

## Collaborate to Innovate 2025: FAQs

### 1. Can applicants get advice or feedback from Europa Cinemas on their project and/or their application documents before submission?

As mentioned in the Guidelines, Europa Cinemas is not able to give any advice on content, research for partners or eligibility of the project. Questions about Guidelines or application procedures can be sent to: [collaboratetoinnovate@europa-cinemas.org](mailto:collaboratetoinnovate@europa-cinemas.org) or to your usual contact person at Europa Cinemas.

### 2. Who can be considered as project partner? How can applicants identify and approach partners?

Collaborate to Innovate is open to Europa Cinemas network members whose European results have led to financial support for their 2022 or 2023 programming. Any Europa Cinemas network member who meet the above-mentioned criteria can be considered as project partner (cf. Guidelines for the list of the participating countries).

Applicants can also find the contact details of all network member cinemas on the Europa Cinemas website: <https://www.europa-cinemas.org/en/cinemas/map> and connect with other applicants through the CTI Facebook Group: <https://www.facebook.com/groups/europacinemascti/>

### 3. What is the role of the project coordinator? How is the funding distributed among partners?

As stipulated in the Guidelines, the coordinator must be a Europa Cinemas network member whose European results have led to financial support for their 2022 or 2023 programming. In case a coordinator is part of a Europa Cinemas mini-network, the coordinator can only represent its own cinema. In the event that a project is selected for support, Europa Cinemas will sign a contract with the project coordinator who will be in charge of the implementation of the project (budget, delivery, coordination, evaluation, reporting). The coordinator is responsible for the distribution of the funding amongst the project partners listed in the application.

### 4. Can an applicant apply with cinemas of the same company? How are mini-networks considered within this scheme?

As noted in the Guidelines, participants in the same project must represent exhibition companies/organisations that are economically totally independent from each other. Same applies for Europa Cinemas mini-networks. However, cinemas in the same mini-network are not obliged to apply together in the same project.

### 5. Can UK cinemas apply for Collaborate to Innovate?

From 2022 onwards, UK cinemas are no longer part of Europa Cinemas and therefore not eligible for the Collaborate to Innovate scheme.

### 6. Are cinemas that are non-Europa Cinemas members eligible partners?

Projects can exceptionally involve non-member cinemas if a clear rationale is presented and prior conditions are met. Non-Europa Cinemas members will not be entitled to any financial support.

### 7. Can a cinema be coordinator in one project, and project partner in another project?

A cinema can only be participant in **one** project, no matter if partner or coordinator.

### 8. Can the application be submitted in another language than English?

As stipulated in the Guidelines, application forms and all supporting documents must be fulfilled in English. Incomplete applications will not be considered.

### 9. Can applicants get help from a consultant to shape up an application?

Projects have to be submitted by Europa Cinemas network members.

### 10. What shall applicants measure with the KPIs?

Each project should have measurable targets such as increase of audience members, diversity of film programme, involvement of communities etc., that might come in a number of forms, as percentage, numbers etc.

**11. Can a project coordinator/partner apply for further public funding?**

Yes, they can apply for further public funding, but not from the European Commission.

**12. Can a supported project apply for further funding more than once?**

Applicants can be supported for their project only once by Europa Cinemas.

**13. Can staffing costs be included in the project budget?**

The project budget cannot include the costs of permanent staff (cashiers, projectionists, etc.). However, staffing costs specifically allocated to the project (up to 40% of the total eligible costs) can be considered.

**14. Are projects already developed and launched eligible for Collaborate to Innovate?**

Existing approaches with a new innovative dimension (for example, taking place in a different national context or enhancing an existing approach) can be considered. Projects need to clearly demonstrate how they are innovative in their specific geographic and operating contexts. New initiatives are particularly encouraged.

**15. Can distribution be part of the project?**

The scheme is intended to support exhibition. However, film rights (for special events, film cycles, festivals, etc.) and subtitling can be considered as eligible costs. Only rights of European films (MEDIA countries) will be deemed eligible.

**16. Once selected, when does a project need to be started and ended? How is the case study situated within the timeline?**

The project may vary in length, but they need to be launched in 2025 and be completed by 15 May 2026. Each project will need to agree to producing a case study, including methodology, budget, key impacts and learnings (in line with templates provided by Europa Cinemas) which will be disseminated with stakeholders, the wider network and sector to encourage peer-sharing. Potential costs for the case study can be included in the general budget of the project. You can ask the Collaborate to Innovate Coordinator for a template.

**17. What happens if the project does not succeed?**

Before submitting a project, it is important to evaluate its feasibility, according to Collaborate to Innovate Guidelines.

**18. Is it possible to create project materials in several languages if only local partners are involved in the project?**

The project's documents are not limited to the local language. All European languages are welcome. The reports, however, need to be submitted in English.

**19. Is it possible, as part of the project, to visit a cinema in another country with a similar project scheme for best practice? Which travel costs are eligible?**

As long as it does not involve the same projects and the expenses remain limited and justified. Travel expenses are eligible if they are clearly related to the CTI project and only concern the staff hired for the project. Please note that only travel and accommodation costs, but not meals, will be reimbursed. We kindly ask you to adhere to the [European Commission's guidelines \(unit costs table 2\)](#) for the expenses and not to exceed the maximum limits.

**20. How can the exchange rate be calculated?**

We kindly ask you to convert the currency of your country into euros for each billing month using the European Commission's Currency Calculator: <https://commission.europa.eu/funding->

[tenders/procedures-guidelines-tenders/information-contractors-and-beneficiaries/exchange-rate-infoeuro\\_en](#)

## 21. Can the VAT be reimbursed?

The VAT cannot be reimbursed. All invoices have to be submitted without the VAT.

For any additional information or clarification, contact Europa Cinemas:  
[collaboratetoinnovate@europa-cinemas.org](mailto:collaboratetoinnovate@europa-cinemas.org).

