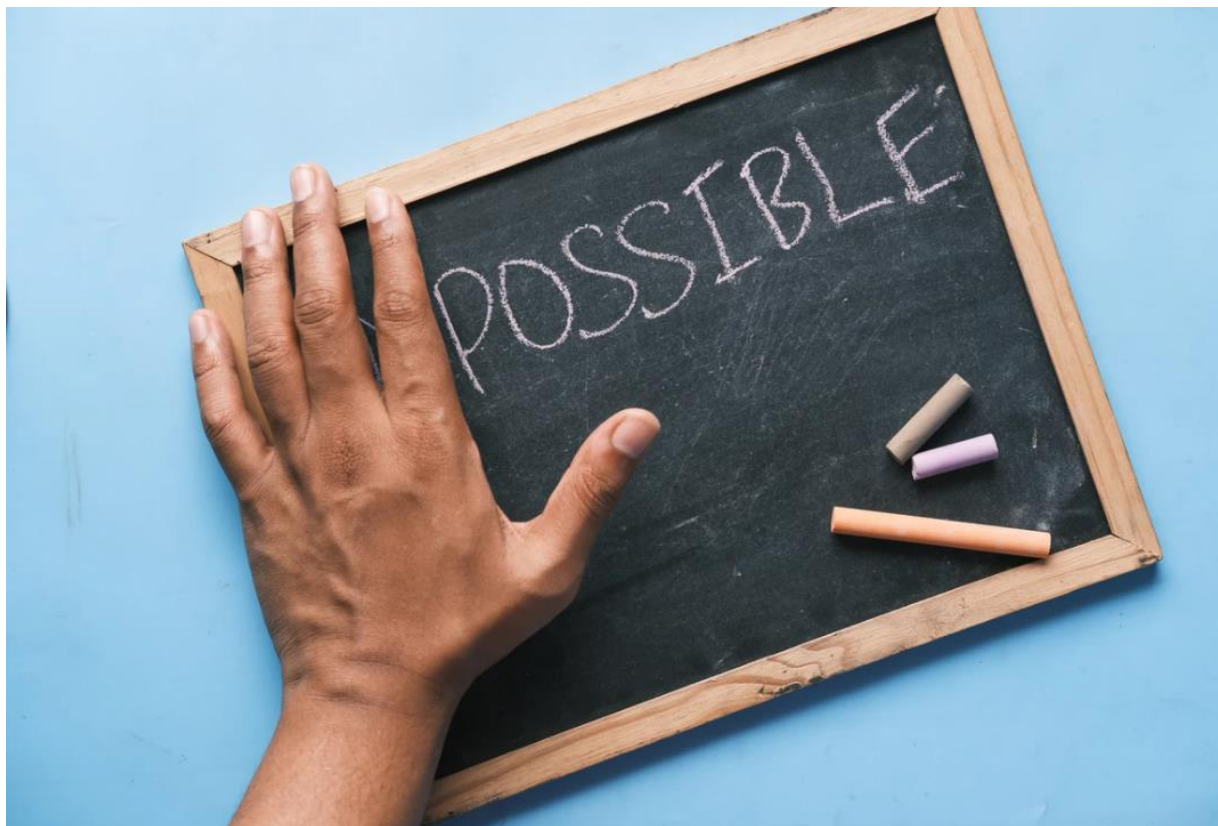
Proyectos a **futuro – medio largo plazo**

**Presupuestos elevados** > 500.00 euros

Tengo que presentar lo que **encaja en el programa**, si no merece la pena

Cada convocatoria/programa es **diferente** tiene sus características

# Proyectos europeos son una oportunidad



Nuevos productos, servicios, herramientas

Networking: nuevos partners, socios, clients

Aprendizaje

Financiación superior a la regional/estatal

# Programas Europeos



## Cross Sectoral Strand

Cerrado

For the first time, Creative Europe offers funding to the news media sector in order to promote media literacy, pluralism and media freedom, as well as activities to help the sector adjust to the structural and technological changes it faces.

**Objetivo:** The activities should aim to serve the wider ecosystem across Europe, including small media. Sharing of best practices between operators in media markets with different and diverse characteristics (in terms of languages, production volumes, sizes, digitalisation levels etc.) is encouraged, to promote mutual learning.

Duration  
24 Meses

Financiación  
80%  
Subvención

Cooperación  
>3 socios de  
distintos países

Presupuesto  
7.600.000



Nuevo programa con las convocatorias del 2022 publicado en noviembre 2021

## Cross Sectoral Strand

[CROSS-SECTORAL Strand | Culture and Creativity \(europa.eu\)](#)

[Call for expressions of interest to establish a pool of experts to the Panel for the European Capital of Culture Action | Culture and Creativity \(europa.eu\)](#)





Vigilar nuevas convocatorias

Funding media freedom |  
Shaping Europe's digital future  
(europa.eu)



## Media sector calls — EU support to Media Freedom and Pluralism

### Media Ownership Monitoring System:

Country-based database containing information on media ownership and by a systematic assessment of relevant legal frameworks as well as risks to media ownership transparency. This mechanism will make potential issues visible and provide valuable information for a better understanding of the market. It will be carried out in collaboration with European, regional and local stakeholders in the field of media freedom and pluralism. **This pilot project should build on the results of the first pilot project, which is currently ongoing.**

**Fecha de cierre: 15/12/2021**

Duration  
12 Meses

Financiación  
90%  
Subvención

Individual o en  
Cooperación  
(2-15 socios)

Presupuesto  
500.000

# Horizon Europe



## Cluster 2

HORIZON-CL2-2022-DEMOCRACY-01-06: Media for democracy – democratic media

HORIZON-CL2-2022-DEMOCRACY-01-07: Politics and the impact of online social networks and new media

Financia  
Investigación y  
desarrollo

Financiación  
100%  
Subvención

En  
Cooperación  
(3-15 socios)

Duración 3  
años

# Horizon Europe



## HORIZON-CL2-2022-DEMOCRACY-01-06: Media for democracy – democratic media

Proposals are expected to address some of the following: they should examine under what conditions, including training, career and working conditions, traditional and new media organizations and journalism operate in modern European societies. Research should analyse whether and how they serve the public interest, and how this could be improved through better training, reinforcing ethical standards and competences (including those related to journalists' professional dilemmas), media regulation and rules, and cooperation between stakeholders (including professional training institutions, media houses, industry). Proposals should focus on the implications of modern, technologically mediated configurations for the political agency of citizens.

Presupuesto  
topic  
9M€

Presupuesto  
Proyecto  
2-3M€

Fecha  
presentación  
20/04/2022

Financiación  
100%  
Subvención

En  
Cooperación  
(3-15 socios)

Duración 3  
años

## Horizon Europe



### HORIZON-CL2-2022-DEMOCRACY-01-07: Politics and the impact of online social networks and new media

Proposals are expected to address some of the following: they should build Europe-wide evidence on the extent to which political opportunities and information offered by platforms and new media – and resulting impacts, such as the “echo-chambers” effect – affects political attitudes in European states and at the level of the EU and its neighbourhood. Whether and how new media functions as a new level of news selection and study the resulting perception biases with citizens should be assessed. Research should examine the extent to which platforms and new media actually help democratise political systems and offer avenues of active engagement, or hinder participation for some. The effects of the replacement of media consumption with content consumption should also be examined. Proposals should investigate how audiences of different ages, different genders and different socio-economic and ethnolinguistic groups receive and assess information on digital platforms, and how political actors use these platforms to shape political behaviour. They should propose and design regulatory innovations in response to the covert use of social platforms for political goals. Evidence-based approaches and methods for enhancing capacities for digital citizenship, including media education, media competences, and digital literacy should be developed. Insight about the effects of social media on social behaviour should be attained.

Presupuesto  
topic  
9M€

Presupuesto  
Proyecto  
2-3M€

Fecha  
presentación  
20/04/2022

Financiación  
100%  
Subvención

En  
Cooperación  
(3-15 socios)

Duración 3  
años

# Horizon Europe



## Cluster 4

HORIZON-CL4-2021-HUMAN-01-06: Innovation for Media, including eXtended Reality (IA)

**Cerrado**

Presupuesto  
topic  
26M€

Presupuesto  
Proyecto  
8-9M€

Fecha  
presentación  
**21/10/2021**

Financiación  
70-100%  
Subvención

En  
Cooperación  
(3-15 socios)

Duración 3  
años



## Eurostars

Eurostars supports innovative SMEs and their partners by funding international collaborative R&D and innovation projects. Projects should result in the creation of new products, processes and services that can be rapidly commercialized in European and global markets.

- Cada socio pide la financiación a su país. En España es el CDTI quien da la ayuda.
- Consorcios de 2 socios son habituales
- Son para el desarrollo de un producto solución
- Los dos socios deben desarrollar

Fecha de  
presentación  
4/11/2021

Duration  
24 - 30 Meses

Financiación  
50-60%  
Subvención

Cooperación  
2 o más socios  
de distintos  
países

Presupuesto  
>500.000€

# Herramientas





[Media freedom | Shaping Europe's digital future \(europa.eu\)](#)

Buscador de convocatorias para medios:  
[Related content | Shaping Europe's digital future \(europa.eu\)](#)

Buscador de convocatorias de Europa Creativa:  
[Calls | Culture and Creativity \(europa.eu\)](#)

Mapa interactivo de ayudas: [Tool of funding for media | Shaping Europe's digital future \(europa.eu\)](#)



Las oportunidades son puertas que no se abren solas

(Dave Weinbaum)



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*Together*  
**#InnovationWorks**

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Burdeos · Londres · Madrid · París · Sevilla · Valencia · Vigo · Zaragoza