



# SECOND OPEN CALL FOR PROJECTS

April 29, 2024

# DISCLAIMER

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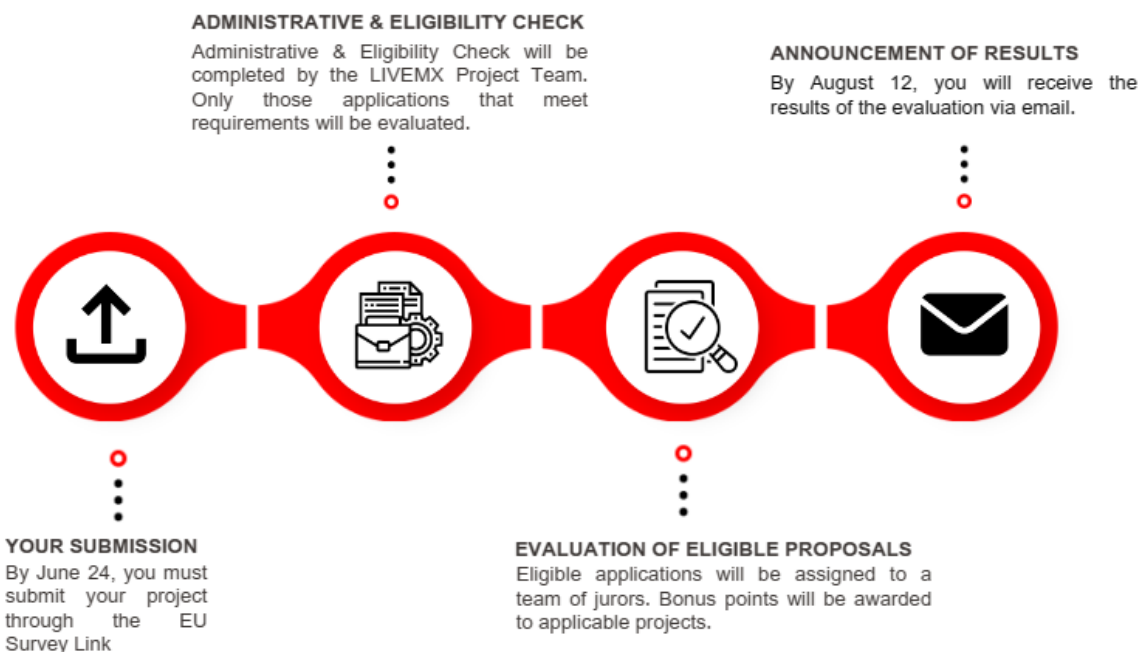
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# PHASE 1. INTRODUCING LIVEMX AND UNDERSTANDING WHETHER TO APPLY

## 1.1 LIVEMX INTRODUCTION

Supported by Music Moves Europe, LIVEMX aims to nurture a more diverse and sustainable music sector through dedicated funding designed to answer some specific needs of the European music ecosystem in three specific areas. This programme aims to help music organisations and professionals to develop and strengthen their skills, abilities, processes and resources to adapt and thrive in such a dynamic industry.

**LIVEMX focuses on three specific topics:**

- Music export
- Live music venues
- Digital circulation and engagement

## 1.2 UNDERSTANDING THE THREE TOPICS

### 1.2.1 MUSIC EXPORT

Projects funded by the LIVEMX in the area of music export should address at least one of the three challenges described below. The projects are expected to propose potential solutions to these challenges, whether through piloting new approaches, providing skills, training and know-how development, and/or creating new and publicly available information and knowledge. The outcomes should benefit the export capacity of European artists and professionals.

- **Developing music export through co-creation**  
The **challenge** is to design efficient and effective approaches to cross-border co-creation and business development opportunities accessible to artists, producers and professionals from Creative Europe Participating Countries<sup>1</sup>.
- **Promoting new music and artists abroad in innovative ways**  
The **challenge** is to propose new and innovative ways around the current standard paths of promoting artists and repertoire outside their home country, to create and develop audiences abroad and to transform passive listeners into active followers, ticket buyers and even superfans
- **Developing professional networks and understanding of new markets**  
The **challenge** is to provide artists and professionals, regardless of their background and country of origin (as long as it is a Creative Europe Participating Country), inclusive, accessible and relevant professional networking opportunities and insights on the target markets, that are sensitive to their level of experience and skill, and nurturing local and regional, or genre-specific networks.

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<sup>1</sup> The Creative Europe programme is open to organisations from the 27 EU Member States, as well as some non-EU countries. An updated list of non-EU countries eligible to participate in Creative Europe can be found at: [https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/crea/guidance/list-3rd-country-participation\\_crea\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/crea/guidance/list-3rd-country-participation_crea_en.pdf)

## 1.2.2 LIVE MUSIC VENUES

Projects funded by the LIVEMX in the area of **live music venues** should address at least one of the three challenges described below. The direct beneficiaries of the projects must be live music venues or live music associations, based in one of the Creative Europe Participating Countries. The projects are expected to provide strategies, methodologies and actions for live music venues to anticipate and plan the future in the field of artist circulation, ecological solutions and audience development.

- **Develop artists' circulation in Europe**  
The **challenge** is to stimulate European circulation of artists, careers development, and artistic diversity, and/or provide solutions for live music venues to compensate part of the financial risk when giving a stage to less known artists. This can be done through cooperation and collaborative booking strategies or by developing new structures to secure a return on investment towards grassroots stakeholders.
- **Develop ecological solutions adapted to the live music sector**  
The **challenge** is to create incentives, disseminate tools and/or align strategies across different European countries to lower the live music venues' carbon footprint and their impact on the environment while being socially fair and economically viable.
- **Develop new audience strategies**  
The **challenge** is to support community-building initiatives, audience development programmes, or projects that attract new audiences segments, through peer learning or joint strategies.

To fulfil LIVEMX priorities, projects applying for the 'Live Music Venues' area should integrate at least one of the following aspects:

### *1. Reinforce human resources and improve the working conditions in live music venues*

In relation to the challenges described before, projects will help music venues to invest in their own staff and/or give them access to adapted training programmes, tools and resource, possibly with the support of external consultancy.

### *2. Provide peer learning and capacity building among live music venues*

In relation to the challenges described before, projects will stimulate live music venue associations, joint workshops and trainings, and/or disseminate tools or programs that can be applied to venues throughout different countries, and/or promote mentorship and professionalisation schemes where live music venues staff and crews meet, exchange knowledge and joint initiatives.

## 1.2.3 DIGITAL CIRCULATION & ENGAGEMENT

Projects funded by the LIVEMX programme in the area of **Digital Circulation and Engagement** are expected to propose solutions to the challenges identified above for live music venues in Europe and music export that make use of digital technology and related approaches. This might include:

- adapting, testing or implementing existing digital solutions in the music sector;
- training European music sector professionals to use digital solutions to address the outlined challenges;

- proposing formats to develop deeper understanding of the specific challenges in the music sector that can be solved through digital-technological approaches; and/or developing such solutions conceptually.

## 1.3 ELIGIBLE ORGANISATIONS

To be an **eligible applicant**, proposals must be **presented by a single applicant** (mono-beneficiary) that meets the following rules:

- be a public or private organisation with legal personality<sup>2</sup>;
- be established in one of the 27 EU Member States or non-EU countries, on the date of the publication of the call, part of the Creative Europe Programme;
- be established at least **one year before** the application submission date; and,
- have a demonstrable track-record of working in the sector that is relevant in the context of their proposal (live music venues, music export or digital solutions that can be applied to the music sector).

## 1.4 ELIGIBLE ACTIVITIES

Eligible activities are those set out above in Stage 1 – 1.2 Understanding the Three Topics.

Projects must:

- comply with EU policy interests and priorities; and,
- create European added value, to be detailed in the application:
  - Through joint or collaborative activities in the main phase of the project which ensure that the key benefits, learnings, and deliverables of the project are shared or disseminated widely across several countries;
  - Through creating project results that are transferable to other countries and future implementers, or scalable across other Creative Europe Participating Countries than the ones they are developed and tested in the project main phase.

## 1.5 BUDGET & STRANDS

The budget available for grant distribution in the LIVEMX project amounts to EUR 4,000,000. EUR 1,419,000 has been awarded through the LIVEMX First Open Call. The 2<sup>nd</sup> Call for Projects is organized into three strands. The grant takes the form of a lump sum grant. Each strand is associated with a fixed grant amount.

	Fixed Grant Amount
<b>STRAND A</b>	EUR 60 000
<b>STRAND B</b>	EUR 40 000
<b>STRAND C</b>	EUR 20 000

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<sup>2</sup> Natural persons are NOT eligible (with the exception of self-employed persons, i.e., sole traders, where the company does not have legal personality separate from that of the natural person).

There are two important aspects to remember, when thinking of your project, its budget and implementation you must remember the following rules:

- **No-profit rule:** if you receive a LIVEMX grant, you cannot make a profit out of your project.
- **No double funding:** there is a strict prohibition of double funding. Your project can only receive one grant from the EU budget.

To justify the grant amount for which you are applying for, you must provide cost estimations for each budget category. Namely:

- Staff
- Subcontracting<sup>3</sup>
- Travel and accommodation-related expenses
- Equipment
- Other goods, works and services

This cost estimation must be an approximation of your actual costs. They:

- Must be reasonable / non-excessive
- Must be in line with and necessary for your proposed activities.

## 1.6 TIMELINE

<b>CALL OPENING</b>	APRIL 29, 2024
<b>DEADLINE FOR SUBMISSION</b>	JUNE 24, 2024 – 23:59 CET – BRUSSELS TIME
<b>EVALUATION</b>	JUNE 25 – AUGUST 9, 2024
<b>INFORMATION OF RESULTS</b>	AUGUST 12, 2024
<b>CONTRACT SIGNATURE</b>	BY SEPTEMBER 1, 2024
<b>PROJECT START DATE</b>	SEPTEMBER 1 – NOVEMBER 1, 2024

# PHASE 2. PREPARATION & SUBMISSION

The Application Form, which is made up of one single document, is to be completed and submitted by each applicant. In this document you must include administrative information about the applicant, the description of the proposed project/action (aligned with the evaluation criteria), formal declarations and projected budget.

Important to note when submitting your application, it must:

- be submitted by **June 24, 2024 at 23:59 CET**
- be submitted electronically – paper or emails submissions are not accepted – through the [EU Survey Link](#) (hyperlink embedded)
- be submitted in English
- respect the number of characters, as indicated in each section of the Application form
- be submitted by an eligible applicant (review section 1.3 of this document).

<sup>3</sup> Subcontracting should normally constitute a limited part. Subcontracting going beyond 30% of the total eligible costs must be clearly justified.

Before you begin writing your submission, you can review the blank application form [here](#) (hyperlink embedded).

## PHASE 3. EVALUATION & SELECTION

The evaluation and selection of the applications will go through the following steps:

### STEP A: Administrative & Eligibility Check

### STEP B: Evaluation of Eligible Projects

- **B.1:** Relevancy Pre-Screening
- **B.2:** In-Depth Full Application Evaluation

### STEP C: Ranking and Selection

**Note:** Multiple proposals are not possible under this call. Thus, only one application can be submitted. If multiple applications are received, the LIVEMX Consortium will request the applicant to specify which application should be considered for evaluation. The applicant will have 24 hours to reply after the Consortium's contact. Otherwise, the last application submitted will be considered for evaluation.

### STEP A: Administrative & Eligibility Check

The Administrative & Eligibility Check will be completed by the LIVEMX Project Team. Only those applications that meet all requirements outlined above in Phase 1 will pass to Step B.

### STEP B: Evaluation of Eligible Applications

Eligible applications will be assigned to a team of jurors. The evaluation will be based on a two-phase approach:

#### **B.1. Relevancy Pre-Screening**

Jurors will score each proposal on a scale from 0 to 5, considering the abstract and relevancy alignment with the objectives of LIVEMX.

Proposals with a total score of 3, 4 or 5 points will proceed to step B.2 In-Depth Full Application Evaluation.

#### **B.2. In-Depth Full Application Evaluation**

Jurors will review the Full Applications. The Evaluation will be based on a 100-point score considering the following criteria and weighting as per the table below. The overall score of the evaluation will be submitted to the following:

- **Minimum total score:** Proposals with a total score of fewer than 50 points (before the addition of the Bonus Points) at the end of Step B.2. will be considered of insufficient quality and rejected.



RELEVANCE	Total 40
Description of the <b>context of the project, its relevant background and how the project addresses the selected challenge(s)</b> from the call. Proposals should demonstrate that the applicant can make a good case for the need for the project based on the current situation and the chosen challenge(s).	10
Description of the <b>general goal and specific objectives of the project</b> . Proposals should clearly outline one main goal for the project. Proposals should also describe specific objectives related to the expected results. Lastly, proposals should demonstrate that the project is innovative, creative, new and/or experimental.	15
Description of the <b>European added value of the project</b> . The European-added value of a project is included in its capacity to go beyond national, regional and local levels. The EU added value can include the transferability, scalability, or other dimensions that others can benefit or learn from the project results.	15
PROJECT DESIGN	Total 15
<b>Project design: explanation of the planned activities and the timeline.</b> Proposals should include a detailed action plan covering every phase of the project, from the preparation and organisation to the final production and implementation. Proposals should also identify and describe the main activities to be undertaken to produce results, justifying the choice of activities.	5
<b>Project results:</b> explanation of the direct results of the project activities, explaining how they will help to achieve the specific project objectives.	5
Explain how the <b>project can be considered as inclusive and diverse</b> . Proposals should provide specific strategies or actions planned to ensure that individuals of various backgrounds, including but not limited to race, ethnicity, gender, sexual orientation, age, disability, and socioeconomic status, are equally valued and engaged in all aspects of the project, in the project design and in the project implementation.	5
MANAGEMENT	Total 20
Description of the <b>professional and administrative capacity of the project team</b> . Proposals should include descriptions of the knowledge and skills of the members of the team implementing the project, in addition to describing what role they will carry out in this project specifically. Proposals should explain how this team and outside resources are adequate for successfully implementing the project.	5
Explanation of the <b>workflow and quality assurance of the project</b> . Proposals should describe the processes and methods that will be used to ensure reliable and high-quality implementation of the project. That includes appropriate planning and implementation processes, effective internal communication structures, and any other appropriate measures to ensure project implementation is of high quality.	5
Explanation of the <b>detailed budget</b> . Proposals should present a budget that is clearly and transparently formulated (i.e. the rationale behind the estimation of costs per budget category) and logically structured to match the activity plan; and an explanation of how efficient use of funds will be achieved. The project budget should be cost-effective, and appropriate resources should be allocated to each activity (sufficient/appropriate budget for proper implementation; best value for money).	5

Description of the <b>diversity and inclusivity of the team managing the project</b> . Proposals should outline how the team managing the project demonstrates diversity and inclusivity, describing how it will ensure representation from individuals of various backgrounds, including but not limited to race, ethnicity, gender, sexual orientation, age, disability, and socioeconomic status.	5
<b>IMPACT</b>	<b>Total 25</b>
Description of the <b>short-term impact of the project</b> . Proposals should explain how the results of the project address the challenge(s) selected, including what immediate specific effects the project will have on the identified beneficiaries.	10
Description of the <b>mid to long-term impact of the project</b> . Proposals should include what effects the project will have on the identified beneficiaries in the long run. What changes does the project seek to achieve in the sector in which its implemented, in the mid to long-term?	5
Explanation of the <b>communication and strategy plan</b> . Proposals should include information on what communication activities will take place, what audience they will target, how they will reach this audience and all relevant stakeholders, as well as the general public. Communication activities should also ensure visibility of LIVEMX funding.	5
Explanation of <b>what will happen after the project ends</b> . Proposals should include concrete and effective steps to ensure the continuation of the project results: how will they be used after the duration of the action, whether by the applicant or by others? How will they be kept alive when the funding period ends?	5

### STEP C: Ranking

A Ranking Meeting between the LIVEMX Project Team and Jurors will be scheduled. During this meeting, the numerical ranking will be presented which takes into account the B.2. In-Depth Full Application Evaluation PLUS the awarding of bonus points given to applicants considered as “newcomers”. These bonus points will be distributed as follows:

- **Seven (7) Extra Points:** If the applicant **has not led a European project** in the last three years
- **Five (5) Extra Points:** If the applicant has been **involved in two (2) or fewer European projects** in the last three years



A country cap will be implemented to determine the final ranking of selected projects. This entails setting a maximum limit on the number of projects that can be selected from each country. **Specifically, the cap will restrict the selection to a maximum of 2 projects per country and per topic. Essentially, a maximum of four projects per country will be selected.** This measure ensures equitable representation and distribution of opportunities across participating countries, fostering diversity and inclusivity within the project selection process.

The final list of selected projects will consider both geographical balance and even distribution across project topics.

## PHASE 4. CONTRACT SIGNING

Selected applicants will be notified, via email, about their application results and be informed that they have now reached the Contract Signing Stage. During this stage, selected applicants will be requested the following documents, as hyperlinked below:

- Declaration of Honour – verification of non-exclusion
- Legal Entity Form – verification of legal personality
- Financial Identification Form – verification of the bank details for payment
- Financial Capacity Check (for projects with grants of EUR 40 000 and EUR 60 000) – verification of financial status and definition of the payment scheme

Please note that the documents listed above will not be submitted during the application process, they will only be requested from selected applications.

The selected applicants will be asked to sign the contract which highlights the general conditions between the selected applicant and the LIVEMX Consortium. A copy of the contract to be signed can be found [here](#) (hyperlink embedded).

### **PAYMENT ARRANGEMENTS:**

Payments will be made in Euro to the bank account indicated by the Beneficiary. The payment schedule will be:

- FIRST PAYMENT (70%): Following the signature of the Contract
- FINAL PAYMENT (30%): Following the submission and approval of the Final Report

A different payment schedule may be proposed. This will depend on the results of the Financial Capacity Check.

## PHASE 5. PROJECT IMPLEMENTATION

Projects may run for a period of 10, 11 or 12 months. **Please note that the project timeframe encompasses the entire project lifecycle, from initial planning and preparation to execution and subsequent follow-up activities.** This must happen between **September 1, 2024**, and conclude by **August, 2025**. The image below illustrates all possible timeframes. If selected, at the time of contract signing, you must indicate which timeframe your project will run – taking into consideration length, start and end date.

POSSIBLE TIMEFRAMES	2024				2025							
	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
OPTION 1 (12 MONTHS)	BEGINS SEPTEMBER 1 - CONCLUDES AUGUST 31											
OPTION 2 (11 MONTHS)		BEGINS OCTOBER 1 - CONCLUDES AUGUST 31										
OPTION 3 (11 MONTHS)	BEGINS SEPTEMBER 1 - CONCLUDES JULY 31											
OPTION 4 (10 MONTHS)			BEGINS NOVEMBER 1 - CONCLUDES AUGUST 31									
OPTION 5 (10 MONTHS)	BEGINS SEPTEMBER 1 - CONCLUDES JUNE 31											
OPTION 6 (10 MONTHS)		BEGINS OCTOBER 1 - CONCLUDES JULY 30										

## PROCESSING OF PERSONAL DATA

The reply to any call for projects involves the recording and processing of personal data (such as name, e-mail, and address). Such data will be processed pursuant to [Regulation \(EU\) 2016/679 of the European Parliament and of the Council of 27 April 2016](#) on the protection of natural persons with regard to the processing of personal data and the free movement of such data. Unless indicated otherwise, the questions and any personal data requested that are required to evaluate the application in accordance with the call for proposal will be processed solely for that purpose by the consortium.