

CALL FOR PROPOSALS

EURIMAGES PROMOTION PROGRAMME

EURIMAGES NEW LAB AWARDS

**Deadline for
applications** | 15 March 2026

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1. INTRODUCTION	2
1.1. Values and missions	2
1.2. Structure and Governance	2
1.3. Budget and funding	2
1.4. Support schemes	3
2. BACKGROUND INFORMATION	3
2.1. Eurimages Promotion Programme	3
2.2. Current activities in the framework of the Promotion Programme	3
3. PURPOSE OF THE CALL	4
4. DESCRIPTION OF THE EURIMAGES NEW LAB AWARD	4
5. ELIGIBILITY CRITERIA FOR THE INITIATIVES	5
5.1. Nature, location and geographical extent	5
5.2. Project selection.....	6
5.3. Presentation of the projects	7
5.4. The jury	7
5.5. Visibility Requirement	8
5.6. Exclusion criteria	8
6. HOW TO APPLY	9
6.1. Documents to submit	9
6.2. Deadline for submission	9
6.3. Questions.....	9
7. EVALUATION AND SELECTION PROCEDURE	9
7.1. Evaluation and selection procedure	9
7.2. Selection criteria	10
8. NOTIFICATION OF THE DECISION AND SIGNATURE OF THE PARTNERSHIP AGREEMENTS.....	11
9. INDICATIVE TIMETABLE.....	11

This call for proposals is launched in the framework of the Promotion Programme of the Eurimages Fund. It aims to select the initiatives which will host the Eurimages New Lab Awards while meeting the Fund's quality standards and values. Selected events are expected to provide visibility to both the Fund and international film co-productions.

1. INTRODUCTION

Active since 1989, Eurimages was established as a cultural support fund of the Council of Europe. The Fund promotes independent filmmaking by providing financial support to feature-length fiction, animation and documentary films. In doing so, it encourages co-operation between professionals established in different countries.

1.1. Values and missions

As an entity of the Council of Europe, the Eurimages Fund organises its activities based on the following fundamental values:

- freedom of artistic expression
- pluralism
- diversified creative storytelling
- cultural co-operation and exchange
- equality, diversity and inclusion
- transparency and neutrality
- environmental sustainability

Eurimages aims to enhance co-operation for the purpose of stimulating high quality film and audiovisual production as an important means of promoting independent cinematography and cultural exchanges within Europe and beyond, thus contributing to more inclusive and peaceful societies.

Its mission is to foster co-production and the circulation of independent, diverse, and original quality filmmaking and encourage co-operation contributing to a common film heritage, while taking into account gender equality, diversity, inclusion, and environmental protection.

1.2. Structure and Governance

The Board of Management, under the authority of its President, adopts the budget of the Fund and defines its policy and strategy. It meets at least once a year and is composed of representatives of the Fund's member States.

The Executive Committee provides continuity of management between meetings of the Board of Management. It meets at least three times a year and is composed of representatives of one-third of the Fund's member States, named by rotation and with regard for geographical and gender balance.

The Secretariat of Eurimages is responsible for implementing the decisions taken by the Board of Management. It maintains contacts with film industry professionals and has the task of assessing applications for funding as well as ensuring the follow-up of support agreements. The Secretariat is based in Strasbourg under the authority of an Executive Director.

1.3. Budget and funding

Eurimages has a total annual budget of approximately €31 million. This financial envelope derives essentially from the contributions of the member States as well as returns on the loans granted. Eurimages' support takes the form of soft loans and grants (Co-production support) or grants (Promotion of co-production, Cinemas support and Film Marketing & Audience Development support, supports granted in the framework of the Gender Equality, Diversity and Inclusion Strategy). Soft loans are repaid from revenues generated by the projects supported.

1.4. Support schemes

Eurimages has four support schemes:

- Feature Film Co-production support (representing 80% of the Fund's resources)
- Film Marketing & Audience Development (FMAD) support¹
- Cinemas support, in cooperation with Europa Cinemas
- **Promotion activities to promote independent filmmaking and international film co-productions through co-operation agreements with various festivals and film markets, including Co-production Development Awards, New Lab Awards and Sponsorships.**

In addition, Eurimages carries out other activities within the framework of overarching principles:

- Gender Equality, Diversity and Inclusion (GEDI) Strategy²
- Sustainability Strategy

**More information on the Eurimages Fund and its activities is available on its [website](#).
The latest activity report is available [online](#).**

2. BACKGROUND INFORMATION

2.1. Eurimages Promotion Programme

As part of its mission to support the creation and distribution of cinematographic works, the Eurimages Fund has established a promotion programme aimed at increasing its visibility and highlighting international film co-productions throughout its member States.

Under this programme, the Eurimages Fund enters into partnerships with key industry players such as major international film festivals, as well as with initiatives organised as part of the industry programme of film and audiovisual events throughout its member States.

2.2. Current activities in the framework of the Promotion Programme

2.2.1. Co-operation with film festivals and markets

For many years, the Eurimages Fund has been actively participating in the **Berlin, Cannes and Venice film festivals**, where it has a stand at their respective markets.

The Eurimages Fund also partners with these events to host a reception attended by a large number of industry professionals and organises occasional panels to introduce its new activities.

2.2.2. Eurimages International Co-Production Award

In 2007, the Eurimages Fund became a patron of the European Film Academy and created an award for co-production now called **Eurimages International Co-Production Award**, aimed at rewarding a distinguished producer from a Eurimages member State active in co-production.

This award, designed to acknowledge the key role of co-production in the film industry, is presented during the annual European Film Awards ceremony.

2.2.3. Eurimages Co-production Development Award

The **Eurimages Co-production Development Award** was created in 2010 to promote the Fund's role in encouraging film co-production from the initial stages of a project. Since 2021, this cash-prize of €20,000 is presented in a selection of co-production markets resulting from triennial calls for proposals.

¹ This new programme replaces the former [Distribution Support Programme](#), which was discontinued in 2019.

² Two calls for proposals are launched at the same time as the ones for the Promotion Programme in order to select for the period 2027-2029: Gender Equality, Diversity and Inclusion sponsorships and the Audentia Award.

A separate call for proposals is launched at the same time as this one in order to select the co-production markets that will host the Eurimages Co-production Development Awards in 2027-2029.

2.2.4. Eurimages New Lab Awards

These awards are successors to the Eurimages Lab Project Awards launched in 2016 for innovative projects exploring new forms of expression, and the conclusions of the “Study on the feasibility, pertinence and design of a Lab Projects support programme for the Eurimages Fund”.

2.2.5. Sponsorships and patronages

Further to its triennial calls for proposals, Eurimages offers sponsorships to selected film-related initiatives taking place in the Fund’s member States. This activity aims to promote both the Eurimages Fund and international film co-production through partnerships with high profile initiatives willing to highlight them.

A separate call for proposals is launched at the same time as this one in order to select sponsorship proposals made by international initiatives likely to contribute to the promotion of international film co-productions and the Eurimages Fund in 2027-2029.

Eurimages also offers patronage (i.e. sponsorships that do not involve a financial contribution from the Fund) for film-related events in the area of international co-productions. Applications for patronage are not covered by any call. They must be submitted in accordance with the [guidelines](#) on patronage published on the Eurimages website.

3. PURPOSE OF THE CALL

The purpose of this call is to select, for the year 2027 and with the possibility of renewal for the years 2028 and 2029, the **initiatives** which will present the Eurimages New Lab Awards.

The **initiative** is an already existing audiovisual structure (festival, market, lab, etc).

The **event** is part of the programme of the initiative, and it can be either an already existing activity or an activity adapted or created ad hoc to host the Eurimages New Lab Awards.

Eurimages intends to select **initiatives** to host the Eurimages New Lab Awards in accordance with the exclusion, eligibility and selection criteria defined below.

The selected initiatives will sign an agreement detailing the terms of their partnership with Eurimages in the framework of the annual presentation of the Eurimages New Lab Awards for a maximum period of 3 years (2027-2029). This partnership agreement will be signed for 1 year with a tacit renewal for 2 additional years up to a maximum of 3 years and it will not include any financial compensation from Eurimages.

4. DESCRIPTION OF THE EURIMAGES NEW LAB AWARD

The **Eurimages New Lab Awards** (NLA) were created to:

- i) **promote and celebrate both established and emerging non-conventional filmmakers and visuals artists known for their daring works**
- ii) **give them greater visibility** and
- iii) **concretely support their ongoing career.**

Four awards are presented annually, consisting of:

- **two Innovation Awards of €20,000 each** for innovative projects in development to promote experimentation;
- **two Outreach Awards of €30,000 each** for innovative work-in-progress projects (in late production or post-production) to promote international audience outreach.

Each initiative selected will present either one Innovation Award of €20,000 to an innovative project in development in order to promote experimentation or one Outreach Award of €30,000 to an innovative work-in-progress project in order to promote international audience outreach.

The **Innovation Award** will go to an independent production company from a Eurimages member State or, for projects without a production company attached, to an established or emerging director/visual artist from a Eurimages member State, for an innovative project showing an intention of international cooperation.

The **Outreach Award** will go to an independent production company from a Eurimages member State or, for projects without a production company attached, to an established or emerging director/visual artist from a Eurimages member State for an innovative project striving to reach international audiences beyond traditional distribution channels.

Independent production companies must be majority owned and continue to be majority owned, either directly or indirectly, by nationals of the Eurimages member States. Legal entities which are not able to show the composition of their shareholding are not eligible. A production company is considered independent when less than 25% of its share capital is held by a single audiovisual media service provider or less than 50% where several audiovisual media service providers are involved. Independence and ownership are verified up to the third level above the applying company.

Projects can be co-produced with production companies from non-Eurimages member States. However, the recipient of the Award must be a production company from a Eurimages member State. In the case of more than one Eurimages member State independent production companies attached, the company applying to the relevant market will be the recipient of the Award.

In the absence of a production company attached, at least one of the directors/visual artists must be a national or permanent resident of a Eurimages member State. In the case of multiple directors/visual artists nationals where one or more directors/visual artists among them are nationals or permanent residents of a Eurimages member State, the directors/visual artists will nominate one of their number as recipient of the Award. The nominated director/visual artist must be a national or permanent resident of a Eurimages member State. The nominated director/visual will sign the support agreement with Eurimages.

A project which has previously been granted Eurimages Co-production Support and/or the Eurimages Co-Production Development Award will be automatically excluded. The incompatibility of any New Lab Award with the Eurimages Co-production Development Awards or Eurimages co-production support is reciprocal, which means that **any project granted the New Lab Award (either Innovation or Outreach) cannot apply for Eurimages co-production support or be eligible for the Eurimages Co-production Development Award.**

The award will take the form of a grant which will be paid upon the signature of an agreement between the winner applicant and Eurimages.

The Eurimages Innovation New Lab Award shall be used for the financing of the project without generating any profit for the recipient and Eurimages must be mentioned in the credits and all publicity material of the project.

The Eurimages Outreach New Lab Award shall be used for the finalisation and implementation of the outreach strategy of the project without generating any profit for the recipient and Eurimages must be mentioned in the credits and all publicity material of the project.

5. ELIGIBILITY CRITERIA FOR THE INITIATIVES

These are the mandatory minimum requirements for the initiative, the event/s and for the organisation of the award. Proposals that do not meet these minimum requirements will be considered ineligible.

5.1. Nature, location and geographical extent

- a) The event is part of a branded initiative in the audiovisual sector.

- b) The **initiative** needs to have a **track record in selecting innovative projects**, possibly at the crossroads of visual arts, and a minimum of duration of **existence of 2 years** at the time of application.
- c) The initiative takes place **annually for at least two consecutive days**.
- d) The initiative must be established **in a member State of the Eurimages Fund** and the event must take place in a member State of the Fund.
- e) Both the initiative and the event shall be aimed at professionals in the audiovisual industry residents in or nationals **of a minimum of 10 Eurimages member States**.
- f) The **event** can be already in existence, or be an event adapted or created specifically to host the Eurimages New Lab Awards.
- g) The initiative is a legal entity that is authorised to enter into a **partnership agreement** with Eurimages³.
- h) The proposal should be **compatible with Eurimages' objectives and values** and relevant to the Fund's strategy and its Promotion Programme in particular.
- i) The initiative must demonstrate the **added value of its event**, including its ability to attract innovative and experimental projects.
- j) The event should show the capacity to provide visibility to the award-winner's work, should take into consideration **emerging talent** and, ideally, should address **young international audiences**.
- k) The event must have a clear potential to **enhance the visibility of Eurimages** and the proposal must include a detailed explanation of the expected visibility and outreach impact.
- l) Both the event and the initiative should have at minimum a gender equality policy and preferably a **gender equality, diversity and inclusion policy**.
- m) The initiative should provide information on the environmental sustainability measures in place as part of the proposal.

5.2. Project selection

The selection must include **a minimum of 5 projects eligible for the Innovation Award** and **a minimum of 5 projects eligible for the Outreach Award**.

Projects shall be single audiovisual works. They can be either **fiction, documentary or non-narrative projects**. **Live action, animation, VR/XR, immersive formats and hybrid formats are eligible**.

Projects shall be **innovative, non-conventional, experimental works exploring new forms of expression in terms either of content and/or format**.

The minimum duration of the projects may be determined by the event.

The projects selected to compete for the Innovation Award must show an intention of international cooperation (eg: crew/cast members, production/shooting locations or financing from more than one country). The award may be granted to the independent production company attached or, for projects without a production company attached, to the director/visual artist of the project.

The projects selected to compete for the Outreach Award must show an intention to reach international audiences **beyond traditional distribution channels**. The award may be granted to the independent production company attached or, for projects without a production company attached, to the director/visual artist of the project.

The selection of projects must be made with due regard for **gender balance**.

The documents that will be made available to Eurimages to establish the eligibility of projects in relation to the awards will include:

³ Natural persons are not eligible, except for self-employed persons (sole traders) whose company does not have a legal personality distinct from that of the natural person.

For the **Innovation Award**

- a conceptual note by the director/visual artist (this could be a video-pitch) which should address the innovative, non-conventional, experimental nature of the work and how it employs new forms of expression either in terms of content and/or format;
- impact/use of the award for the financing of the project;
- project description, treatment or script;
- other audiovisual materials which could include previous works of the director, if applicable, in a document or in any audiovisual format;
- a note detailing the international co-operation;
- a financing plan and budget;
- a declaration of compliance with the exclusion criteria set out in a pre-established template provided by Eurimages;
- any other materials that may be determined by the event.

For the **Outreach Award**

- a conceptual note by the director/visual artist (this could be a video-pitch) which should address the innovative, non-conventional, experimental nature of the work and how it employs new forms of expression either in terms of content and/or format;
- specific outreach strategy demonstrating how the project will reach out to international audiences beyond traditional distribution channels.
- impact/use of the award for the finalisation of the project and the implementation of the outreach strategy);
- project description, treatment or script;
- link to work-in-progress;
- other audiovisual materials which could include previous works of director, if applicable, in any audiovisual format;
- a financing plan and budget;
- a declaration of compliance with the exclusion criteria set out in a pre-established template provided by Eurimages;
- any other materials that may be determined by the event.

5.3. Presentation of the projects

The presentation of the projects should allow for an exchange in English between the members of the jury and the team presenting the project through **one-to-one meetings** with a minimum duration of 15 minutes by project (but preferably 20 minutes or more).

Though not mandatory, **pitching sessions** offer real added value and contribute to the efficiency of the one-to-one sessions; where applicable, pitching sessions should be held **before** the one-to-one sessions.

5.4. The jury

The jury of the **Innovation Award** must be composed of **at least 3 members, including an expert in innovation and a representative of Eurimages, and be approved by Eurimages.**

The jury of the **Outreach Award** must be composed of **at least 3 members, including an expert in outreach and a representative of Eurimages, and be approved by Eurimages.**

The jury should be **gender balanced** and be **specifically composed for the Eurimages award.**

Each jury member will be requested to sign a **declaration of non-conflict of interest** using a pre-established template provided by Eurimages.

In addition, a staff member from the Eurimages Secretariat will attend the meetings of the jury in order to ensure the Eurimages guidelines are respected.

The jury will select the award-winning project using the following criteria:

- artistic quality of the project;
- impact/use of the award, in particular within the Eurimages member States;
- innovation (in terms of content and/or format);
- evidence of a drive to go beyond boundaries;
- use of new forms of expression;
- attention paid to gender balance;
- additionally, for the Innovation Award: proven intention of international co-operation;
- additionally, for the Outreach Award: evidence of a strategy for international audience outreach beyond traditional distribution channels.

In the event of disagreement within the jury, the final decision will be taken by the Eurimages representative with regard to the winner of the Eurimages awards.

The travel and subsistence expenses of all members of the Eurimages New Lab Awards jury must be covered by the initiative.

5.5. Visibility Requirement

The initiative or the event should ensure the best possible visibility for the Eurimages award by mentioning its partnership with Eurimages in its promotional material and by publishing **the visual of the award** in its catalogue.

It also undertakes to produce a **“diploma”** to be awarded to the winner during the awards ceremony, **showing the visual of the award and the Eurimages logo.**

The name of the winner will be officially published as soon as possible and made available to Eurimages with **the motivations of the jury and a selection of pictures of the awards ceremony.**

The visuals of the Eurimages New Lab Awards will be provided by Eurimages.

5.6. Exclusion criteria

Applicants shall be excluded from call for proposals where they or their owner(s) or executive officer(s):

- a) have been sentenced by final judgment on one or more of the following charges: participation in a criminal organisation, corruption, fraud, money laundering, terrorist financing, terrorist offences or offences linked to terrorist activities, child labour or trafficking in human beings;
- b) are in a situation of bankruptcy, liquidation, termination of activity, insolvency or arrangement with creditors or any like situation arising from a procedure of the same kind, or are subject to a procedure of the same kind;
- c) have received a judgement with res judicata force, finding an offence that affects their professional integrity or constitutes a serious professional misconduct;
- d) are in a situation of a conflict of interests or a potential conflict of interests in relation to Eurimages or any of the applicant’s contractors to be used for the implementation of the initiative;
- e) do not comply with their obligations as regards payment of social security contributions, taxes and dues, according to the statutory provisions of the country where they are established;
- f) are an entity created to circumvent tax, social or other legal obligations (empty shell company), have ever created or are in the process of creation of such an entity;
- g) have been involved in mismanagement of the Council of Europe or Eurimages funds or public funds;
- h) are retired Council of Europe staff members or are staff members having benefitted from an early departure scheme;
- i) have not fulfilled, in the previous three years, their contractual obligations in the performance of a contract concluded with the Council of Europe leading to a total or partial refusal of payment and/or termination of the contract by the Council of Europe;

- j) are included in the lists of persons or entities subject to restrictive measures applied by the European Union (available at www.sanctionsmap.eu).

By signing the Application Form, applicants shall declare on their honour that they are not in any of the above-mentioned situations (See **Appendix I, Item 7**).

Eurimages / the Council of Europe reserves the right to ask applicants at a later stage to supply the following supporting documents:

- for the items set out in paragraphs a), b), c) and g), an extract from the record of convictions or failing that an equivalent document issued by the competent judicial or administrative authority of the country where the applicant is established, indicating that these requirements are met;
- for the items set out in paragraph e), a certificate issued by the competent authority of the country of establishment;
- for the items set out in paragraph f), an extract from the companies register or other official document proving ownership and control of the applicant.

6. HOW TO APPLY

6.1. Documents to submit

The proposal must include the following elements:

- Legal registration documents for the organising body if it is established under civil law or a declaration that it has the authority to enter into the partnership agreement if it is a public authority, in a PDF format;
- The duly completed and signed Application Form, describing the event and detailing the proposal to host the Eurimages New Lab Award(s) (see **Appendix I**) in a PDF format;

Proposals must be submitted in English.

Proposals that are incomplete will not be considered.

6.2. Deadline for submission

The Application Form together with the supporting documents listed in Section 6.1 above must be submitted via the online platform [HERE](#).

Proposals must be received **before 15 March 2026 at 23H59 CET**. Proposals received after this date will not be considered.

6.3. Questions

General information can be found on the website of Eurimages: <https://www.coe.int/en/web/eurimages>

Other questions regarding this specific call for proposals must be sent at the latest two weeks before the deadline for the submission of proposals, in English or in French, and shall be exclusively sent to the following address: Eurimages.tender@coe.int, with the following reference in subject: Questions - NLA 2027-2029.

Answers to the questions submitted will be made available to all applicants on the Eurimages website under *Programmes – Calls for Proposals*.

7. EVALUATION AND SELECTION PROCEDURE

7.1. Evaluation and selection procedure

Eligible proposals will be assessed by an expert Evaluation Group composed of 3 (three) members representing film professionals and experts in the field of international film co-operation. The Expert Evaluation Group will recommend proposals for support. In doing so, the Expert Evaluation Group will carry

out a comparative analysis of the eligible proposals, on the basis of the selection criteria set out in Section 7.2 below.

The Expert Evaluation Group will endeavour to select the proposals for the presentation of the New Eurimages Lab Awards according to a fair geographical and calendar distribution.

Recommendations for support made by the Expert Evaluation Group will be reviewed by the Promotion Working Group and adopted by the Board of Management of Eurimages. In adopting recommendations, the Board of Management will have due regard to recommendations made on the foot of other calls opened simultaneously to this one.

All meeting reports and deliberations relating to the selection are confidential.

7.2. Selection criteria

Proposals will be assessed by the Expert Evaluation Group on the basis of the following criteria:

A. Presentation of the initiative	40
Description of the initiative hosting the event including the professional activities.	10
Ability of the initiative to attract innovative and experimental projects that are the target of the Eurimages New Lab Awards).	10
Outreach of the initiative in Eurimages' member States.	10
Editorial line of the initiative and results obtained/achievements, including the selection of emerging talent and the capacity to address young international audiences.	10
B. Proposal to host a Eurimages New Lab Award	30
Criteria for the selection of innovative projects and jury members, which should include regard for gender balance, diversity and inclusion.	15
Outreach / Quality of the organisation of the Event including its method of presentation of the projects (one-to-one, pitches...).	15
C. Adherence to the aims and values of Eurimages	10
Compatibility of the objectives of the film event with those of the Eurimages Fund and its Promotion Programme, including gender equality, diversity and inclusion policy and sustainability measures.	10
D. Eurimages visibility	20
Promotion and visibility of the Eurimages New Lab Award before, during and after the event, as well as during the awards ceremony.	20
Final score = A+B+C+D	100

Eurimages reserves the right to cancel this procedure if none of the proposals obtain at least 50 points out of 100.

8. NOTIFICATION OF THE DECISION AND SIGNATURE OF THE PARTNERSHIP AGREEMENTS

On completion of the selection process, all applicants will be notified in writing of the final decision concerning their respective proposals as well as of the next steps to be undertaken.

The selected applicants will be invited to sign a partnership agreement (See **Appendix II**, for information only) formalising their legal commitments. **Potential applicants are strongly advised to read the draft partnership agreement, in particular its requirements in terms of visibility.**

9. INDICATIVE TIMETABLE

Phases	Indicative timing
Publication of the call	22 January 2026
Deadline for submitting questions	8 March 2026
Deadline for submitting proposals	15 March 2026
Meeting of the Expert evaluation group	June 2026
Adoption of recommendations by the Board of Management of Eurimages	26 June 2026
Information to applicants on the results of the award procedure	Summer 2026
Start of the partnership cycle	1st January 2027

Appendix I **APPLICATION FORM**
Appendix II **PARTNERSHIP AGREEMENT**