WELCOME TO THE INFO SESSION

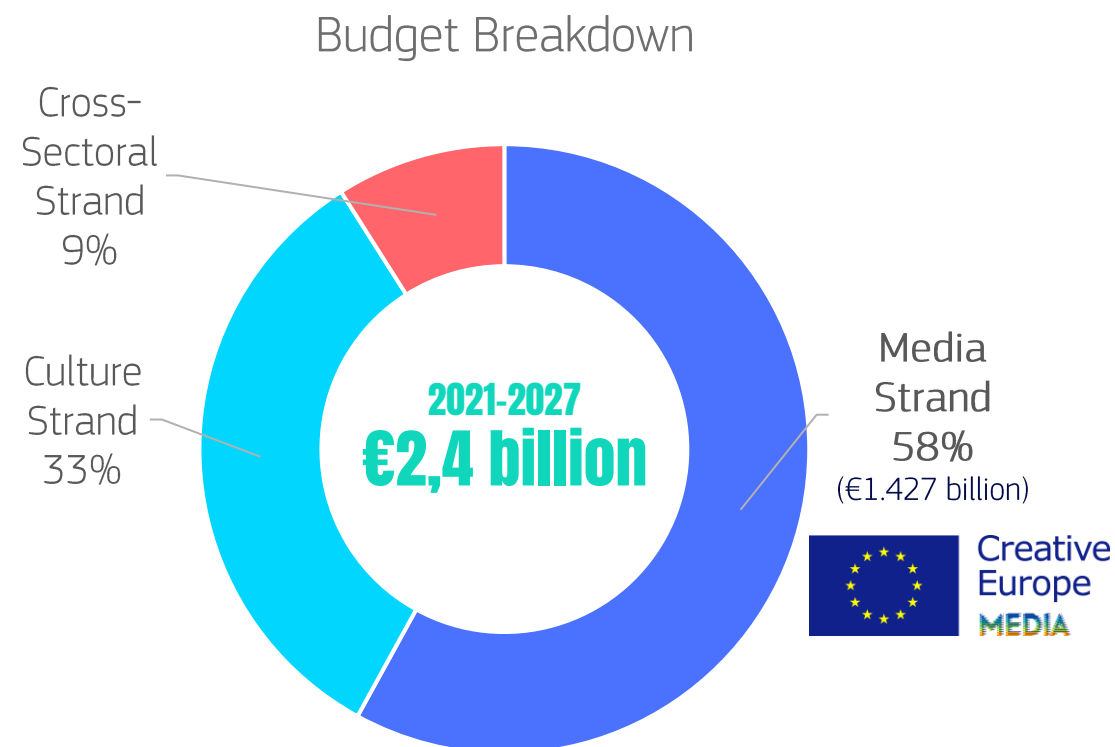Luova Eurooppa MEDIA

Liisa Sauri
Head of Desk

Inkeri Lundgren
Publicist

o   This webinar will be recorded. Q&A will not be recorded.

o   We will send you the slides after the event is over.

o   Slides are available on our website after the event. Recording is available on YouTube on request.

CREATIVE EUROPE 2021-2027

Creative Europe (2021-2027) is a EU funding programme that provides opportunities for organisations and professionals in the European cultural, creative and audiovisual sectors.

The programme is divided into two strands, Culture and MEDIA, and is supported by a cross-sectoral strand.

Budget Breakdown

Cross-Sectoral Strand 9%

Culture Strand 33%

2021-2027 €2,4 billion

Media Strand 58% (€1.427 billion)

Creative Europe MEDIA

OTHER MEDIA CALLS FOR THE GAME INDUSTRY

- **Immersive & VR projects** are eligible for applying for the **European Co-development** call.

- **Innovative tools and business models** call has had applications and funded projects linked to the game industry.

OTHER CREATIVE EUROPE ACTIONS - GOOD TO KNOW

- **Creative Innovation Lab** is a cross-sectoral call, where projects must have partners from different sectors of the creative industries.

- **MEDIA Stand** in Gamescom – studios can apply in the spring to join the stand.

POLICY BASE OF THE CALL

SCOPE OF THE ACTION

The MEDIA Strand shall provide support for the following measures:

- *Development of **audiovisual works** by European independent production companies, covering a variety of formats (such as feature films, short films, series, documentaries, **narrative video games**) and genres, and targeting diverse audiences, including children and young people.*

OBJECTIVES OF THE CALL

- ✓ Development capacity boost
- ✓ Products with potential for global reach
- ✓ Improve competitiveness
- ✓ Retention of IP by European devs

FINNISH BENEFICIARIES IN CURRENT PROGRAMME PERIOD

2023

- RED STAGE ENTERTAINMENT: E.I.N.S – Everything I Never Said, 150 000 €

2024

- DREAMLOOP GAMES: ALMA, 131 546 €

- MAKING MOVIES: ALMA, 25 841 €

- FANTOMATICO: Ancestors, 139 274 €

- FROZENBYTE: Six Heroes and a Villain, 200 000 €

- VRKIWI: Echoes of the Sunstone, 120 000 €

ALMA © Dreamloop Games Oy, Making Movies - Nordberg & Aho Oy
(Video Games and Immersive Content Development 2024)

STATISTICS FROM 2025 CALL

- Growing Number of Applications

324 proposals were submitted in 2025, up 28% from the previous year. 71 of these were resubmissions.

- Declining Success Rate

42 out of 281 eligible proposals were funded, resulting in a success rate of 15%. (2024: 18,5%; 2023: 47%; 2022: 59%).

- Denmark Leads Nordics

9 funded projects were from Denmark. Norway and Sweden each had 1 funded project. Finland submitted 11 applications, but none were funded.

- Big Screen Leads Platform Distribution

In funded projects PC remained the most popular platform (28) with consoles (21) a close second. 11 projects were VR and only 5 for mobile.

- Family Friendly Content:

PEGI 12 was the most common age rating among funded projects (45%). Projects with PEGI 7 and PEGI 16 ratings were also funded, only one at PEGI 18.

BASICS & LINKS

VIDEO GAMES AND IMMERSIVE CONTENT DEVELOPMENT 2026

o Call ID: CREA-MEDIA-2026-DEVVGIM

o Deadline: **11th February 2026**, at 6 PM Finnish time

o Total budget: **10 M€** (▲2025: 7 M€)

o NEW IN 2026: Only **one application** allowed as **coordinator**!

o Support is a *Lump sum grant*, up to **€200,000**, max. 60% of eligible costs

o Project duration max **36 months**

o Application process schedule
  - Evaluation: February–June 2026
  - Decisions to applicants: August 2026
  - Grant agreement signature: November 2026

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BASICS & LINKS

LINKS & RESOURCES FOR APPLICANTS 1/2

- Call document: call-fiche_crea-media-2026-devvgim_en.pdf

- Call in the Funding and Tenders (FTOP) portal: CREA-MEDIA-2026-DEVVGIM

- EACEA Info session
  - Download slides (PDF)
  - Watch The Recording (Vimeo)

- Summary of the call on our website in Finnish: Video Games and Immersive Content Development – Media Desk
  - Slides of this info session will be added here!

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BASICS & LINKS

LINKS & RESOURCES FOR APPLICANTS 2/2

- Mediadesk.fi: FAQ in Finnish

- Mediadesk.fi: Creative Dossier | Advisory

- Book a Consultation with the Media Desk team

- Direct email to the EACEA team: EACEA-MEDIA-DEVVGIM@ec.europa.eu
  - (Tip: Add Liisa & Inkeri as cc)

Technical Issues in the Portal

- Funding & Tenders Portal Online Manual

- IT Helpdesk Contact Form

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WHO CAN APPLY?

To be eligible, the applicant must be
- European, meaning:
  - established in one of the MEDIA countries
  - owned by majority by nationals from MEDIA countries
- A video game studio, XR studio or audiovisual production company
  - Criteria: Company profile and main objective and activity

It's possible to apply as **a single company** or **a team of companies**, called a consortium.

What about **solo devs**?

- Natural persons cannot apply.

- Self-employed or sole traders with a business ID may apply, but in practice, meeting requirements of financial and operational capacity can be challenging.

WORKS QUALIFYING AS "RECENT EXPERIENCE"

The coordinator of the application must have a reference work, a video game or immersive experience, which has been **commercially distributed** in the period **between 01/01/2023 and the deadline**.

- Commercially distributed = Must have **generated income** as sales or in ad sales.
- **A report** of income must be available on request.
- Note: **The amount** of income is not relevant here.

Ineligible reference works:

- Works **in early access** (Guideline: "the production phase must be finished")
- Work-for-hire projects for another company
- Personal credits in a work produced by another company / legal entity

Note: Reference work doesn't need to be a narrative project.

WHAT CAN BE FUNDED?
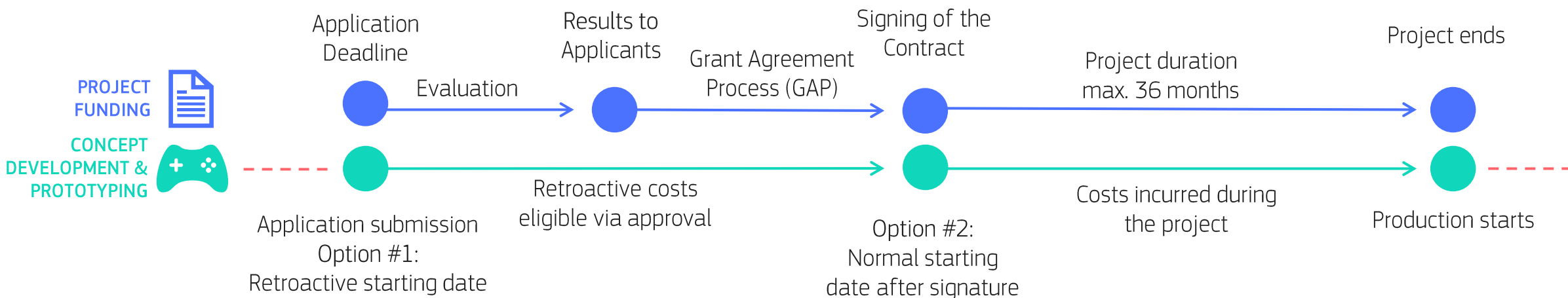
Support Is Limited To Narrative Games

- Interactive **narrative storytelling** = story must be told throughout the game or experience
- Rules out many genres like puzzles and educational games
- Intended for commercial exploitation
- All major platformas are ok: **PCs**, **consoles**, **mobile devices** and **other technologies**.

Support Can Only Cover Concept Development & Prototyping

- The concept development phase: starting from the first idea until the delivery of **the first prototype**.

- Prototype is understood either as **first playable**, **vertical slice**, **Alpha version** or **Trial/Demo version**

PLANNING YOUR PROJECT AND BUDGET

- 'Eligible costs' means the costs that you can include in the project's budget. Costs must incur **during the project.** By default, project starts **after** the contract is signed.

- The Retroactivity Clause: if you can justify a reason, the project can be dated **to start before the signature date**, as early as the submission date.

- Costs incurred prior to submitting the application are not eligible.

- Costs incurred after the project ends and related to production are not eligible.

- Finished projects cannot be financed -> Production cannot start before **10 months after deadline** (December 2026).

Application
Deadline

Results to
Applicants

Signing of the
Contract

Project ends

PROJECT
FUNDING

Evaluation

Grant Agreement
Process (GAP)

Project duration
max. 36 months

CONCEPT
DEVELOPMENT &
PROTOTYPING

Retroactive costs
eligible via approval

Costs incurred during
the project

Application submission
Option #1:
Retroactive starting date

Option #2:
Normal starting
date after signature

Production starts

VIDEO GAMES AND IMMERSIVE CONTENT DEV

EVALUATION

ADMISSIBILITY CRITERIA

‣ Submission requirements

Remember to:
✓ Use the templates! No alternatives allowed.
✓ Submit in time.

ELIGIBILITY CRITERIA

‣ Eligible participants
‣ Eligible activities

Check for:
✓ Company ownership
✓ Reference work
✓ Is your game in scope?
✓ Rights ownership MUST be proved by contract

FINANCIAL AND OPERATIONAL CAPACITY AND EXCLUSION

‣ Expertise and solvency
‣ Situations of exclusion (e.g. bankruptcy)

What is checked:
✓ Stable resources via financial indicators
✓ Project management presented in Part B

AWARD CRITERIA

‣ Evaluation of the quality of the proposal

Based on:
Application Form Part B
Creative Dossier

HOW TO APPLY: THE WALKTROUGH

Home > Funding > Calls for proposals > Video games and immersive content development

Video games and immersive content development
CREA-MEDIA-2026-DEVVGIM

Topic Call for proposal

Internal navigation

- General information
- Topic description
- Topic updates
- Conditions and documents
- Budget overview
- Partner search announc...
- Start submission

General information

Programme
Creative Europe Programme (CREA)

Call
Video games and immersive content development (CREA-MEDIA-2026-DEVVGIM)

Type of action	**Type of MGA**	
CREA-LS CREA Lump Sum Grants	CREA Lump Sum Grant [CREA-AG-LS]	Open For Submission

Deadline model	**Opening date**	**Deadline date**
single-stage	30 September 2025	11 February 2026 17:00:00 Brussels time

SCROLL

Start submission

Need help?

To access the Electronic Submission Service, please click on the submission-button next to the **type of action** and the **type of model grant agreement** that corresponds to your proposal. You will then be asked to confirm your choice, as it cannot be changed in the submission system. Upon confirmation, you will be linked to the correct entry point.

To access existing draft proposals for this topic, please login to the Funding & Tenders Portal and select the My Proposals page of the My Area section.

Please select the type of your submission:

◉ CREA Lump Sum Grants [CREA-LS], CREA Lump Sum Grant [CREA-AG-LS]

Start submission

A Part A: Administrative forms

B Part B and Annexes Creative Dossier

Media DB Media Database

C Part C (KPI)

Proposal forms

Deadline
11 February 2026 17:00:00 Brussels Local Time

70 days left until closure

Call data

Call: **CREA-MEDIA-2026-DEVVGIM**

Topic: **CREA-MEDIA-2026-DEVVGIM**

Type of action: **CREA-LS**

Type of MGA: **CREA-AG-LS**

⚠ Topic and type of action can only be changed by creating a new proposal.

Proposal data

Acronym: **TESTFIDESK**

Draft ID: **SEP-211259838**

Download Part B templates

⬇ Download part B templates **B**

Support & Helpdesk

[🖥 Online Manual]   [ℹ IT How To]

[✉ IT Helpdesk]   [❓ FAQ]

Service Desk:

⚠ Your proposal contains changes that have not yet been submitted.

Administrative forms (Part A)

[Edit forms ✎] **A**   [Edit MEDIA DB] **Media DB**   [Edit Part C (KPI)] **C**   [View history]   [Print preview]   ℹ

Part B and Annexes

In this section you may upload the technical annex of the proposal (in PDF format only) and any other requested attachments. ℹ

Part B of proposal ℹ *	**Template: Application Form Part B (Word/Doc)**	📄 **B**
Creative dossier ℹ *	**No template, see advisory**	📄 **B**
Detailed budget table ℹ *	**Template (Excel)**	📄 **B**
Info on independence and ownership and control ℹ *	**Template (Excel)**	📄 **B**
Information on language of submission documents ℹ *	**Template (Excel)**	📄 **B**
PDF with information about films/works generated from the Creative Europe MEDIA Database ℹ *	**Generate PDF via "Edit MEDIA DB"**	📄 **Media DB**
Rights contracts for the project(s) ℹ *	**No template**	📄 **B**
Supporting documents of co-production, distribution and financing ℹ *	**No template**	📄 **B**

[‹ BACK TO PARTICIPANTS LIST]   [VALIDATE]   [SUBMIT]

HOW TO APPLY
PARTS OF THE APPLICATION

- ### Part A: Administrative forms

  Basic information about the applicants, duration, the amount applied for etc. Filled in the system. Note: The summary is **public**, do not include business secrets

- ## Part B and Annexes

  The application form describing the content of the project, work packages, and deliverables. For most of these documents, templates are downloaded from the system, filled in, and uploaded back to the system. Includes the Creative Dossier.

- ## PDF Generated from MEDIA Database

  You will fill in information about **a) your reference work** and **b) the work you are developing** to the database. Then you generate a PDF document with the information and upload it back to the system.

- ### Part C (KPI)

  Key Performance Indicator tool is used to monitor the key figures of the projects. At the application stage, basic information about the applicants is requested, and details are specified during the GAP phase.

HOW TO APPLY

ANNEX TEMPLATES

==Using the templates is **mandatory.** No alternative versions are accepted.==

We recommend using ==Word Desktop & Exel Desktop in a PC environment.== Libre Office may be an option for iOS users, but issues may occur.

The templates provided:

- **Application Form Part B** -> The main application form for evaluation.

- **Detailed Budget Table** -> Excel table for the project budget.

- **Info on Independence and Ownership Control** -> A description of the ownership structure of the applicant(s). Related to eligibility criteria.

- **Info on Language of Submission Document** -> A summary of the languages used in the submitted documents. We recommend you supply all documents in English.

Nimi	Tila	Tyyppi	Koko
Tpl_Application Form (Part B) (CREA MEDIA)	⟳	RTF-tiedostot	1 212 kt
Tpl_Detailed Budget Table (CREA LSII)	⊘	Microsoft Excel -la...	218 kt
Tpl_Info on Independence and Ownership Control (CREA MEDIA)	⊘	Microsoft Excel -la...	95 kt
Tpl_Info on Language of Submission Documents (CREA MEDIA)	⊘	Microsoft Excel -la...	21 kt

MEDIA DATABASE

- Collects information about both **the reference work** and **the project being developed.**

- **Don't leave until the last minute!** Information requested is rather **detailed.**

- A lot of **overlap** between this and other annexes - **cross-check** that the details match!

- Access via the "Edit MEDIA DB" button. Fill in the form -> Genereate PDF -> Upload

Total Development Cost *

€

Total Production Cost *

€

Start Date of Development (Pre-Production) *

DD.MM.YYYY

Date of Delivery of the Prototype

DD.MM.YYYY

Start Date of Production *

DD.MM.YYYY

Ownership of Rights

Origin of Work *

Original Work

Type of contract with Author *

Choose an option

Start Date of the Ownership *

DD.MM.YYYY

End Date of the Ownership *

DD.MM.YYYY

Date of signature of the agreement *

DD.MM.YYYY

FOR
GRANT
REQUEST

OWNERSHIP OF RIGHTS

- Copyright in the EU is automatically granted to **the creator** (a natural person).

- The company only owns the rights if they are **explicitly transferred**.

- For EU funding, **clear documentation** is required, even if the ownership seems "self-evident".

Ownership of Rights

Origin of Work *

Original Work ⌄

Type of contract with Author *

Choose an option ⌄

Start Date of the Ownership *

DD.MM.YYYY 📅

End Date of the Ownership *

DD.MM.YYYY 📅

Date of signature of the agreement *

DD.MM.YYYY 📅

Type of contract with Author *

Contract of transfer of rights ⌄

Choose an option
Contract of transfer of rights
Public domain
Option Agreement of transfer of rights
Unilateral declaration of transfer of rights
Co-Production/co-development agreement

APPLICATION FORM PART B – HOW TO BEGIN

1. Work on Word Desktop

2. Open the **.rtf** and check that **pages 13-21** are in **landscape** format

3. Save the document in **.docx**

4. Check the green texts for which questions are applicable for your call.

5. **Delete** all not applicable (n/a) questions
   - ⊘ Do not delete applicable questions
   - ⊘ Do not delete any boxes or tables!
   - ⊘ Do not delete tags! They look like this: (#@APP-FORM-CREAMEDIA@#)
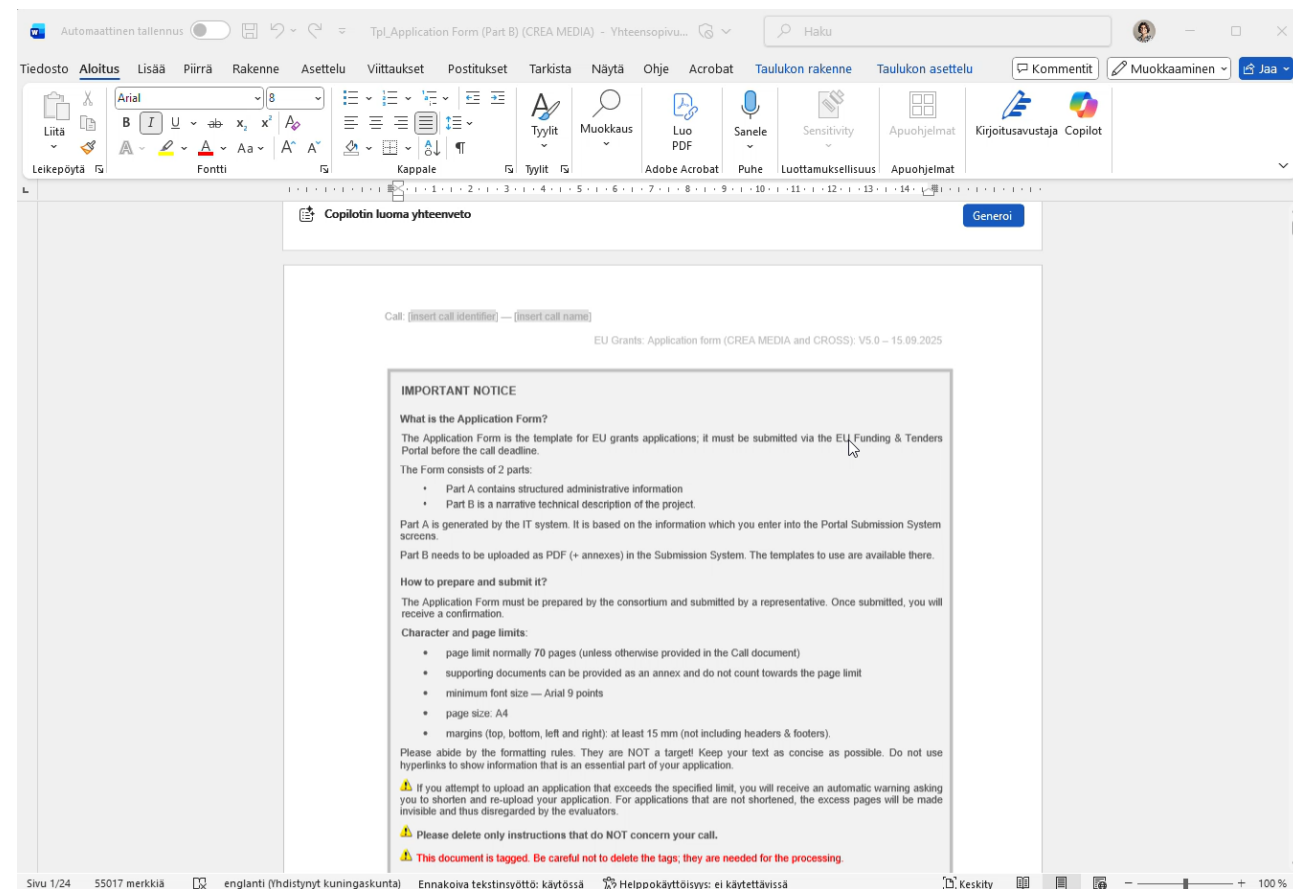
TIPS FOR WRITING YOUR APPLICATION

✓ Study **the award criteria** – the evaluation is based on it
  ✓ Section *9. Award criteria* starts on page **17** in the call document
  ✓ Order of the criteria follows the order of the applicable questions in Part B

✓ **Read the questions** thoroughly
  ✓ The wordings are specific and reflect the objectives of the funding
  ✓ Break the questions down and make sure you answer all parts
  ✓ Think about which parts of your answer you can elaborate in the Creative Dossier

1.2 Needs analysis and specific objectives

Needs analysis and specific objectives

*For 'Video games and immersive content development': Describe **the originality and creativity** of the concept of the project **compared to existing work**, including **originality of the story**.*

AWARD CRITERIA

1. Relevance: Relevance of the project in relation to the call's objective and targeted projects (35 points)

- Originality and creativity of the concept against existing work, including originality of the story (10 points)

BREAKDOWN OF QUESTION

Describe **the originality and creativity** of the concept of the project…

- What is original about the project?

- Describe the creative elements of the project!

compared to existing work…

- List references and comparative titles

including **originality of the story**.

- What is original about the story of your game?

TIPS FOR WRITING YOUR APPLICATION

✓ Assume the reader **has never heard about you**, your company or the project

✓ **Sell your company and the team**! Brag about merits, mention qualifications.

✓ **Sell your project**! The aim is to make **a commercial product** with **creative and innovative elements** and **international potential**.

✓ The EU grant should not be **the condition of your project proceeding, or a substitute for poor local funding**:

    ✓ NO: "Sadly, there is no local funding available, if only we could get this grant..."

    ✓ YES: "We believe this project has potential to help our company grow."

⛏ PART B: WORK PACKAGES

Milestones and deliverables

The milestones and deliverables for each project will be managed through the Portal Grant Management System and will be reflected in Annex 1 of the Grant Agreement.

The project activities must be organised in the following work packages:

– WP 1 – Artistic development (narrative part, characters, graphic approach, etc.) (mandatory)

– WP 2 – Technical development (GUI, HUD, etc.) (mandatory)

– WP 3 – Financing, distribution and marketing activities (mandatory)

- Work packages are a form of project management in EU funding calls.

- Follow the Work Package format layed out in the call document. DO NOT use your own project management logic – you will be asked to amend at GAP phase.

- Milestones are not needed, leave them blank.

- Name your Work Package tasks after the deliverables
  - For example, if required deliverable is called: *Updated creative development*
 - Name the corresponding task: *Creative development*
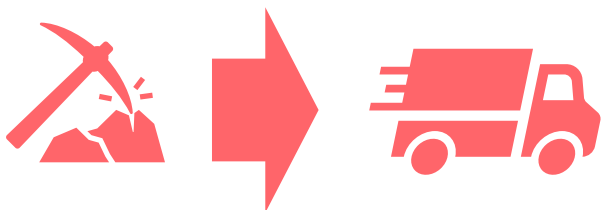
🚚 PART B: DELIVERABLES

During the implementation of the project, the following deliverables must, as a minimum, be provided:

- WP 1 – Updated creative development (treatment, script, bible, game design document)

- WP 1 – Declaration on independence and ownership

- WP 1 and/or 2 – Update on key crew/casting

- WP 2 – Video of or link to prototype / trial version / trailer / teaser

- WP 3 – Updated financing/budget and production schedules

- WP 3 – Updated distribution and marketing strategies

- WP 3 – Interoperable standard identifier

- Payment of the grant is based on finishing the deliverables

- Follow the list of deliverables in the call document closely

- "Declaration on independence and European ownership": This document signifies, that by the end of the projct, no major changes have happened in your company's ownership.

- "Interoperable standard identifier" is an ISAN or EIDR, and must be marked "public"
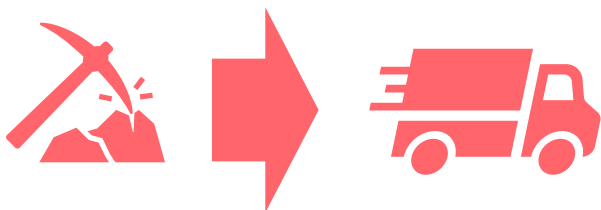
CREATIVE DOSSIER

What is it?

- A project description highlighting originality, creativity and innovation.

- Not a pitch deck or GDD.

- No official template. Format is free, but submit as PDF (Note: max 10MB).

- Videos and audio can be **linked.** No embeds or downloads.

- Hosting must verify media files are **unedited after deadline**.

What to include?

- Gameplay description, GUI/HUD, level & character design, pictures, graphic bible, script, storyboard, creative director's note.

- Read award criteria carefully and decide **what to present as text vs. as visuals**.

- Visuals and diagrams (e.g., game loops) are encouraged.

HOW TO APPLY
APPLICATION REVIEW & BUDGET TABLE INFO SESSION

BOOK AN APPLICATION REVIEW

- Scheduled on week 6 (2-6th Feb, week prior to deadline)
- Send your materials **2 working days** before the meeting (.doc / pdf.)
- Review will focus on Application Form Part B
- Booking Link: http://urlr.me/!MediaDeskBookings

BUDGET TABLE INFO SESSION

- Tips and Q&A for Detailed Budget Table Excel
- Preliminary date: Monday 26th January
- In Finnish (Joint session for Co-dev)

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THANKS FOR WATCHING!

Q&A

The Q&A is not recorded.