

**Specifications for the call for proposals**  
**“ Research and development programs in the press sector ”**

Innovators club  
 Press emergence and innovation support fund

Context	<p>The press emergence and innovation support fund launches a call for proposals for the implementation of one or more research and development programs, which should favor innovation in the press sector. This call stands within the framework of the reform of press aid, in accordance with the provisions of Article 28-3 of Decree No. 2012-484 of 13 April 2012 as amended.</p> <p>The aid is granted in accordance with No SA.58995 exempted framework scheme aid for research, development and innovation, based on the general rules for exemption by category No. 651/2014 as adopted by the European Commission on 17 June 2014, as amended by the Commission Regulations (EU) 2017/1084 of 14 June 2017 and 2020/972 of 2 July 2020 commission.</p>
Intended audience	<p><b>The relevant scientific, academic and entrepreneurial community in the fields of research on practices and uses related to the reading of the press, as well as research and development of tools related to the press sector.</b></p> <p>The groups of candidates or organizations wishing to apply for this call for proposals may comprise actors from the academic and scientific communities, research and development companies, or belonging to the press sector. Partnerships between public and private partners will also be encouraged.</p> <p>This call concerns both fundamental and industrial research programs.</p> <p>Selected candidates shall agree to make their work accessible to the public in order to combine all results and thus encourage innovation in the press.</p>
Research and development themes	<p>Proposed programs may address one or more of the following themes :</p> <ul style="list-style-type: none"> <li>• <b>Means for the production of information</b> : data journalism, Data mining, fake news, augmented journalism (artificial intelligence, augmented reality, etc.) and so on ;</li> <li>• <b>User experience</b> : customization of content, information dissemination and liquidity, building content platforms and simplification of means of authentication, etc. ;</li> <li>• <b>Monetization of content</b> : payment wall (paywall), subscription choices, etc.</li> </ul>

Programs phases	<p>Research and development programs can also pertain to fundamental research or industrial research and thus fall within a specific timeframe.</p> <p><u>The applicant may apply to one or more of the following three phases :</u></p> <ul style="list-style-type: none"> <li>• <b>A study phase for the uses related to the experience of readers</b>, which consists in proposing an analysis of the practices from a socio-economic point of view, for example foreign markets (benchmarks) ;</li> <li>• <b>A fundamental research phase</b>, whose aim is to constitute a prerequisite for future industrial developments ;</li> <li>• <b>An industrial research phase.</b></li> </ul>
Goals	<p>The objective is to implement one or more research and development programs, which are capable of stimulating and encouraging innovation in the press.</p> <p><u>Each submitted program, for a given theme and phase, will have to achieve one or more of the following goals :</u></p> <ul style="list-style-type: none"> <li>• Be innovative and reinforce partnerships ;</li> <li>• Project to undo some of the various obstacles identified in the press (technological, methodological and usability obstacles ...) by committing to obtain specific results ;</li> <li>• Achieve functional proofs of concept capable of inducing future industrial developments ;</li> <li>• Support scientific and technological research which allows a change of scale in the capabilities of exploration and exploitation of the existing tools in the press ;</li> <li>• Consolidating existing scientific and technological content.</li> </ul>
Project content	<p>Candidates for the call for proposals must file an application to the Directorate-General for Media and Cultural Industries containing the following specific information :</p> <ul style="list-style-type: none"> <li>• name, size and, where appropriate, composition of the supporting organization ;</li> <li>• location of the project ;</li> <li>• detailed assessment of the project costs ;</li> <li>• type (subsidy or repayable advance) and amount of the requested aid.</li> </ul>
Location	European Union countries.
Language	Projects must be written (or translated) in French.

<p>Eligible expenditure</p> <p><i>(In accordance with Article 25 of Commission Regulation No. 651/2014 of 17 June 2014 declaring certain categories of aid compatible with the internal market in application of Articles 107 and 108 of the Treaty)</i></p>	<p>The eligible costs are as follows :</p> <ul style="list-style-type: none"> <li>• <b>personnel costs</b> : researchers, technicians and other supporting staff to the extent employed on the project ;</li> <li>• <b>costs of instruments and equipment</b>, to the extent and for the period used for the project. Where such instruments and equipment are not used for their full life for the project, only the depreciation costs corresponding to the life of the project, as calculated on the basis of generally accepted accounting principles are considered as eligible ;</li> <li>• <b>costs for of buildings and land</b>, to the extent and for the duration period used for the project. With regard to buildings, only the depreciation costs corresponding to the life of the project, as calculated on the basis of generally accepted accounting principles are considered as eligible. For land, costs of commercial transfer or actually incurred capital costs are eligible ;</li> <li>• <b>costs of contractual research, knowledge and patents</b> bought or licensed from outside sources at arm's length conditions, as well as costs of consultancy and equivalent services used exclusively for the project ;</li> <li>• <b>additional overheads and other operating expenses</b>, including costs of materials, supplies and similar products, incurred directly as a result of the project ;</li> </ul> <p>Eligible costs for feasibility studies correspond to the full costs of the study.</p> <p><b>Please note that the applicant must not incur the expenses related to the project before submitting his application, in accordance with the European Framework Plan for Aid for Research, Development and Innovation.</b></p>
<p>Maximum amount of aid</p>	<p>The maximum amount of aid follows the intensity levels provided for in the European framework. It is limited by the decree to 70% of the eligible expenses.</p>
<p>Projects review</p>	<p>The submitted projects will be reviewed by the Innovators' Club (an administrative committee that is responsible for issuing an opinion on the granting of aid from the fund to support emergence and innovation in the press). The general director of the Media and Cultural Industries grants aids upon advice from the Innovators Club.</p>
<p>Procedures for payment</p>	<ul style="list-style-type: none"> <li>• The first installment shall be paid after the conclusion of an agreement between the State and the beneficiary setting out in particular the terms and conditions for the payment of the grant ;</li> <li>• Payment for the second installment shall be decided by the general director of the Media and Cultural Industries upon the reception and review of a progress report sent by the beneficiary ;</li> <li>• Payment for the third and final installment is granted by the general director of Media and Cultural Industries upon submission of a final report detailing the results of the research and development program.</li> </ul>

Evaluation	Document-based and on-the-spot checks may be initiated by the general director for Media and Cultural Industries to verify the accuracy of the provided information.
Projected schedule	The application form must be sent to the « Direction générale des médias et des industries culturelles » <b>before May 9th, 2021</b> .
Informations	<p>The application form is available at the following address :  <a href="https://www.culture.gouv.fr/Sites-thematiques/Presse/Aides-a-la-Presse/3.1-Presenter-une-demande-d-aide-aux-programmes-de-recherche-et-developpement2">https://www.culture.gouv.fr/Sites-thematiques/Presse/Aides-a-la-Presse/3.1-Presenter-une-demande-d-aide-aux-programmes-de-recherche-et-developpement2</a></p> <p>Once completed, it must be sent by <b>e-mail</b> (request form and attachments) to the following address:</p> <p style="text-align: center;"><a href="mailto:emergence.presse@culture.gouv.fr"><b>emergence.presse@culture.gouv.fr</b></a></p> <p>Large attachments can be sent at the following address :  <a href="mailto:zephyrin.ext.culture.fr"><b>zephyrin.ext.culture.fr</b></a>  or through <a href="https://www.wetransfer.com"><b>wetransfer.com</b></a>.</p> <p><u>Contacts:</u>  <b>Lucas PORTILLO</b>, Head of the Emergence and Innovation Support Fund in the press  Email: <a href="mailto:lucas.portillo@culture.gouv.fr">lucas.portillo@culture.gouv.fr</a></p> <p><b>Nicolas LE MOAL</b>, Administrator of the Emergence and Innovation Support Fund in the press  Tel : 01.40.15.37.01  Email: <a href="mailto:nicolas.le-moal@culture.gouv.fr">nicolas.le-moal@culture.gouv.fr</a></p>

<p>Definitions</p> <p><i>(In accordance with article 2 of the aforementioned Regulation)</i></p>	<p><b>A research and development project</b> is a process which includes activities covering one or more categories of research, as defined below, and which is intended to fulfill by itself an indivisible function of a specific economic, scientific or technical nature, with clearly identified objectives. A research and development project may consist of a number of works, activities or services and includes set objectives and activities to reach these objectives (including expected costs), and tangible elements to define the results of these activities and compare them with the corresponding objectives. Where two or more research and development projects cannot be clearly distinguished from one another and, more particularly, when they do not have separate opportunities for technological success, they are considered to be a single project ;</p> <p><b>Fundamental research</b> means experimental or theoretical work undertaken primarily to acquire new knowledge of the underlying foundations of phenomena and observable facts, without any direct commercial application or use in view ;</p> <p><b>Industrial research</b> means the planned research or critical investigation aimed at the acquisition of new knowledge and skills for developing new products, processes or services or for bringing about a significant improvement in existing products, processes or services. It comprises the creation of components parts of complex systems, and may include the construction of prototypes in a laboratory environment or in an environment with simulated interfaces to existing systems as well as of pilot lines, when necessary for the industrial research and notably for generic technology validation.</p>
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