



# D10.1

## Initial Call Documentation

<b>Project Title</b>	AI4Media - A European Excellence Centre for Media, Society and Democracy
<b>Contract No.</b>	951911
<b>Instrument</b>	Research and Innovation Action
<b>Thematic Priority</b>	H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT) / ICT-48-2020 - Towards a vibrant European network of AI excellence centres
<b>Start of Project</b>	1 September 2020
<b>Duration</b>	48 months



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<b>Abstract</b>	This deliverable provides the full set of documents (defined as annexes of the open call) that formalise the rules and procedures for third parties' participation in the AI4Media – Open Call #1 and respective funding programme.
<b>Keywords</b>	Open Calls, FSTP, Funding Programme, AI, Media

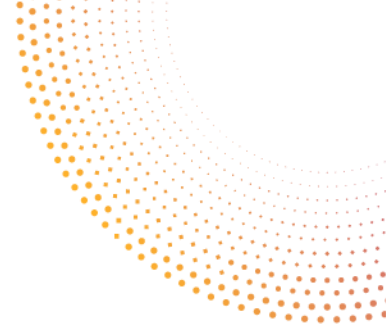
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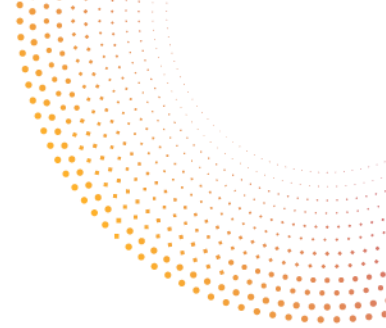
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0.1	27/07/2021	S. Almeida (F6S)	Integration of all open call documentation into single deliverable.
0.2	20/08/2021	A. Popescu (CEA), D. Gravina (MODL), F. Tsalakanidou (CERTH)	Reception of internal peer reviews and documents.
0.3	25/08/2021	S. Almeida (F6S)	Integration of comments from peer reviews.
0.4	27/08/2021	S. Almeida (F6S)	Final edits.
1.0	01/09/2021	F. Tsalakanidou (CERTH)	Final version ready for submission.

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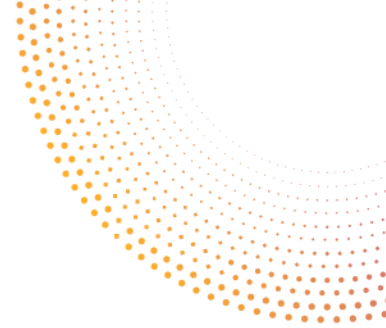




## Table of Abbreviations and Acronyms

<b>Abbreviation</b>	<b>Meaning</b>
<b>AI</b>	Artificial Intelligence
<b>CNN</b>	Convolutional Neural Network
<b>DIH</b>	Digital Innovation Hub(s)
<b>EC</b>	European Commission
<b>EU</b>	European Union
<b>FSTP</b>	Financial Support to Third Parties
<b>GA</b>	Grant Agreement
<b>IAIDA</b>	International AI Doctoral Academy
<b>LSTM</b>	Long Short-Term Memory
<b>OC</b>	Open Call
<b>SME</b>	Small-Medium Sized Enterprise
<b>TRL</b>	Technology Readiness Levels
<b>UAV</b>	Unmanned Aerial Vehicle
<b>UC</b>	Use Cases
<b>WP</b>	Work Package





## Executive Summary

This document is deliverable D10.1 “*Initial Call Documentation*”, which is framed within the AI4Media’s WP10 “*Community Outreach and Growth*”.

The objective of this WP is to mobilise researchers, SMEs, and individuals into the AI4Media network to foster cross-border and cross-sector innovation within the AI and media sectors. To do so, WP10 is simultaneously responsible for the organisation and management of two open calls. These open calls will create conditions to attract and engage these stakeholders, and to fund innovative AI and media research and application-focused projects.

The present deliverable is related to the first open call: AI4Media – Open Call #1 (hereinafter “open call”). It compiles the documentation (which is defined as annexes of the open call) that formalises the rules and procedures for stakeholders’ (third parties) participation in the open call and respective funding programme.

Below, a summary of the objectives, challenges and documentation of the open call is presented.

### Objectives of the open call

The main objective of the open call is to engage entrepreneurs, companies (e.g., SMEs, mid-caps) and researchers that regularly develop and integrate applied research in the field of AI, to develop new research and applications for AI. The open call targets two types of projects, divided into **tracks**:

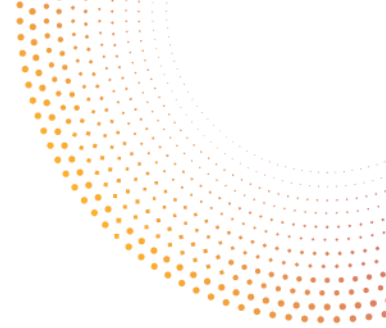
- **Track #1 – RESEARCH:** Aims to attract and engage academia and researchers working in the AI field to increase the value of the AI4Media ecosystem by developing and integrating new research in AI media domains. A total of 5 projects are expected to be funded under the track (each will receive up to €50.000) and will run for 12 months.
- **Track #2 – APPLICATION:** Aims to attract and engage AI stakeholders such as entrepreneurs, companies (micro-SMEs, SMEs, mid-caps) to submit innovative AI applications for the media sector by building on the research coming out of AI4Media or by adopting AI solutions from other sectors to the media sector. A total of 5 projects are expected to be funded under the track (each will receive up to €50.000) and will run for 9 months.

Additional details on the objectives of the open call are provided in Annex 1.

### Challenges of the open call

The open call is structured around challenges that aim to complement or expand on research being addressed in the project or are aligned with a selection of the project’s use cases. When preparing a proposal, the applicant must select the track and challenge to which the proposal will be submitted. A total of **7 challenges** has been defined: 4 for the Research track (*challenges 1-4*) and 3 for the Application track (*challenges 5-7*). An **open challenge** is also available,





applicable to both tracks, where proposals for other research ideas and application solutions can be submitted. The call challenges are presented in the following Table.

Challenge code	Track	Title
C1-Rt	Research	Bio-inspired deep learning
C2-Rt		Human-centred interactive explainable AI
C3-Rt		Combining deep learning-based computer vision and classic path-planning/ control for autonomous UAV cinematography tasks
C4-Rt		Innovative solutions for fake content detection in line with fundamental rights and the developing EU regulations
C5-At	Application	Evidence Collection in Digital Media Authentication
C6-At		Navigating multiperspectivity in media heritage collections
C7-At		Leveraging the power of media archives through Artificial Intelligence
C8-At/Rt	Research/ Application	<i>Open challenge</i>

Additional details on the challenges of the open call are provided in Annex 1.

### General procedures

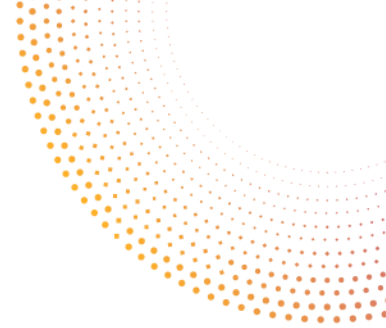
AI4Media – Open Call #1 will run from 1 September 2021 to 1 December 2021 (17h00 CET). All proposals must be submitted exclusively via the F6S platform at <https://www.f6s.com/ai4media>. Information about the open call and relevant documents (including all annexes) is available at <https://ai4media.eu/open-calls>.

The open call is open to submissions from single entities including, for example, SMEs, mid-caps, individual web entrepreneurs, secondary and higher education establishments, and research organisations. All applicants must be from an EU Member State (including their outermost regions), overseas countries and territories linked to the Member State, and H2020 Associated Countries. Only one proposal is accepted per applicant, with exception to secondary/ higher education establishments, research institutes and other not-for-profit research organisations (maximum of 2).

As mentioned above, proposals must be submitted via the F6S platform and on the AI4Media’s specific organization page. Applicants must provide a selection of administrative data and upload a technical proposal (mandatory), which describes the project they plan to implement. Additional mandatory documentation must be uploaded, including a Declaration of Honour (for individuals and non-individuals) and an SME Declaration (in the case of SMEs). All proposals must be submitted by 1 December 2021 (17h00 CET).

Submitted proposals will be subject to an initial eligibility check, where the type of applicant, country, language of the proposal, alignment and documentation will be verified.





Following the eligibility check, proposals will be evaluated by experts identified through a specific expression of interest. Each proposal will be evaluated by two experts. The proposals will be checked against the following 5 criteria and using a 5-point scale:

- **Alignment:** how the proposal is aligned with the project and selected challenge.
- **Excellence:** objectives of the proposal and excellence of the proposal/ project.
- **Impact:** contribution to the AI4Media ecosystem, contribution to the strengthening of the applicant and growth of the EU.
- **Implementation:** quality of the work plan, including objectives, milestones, KPIs, and capacity of the applicant.
- **Value:** justification of the project costs.

The final score will be the average of the two evaluators' scores. A consensus meeting will be held to fine tune the scoring and evaluation reports.

All proposals will be ranked in lists according to the two tracks. Proposals will be first ranked based on their overall score, and tie-breaks will be based on the scores received firstly for Impact, then followed by Excellence, Implementation, Alignment, and Value.

An online interview will be held with the top-ranked proposals - at least twice the total number of proposals to be funded per track (tentatively 10 proposals per track). Interviews will check against the following criteria and using a 5-point scale:

- **Concept and innovation:** quality/novelty of the project concept and innovation.
- **Impact and exploitation:** contribution to the AI4Media ecosystem and path for exploitation of results.
- **Applicant:** Knowledge, capacity, and experience of the applicant.

The top-5 proposals in each track will be invited to the contract preparation and negotiation stage. All proposals will receive an evaluation letter with the outcome of their evaluation.

The awarded sub-projects will be implemented over 9 and 12 months in the case of Research and Application-focused projects, respectively. The implementation of the projects is divided into three stages (sprints). At the end of each sprint (3 or 4 months), the beneficiaries of the sub-projects must provide a deliverable that will be assessed by the AI4Media team. Upon approval, part of the awarded funding will be distributed.

Full details on the procedures and guidelines of the open call are provided in Annex 2.

## Documents – Annexes of the open call

The open call is supported by a selection of annexes that provide information to the potential applicants or are templates that must be provided as part of the application process. These annexes are briefly described below.

### Annex 1: Open Call #1 text

This annex provides an overview of the AI4Media project and its objectives, which serves as context for applicant's proposals. Furthermore, the annex includes the Research and Application



challenges to which proposals must be submitted to, including a detailed overview of what proposals should address.

#### [Annex 2: Guidelines for applicants](#)

This annex represents the detailed information, rules, and procedures for participation in the open call. It addresses who is eligible to participate, where to submit a proposal and what information must be included, how the evaluation process is carried out, the implementation of awarded sub-projects, and additional responsibilities when participating in the programme.

#### [Annex 3: Proposal form](#)

This annex replicates the specific open call proposal form on the AI4Media F6S page, which can be found at <https://www.f6s.com/ai4mediaopencall1>.

#### [Annex 3.1: Technical proposal \(template\)](#)

This annex is a Word template that indicates all the sections that must be completed as part of the technical proposal to be submitted. The sections are Alignment, Excellence, Impact, Implementation, Value, and Ethics and Security. The five first sections are aligned with the evaluation criteria. This is a mandatory annex of the proposal.

#### [Annex 4: Sub-grant agreement template](#)

This annex is a template of the sub-grant agreement (contract) that will be signed by all parties (AI4Media coordinator, Treasurer, and the beneficiary). It describes all the rights and responsibilities of the signing parties.

#### [Annex 5: Applicant Declaration of Honour \(for individuals\)](#)

This annex must be signed by applicants submitting as ‘individuals’, which declare that all conditions of the open call are accepted by the representative. This is a mandatory annex for those applying as individuals.

#### [Annex 6: Applicant Declaration of Honour \(for non-individuals\)](#)

This annex must be signed by applicants submitting as non-individuals (e.g., research organisations, companies), which declare that all conditions of the open call are accepted by the entity’s legal representative. This is a mandatory annex for those applying as an entity.

#### [Annex 7: SME Declaration Form](#)

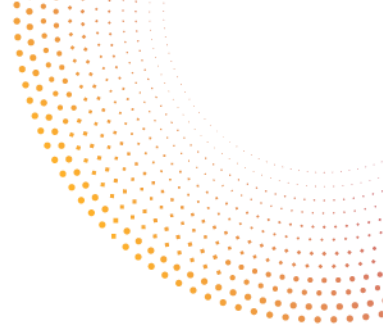
This annex is mandatory for all SMEs and provides information on the status of the SMEs.

#### [Annex 8: Bank account information](#)

This annex is an administrative document that collects information about the bank account to which payments to beneficiaries will be made.







## Annex 9: Competitive Calls Financial Support to Third Parties

This annex includes the formal announcement and information about the open call to be published on the EU portal at <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/competitive-calls>.



## Purpose and structure of the document

The purpose of this document is to compile all the documentation (defined as annexes of the open call) that formalise the rules and procedures for third parties' participation in the AI4Media – Open Call #1 and respective funding programme.

The documentation to be considered is:

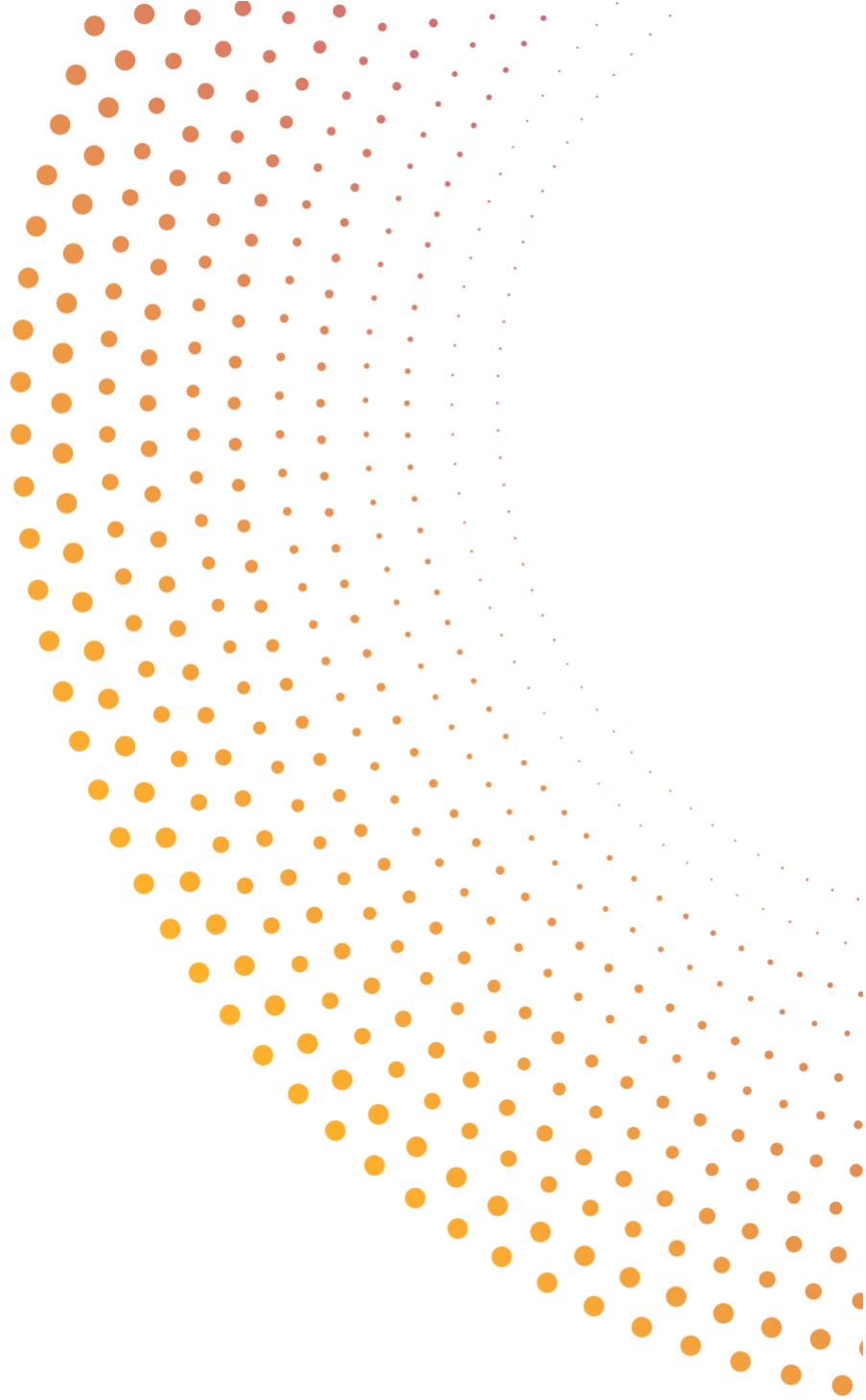
- **Annex 1: Open Call #1 text**, which provides a full set of information regarding the Open Call, including the scope, objectives, and challenges to be addressed in the open call.
- **Annex 2: Guidelines for Applicants**, which provides an overview of the rules and procedures to participate in the open call, the evaluation process, and other general provisions.
- **Annex 3: Proposal form**, an online application form, available on the F6S platform (<https://www.f6s.com/ai4mediaopencall1>).
- **Annex 3.1: Technical proposal (template)**, a Word template that indicates all the technical information that should be provided as part of the project proposal, as well as Ethical and Security details.
- **Annex 4: Sub-grant agreement template**, which provides a template of the sub-grant agreement that the successful applicants will be requested to sign.
- **Annex 5: Applicant Declaration of Honour (for individuals)**, which declares that all conditions of the open call are accepted by the representative.
- **Annex 6: Applicant Declaration of Honour (for non-individuals)**, which declares that all conditions of the open call are accepted by the entity's legal representative.
- **Annex 7: SME Declaration Form**, which evaluates the status of the SMEs participating in the Open Call.
- **Annex 8: Bank account information**, which collects information about the bank account to which payments will be made.
- **Annex 9: Competitive Calls Financial Support to Third Parties**, which contains the formal announcement for the open call to be published on the EU portal.





# AI4media

ARTIFICIAL INTELLIGENCE FOR  
THE MEDIA AND SOCIETY



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951911

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# Annex 1

## AI4Media – Open Call #1 Text

<b>Project Title</b>	AI4Media - A European Excellence Centre for Media, Society and Democracy
<b>Contract No.</b>	951911
<b>Instrument</b>	Research and Innovation Action
<b>Thematic Priority</b>	H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT) / ICT-48-2020 - Towards a vibrant European network of AI excellence centres
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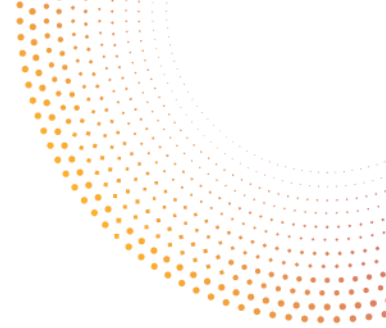
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# 1 Introduction

This document provides the relevant information regarding the first open call for proposals of the AI4Media project. All associated Annexes must be additionally considered for the submission of a proposal to the open call.

With the AI4Media – Open Call #1, the AI4Media consortium aims to connect with a wide array of key stakeholders from the research and technological sector in view of funding innovative research and applications aligned with selected challenges.

AI4Media – Open Call #1 is the first of two AI4Media open calls that will make available €1.000.000 to fund up to 20 innovative research and innovation-oriented projects. The present open call has allocated €500.000 to fund 10 projects distributed across two tracks: Research and Application.

Through the AI4Media open calls and the Financial Support to Third Parties (FSTP) mechanism, the project aims to engage researchers and companies that develop and integrate applied research, speed up the uptake of research and innovations developed within the network, and generate contributions to the enrichment of the pool of research and technology tools of the AI4Media platform (in connection with the AI4EU<sup>1</sup> platform and community).

## 1.1 Background

The world is changing. Following a series of breakthroughs in the field of Artificial Intelligence (AI), new technologies are emerging which are ushering a wave of revolutionary innovations in nearly all aspects of business and society; from transportation to finance, fighting climate change, the media industry, journalism, and politics. In all facets of economic and social life, AI is disrupting existing practices and creates new opportunities.

In this changing world, the competition is intense among leading players, and the EU is in danger of lagging. Achieving a high adoption of AI technologies in all relevant sectors of the industry and society and developing a vibrant EU AI ecosystem will be necessary for it to keep up and contribute with its own unique AI brand.

Trust, ethics, and accountability are key characteristics of the European AI brand that the EU can and must contribute to, in addition to technological excellence itself. Europe has a unique, human-centric, and trustworthy ethical AI brand to offer to the world. One field where such AI is needed and can offer a strong advantage to European actors is Media.

Digital media infiltrates most aspects of human and social activity and is intertwined with information exchange and knowledge transfer. The media market is already benefiting from intelligent ways of media production, distribution, and delivery, from advanced editing tools for media to AI-assisted quality enhancement, to audience analysis and recommender systems.

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<sup>1</sup> <https://www.ai4eu.eu/>



AI technologies hold the promise of disrupting the media industry through advances in content synthesis, analysis, and distribution, and by offering new deeper insights into the complex and rapidly evolving social processes that unfold online and offline through the capabilities for large-scale sensing of citizen activities, interests, and opinions.

AI technology could help redefine and radically improve the democratic role of the media by enabling new ways of getting informed, of deliberation, political participation and decision making. AI technologies could help reshape the relationship between the media and its audiences, make it more responsive, and better reflect the needs of citizens in a *datafied* society. The introduction of AI also creates exciting new opportunities for the realisation of public values, such as media diversity, freedom of expression, and inclusiveness.

## 1.2 AI4Media concept

AI4Media's contribution to the European Strategy on AI<sup>2</sup> is based on six key pillars (Figure 1), including one encompassing financial support to third parties (the open call funding programmes). These pillars are aligned with specific objectives (SO) of the project.

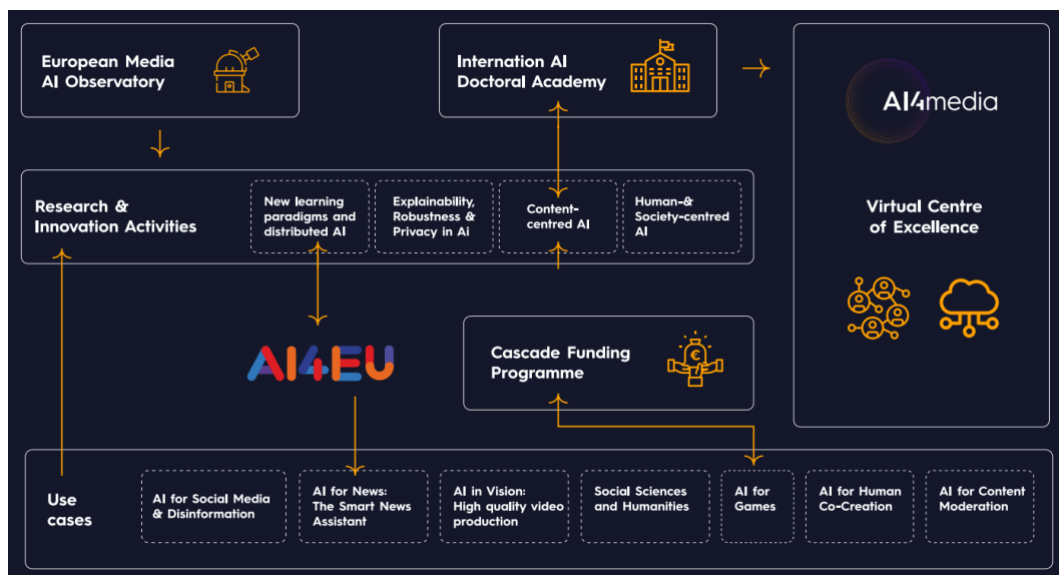


Figure 1. Key elements of the AI4Media Excellence Centre

1. **The European Media AI Observatory**, which will set and maintain a research and innovation agenda for media AI, while anticipating the social and economic disruptive potential of emerging technologies.
2. **Intensive research and innovation activities** in areas where Europe has or can acquire a competitive advantage, generating technologies to enrich the AI4EU platform.

<sup>2</sup> <https://ec.europa.eu/digital-single-market/en/artificial-intelligence>



3. **A portfolio of use-cases** aimed to provide direct application of technologies made available through the AI4EU platform to strengthen EU competitiveness.
4. A **cascade funding programme** to increase engagement of external actors and build an ecosystem around the network, in turn benefiting from it and bringing innovations to the market.
5. The **International AI Doctoral Academy (IAIDA)** that will foster a new generation of talent, provide links to the industry, and ensure skilled researchers remain in Europe.
6. The **AI4Media Virtual Center of Excellence**, in close communication with the AI4EU network, which will function as a portal and network nexus for all Media AI research and innovation activities in Europe.

The research efforts of AI4Media will produce tangible outputs in the form of modules, services, and algorithms, providing state-of-the-art results, and beyond. These outputs will be integrated in the AI4EU platform, which will strengthen the platform's value and will increase the impact of AI4Media outputs.

Furthermore, the work in AI4Media, including the project's specific use-cases, will take advantage of tools and services available from the platform and build upon them to reduce redundancy and further develop interactions within the European AI community.

It is the objective of the AI4Media – Open Call #1 and respective cascade funding programme to also develop relevant research and innovative applications that can, through AI4Media, be integrated into the AI4EU platform and ultimately contribute to its further value and impact.

### 1.3 AI4Media objectives

AI4Media will establish the networking infrastructure to bring together the currently fragmented European AI landscape in the field of media and foster deeper and long-running interactions between academia and industry, the AI4EU platform and community, as well as several relevant digital innovation hubs (DIHs). AI4Media will also shape a research agenda for media AI research and implement research and innovation both with respect to cutting-edge technologies at the core of AI research, and within specific fields of media-related AI.

Motivated by the challenges, risks and opportunities that the wide use of AI brings to media, society and politics, **AI4Media aspires to become a centre of excellence and a wide network of researchers across Europe and beyond**, with a focus on delivering the next generation of core AI advances to serve the key sector of Media, to make sure that the European values of ethics and trustworthiness are embedded in future AI deployments, and to reimagine AI as a crucial beneficial enabling technology in the service of Society and Media.

AI4Media has defined **seven use cases** (Figure 2), addressing emerging market opportunities and urgent industry challenges, each raising specific requirements and research questions.





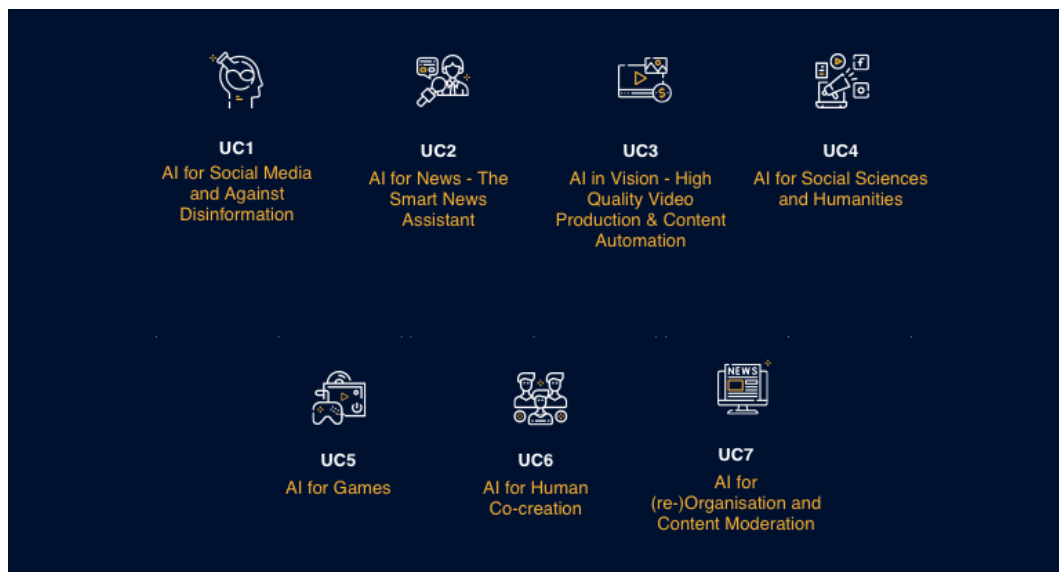


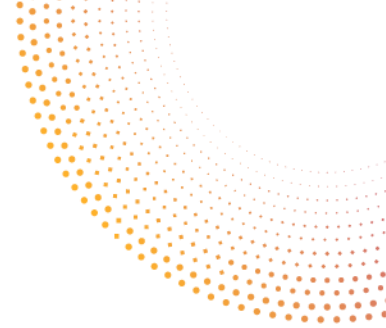
Figure 2. AI4Media use cases

These use cases highlight how AI applies throughout the value chain, from research and content creation to production, distribution, consumption/interaction, performance, and quality measurement. These industry cases play a key role in exploiting and sustaining results of AI4Media research activities, inform and inspire AI4Media’s dissemination work, the International AI Doctoral Programme, and frame the open call programme. These use cases reflect the dimension of AI4Media’s broad impact across media, society, and democracy. A summary of the use cases is provided below (Table 1). Full details on the use cases can be found on: <https://www.ai4media.eu/use-cases/>.

Table 1. AI4Media use cases

AI4Media use case	Overview
UC1: AI for Social Media and Against Disinformation	This UC leverages AI technologies to improve support tools used by journalists and fact-checking experts for digital content verification and disinformation detection. New AI-based features will be made available within two existing journalism tools: Truly Media (a web-based platform for collaborative verification) and TruthNest (a Twitter analytics and bot detection tool).
UC2: AI for News - The Smart News Assistant	This UC focuses on the concept of a Smart News Assistant, i.e. a tool that will support journalists in the creation of news stories by providing a variety of AI-enabled functionalities for story production and development, story curation and publication, and audience engagement.
UC3: AI in Vision - High Quality Video Production & Content Automation	This use case aims at supporting broadcasters’ newsrooms (and in general information and entertainment production) in reporting unexpected events like natural disasters (e.g., floods, earthquakes).
UC4: AI for Social Sciences and Humanities	This UC provides researchers (and by extension investigative journalists) with practical methods to sift, connect and analyse various data and media collections in search of factual responses to broad societal research questions. The aim is to provide AI-based tools that facilitate the identification of patterns or new research questions in aggregated, multi-modal collections.





AI4Media use case	Overview
UC5: AI for Games	This UC aims to advance game testing, design, and interaction through AI algorithmic innovations. It focuses on three topics: automated testing, improved music analysis and synthesis, and natural game interaction.
UC6: AI for Human Co-creation	This UC aims at producing a novel way of content co-creation based on AI tools. The objective is to collaborate with authors to fulfil development requirements to approach these tools to a point where they may reach a wide range of content.
UC7: AI for (re-)organisation and content moderation	This UC utilizes several AI-enabled tools such as visual tagging, categorization, and content moderation to facilitate: (a) Automated (re)organisation of large media collections of photos and video, and (b) Automated and human-in-the-loop moderation of user-generated media content.

The AI4Media – Open Call #1 is accepting proposals to a selection of challenges aligned with specific use cases. Proposals are also accepted to open challenges, aligned with the use cases or other topics.

## 2 Scope of the Open Call

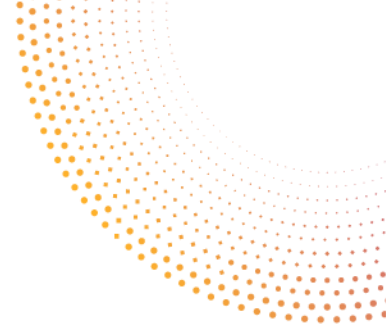
### 2.1 Objectives and tracks

The main objective of the AI4Media – Open Call #1 is to engage entrepreneurs, companies (e.g., SMEs, mid-caps) and researchers that regularly develop and integrate applied research in the field of AI, to develop new research and applications for AI, and contribute to the enrichment of the pool of research and technological tools to be made available – via AI4Media – on the AI4EU platform.

AI4Media Open Call #1 targets two types of projects, divided into **tracks**:

- **Track #1 – RESEARCH**  
Aims to attract and engage academia and researchers working in the AI field to increase the value of the AI4Media ecosystem by developing and integrating new research in AI media domains. Projects funded under the Research track will run for 12 months and receive up to €50.000 each.
- **Track #2 – APPLICATION**  
Aims to attract and engage AI stakeholders such as entrepreneurs, companies (micro-SMEs, SMEs, mid-caps) to submit innovative AI applications for the media sector by building on the research coming out of AI4Media or by adopting AI solutions from other sectors to the media sector. Projects funded under the Application track will run for 9 months and receive up to €50.000 each. Applications are expected to have a minimum TRL of 7.





The total budget allocated to the AI4Media – Open Call #1 is €500.000 and aims to fund the following number of projects:

- Track #1 – RESEARCH: 5 projects
- Track #2 – APPLICATION: 5 projects

The number of projects to be funded in each track is subject to modification depending on number of proposals submitted and the results of the evaluation process.

## 2.2 Open call challenges

The AI4Media – Open Call #1 is structured around challenges that have been designed to provide value to the AI4Media ecosystem and contributing to the richness of the AI4EU platform. These challenges complement or expand on research being addressed in the project or are aligned with a selection of the project’s use cases (see Figure 2).

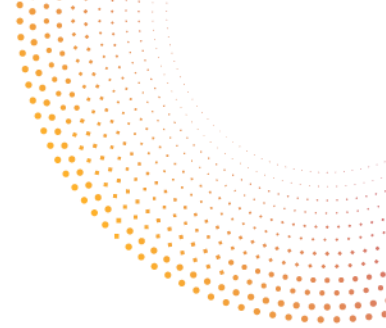
When preparing a proposal, the applicant must select the track and challenge to which the proposal will be submitted. A total of 7 challenges has been defined (Table 2), 4 for the Research track (*challenges 1-4*) and 3 for the Application track (*challenges 5-7*). An open challenge is also available, applicable to both tracks, where proposals for other research ideas and application solutions can be submitted.

Note that at least one proposal per each of the predefined challenges will be selected if their evaluation scores are above the defined thresholds. Depending on the scoring of proposals submitted to challenges 1-7, it may be the case that no proposals from C8 will be selected.

Table 2. Challenges of the AI4Media - Open Call #1

Code	Track	Title	Proposals to be approved
C1-Rt	Research (R)	Bio-inspired deep learning	Minimum of 1; maximum 2 for each challenge
C2-Rt		Human-centred interactive explainable AI	
C3-Rt		Combining deep learning-based computer vision and classic path-planning/ control for autonomous UAV cinematography tasks	
C4-Rt		Innovative solutions for fake content detection in line with fundamental rights and the developing EU regulations	
C5-At	Application (A)	Evidence Collection in Digital Media Authentication	Minimum of 1; maximum 2 for each challenge
C6-At		Navigating multiperspectivity in media heritage collections	
C7-At		Leveraging the power of media archives through Artificial Intelligence	
C8-At/Rt	R or A	<i>Open challenge</i>	N/D





### Challenge 1: Bio-inspired deep learning [C1-Rt / Research]

Deep artificial neural networks are feed-forward architectures capable of very impressive performances in diverse domains. Indeed, stacking multiple layers allows a hierarchical composition of local functions, providing efficient compact mappings. Compared to the brain, however, such architectures are closer to a single pipeline and require huge amounts of data. Furthermore, interpretability of the obtained results is a key issue: since deep learning applications are increasingly present in society, the underlying processes must be accessible and understandable to everyone. Finally, bio-inspired architectures are directly related to recent computational trends and may soon lead to new ways of deep neural learning.

The challenge is to go beyond traditional learning techniques (e.g., life-long and online learning, domain adaptation and neural architecture search) and to focus on bio-inspired learning that can contribute to solve real-world media problems. Specific objectives of the challenge are:

1. Develop a new basis for AI algorithms by implementing structures, processes, and components known from biological neural networks into artificial neural networks.
2. Test the methods for complex cognitive tasks and transfer learning.
3. Apply the methods in the use cases addressed by AI4Media.

### Challenge 2: Human-centred interactive explainable AI [C2-Rt / Research]

AI models have now become critical components in a wide range of industrial applications. Lately, deep learning models have enabled such tools to perform new tasks with levels of accuracy beyond that of their predecessors. However, despite their successes, these models are known to be notoriously opaque to investigate, when one wishes to understand how a decision was made. This problem has led to the growth of explainable AI models, which attempt at improving the understanding of the functioning of a given model. However, such explanations require some level of expertise to interpret and are rarely accessible to non-experts in AI. In parallel to these developments, the AI revolution has also seen an increase in conversational AI systems, providing the ability for regular users to query and interact with a system using natural dialogues.

The challenge is to develop tools that can help provide a more human-centred explainable AI solution to the public. The ideal solutions would combine state of the art techniques used within the area of explainable AI with the latest conversational AI solutions (i.e., users would be able to query the explainability of a model and interact with it via a natural conversation). Such a solution would enable the ability to investigate what type of explanations increase the confidence, trust and understanding of a ML model by users.

### Challenge 3: Combining deep learning-based computer vision and classic path-planning/control for autonomous UAV cinematography tasks [C3-Rt]

Autonomous UAV/drone cinematography is a field with high industrial and scientific impact. The challenge is to integrate embedded deep neural architectures for computer vision (of any type,



e.g., CNN, CNN+LSTM, 3DCNN, transformer, etc.) with state-of-the-art UAV path planning and control algorithms, so that raw perceptual input from monocular, stereoscopic 3D or RGB-D video feed can be translated on-the-fly into suitable vehicle and/or camera motion commands. The aim will be to autonomously perform UAV cinematography tasks (e.g., capture desired shots of moving subjects). The overall system will have to be demonstrated on real (i.e., not simulated) camera-equipped multicopters.

#### Challenge 4: Innovative solutions for fake content detection in line with fundamental rights and the developing EU regulations [C4-Rt / Research]

Automatically generated fake content (e.g., texts, images, audios, videos) is increasingly used in disinformation campaigns, which are spread notably via social media. The distribution of such content is particularly harmful for domains with high social impact, such as politics and health. With the progress of deep learning, artificially generated or manipulated content becomes more and more difficult to distinguish from other content for professionals and even more for end-users. Therefore, increasingly sophisticated techniques and algorithms are needed to detect fake content and remove it whenever unlawful.

The challenge is to develop fake content detection methods that combine a strong technical aspect and legal considerations. The ideal solutions would combine: (1) GDPR-compliant data collection and processing methodologies, and (2) detection methods which provide the right balance between freedom of speech and the obligations included in the proposed regulations: EU's Digital Services Act and Artificial Intelligence Act.

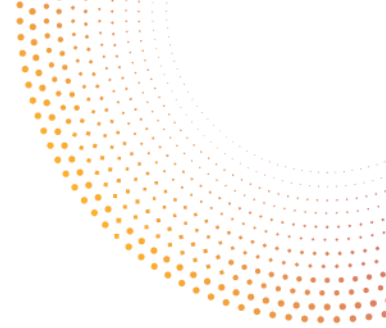
#### Challenge 5: Evidence Collection in Digital Media Authentication [C5-At / Application]

In recent years, a complex and additional task has emerged for diverse stakeholders in media and society, ranging from professional fact-checkers, investigators, or journalists to also members of the public and media users. They must question and often investigate if a digital content item (such as videos, audios, images, or text), a stated claim from a public figure, an information service, a user account, or a voice is authentic or inauthentic. This is particularly relevant in cases of high virality or societal/personal impact. The scope of this task is currently increasing, alongside advances in digital and AI driven technologies, especially those for synthetically generating or manipulating videos, audios, images, or text.

If the subject of such an investigation turns out to be inauthentic, these stakeholders will need concrete and explanatory evidence for this conclusion that can be used for (a) explanation in fact-check stories, (b) “debunking” reports/databases, (c) verification processes, (d) legal proceedings, (e) cases involving personal identities, and (f) any other purpose relevant to stakeholders.

Even if the subject of this investigation turns out to be authentic, there can be a need to deliver evidence. For example, a genuine video can be considered and digitally promoted by some actors as a malicious “deepfake” that supposedly intends to disinform. This issue has become





more relevant since it is more difficult for even experts to distinguish between synthetically and traditionally produced media items or entire services.

For inauthentic media, services or accounts, the collected evidence so far focuses on concrete aspects that have been “falsified”, such as misaligned context or metadata, involvement of bots, provenance, manipulation in pre- and post-production, or the (malicious) use of synthetic media. However, it is a different and new challenge to gather evidence for proving authentic media, services, accounts, or voices when they are accused of being “fakes”. It will not be sufficient for stakeholders to state that they are “real” or from a “reputable source”. They need to show in reverse that “fakery” aspects as listed above have not been involved.

For both scenarios (inauthentic/authentic), the process of collecting such evidence must be quick and easy. Otherwise, it will not be feasible within available time frames and resources. For this reason, there is a need for technology/AI based support solutions focused specifically on evidence collection in the process of media authentication as described above. This will help to increase resilience against manipulated content and disinformation in media and society.

Apart from support for collecting evidence, it is equally important to consider solutions for safely storing/archiving elements of evidence, going beyond “screenshots” or the Internet Archive. Legally sound evidence must be available when needed, even after a given media item, social post or account has been deleted on digital platforms or services. It is also useful to have support for the assembly and attractive presentation of this evidence towards the end user, e.g., through visualisation.

The challenge is to develop technology/AI driven support solutions for collecting easily and quickly concrete, significant, and usable elements of evidence that a media item (video, audio, image, or text), a claim, service, account or voice is:

- **Inauthentic.** In this case, the base line for this support are the many technology-driven verification and fact-checking tools, techniques and processes that already exist and which already deliver or entail forms of evidence, but in an unstructured, non-efficient way.
- **Authentic.** In this case, some of the verification and fact-checking tools, techniques and processes that already exist may be useful to deliver such evidence, but also further and specific novel concepts, approaches and techniques are required.

Trustworthy AI contributions are welcome, especially regarding explainability, accountability and transparency of the evidence delivered or suggested by the AI-based support functions.

### Challenge 6: Navigating multiperspectivity in media heritage collections [C6-At / Application]

The size of digitised media archives has exponentially increased over the past decades. These collections are increasingly diverse, containing all kinds of modalities: video, audio, and text, in all kinds of formats from diverse contexts. Structured metadata provided in catalogue descriptions, and time coded enrichments powered by AI-based tooling (e.g., through Automatic



Speech Recognition and Computer Vision) are key in improving discoverability, reuse and providing additional context to such collections. The combination of archival objects, metadata and enrichments also provides a rich source for critical reflection on the degree to which various perspectives are (under)represented in society as expressed in media, but also in the collection itself, e.g., the way in which various minorities are portrayed in various media outlets. Navigating this multiperspectivity is essential, for two reasons. Firstly, for researchers of media-collections who want to bring a more complex, nuanced, and richer understanding of the past. Secondly, for cultural heritage professionals, such as curators and collections specialists, to help them continually evaluate their work in terms of it providing fair and equal representations when making new acquisitions, or when curating exhibitions.

The challenge is the development and integration of algorithms in useful applications within the context of existing research infrastructures for researchers or heritage professionals, that enable the generation and analysis of time-coded enrichments with the aim to support users to navigate multiperspectivity in media collections.

With the end users and their requirements in mind, the solutions proposed under this call should take into consideration the following conditions:

- The interface design should facilitate non-technical users to interact with complex algorithms and their results.
- The solution should consider the notion of transparency and explainability of the algorithms used.
- The solution should pursue the interoperability and integration of existing and new AI-based tools with existing infrastructure for researchers or heritage professionals.

### Challenge 7: Leveraging the power of media archives through Artificial Intelligence [C7-At / Application]

Newsrooms produce large quantities of content daily. But it's a matter of hours before this content becomes yesterdays' news, losing its value and relevance. Nevertheless, this content is stored in an ever-growing media archive, leaving news organisations with enormous amounts of unstructured text, images, and videos in their archives, but not in their hands. These archives have the potential to generate additional value to news organisations, if exploited with the use of Artificial Intelligence technologies, either for internal purposes or for providing additional services to other organisations.

Some of the opportunities that leveraging media archives through AI brings are, for example:

- Notifying journalists when earlier content is reappearing in search engines, or if a previous article is relevant for the current moment.
- Suggesting the most relevant related stories from a collection of reusable content or providing metadata suggestions and labels for content to be archived.
- Reusing elements from earlier content to create timelines or other formats.



- Resurfacing older content to assist journalists in the early phase of an article's production.
- Generating suggestions on optimised headlines that improve the content's performance on search engines.

Large media archives can also be exploited by news organisations to offer business-to-business services to other organisations, providing an additional revenue stream. For example, AI technologies could support news organisations in using their archives to build paid data products, like APIs that provide access to legislative data or access to datasets about health, criminal justice, politics, business, etc. They may also turn their archives into content marketplaces, providing paid access to other news organisations or services to other sectors, such as to business intelligence companies or AI and ML companies that want to use archive data to train their algorithms. To build such services, news organisations require tools that can help them structure their archive, develop smart connections in between their content, ensure consistency and quality of data, automate the creation and application of metadata for content items, etc.

The challenge is to develop AI-based solutions and tools that can support journalists and news organisations to better structure and/or leverage their content archives with the goal to enhance their own content or build new products and services using their archives. Proposed solutions should aim to be as newsroom configurable as possible, to be able to fit to different newsroom cultures and settings. The transparency and explainability of the proposed solutions should also be considered.

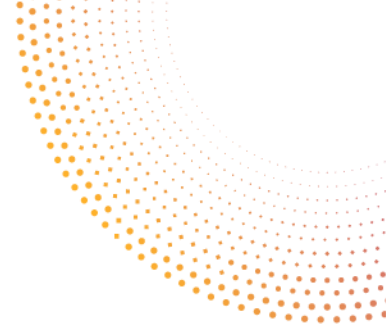
### Open Challenge

Applicants are invited to submit proposals to an open challenge if it is in the scope of the AI4Media project and addresses the following criteria, according to the track:

- **Track #1 – RESEARCH:** Proposals should clearly and in a justified manner develop research aligned with new learning paradigms and distributed AI; explainability, robustness and privacy in AI; content-centred AI; and human- and society-centred AI.
- **Track #2 – APPLICATION:** Proposals should deliver innovative solutions aligned with one or more of the AI4Media use cases (Figure 2), being in a close to market stage, therefore with a minimum of TRL 7. Check details on the use cases [here](#).







## 3 General provisions

### 3.1 Funding scheme

A total of €1,000,000 has been budgeted for the two planned AI4Media open calls. For Open Call #1, a total of **€500.000 will be made available**, funding up to 10 projects, five for each track. Any budget not consumed in Open Call #1 will be made available for Open Call #2. Entities submitting a proposal will be eligible to receive financial support up to €50.000.

AI4Media will financially support third-parties' activities along the implementation of their project. Depending on the type of track (research or application), this may include the following type of activities: project management, product/ research development, testing, and others. The type of costs that may be reported include human resources, other direct costs, and indirect costs (25% of personnel and other direct costs). The total grant requested by the third parties will represent up to 100% of the total costs of the project. Proposals will have to present and justify all requested costs.

The financial support will be negotiated with each project after the evaluation and selection process and before the contract signature. The basis for negotiation is the amount requested by each proposal. During negotiations, the consistency of the proposed activity plan and budget will be reviewed to ensure that estimated costs are reasonable and conform to the standards of sound financial management. **Activities that are already funded by other grants cannot be funded by AI4Media**, respecting the principle of no double funding.

The defined funding for each sub-project will be disbursed according to three stages of the project implementation: Sprint 1 (25%), Sprint 2 (35%), and Sprint 3 (40%).

With each stage, third parties will be required to submit a deliverable describing activities carried out and information related to resources spent in the stage and planned for the following stage. This will provide justifications for AI4Media to proceed with payments as contracted.

**NOTE:** Third parties receiving financial support from AI4Media through the open call will not become part to the AI4Media Grant Agreement (GA). The AI4Media GA will not need to be amended to include the selected beneficiaries.

### 3.2 Timeline

The AI4Media Open Call #1 opens **1 September 2021** and closes on **1 December 2021** at 17h00 CET (Brussels time). Proposals must be submitted via the F6S platform: <https://www.f6s.com/ai4mediaopencall1>.

After the submission deadline, AI4Media will initiate the evaluation and selection phase, consisting of an internal and external evaluation. The internal evaluation will check all submitted proposals against the defined eligibility criteria (see Annex 2, section 4.2.1). Proposals not meeting the criteria will be notified and receive a rejection letter. Eligible proposals will move



on to the external remote evaluation stage (see Annex 2, section 4.2.2), where proposals will be reviewed by external evaluators. The top ranked proposals (at least two times the number to be awarded) will be invited to an online interview (see Annex 2, Section 4.2.4). After establishing the final ranking, selected proposals will be notified to enter the contract preparation and signature phase (see Annex 2, section 4. 4). All other proposals, including those that do not meet the threshold or are kept in a reserve list, will be notified.

Upon completion of the contract preparation, the awarded sub-projects begin their implementation, divided into three stages with a maximum duration in months (mo.):

- **Sprint 1:** Up to 3 mo. for the **Application track**; up to 4 mo. for the **Research track**.
- **Sprint 2:** Up to 3 mo. for the **Application track**; up to 4 mo. for the **Research track**.
- **Sprint 3:** Up to 3 mo. for the **Application track**; up to 4 mo. for the **Research track**.

Figure 1 represents the timeline of the AI4Media – Open Call #1, including all steps and stages from submission up to the project implementation.

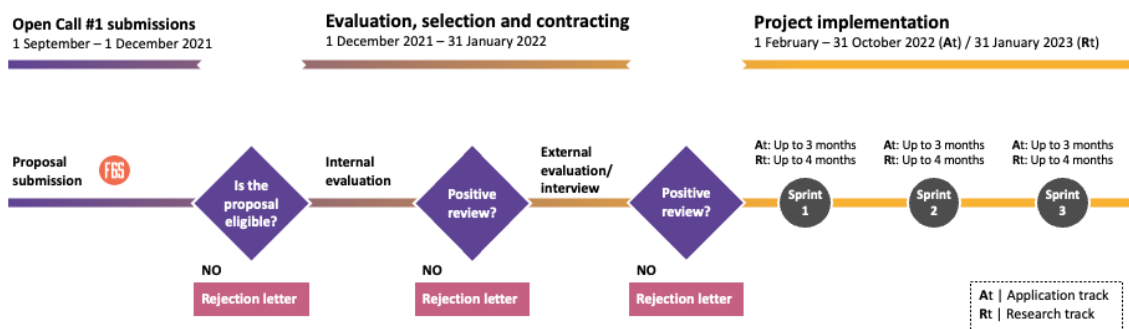
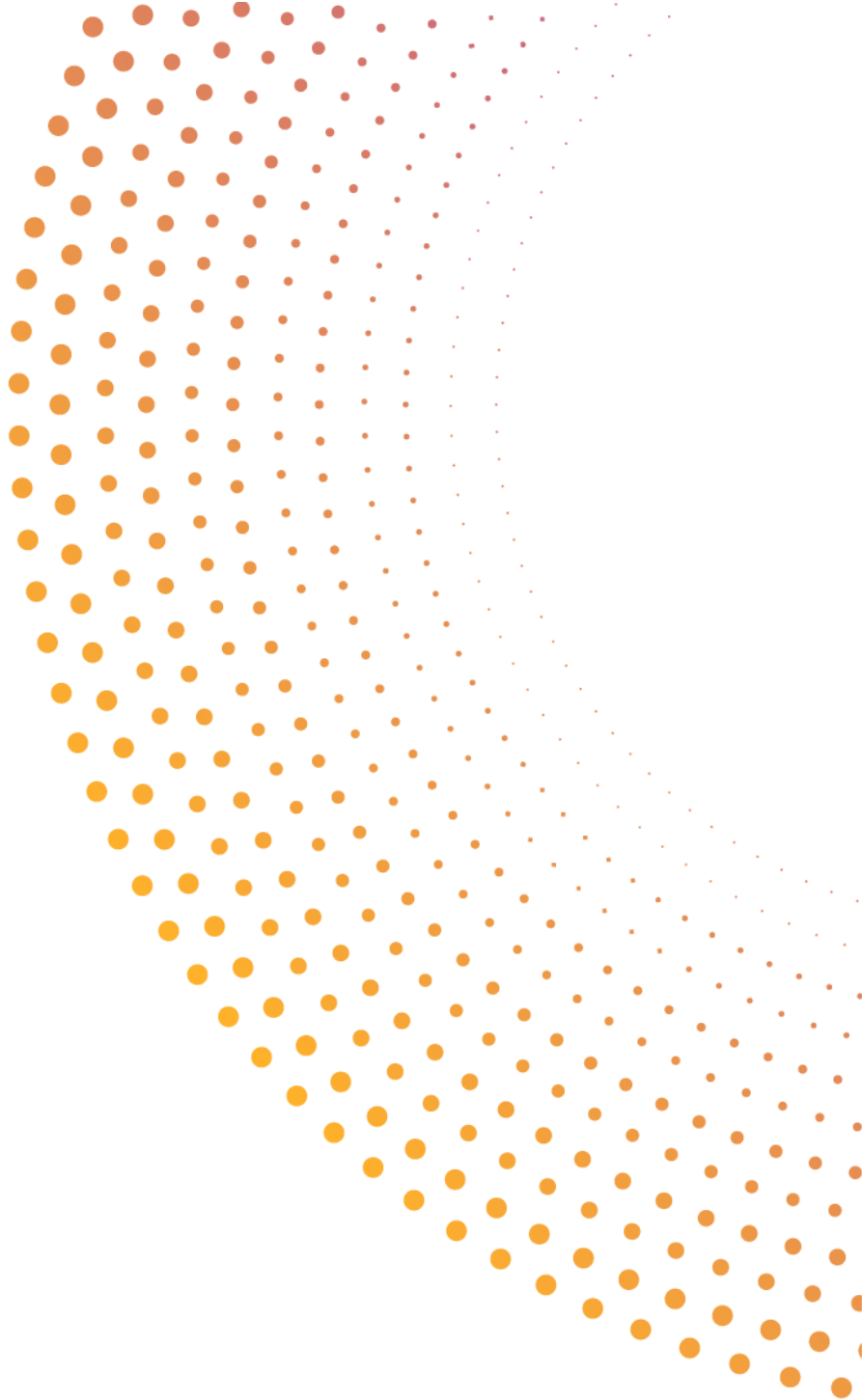


Figure 3. AI4Media Open Call #1 timeline – from submission to implementation





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951911

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# Annex 2

## AI4Media – Open Call #1 Guidelines for Applicants

<b>Project Title</b>	AI4Media - A European Excellence Centre for Media, Society and Democracy
<b>Contract No.</b>	951911
<b>Instrument</b>	Research and Innovation Action
<b>Thematic Priority</b>	H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT) / ICT-48-2020 - Towards a vibrant European network of AI excellence centres
<b>Start of Project</b>	1 September 2020
<b>Duration</b>	48 months

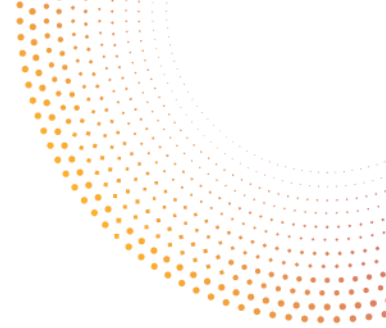


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951911



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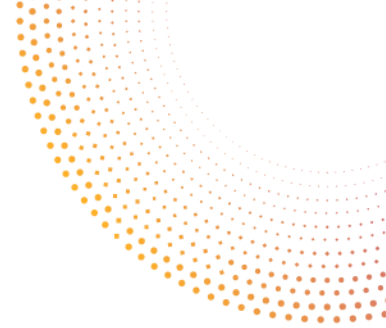
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# 1 Introduction

This document provides the relevant information regarding the first open call for proposals for the AI4Media project, also referred to as **AI4Media – Open Call #1**.

The AI4Media – Open Call #1 aims to engage different entities, including individual entrepreneurs, researchers and companies, that develop and integrate applied research, and are committed to contribute to the enrichment of the pool of research and technology tools of the AI4Media platform.

In addition to the present Annex, all associated annexes must be considered for the submission of a proposal.

General information on the AI4Media project as well as the proposed challenges can be found in Annex 1.

# 2 General Information

## 2.1 Terms and definitions

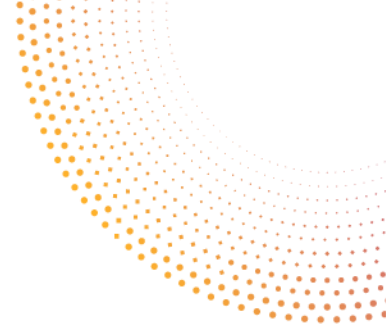
This section describes the relevant terms that are used in the open call documentation. Unless otherwise stated, the definition of a term is the one stated in this section.

### 2.1.1 Persons, entities, and committees

*Table 1. Definitions of persons, entities, and committees*

Term	Definition
<b>AI4Media consortium / consortium</b>	Group of legal entities that are cumulatively responsible for implementing the AI4Media project as defined in the Grant Agreement number 951911.
<b>Applicant</b>	Individual or organisation that intends to submit or has submitted a proposal to the funding programme.
<b>Beneficiary</b>	An individual or organisation that has submitted a proposal to the funding programme that has been accepted for funding and has signed or is in the process of signing a sub-grant agreement.
<b>External evaluator</b>	An expert that has been invited by AI4Media to assist in the evaluation of the proposal submitted to the funding programme. Experts cannot have conflicts of interest and are bounded by their own confidentiality agreement.





## 2.1.2 Funding programme

Table 2. Definitions of the funding programme

Term	Definition
<b>AI4Media funding programme</b>	Programme under which the present open call is run. It is defined by the documents and templates provided by the AI4media consortium as defined in section 4.1.1. The funding programme considers several phases: open call for proposals, evaluation, contract preparation and signing, and implementation with 3 sprints (for selected beneficiaries).
<b>Proposal phase</b>	Period when applicants can submit proposals to the open call. Each open call has a fixed deadline that is automatically enforced.
<b>Evaluation phase</b>	Period when the consortium evaluates and ranks the applications. At the end of the phase, all proposals are notified of the results of the evaluation.
<b>Contract preparation and signing phase</b>	Period when the selected proposals and the consortium complete the administrative procedures to sign the sub-grant agreement and prepare administrative documents.
<b>Implementation phase</b>	Successive period of 9 or 12 months, varying according to the track to which a proposal was submitted, when the work is performed by the beneficiary. At the end of each sprint, the project is subject to a formal evaluation made by an internal evaluation team to assess if the project is meeting its objectives.

## 2.2 Means of submission

The AI4Media page on the F6S platform (<https://www.f6s.com/ai4media>) will be the entry point for the submission of all proposals to the AI4Media open calls. Any proposal submitted through other channels will be automatically rejected.

Any documentation that is required and requested by the AI4Media consortium should be submitted via a dedicated channel that will be indicated by the consortium during the execution of the sub-granted projects.

## 2.3 Language

English is the official language for the AI4Media open calls. Submissions done in any language other than English will not be eligible or evaluated.

English is the only official language during the whole implementation of the AI4Media programme. This means that any requested submission of documentation and deliverables will be done in English to be eligible.

## 2.4 Documentation formats

Any documentation requested in any of the phases of the open call and projects' implementation must be submitted electronically in PDF format without restrictions for printing. For Annex 3.1, formatting guidelines must be respected as defined in the document.





## 2.5 Data protection

To process and evaluate applications, AI4Media will need to collect personal and industrial data. F6S Network Limited (F6S) will manage the data submitted through the F6S platform for these purposes. The F6S platform's system design and operational procedures ensure that data is managed in compliance with the General Data Protection Regulation (EU) 2016/679 (GDPR). Each applicant will accept the F6S terms to ensure coverage.

It should be noted that AI4Media requests the minimum information needed to deliver the evaluation procedures or the implementation of the funding programme. The 'Annex 8: Bank account information' and 'Annex 4: Sub-grant Agreement template' are provided for reference and will only be requested if the applicant is accepted to the programme.

Please refer to <https://www.f6s.com/terms> to check F6S platform data privacy policy and security measures.

## 2.6 Origin of the funds

Selected applicants will sign a dedicated sub-grant funding agreement with the AI4Media consortium. **The funds attached to the Sub-grant funding agreement come directly from the funds of the European project AI4Media and therefore remain property of the EU until the payment of the balance, whose management rights have been transferred to the project partners in AI4Media via European Commission GA no. 951911.**

As detailed in **Annex 4: Sub-grant funding agreement template**, this relation between the sub-grantees and the EC through the AI4Media project carries a set of obligations to the sub-grantees with the EC. It is the task of the sub-grantees to achieve them and of the AI4Media consortium partners to inform about them.

# 3 Eligibility criteria

The following eligibility criteria, related to the applicants, funding, and proposals apply.

## 3.1 Applicants' eligibility

All applicants must meet the requirements described in this section to be eligible for the AI4Media – Open Call #1:

1. Submissions will ONLY be accepted through the F6S platform and respective page dedicated to the AI4Media – Open Call #1:  
<https://www.f6s.com/ai4mediaopencall1>.
2. Fit within the target audience as indicated in section 3.1.1.
3. Are based in an eligible H2020 country as indicated in section 3.1.2.
4. The application and all requested documents are provided **only in English language**.
5. The proposal description is provided according to the guidelines in the *AI4Media – Open Call #1 Proposal Description Template* (Annex 3.1).



The detailed eligibility criteria as described in the sections below apply:

### 3.1.1 Types of applicants

The AI4Media – Open Call #1 will fund projects implemented by **single** entities (groups of entities are not eligible) that are considered eligible under H2020 rules. The following type of entities are invited to submit their innovative research or application ideas:

- European mid-caps, SMEs and micro-SMEs (as defined in EU law – EU recommendation 2003/361<sup>1</sup>).
- Individual web entrepreneurs and individual sole-traders (established in an eligible country, section 3.1.2; eligibility is about the person’s residence and not origin).
- European secondary and higher education establishments, research institutes and other not-for-profit research organisations.

The following additional conditions apply:

- The participating organisations should not have been declared bankrupt or have initiated bankruptcy procedures.
- The organisations or individuals applying should not have convictions for fraudulent behaviour, other financial irregularities, and unethical or illegal business practices.
- There should not be any conflict of interest with any of the AI4Media partners (beneficiaries), as detailed in Section 3.1.3.

*Note: Third parties receiving Financial Support from AI4MEDIA through the open call will not become part to the AI4Media Grant Agreement. The AI4Media Grant Agreement will not need to be amended to include the selected beneficiaries.*

### 3.1.2 Eligible countries

Single legal entities established in any of the following countries are eligible to participate in the AI4Media – Open Call #1:

- The Member States (MS) of the European Union (EU), including their outermost regions.
- The Overseas Countries and Territories (OCT) linked to the Member States<sup>2</sup>;
- H2020 associated countries (those that have signed an agreement with the EU as identified in Article 7 of the Horizon 2020 Regulation): according to the updated list published by the EC<sup>3</sup>;
- UK applicants are eligible under the conditions set by the EC for H2020 participation at the time of the deadline of the call.

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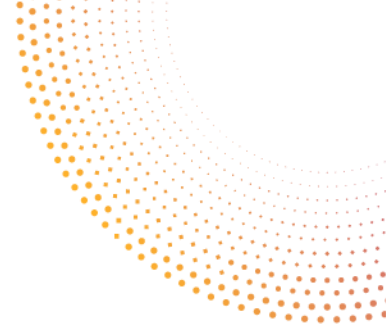
<sup>1</sup> EC recommendation for Small and Medium- sized Enterprises (SMEs) 2003/361/.

[https://ec.europa.eu/growth/smes/sme-definition\\_en](https://ec.europa.eu/growth/smes/sme-definition_en)

<sup>2</sup> Entities from Overseas Countries and Territories (OCT) are eligible for funding under the same conditions as entities from the Member States to which the OCT in question is linked.

<sup>3</sup> [https://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/hi/3cpart/h2020-hi-list-ac\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/3cpart/h2020-hi-list-ac_en.pdf)





### 3.1.3 Conflict of interest

Applications will not be accepted from entities who are partners (beneficiaries) or linked-third parties in the AI4Media consortium or who are formally linked in any way to the partners/ linked-third parties of the consortium. This excludes, for example, entities that have already engaged with and/ or contributed to the project through specific activities/ initiatives (e.g., AI Doctoral Academy, Associate Members) who remain independent from the project. Any individual/ entity with a previous link to an AI4Media beneficiary (e.g., spin-off), will not be accepted, unless a minimum of 2 years (as of the 1 September 2021) has passed since the termination of the link.

Applicants must not have any current and/or potential conflict of interest with the AI4Media – Open Call #1 selection process and during the whole programme. Applicants must formally and immediately notify the AI4Media coordinator of any situation constituting or likely to lead to a conflict of interests and take all the necessary steps to rectify this situation.

All cases of conflict of interest will be assessed case by case. Applicants must take all measures to prevent any situation where the impartial and objective evaluation and implementation of the project is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interests').

If a conflict of interest is discovered and confirmed at the time of the evaluation process, the proposal will be considered as non-eligible and will not be evaluated.

## 3.2 Proposal submissions

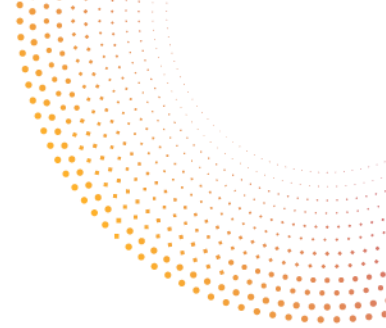
The AI4Media – Open Call #1 is a competitive funding programme. Only **one proposal** per applicant (legal entity or natural person) can be submitted to this open call. In the event of multiple submissions by an applicant, only the last proposal received (timestamp of the system) will enter the evaluation process (and regardless of the track to which a proposal is being submitted to). Any other submitted proposals involving the same applicant will be declared non-eligible and will not be evaluated in any case.

Exceptionally, in the case of secondary/ higher education establishments, research institutes and other not-for-profit research organisations, up to 2 applications can be submitted from different groups/teams within the entity and using a different F6S user account. Nevertheless, only **one proposal** will be accepted for funding per applicant (legal entity or natural person).

In the case of an applicant applying as an individual web entrepreneur or sole trader:

- An individual will be selected for funding only once, as in the case of one legal entity.
- If the individual participates in another proposal as part of a different legal entity:
  - The members of the other legal entity will be informed about the participation of an individual in multiple proposals.
  - The individual participating in multiple proposals will be disqualified.





### 3.3 Financial eligibility

The following financial conditions apply for proposals to be eligible:

- The total budget per project may not exceed €50.000.
- The total amount requested must represent 100% of the total project costs.
- All proposals must provide justifications of the planned costs and resources of the project.

For approved projects, the funds will be disbursed in lump sums at the end of the three planned stages and pending the achievement of agreed milestones and deliverables.

### 3.4 Other conditions

Each applicant must confirm:

- It is not under liquidation or is not an enterprise under difficulty accordingly to the Commission Regulation No 651/2014, art. 2.18.
- The proposed project is based on original research/ ideas and, going forward, any foreseen developments are not limited by third party rights, or are clearly stated if they are limited.
- The project is based on work that has not been developed and offered as a commercial product or solution.
- It is not excluded from the possibility of obtaining EU funding under the provisions of both national and EU law, or by a decision of both national and EU authority.



## 4 Open call: submission, selection and negotiation process

Proposals submitted to the AI4Media – Open Call #1 are submitted in a single stage and evaluated in two steps, as presented in Figure 1.

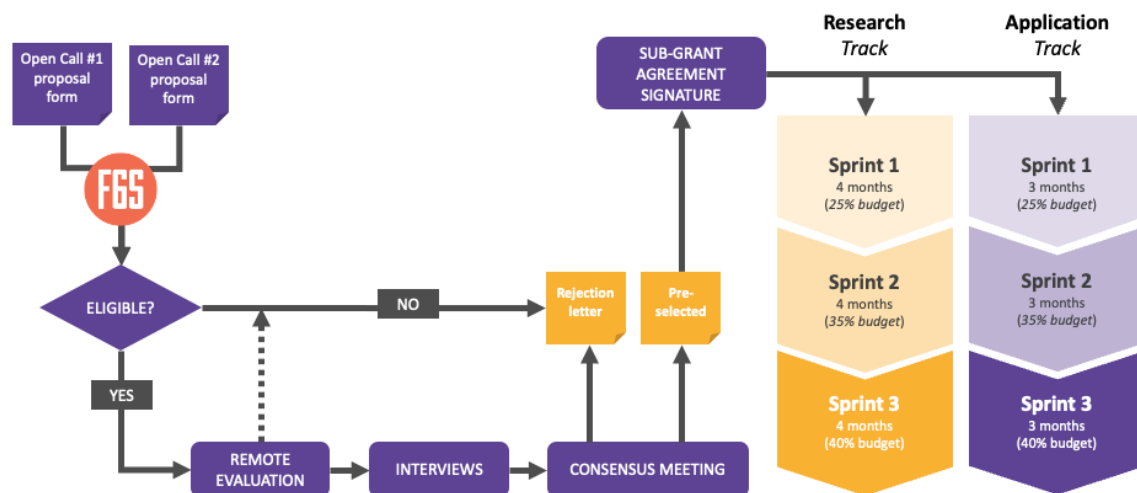


Figure 1. AI4Media Open Call #1 submission and evaluation process

### 4.1 Proposal preparation and submission

The submission of proposals to the AI4Media - Open Call #1 will follow the steps listed in this section.

#### 4.1.1 Open call publication and documentation

The open call is supported by the following documentation, which can be found at <http://www.ai4media.eu/open-call-1>:

- **Annex 1: Open Call #1 text**, which provides the scope and objectives of the open call.
- **Annex 2: Guidelines for applicants**, the present document.
- **Annex 3: Proposal form**, an online application form, available at F6S platform (<https://www.f6s.com/ai4mediaopencall1>).
- **Annex 3.1: Technical proposal** (template), a Word template that indicates all the technical information that should be provided as part of the project proposal.
- **Annex 4: Sub-grant agreement template**, which provides a template of the sub-grant agreement that the successful applicants will be requested to sign.
- **Annex 5: Applicant Declaration of Honour** (for individuals), which declares that all conditions of the open call are accepted by the representative.
- **Annex 6: Applicant Declaration of Honour** (for non-individuals), which declares that all conditions of the open call are accepted by the entity's legal representative.



- **Annex 7: SME Declaration Form**, which evaluates the status of the SMEs.
- **Annex 8: Bank account information**, which collects information about the bank account to which payments will be made.
- **Annex 9: Competitive Calls Financial Support to Third Parties**, which contains the formal announcement to be published on the EU portal.

Applicants are encouraged to read and download all relevant files before proceeding with the submission. The **deadline for submissions to the AI4Media – Open Call #1 is 1 December 2021 (17h00 CET)**.

#### 4.1.2 Applicants' registration

Those interested in submitting a proposal to the AI4Media – Open Call #1 must be registered on the F6S platform: <https://www.f6s.com/>.

Submissions must be submitted through the AI4Media F6S page at <https://www.f6s.com/ai4mediaopencall1>, which will be the main interface for managing the proposals.

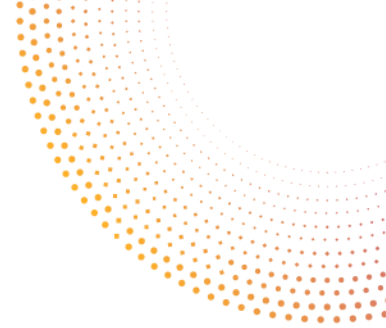
#### 4.1.3 Proposal preparation

Applicants must consider the following steps when preparing their proposal:

1. For the proposal preparation, applicants are required to apply online and answer all mandatory questions (with no exception) at: <https://www.f6s.com/ai4mediaopencall1>.
2. Applicants that do not accept the terms and conditions and that do not sign and upload to the F6S platform the completed and signed annexes (as below) will not be eligible:
  - For individuals: Annex 3.1 and Annex 5.
  - For entities (non-individuals): Annex 3.1, Annex 6 and Annex 7.
3. Be specific and concise. Questions in the online form have character limitations.
4. It is strongly recommended that applicants submit their proposal well before the deadline. If the applicant discovers an error in the proposal, and if the call deadline has not passed, the applicant may request the AI4Media team to re-submit the proposal (for this purpose please contact [support@f6s.com](mailto:support@f6s.com)). **However, AI4Media does not guarantee that a resubmission will be feasible in due time in case the request for resubmission is not received by the AI4Media team at least 48 hours before the open call deadline.**

It is strongly recommended that applicants do not wait until the last minute to submit their proposal. The failure to submit a proposal on time, for any reason, including network communications delays or working from multiple browsers or multiple browser windows, is not acceptable as an extenuating circumstance. The time of receipt of the application as recorded by the submission system will be definitive.





#### 4.1.4 Proposal submission

Submissions will be done exclusively via <https://www.f6s.com/ai4mediaopencall1>. Any submission not done via this channel will not be eligible.

A full list of applicants will be prepared containing their basic information for statistical purposes and clarity, which will be also shared with EC for transparency.

The deadline for submission of proposals is **1 December 2021, 17:00 CET** (Brussels time). The deadline of the open call will not be extended unless a major problem with the F6S platform makes the system unavailable.

## 4.2 Proposal evaluation and selection

### 4.2.1 Step 1: Eligibility verification

An initial eligibility verification will be done to filter out and discard non-eligible proposals. Proposals must meet **ALL the following eligibility criteria**, which will check the following:

- a. The proposing entities are **legal entities** eligible for funding under H2020 rules [Y/N].
- b. The rules as expressed in section 3.1, 3.2 and 3.3 are followed [Y/N].
- c. All required sections of the proposal have been completed [Y/N].
- d. The proposal is aligned with the defined open call challenges [Y/N].
- e. The proposal is written in the **English** Language [Y/N].
- f. All required documentation, depending on the type of applicant, is submitted correctly: for **individuals**, Annex 3.1 and Annex 5; for **entities** (non-individuals), Annex 3.1, Annex 6 and Annex 7.

Proposals marked as non-eligible (for not meeting one or more of the eligibility criteria) will get a rejection letter with a justification. **No additional feedback on the process will be given.**

### 4.2.2 Step 2: External remote evaluation

Proposals considered eligible will move on to the external evaluation phase. The external evaluation will be done remotely by expert evaluators and using the F6S platform.

The evaluators will be selected from a pool of experts that will be established through a call for expressions of interest. The call will invite experts to provide their expertise in the domains of AI and media, professional and/or academic experience, as well as experience in evaluations. Expert profiles will be evaluated, and a pool of experts will be established. The top-ranked experts will be invited to evaluate proposals. At least **two external evaluators** will evaluate each proposal and will be distributed considering their domains of expertise and, whenever possible, country of origin.

The proposals will be scored based on the criteria below (Table 3).



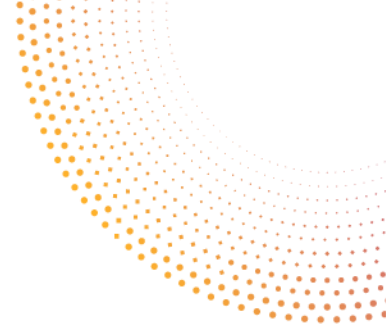


Table 3. AI4Media - Open Call #1 evaluation criteria

Evaluation Criteria (EC)	Description
<b>EC1. Alignment</b>	<ul style="list-style-type: none"> <li>The extent to which the proposal is aligned with the selected open call challenge.</li> </ul>
<b>EC2. Excellence</b>	<ul style="list-style-type: none"> <li>Clarity, robustness, and pertinence of the objectives.</li> <li>Excellence, innovation, and quality of the objectives.</li> <li>Ethical or legal issues associated to the work proposed and how they will be addressed.</li> </ul>
<b>EC3. Impact</b>	<ul style="list-style-type: none"> <li>Contribution to the AI4Media ecosystem and objectives, considering the scope of the AI4Media project.</li> <li>Contribution to strengthening the competitiveness and growth of companies by developing research/ innovations that meet the needs of European and global markets; and, where relevant, by delivering such innovations to the markets.</li> <li>Expected economic effects of the projects</li> <li>Effectiveness of the proposed measures to exploit and disseminate the project results (including management of IPR), to communicate the project, and to manage research data where relevant.</li> </ul>
<b>EC4. Implementation</b>	<ul style="list-style-type: none"> <li>Coherence and effectiveness of the work plan, including objectives, milestones and KPIs; appropriateness of the allocation of tasks and resources, and respective justification.</li> <li>Appropriateness of the skills and experience of the project team.</li> </ul>
<b>EC5. Value</b>	<ul style="list-style-type: none"> <li>Justification of project costs, including those for the team and for other resources.</li> </ul>

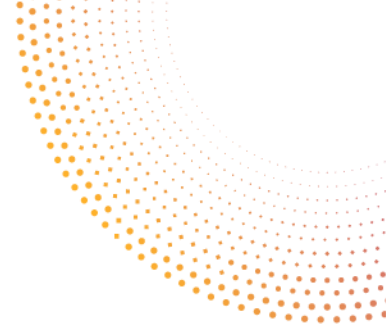
**Each criterion will be scored between 1 and 5.** Half point scores are not given. For each criterion under examination, score values will indicate the following rationale:

Table 4. AI4Media - Open Call #1 scoring rationale

Score	Rationale
<b>1 / POOR</b>	The sub-project proposal fails to address the criterion or cannot be judged due to incomplete or missing information.
<b>2 / FAIR</b>	The sub-project proposal broadly addresses the criterion, but there are significant weaknesses.
<b>3 / GOOD</b>	The sub-project proposal addresses the criterion well, but several shortcomings are present and minor weaknesses would need correcting.







Score	Rationale
<b>4 / VERY GOOD</b>	The sub-project proposal addresses the criterion very well, but a small number of shortcomings are present and specific improvements are possible.
<b>5 / EXCELLENT</b>	The sub-project proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

The final score (including for each criterion) is the average of the two evaluations provided by the external evaluators. The threshold for each criterion is **three (3)**, therefore the overall score threshold is **15**. This indicates that if a proposal scores less than 3 in any criterion or an overall score less than 15, the proposal is automatically rejected. **Any proposal scoring less than 3 on any criterion will automatically be disqualified.**

Each evaluator will record his/her individual assessment of each proposal using an Individual Evaluation Report (ISR). The evaluators will then hold a consensus meeting to prepare a single consensus Evaluation Summary Report (ESR) for each proposal, representing opinions and scores on which the evaluators agree and which they will sign.

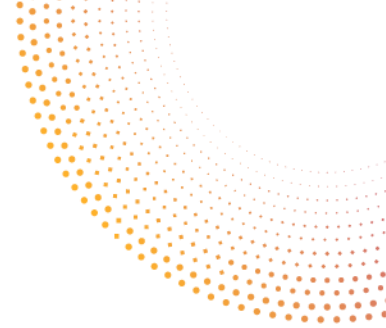
#### 4.2.3 Step 3: Intermediate ranking of proposals

At the end of the remote external evaluation process, all proposals will be ranked in lists according to the two tracks, but independently of the track challenges being addressed. The criteria for the ranking of the proposals will be semi-automatic following the rules below:

- **Rule 1:** Proposals will be ranked based on their overall score (sum of scores for criteria 1 to 5).
- **Rule 2:** After applying Rule 1 and if there are proposals in the same position, priority will be given to proposals that have the highest score on **C3. Impact**.
- **Rule 3:** After applying Rule 2 and if there are proposals in the same position, priority will be given to proposals that have the highest score on **C2. Excellence**.
- **Rule 4:** After applying Rule 3 and if there are proposals in the same position, priority will be given to proposals that have the highest score on **C4. Implementation**.
- **Rule 5:** After applying Rule 4 and if there are proposals in the same position, priority will be given to proposals that have the highest score on **C1. Alignment**.
- **Rule 6:** After applying Rule 5 and if there are proposals in the same position, priority will be given to proposals that have the highest score on **C5. Value**.
- **Rule 7:** After applying Rule 6 and if there are proposals in the same position, priority will be given to those led by women or with a share of women and men in the team that is closer to 50/50<sup>4</sup>.

<sup>4</sup> In accordance with the Horizon 2020 guidelines to encourage gender balance and equal opportunities for women and men, consortia applying to the open call should seek to include both men and women in





The top-ranked proposals – at least twice the total number of proposals to be funded per track (tentatively 10 proposals per track) – will be invited to an online interview. Furthermore, at least two proposals per track challenge (if their score meets the minimum threshold) will be invited to the online interview. This applies in the case that proposals have been submitted to all track challenges.

Proposals that are not invited to an online interview will be notified.

#### 4.2.4 Step 4: Online interview

The objective of the online interviews is to better understand the project concept, quality of the applicant (individual or entity implementing the project), and willingness to exploit the project results. Interviews will be carried out by a selection of the external evaluators with the support of the AI4Media partners.

Interviews are expected to last approximately 30 minutes but may be extended if required. Applicants are expected to prepare and present a presentation (approximately 10 minutes in length) and answer any questions regarding their proposal from the evaluators (at least 2 evaluators will participate in the interviews).

The online interviews will evaluate proposals against the following evaluation criteria (Table 5):

*Table 5. AI4Media - Open Call #1 online interview evaluation criteria*

Interview Criteria (IC)	Description
<b>IC1. Concept and innovation</b>	<ul style="list-style-type: none"> <li>Quality and novelty of the proposed project concept and innovation (research or application/ technology focused).</li> </ul>
<b>IC2. Impact and exploitation</b>	<ul style="list-style-type: none"> <li>Alignment with and contribution to the AI4Media project and ecosystem.</li> <li>Path towards exploitation of results in AI/media applications and/or by the market.</li> </ul>
<b>IC3. Applicant</b>	<ul style="list-style-type: none"> <li>Knowledge, capacity, and experience of the applicant.</li> </ul>

Like the external remote evaluation (section 4.2.2), each criterion will be scored between 1 and 5. Half point scores are not given. For each criterion, score values will be based on the rationale presented in Table 4.

If at any time during the interview the applicants do not commit to what was included in the submitted proposal, the proposal will be automatically disqualified.

If after the interview process the evaluators still have questions, the applicant may be requested to provide additional information in writing.

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the teams, with a participation as close as possible to 50/50 women and men. Further information: [https://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/gender\\_en.htm](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/gender_en.htm)



#### 4.2.5 Step 5: Consensus meeting

Evaluators involved in the interviews will carry out a consensus meeting with the objective of gathering their evaluations, defining a common score for the proposals, and preparing evaluation reports.

#### 4.2.6 Step 6: Final ranking and selection

At the end of the interview evaluation process all proposals will be ranked based on their final scores. Five proposals will be selected for each track (total of 10), of which at least one proposal for each defined track challenge (see Annex 1).

All applicants will be informed about the result of their evaluation.

### 4.3 Redress process

Within three (3) working days of receiving (1) a rejection letter informing the proposal as non-eligible or (2) an ESR ranking the proposal below the selection borderline, an applicant may submit a request for redress if they believe the results of the eligibility checks have not been correctly applied, or if they feel that there has been a shortcoming in the way their proposal has been evaluated that may affect the final decision on whether to enter the funding programme.

In such a case, an internal review committee from AI4Media will examine the applicant's request for a redress. The committee's role is to ensure a coherent interpretation of such requests, and equal treatment of applicants. Requests for redress must:

- Be related to the evaluation process or eligibility checks.
- Clearly describe the complaint.
- Received within the time limit (three (3) working days) from the reception of (1) a rejection letter considering the proposal as non-eligible or (2) the ESR information letter.
- Sent by the entity's legal representative that has also submitted the proposal.

The committee will review the complaint and will recommend an appropriate course of action. If there is clear evidence of a shortcoming that could affect the eventual funding decision, it is possible that all or part of the proposal will be re-evaluated.

Please note:

- This procedure is concerned only with the general evaluation and/or eligibility checking process. The committee will not question the scientific or technical judgement of the evaluators.
- A re-evaluation will only be carried out if there is evidence of a shortcoming that affects the final decision on whether to fund the proposal or not. This means, for example, that a problem relating to one evaluation criterion will not lead to a re-evaluation if a proposal has failed anyway on other criteria.



- The evaluation score following any re-evaluation will be regarded as definitive. It may be lower than the original score.

All requests for redress will be treated in confidence and must be sent to the AI4Media team at: [opencall@ai4media iti.gr](mailto:opencall@ai4media iti.gr).

In the case where a proposal under the redress process is re-evaluated and the new evaluation score is higher, it will be compared with the proposal that has entered the funding programme with the lowest ranking (in the corresponding track). The comparison will use the ranking rules as detailed in Step 4 (section 4.2.3). In case the proposal under the redress process ranks higher, then both proposals will be invited to enter the funding programme.

#### 4.4 Sub-project negotiation and onboarding

At the end of the evaluation phase, 5 proposals from each track will be selected. The other proposals that were invited to the interview stage will remain in a reserve list in case a selected proposal fails to sign the sub-grant agreement.

All proposals will receive an acceptance or rejection letter together with an anonymised version of their proposal Consensus Evaluation Report. Proposals not having passed to the online interview stage will receive a report with results of the external remote evaluation. Proposals that passed to the online interview will receive a report with information from both the remote evaluation and interview stages.

##### 4.4.1 Step 1: Contract preparation and negotiation

After the evaluation phase is concluded and the sub-projects are selected, the AI4Media consortium will start the contract preparation phase in collaboration with the representatives of the sub-projects that have been awarded.

Contract preparation will run through an administrative and financial check (and potentially into technical or ethical/security negotiations) based on evaluators' comments. Depending on the contract preparation of each sub-project, a phone call or teleconference may be required and organised to clarify any pending questions.

The objective of the contract preparation is to fulfil the legal requirements between the AI4Media consortium and each beneficiary of the open call. The items covered are presented in Table 6.



Table 6. Requirements for contract preparation

For legal entities	For individuals (natural persons)
<p><b>Proof of legal existence:</b></p> <ul style="list-style-type: none"> <li>Company register, official journal or other official document per country showing the name of the organisation, the legal address and registration number and a copy of a document proving VAT registration (in case the VAT number does not show on the registration extract or its equivalent).</li> </ul>	<p><b>Proof of legal existence:</b></p> <ul style="list-style-type: none"> <li>A copy of the individual's national ID card or passport is required.</li> <li>Proof the individual is legally established and working in an eligible country, as defined in section 3.1.2.</li> </ul>
<p><b>Specific to SMEs:</b></p> <ol style="list-style-type: none"> <li>Proof of the SME condition is required: <ul style="list-style-type: none"> <li>If the applicant has been fully validated as an SME on the Beneficiary Register of the H2020 Participant Portal, the PIC number must be provided.</li> <li>If the applicant has not been fully validated as an SME on the H2020 Participant Portal, the following documents will be required to prove the status as an SME: <ol style="list-style-type: none"> <li><b>SME declaration (Annex 7) signed and stamped:</b> In the event the beneficiary declares being non-autonomous, the balance sheet and profit and loss account (with annexes) for the last period for upstream and downstream organizations is required.</li> <li><b>Status Information Form</b>, which includes the headcount (AWU), balance, profit &amp; loss accounts of the latest closed financial year and the relation, upstream and downstream, of any linked or partner company.</li> </ol> </li> </ul> </li> <li>Supporting documents. <b>In cases where either the number of employees or the ownership is not clearly identified: any other supporting documents which demonstrate headcount and ownership such as payroll details, annual reports, national regional, association records, etc.</b></li> </ol>	
<p><b>Bank account information (Annex 8)</b></p> <p>The account where the funds will be transferred will be indicated via a specific form signed by the entity, individuals and the bank owners. The holder of the account will be the entity/individual.</p>	
<p><b>Sub-grant agreement (Annex 4)</b></p> <p>Signed between the AI4Media consortium, represented by its coordinator (CERTH), the budget holder (F6S), and the beneficiary (see section 4.4.2).</p> <p>The sub-grant agreement will also include the comments (if any) of the proposal's ESR into the work plan.</p>	

It should be emphasised that each participating **entity should provide at contract preparation time a valid VAT<sup>5</sup>. Failure to provide a valid VAT number will automatically result in exclusion from the contract preparation.**

<sup>5</sup> To be checked at European Commission services such as [http://ec.europa.eu/taxation\\_customs/vies/](http://ec.europa.eu/taxation_customs/vies/)



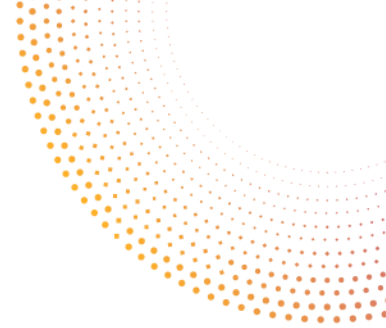
The request of the above listed documentation by the AI4Media consortium will be sent to the sub-project representatives, including deadlines by which information and documentation should be sent. In general, the sub-project negotiation should be concluded within 2 weeks. An additional week may be provided by the AI4Media coordinator in case of a relevant reasoning. In case negotiations have not been concluded within the above period, the proposal is automatically rejected and the next proposal in the reserve list is invited to initiate the contract preparation.

#### 4.4.2 Step 2: Contract signature

At the end of the contract preparation and negotiation phase, the sub-grant agreement (Annex 4) will be signed between the AI4Media consortium represented by its coordinator (CERTH), the budget holder (F6S), and the Beneficiary.

The sub-grant agreement/ contract will cover the three (3) phases of the sub-project, further detailed in section 0.





## 5 Implementation and reporting

After the finalisation and signing of the sub-grant agreement, the awarded sub-projects will move into the implementation phase. As shown in Table 7, and depending on the track under which the project has been funded, each sub-project will run from 9 to 12 months, structured into three phases, each with specific objectives and requirements. At the end of each phase, the sub-project beneficiary must produce a deliverable with the status of their sub-project and the results of the work carried out. A deliverable template will be made available to sub-project beneficiaries at the start of the implementation phase.

*Table 7. AI4Media implementation timetable and requirements*

Stage	Schedule	Deliverables	Payment
<b>Track: RESEARCH [12 months]</b>			
<b>Sprint 1</b> 4 months	Feb. 2022 – May 2022	<ul style="list-style-type: none"> <li>At M1: Detailed implementation plan, including objectives, milestones and KPIs.</li> <li>At M4: Preliminary report, with status and progress of sub-project.</li> </ul>	25%
<b>Sprint 2</b> 4 months	Jun. 2022 – Sep. 2022	<ul style="list-style-type: none"> <li>At M8: Interim report, with status and progress of sub-project.</li> </ul>	35%
<b>Sprint 3</b> 4 months	Oct. 2022 – Jan. 2023	<ul style="list-style-type: none"> <li>At M12: Final report, with status and progress of sub-project.</li> </ul>	40%
<b>Track: APPLICATION [9 months]</b>			
<b>Sprint 1</b> 3 months	Feb. 2022 – Apr. 2022	<ul style="list-style-type: none"> <li>At M1: Detailed implementation plan, including objectives, milestones and KPIs.</li> <li>At M3: Preliminary report, with status and progress of sub-project.</li> </ul>	25%
<b>Sprint 2</b> 3 months	May 2022 – Jul. 2022	<ul style="list-style-type: none"> <li>At M6: Interim report, with status and progress of sub-project.</li> </ul>	35%
<b>Sprint 3</b> 3 months	Aug. 2022 – Oct. 2022	<ul style="list-style-type: none"> <li>At M9: Final report, with status and progress of sub-project.</li> </ul>	40%

At the end of each sprint, the Beneficiary must submit to the AI4Media consortium the corresponding deliverables no later than 10 calendar days after the end of the respective sprint, providing sufficient time for the AI4Media consortium to review it.

For both the Research and Application tracks, an initial implementation plan must be provided at the end of the first month of Sprint 1.

Table 8 presents the requirements (objectives and expected contents) for the deliverables associated to each of the sub-project stages.



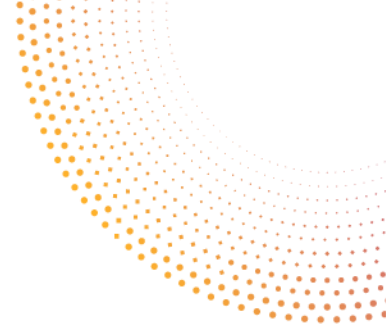


Table 8. Deliverable requirements associated to the stages of the sub-project

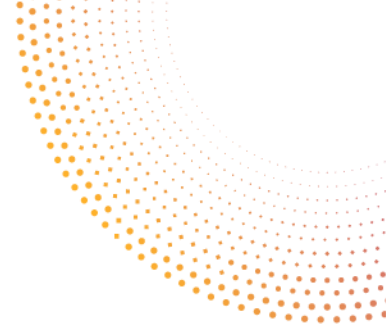
Stage	Deliverable	Deliverable requirements
Sprint 1	Implementation Plan (M1)	<ul style="list-style-type: none"> <li>• <b>Objective:</b> Provide a detailed planification and workplan of the work to be carried out in the sub-project.</li> <li>• <b>Contents:</b> Specific objectives, milestones, KPIs, timeline and respective alignment with expected results.</li> </ul>
	Preliminary Report (M3/M4)	<ul style="list-style-type: none"> <li>• <b>Objective:</b> Provide a status and review progress achieved in Sprint 1.</li> <li>• <b>Contents:</b> Progress towards objectives and milestones; achievement of KPIs; deviations (if applicable); next steps for Sprint 2.</li> </ul>
Sprint 2	Interim Report (M6/M8)	<ul style="list-style-type: none"> <li>• <b>Objective:</b> Provide a status and review progress achieved in Sprint 2.</li> <li>• <b>Contents:</b> Progress towards objectives and milestones; achievement of KPIs; deviations (if applicable); challenges/ mitigation; use of resources; next steps for Sprint 3, including towards exploitation.</li> </ul>
Sprint 3	Final Report (M6/M8)	<ul style="list-style-type: none"> <li>• <b>Objective:</b> Provide a status and review progress achieved in Sprint 3.</li> <li>• <b>Contents:</b> Review of work developed; achievement of milestones and KPIs; exploitation and promotion actions implemented.</li> </ul>

If required, and for any sprint, a meeting may be scheduled to further assess the progress of the sub-projects and clarify any doubts on the deliverables provided.

The payment associated to each sprint will be disbursed once the respective deliverables have received positive assessment (up to 15 calendar days after being delivered to the AI4Media consortium).







## 6 Responsibilities of beneficiaries

The selected entities are indirectly beneficiaries of EC funding. Therefore, selected entities are responsible for the appropriate use of the funding and must comply with obligations under H2020 specific requirements as described in Horizon 2020. The obligations that are applicable to the recipients include:

### 6.1 Conflict of Interest

The beneficiaries must take all measures to prevent any situation where the impartial and objective implementation of the sub-project is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interests').

They must formally notify the AI4Media consortium without delay of any situation constituting or likely to lead to a conflict of interests and immediately take all the necessary steps to rectify this situation. The AI4Media coordinator will verify if the measures taken are appropriate and may require additional measures to be taken by a specific deadline.

If the sub-contract consortium member breaches any of its obligations, the sub-contract may be automatically terminated. Moreover, costs may be rejected.

### 6.2 Data protection and confidentiality

During implementation of the sub-project and for four years after the end of the sub-project, the parties must keep confidential any data, documents, or other material (in any form) that is identified as confidential at sub-contract signing time ('confidential information').

If a beneficiary requests it, the EC and the AI4Media consortium may agree to keep selected information confidential for an additional period beyond the initial four years. This will be explicitly stated in the sub-contract.

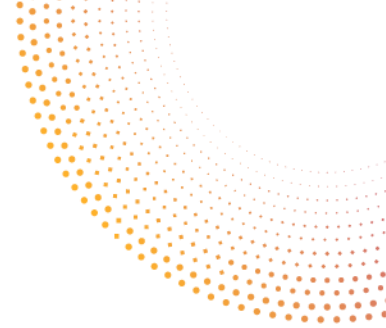
If information has been identified as confidential during the sub-project implementation or only verbally, it will be confidential only if this is accepted by the AI4Media coordinator and confirmed in writing within 15 days of the verbal disclosure. Unless otherwise agreed between the parties, they may use confidential information only to implement the agreement.

The sub-project consortium may disclose confidential information to the AI4Media consortium and to the selected reviewers, who will be bounded by a specific Non-Disclosure Agreement.

### 6.3 Promoting the action and give visibility to the EU funding

The beneficiary must promote the sub-project, the AI4Media project and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner and to highlight the financial support of the EC.





Unless the EC or the AI4Media coordinator agrees otherwise or unless it is impossible (requiring a valid justification), any promotion activity related to the action (including in electronic form, via social media, etc.), any publicity (including at a conference or seminar) or any type of information or promotional material (brochure, leaflet, poster, presentation etc.), and any infrastructure, equipment and major results funded by the sub-grant must:

- display the EU emblem.
- display the AI4Media logo.
- include the following text:

For communication activities: *“The [sub-project acronym] has indirectly received funding from the European Union’s Horizon 2020 research and innovation action programme, via the AI4Media Open Call #1 issued and executed under the AI4Media project (Grant Agreement no. 951911).”*

For infrastructure, equipment and major results: *“This [infrastructure][equipment][insert type of result] is part of a sub-project that has indirectly received funding from the European Union’s Horizon 2020 research and innovation programme via an Open Call issued and executed under the AI4Media project (grant agreement No. 951911).”*

When displayed in association with a logo, the European emblem should be given appropriate prominence. This obligation to use the European emblem in respect of projects to which the EC contributes implies no right of exclusive use. It is subject to general third-party use restrictions which do not permit the appropriation of the emblem, or of any similar trademark or logo, whether by registration or by any other means. Under these conditions, the beneficiary is exempted from the obligation to obtain prior permission from the EC to use the emblem. Further detailed information on the EU emblem can be found on the Europa web page<sup>6</sup>.

Any publicity made by the beneficiary regarding the sub-project, in whatever form and or by whatever medium, must specify that it reflects only the author’s views and that the EC or the AI4Media project is not liable for any use that may be made of the information contained therein.

The EC and the AI4Media consortium shall be authorised to publish, in whatever form and on or by whatever medium, the following information regarding the beneficiary:

- The name of the beneficiary.
- Contact address of the beneficiary.
- The general purpose of the sub-project.
- The amount of the financial contribution foreseen for the sub-project; after the final payment, and the amount of the financial contribution received.
- The geographic location of the activities carried out.
- The list of dissemination activities and/or of patent (applications) relating to foreground.

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<sup>6</sup> [https://europa.eu/european-union/about-eu/symbols/flag\\_en#eu-emblem](https://europa.eu/european-union/about-eu/symbols/flag_en#eu-emblem)



- The details/references and the abstracts of scientific publications relating to foreground and, if funded within the sub-project, the published version or the final manuscript accepted for publication.
- The publishable reports submitted to the AI4Media consortium.
- Any picture or any audio-visual or web material provided to the EC and AI4Media in the framework of the sub-project.

The beneficiary shall ensure that all necessary authorisations for such publication have been obtained and that the publication of the information by the EC and AI4Media does not infringe any rights of third parties.

Upon a suitably justified request by the sub-project coordinator on behalf of any sub-project member, the AI4Media consortium, if permission is granted by the EC, may agree to forego such publicity if disclosure of the information indicated above would risk compromising the beneficiary's security, academic or commercial interests.

#### 6.4 Financial audits and controls

The EC will monitor that AI4Media beneficiaries and the open call beneficiaries comply with the conditions for financial support to third parties set out in Annex 1 of the AI4Media GA and may take any action foreseen by the GA in case of non-compliance of the beneficiary concerned.

Moreover, the EC may at any time during the implementation of the AI4Media project and up to 5 (five) years after the end of the AI4Media project, arrange for financial audits to be carried out, by external auditors, or by the EC services themselves including the European Anti-Fraud office (OLAF). The audit procedure shall be deemed to be initiated on the date of receipt of the relevant letter sent by the EC. Such audits may cover financial, systemic, and other aspects (such as accounting and management principles) relating to the proper execution of the grant agreement. They shall be carried out on a confidential basis.

The beneficiary shall make available directly to the EC all detailed information and data that may be requested by the EC or any representative authorised by it, with a view of verifying that the grant agreement is properly managed and performed in accordance with its provisions and that costs have been charged in compliance with it. This information and data must be precise and complete.

The beneficiary shall keep all sub-project deliverables and the originals or, in exceptional cases, duly authenticated copies – including electronic copies – of all documents relating to the sub-project contract for up to five years from the end of the project. These shall be made available to the EC when requested during any audit under the grant agreement.

To carry out these audits, the beneficiary shall ensure that the EC's services and any external body(ies) authorised by it have on-the-spot access at all reasonable times, notably to the sub-project applicant offices, to its computer data, to its accounting data and to all the information



needed to carry out those audits, including information on individual salaries of persons involved in the sub-project. They shall ensure that the information is readily available during the audit and, if so requested, that data be handed over in an appropriate form.

Based on the findings made during the financial audit, a provisional report shall be drawn up. It shall be sent by the EC or its authorised representative to the beneficiary concerned, which may provide observations thereon within one month of receiving it. The EC may decide not to consider observations conveyed or documents sent after that deadline. The final report shall be sent to the beneficiary within two months of expiry of the aforesaid deadline.

Based on the conclusions of the audit, the EC shall take all appropriate measures that it considers necessary, including the issuing of recovery orders regarding all or part of the payments made by it and the application of any applicable sanction.

The European Court of Auditors shall have the same rights as the EC, notably right of access, for the purpose of checks and audits, without prejudice to its own rules.

In addition, the EC may carry out on-the-spot checks and inspections in accordance with Council Regulation (Euratom, EC) No 2185/96 of 11 November 1996 concerning on-the-spot checks and inspections carried out by the EC to protect the European Communities' financial interests against fraud and other irregularities.

## 6.5 Sub-project communication

The sub-project official representative should:

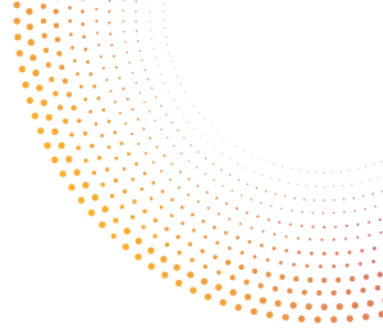
- Provide any notice in writing to the AI4Media Coordinator.
- Notify immediately of any change of persons or contact details to the AI4Media coordinator. The address list shall be accessible to all concerned.



## 7 Checklist

- 1) **Does your sub-project proposal and respective planned work fit the call for proposals?**  
*Check that your proposed work is aligned with the AI4Media Open Call #1 and addresses one of the challenges of the open call (see Annex 1).*
- 2) **Is your proposal eligible?**  
*Check that you meet all the eligibility criteria listed in section 3 – Eligibility criteria. Make sure that you satisfy the minimum participation requirements (entity from eligible countries).*
- 3) **Is your proposal complete?**  
*Have you completed all the mandatory questions? Check that all proposal form fields are filled.*
- 4) **Does your proposal fulfil all questions requests/comments?**  
*Proposals should be precise, concise and must answer to requested questions, which are designed to correspond to the applied evaluation. Omitting requested information will almost certainly lead to lower scores and possible rejection.*
- 5) **Have you maximized your chances?**  
*Expect competition in the open call. Therefore, edit your proposal tightly, strengthen or eliminate weak points.*
- 6) **Have you submitted your proposal before the deadline?**  
*It is strongly recommended not to wait until the last minute to submit the proposal. Failure of the proposal to arrive in time for any reason, including network communications delays, is not acceptable as an extenuating circumstance. The time of receipt of the message as recorded by the submission system will be definitive.*
- 7) **Have you provided the necessary annexes?**
- 8) **Do you need further advice and support?**  
*You are strongly advised to communicate with the AI4Media team via the AI4Media profile at F6S platform (<https://www.f6s.com/ai4media>).*





## 8 Contact information

The AI4Media consortium will provide information to the applicants exclusively via <https://www.f6s.com/ai4mediaopencall1/about>, so that all information (questions and answers) will be accessible to all potential applicants.

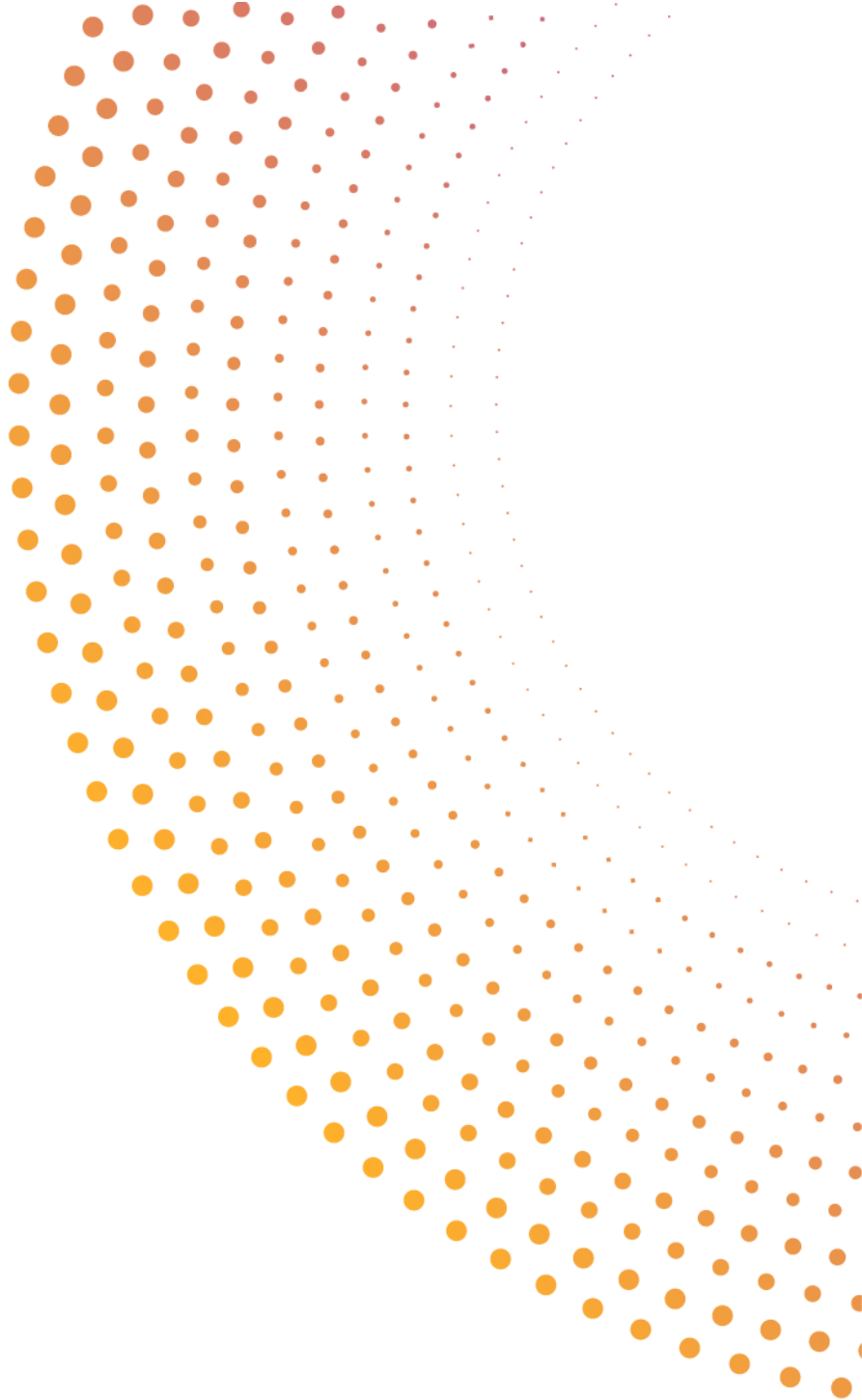
No binding information will be provided via any other means (e.g., telephone or email).

- More info at: <http://www.ai4media.eu/open-call-1>
- Apply via: <https://www.f6s.com/ai4mediaopencall1/apply>
- Online Q&A: <https://www.f6s.com/ai4mediaopencall1/discuss>
- F6S support team (for platform issues during the application): [support@f6s.com](mailto:support@f6s.com)
- Other support<sup>7</sup>: [opencall@ai4media.iti.gr](mailto:opencall@ai4media.iti.gr)

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<sup>7</sup> Information exchanged is non-binding.





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951911

[info@ai4media.eu](mailto:info@ai4media.eu)

[www.ai4media.eu](http://www.ai4media.eu)



# Annex 3

## AI4Media – Open Call #1 Proposal form

<b>Project Title</b>	AI4Media - A European Excellence Centre for Media, Society and Democracy
<b>Contract No.</b>	951911
<b>Instrument</b>	Research and Innovation Action
<b>Thematic Priority</b>	H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT) / ICT-48-2020 - Towards a vibrant European network of AI excellence centres
<b>Start of Project</b>	1 September 2020
<b>Duration</b>	48 months



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951911





## AI4Media – F6S proposal form

<https://www.f6s.com/ai4mediaopencall1/apply>

### Questions

#### AI4Media - Open Call #1

A European Excellence Centre for Media, Society and Democracy

More information at: [www.ai4media.eu/](http://www.ai4media.eu/)

#### Proposal form information and documentation

This proposal form has the following mandatory sections:

- Section 1: Proposal identification
- Section 2: Consortium information
- Section 3: Sub-project proposal description
- Section 4: Requirements to join the AI4Media funding programme
- Section 5: Additional questions

The following documents SHOULD be reviewed when preparing your proposal (available at: [www.ai4media.eu/open-calls/](http://www.ai4media.eu/open-calls/))

- > Annex 1: Open Call Text
- > Annex 2: Guidelines for Applicants
- > Annex 3.1: Proposal template [Note: this template MUST be completed and uploaded with your proposal]

Depending on the type of applicant, Annex 5 (for individuals) OR Annex 6 and Annex 7 (if an SME) should be completed, signed and uploaded before submitting your proposal.

Failure to provide the required information/ documentation will result in disqualification.

Up to €50.000 await you. Ready; set; go! Good luck!

### | SECTION 1: PROPOSAL IDENTIFICATION |

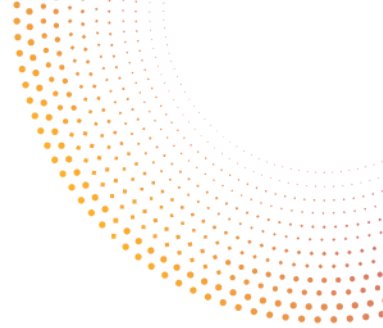
1 **Proposal title \***

2 **Proposal acronym \***

3 **Proposal abstract \***

Maximum length: 1500 characters (including spaces).

1500



| SECTION 2: APPLICANT INFORMATION |

4 **Applicant full name (organisation/ company/ individual) \***

If a non-individual (company/ organisation), provide company/ organisation full legal name.  
If an individual (web-entrepreneurs, sole-traders), provide full name.

5 **Country \***

Select One ▾

6 **Website**

Provide a website, if applicable.

7 **Name of main contact person \***

Please provide full name of contact person

8 **Contact person's role/position in the company/ organisation \***

9 **E-mail address \***

10 **Phone number**

By providing a phone number, we will be able to contact you in any urgent situation.

11 **Upload the appropriate "Declaration of Honour" in Portable Document Format (.pdf). (Max file size 30MB.) \***

For individuals: Please upload Annex 5.  
For non-individuals: Please upload Annex 6.

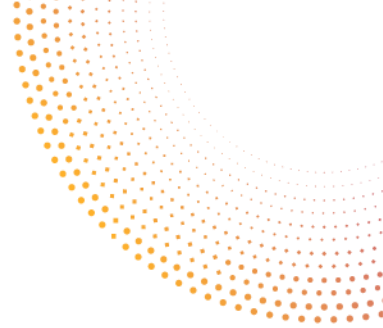
[Choose a File](#)

12 **Upload the "Annex 7 - SME Declaration form" in Portable Document Format (.pdf). MANDATORY for SMEs. (Max file size 30MB.)**

Note that this Annex is mandatory for all SME applicants. Failure to provide this documentation could result in disqualification.

[Choose a File](#)





| SECTION 3: PROPOSAL INFORMATION |

13 **To which TRACK are you submitting this proposal to? \***

Proposal must only address ONE of the tracks.

- Application
- Research

14 **To which CHALLENGE are you applying? \***

Applicants must select one of the following CHALLENGES.

> C1, C2, C3 and C4 are challenges from the RESEARCH track.

> C5, C6, C7 are challenges from the APPLICATION track.

> C8 is an Open Challenge: proposals from Open Challenges must be Research or Application oriented.

- C1-Rt | Bio-inspired deep learning
- C2-Rt | Human-centred interactive explainable
- C3-Rt | Combining deep learning-based computer vision and classic path-planning/ control for autonomous UAC cinematography tasks
- C4-Rt | Developing EU regulation aware fake content detection methods
- C5-At | Evidence Collection in Digital Media Authentication
- C6-At | Navigating multiperspectivity in media heritage collections
- C7-At | Leveraging the power of media archives through Artificial Intelligence
- C8-Rt | Open Challenge (Research)
- C8-At | Open Challenge (Application)

15 **Upload here “Annex 3.1 - AI4Media OC01 technical proposal” in Portable Document Format (.pdf). (Max file size 30MB.) \***

Annex is available here: xxxxx.

Before submitting, confirm:

- (1) You have respected the formatting requirements, including the page limit.
- (2) You have provided information for all required sections.

Proposals submitted using another template/ document will be disqualified. Any pages exceeding the defined limit will not be evaluated. Failure to meet requirements will disqualify the proposal.

[Choose a File](#)

| SECTION 4: REQUIREMENTS TO JOIN THE AI4MEDIA FUNDING PROGRAMME |

16 **I ACCEPT all conditions of the AI4Media Open Call #1. \***

The conditions and all relevant documentation to participate in the AI4Media Open Call #1 are available at [www.ai4media.eu/](http://www.ai4media.eu/).

By selecting 'Yes', you agree to these conditions.

- YES

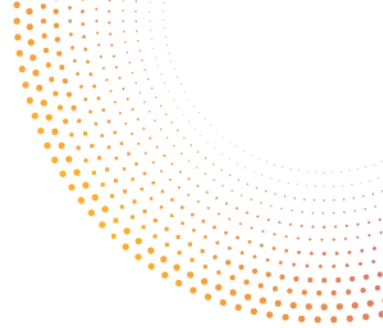
17 **I CONFIRM that all information provided in this proposal, including in the attached documents and annexes, is true and correct. \***

- YES

18 **I ACCEPT that the information provided and submitted in this proposal can be shared by F6S with the AI4Media consortium for the purpose... \***

- YES





| SECTION 5: ADDITIONAL QUESTIONS |

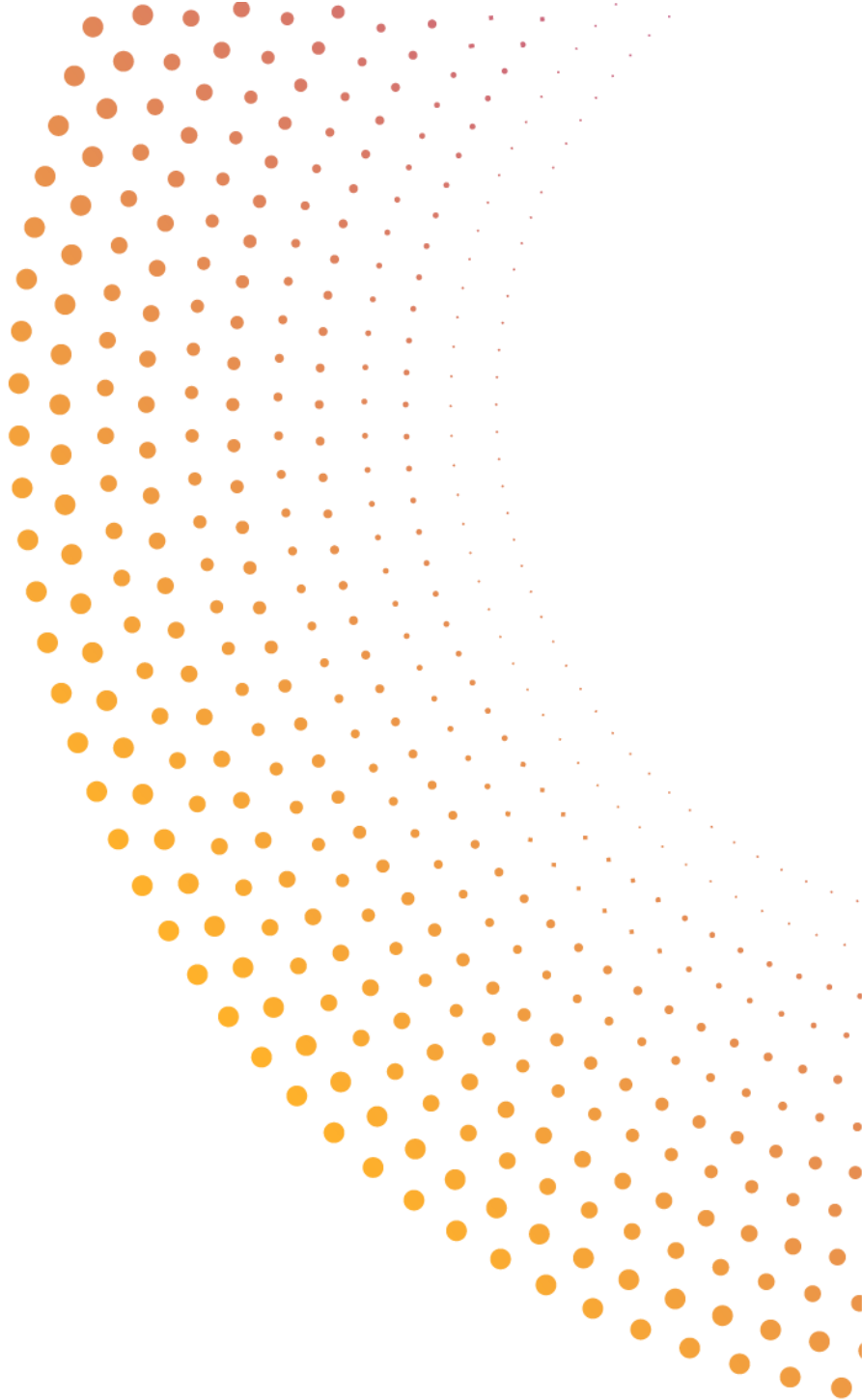
19 **How did you hear about the AI4Media Open Call #1?**

- AI4Media website                       AI4Media social media                       Referral from other EU project's website/ social media
- F6S website                               EC communications                       Others

20 **I am interested in being contacted about future funding opportunities. \***

- Yes     No





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951911

[info@ai4media.eu](mailto:info@ai4media.eu)

[www.ai4media.eu](http://www.ai4media.eu)



# Annex 3.1

## AI4Media – Open Call #1 Technical proposal (template)

<b>Project Title</b>	AI4Media - A European Excellence Centre for Media, Society and Democracy
<b>Contract No.</b>	951911
<b>Instrument</b>	Research and Innovation Action
<b>Thematic Priority</b>	H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT) / ICT-48-2020 - Towards a vibrant European network of AI excellence centres
<b>Start of Project</b>	1 September 2020
<b>Duration</b>	48 months



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951911

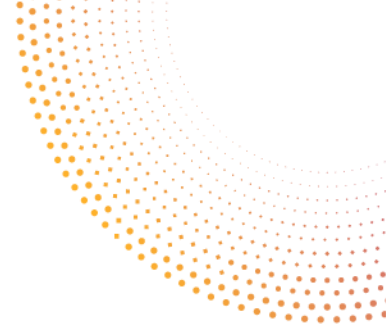


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## PROPOSAL TEMPLATE - INSTRUCTIONS

**Read carefully before preparing your proposal:**

**Please delete this page when submitting the proposal.** Delete the guidance/ information text in **yellow** in each section and any footnotes.

Please use this template to prepare your proposal. It has been organised to ensure that the important aspects of your planned work are measurable with respect to the evaluation criteria. Sections 1 to 5 of this template each correspond to an evaluation criterion (see Annex 2 – Guideline for Applicants document for details).

The structure of this template **must** be followed when preparing your proposal. Applicants using another template/ document structure will be automatically disqualified. Only those proposals that successfully address all the required aspects included in the template will have the opportunity to be funded.

On the cover page, please include the following:

- Title and acronym of your proposal
- Full legal name of the applicant and country
- Challenge title, track, and code of the challenge the proposal addresses (check Annex 1).

The page limit for the proposal (Sections 1-5) is **10** pages (i.e., this limit excludes the **cover, instructions** and **summary of the project** pages, and Ethics and Security section). Consider the limits indicated below the title of each section (**in yellow**) as guidance to keep within the 10-page limit. Tables are allowed and must be included within this page limit. The minimum font size allowed is 11 points (note: tables can use font size 10 points). The page size is A4, and all margins (top, bottom, left, right) should not be changed from their current setting. Paragraph spacing should be a minimum 0pt before/ after, and 1pt line spacing. **Calibri** must be used as the font style (or Arial, if Calibri is incompatible with your system) and **black** as the font colour to facilitate readability.

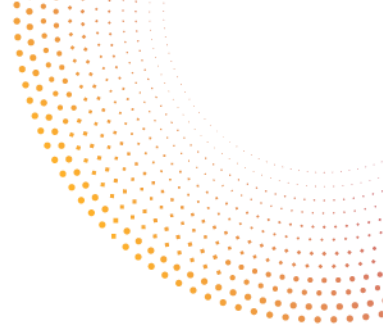
Section 6 is not covered by a page limit.

**The proposal must be uploaded in .PDF format. If you attempt to upload a proposal longer than the specified limit, excess pages will be made invisible, and will not be taken into consideration by the experts.**

**Please delete this page when submitting the proposal.** Delete the guidance/ information text in **yellow** in each section and any footnotes.







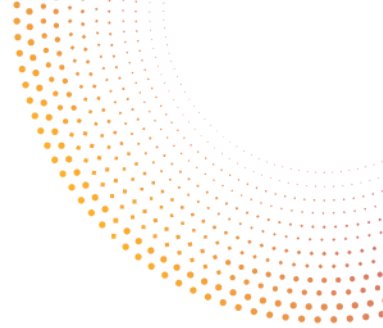
## COVER PAGE

Proposal Information	
Acronym	
Title	

Applicant name (Full legal name)	Country

Selected challenge title	Track	Code



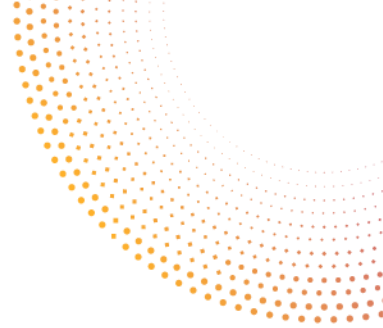


## SUMMARY OF THE PROJECT

**NOTE: MAXIMUM OF 1 PAGE**

*Provide a full public summary of the project that can be published if the project is funded.*





## 1 ALIGNMENT

**NOTE: MAXIMUM OF 1 PAGE**

*Describe how your project is aligned with the AI4Media project, its research or application nature, and alignment with the selected open call challenge.*

## 2 EXCELLENCE

**NOTE: MAXIMUM OF 2-3 PAGES**

*Describe the overall concept and objectives (general and specific) of the project within the scope of the open call and AI4Media. Include also:*

- *State-of-art (brief) and challenges to be solved.*
- *Expected project outcomes, which should be justified, measurable and realistic within the timeline of the project implementation.*
- *The innovation potential, and how the project is novel.*
- *The technology readiness level of the project [for projects under the Application track].*
- *Any ethical or legal issues associated to the work proposed and how these issues will be addressed.*

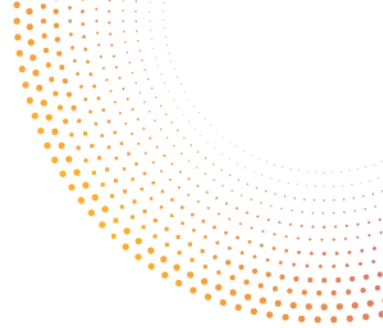
## 3 IMPACT

**NOTE: MAXIMUM OF 2-3 PAGES**

*Describe the overall impact of the project, focusing on:*

- *Contribution of the project to the AI4Media ecosystem and objectives.*
- *Contribution of the project on the applicant.*
- *Contribution to strengthening the competitiveness and growth of the industry by developing research/ innovations that meet the needs of European and global markets.*
- *Planned activities/ measures to promote the project, and to exploit and disseminate the project results (including management of IPR)*
- *For projects under the Application track: Planned activities (during and post-project) to support the commercialization of the solution.*
- *For projects under the Research track: Planned activities (during and post-project) to support management of research data.*





## 4 IMPLEMENTATION

**NOTE: MAXIMUM OF 2-3 PAGES**

### 4.1 Work Plan

*Describe the proposed workplan to be implemented towards the achievement of the objectives/ results. Include also:*

- *The specific activities that will be implemented, the time required, and expected outputs.*
- *Relevant milestones and KPIs to measure achievement of results.*
- *External barriers/ risks that may affect the workplan and compromise the project.*

*Table 1. Suggested table for description of activities*

Activity name	Description	Planned duration	Expected output
Activity 1			
Activity 2			
Activity 3			

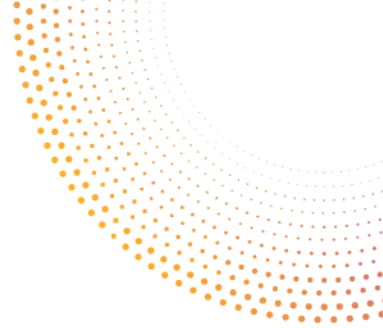
**NOTE: Add lines (for activities) as required**

*Table 2. Suggested table for description of milestones*

Activity name	Milestone description	Delivery month
Activity 1		
Activity 2		
Activity 3		

**NOTE: Add lines (for activities) as required**





## 4.2 Applicant

*Describe the applicant and the team that will be involved in the implementation of the project. Note: the involvement of additional people in the project implementation but not identified in the proposal is welcome, but the core team provided below must be maintained.*

*Include also:*

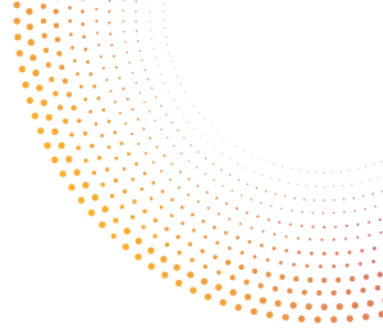
- *A short summary of the relevant experience of each person included in the table.*
- *Justification of how the team has the required knowledge and capacity to guarantee a successful project implementation.*
- *Justification of the consortium's gender balance.*

*Table 3. Suggested table for description of applicant's team*

Name of person	Gender	Role in the project	LinkedIn/ personal profile	Key areas of expertise
Person 1				
Person 2				
Person 3				

**NOTE: Add lines (for persons) as required**





## 5 VALUE

**NOTE: MAXIMUM OF 1 PAGE**

Please indicate the number of person-months (full-time equivalent) of the people involved in the project in the table below for the duration of the project.

Table 4. Person-months allocated to the project

Name of person	Person months (PMs <sup>1</sup> )
Person 1	
Person 2	
Person 3	

**NOTE: Add lines as required (for persons identified in Section 3.1)**

Provide a description and justification of the expected costs and the requested total contribution using the table.

Table 5. Costs of the project

Cost category	Total	Description and justification
[A] Direct personnel costs <sup>2</sup>		
[B] Travel costs <sup>3</sup>		
[C] Equipment costs <sup>4</sup>		
[D] Other direct costs		
Indirect costs <sup>5</sup>		
<b>TOTAL<sup>6</sup></b>		

<sup>1</sup> Note that a PM is a metric for expressing the effort of a person dedicated full time in one month.

<sup>2</sup> Costs of the persons implementing the project.

<sup>3</sup> Travel costs should foresee at least one promotion/dissemination event.

<sup>4</sup> Only depreciation costs of equipment are accepted.

<sup>5</sup> Must be calculated as  $(A+B+C+D)*0.25$ . Subcontracting is not included.

<sup>6</sup> TOTAL costs of the Project must not exceed €50.000



## 6 Ethics and Security

**NOTE: PLEASE FILL OUT THE ETHICS/ SECURITY ANNEX ON THE FOLLOWING PAGE.**

**NO PAGE LIMIT**

### 6.1 Ethics

If you have entered any ethics issues in the ethical issue table, you must:

- submit an ethics self-assessment, which:
  - describes how the proposal meets the national legal and ethical requirements of the country or countries where the tasks raising ethical issues are to be carried out;
  - explains in detail how you intend to address the issues in the ethical issues table, in particular as regards:
    - research objectives (e.g. study of vulnerable populations, dual use, etc.)
    - research methodology (e.g. clinical trials, involvement of children and related consent procedures, protection of any data collected, etc.)
    - the potential impact of the research (e.g. dual use issues, environmental damage, stigmatization of particular social groups, political or financial retaliation, benefit-sharing, malevolent use, etc.).
- provide the documents that you need under national law (if you already have them), e.g.:
  - an ethics committee opinion;
  - the document notifying activities raising ethical issues or authorizing such activities

⚠ *If these documents are not in English, you must also submit an English summary of them (containing, if available, the conclusions of the committee or authority concerned).*

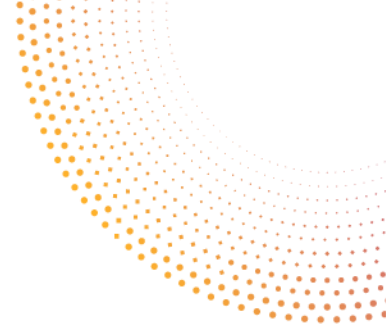
⚠ *If you plan to request these documents specifically for the project you are proposing, your request must contain an explicit reference to the project title.*

### 6.2 Security

**Please indicate if your project will involve:**

- Activities or results raising security issues: [YES/NO]
- 'EU-classified information' as background or results: [YES/NO]
- Any potential “dual use” of results: [YES/NO]





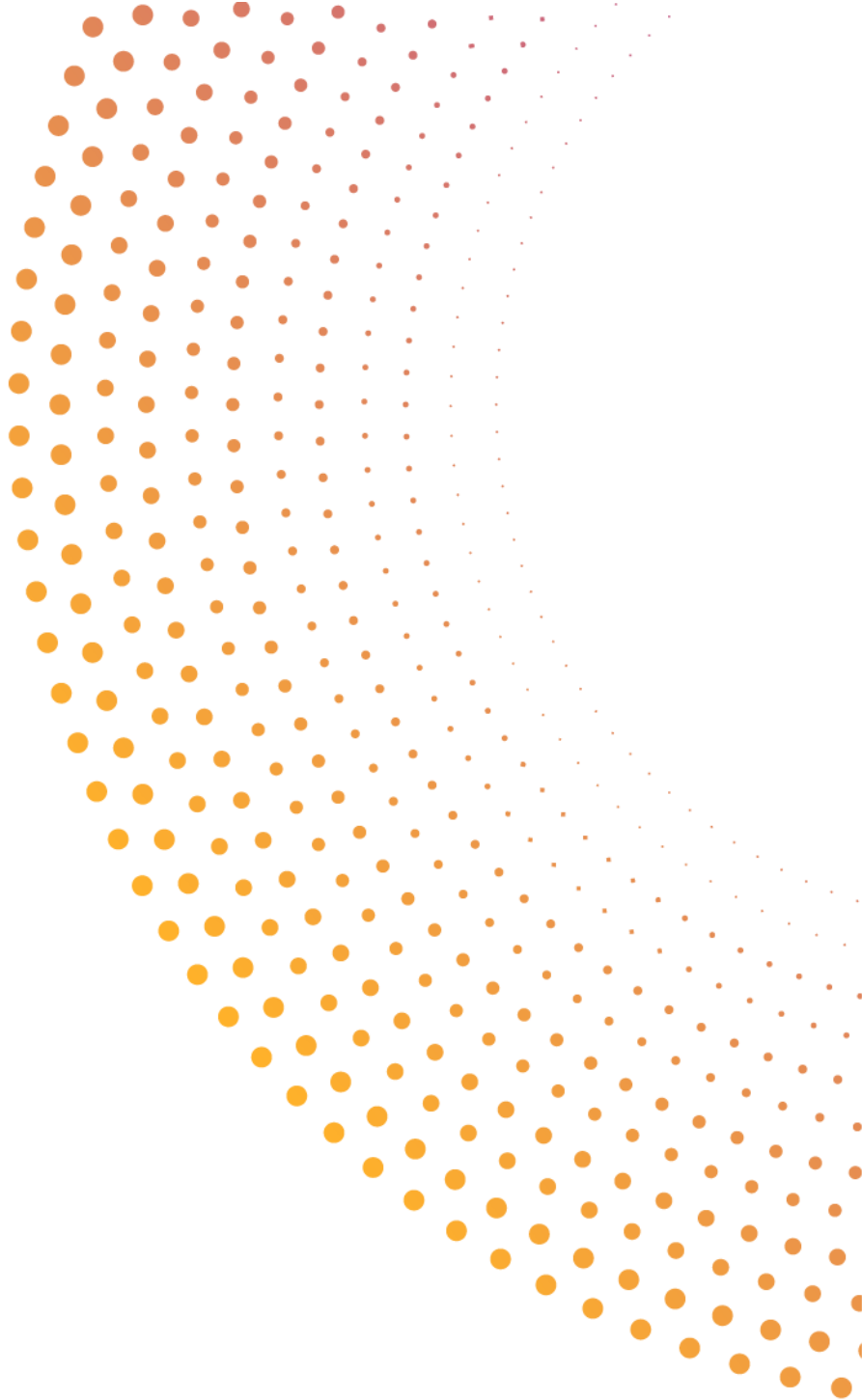
## ANNEX: Ethics/Security checklist

**ETHICAL ISSUES TABLE**

	YES / NO
<b>Informed consent</b>	
<b>Informed consent</b>	
Does the proposal involve children?	
Does the proposal involve patients or persons not able to give consent?	
Does the proposal involve adult healthy volunteers?	
Does the proposal involve Human Genetic Material?	
Does the proposal involve Human biological samples?	
Does the proposal involve Human data collection?	
<b>Research on human embryo/foetus</b>	
Does the proposal involve Human Embryos?	
Does the proposal involve Human Foetal Tissue / Cells?	
Does the proposal involve Human Embryonic Stem Cells?	
<b>Privacy</b>	
Does the proposal involve processing of genetic information or personal data (e.g., health, sexual lifestyle, ethnicity, political opinion, religious or philosophical conviction)	
Does the proposal involve tracking the location or observation of people?	
<b>Research on animals</b>	
Does the proposal involve research on animals?	
Are those animals transgenic small laboratory animals?	
Are those animals transgenic farm animals?	
Are those animals cloned farm animals?	
Are those animals nonhuman primates?	
<b>Research involving developing countries</b>	
Use of local resources (genetic, animal, plant etc)	
Benefit to local community (capacity building i.e., access to healthcare, education etc)	
<b>Dual use</b>	
Research having direct military application	
Research having the potential for terrorist abuse	
<b>ICT implants</b>	
Does the proposal involve clinical trials of ICT implants?	
<b>I CONFIRM THAT NONE OF THE ABOVE ISSUES APPLY TO MY PROPOSAL</b>	







This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951911

[info@ai4media.eu](mailto:info@ai4media.eu)

[www.ai4media.eu](http://www.ai4media.eu)



# Annex 4

## AI4Media – Open Call #1 Sub-grant Agreement Template

**Disclaimer: This is a Sub-grant Agreement template and may be subject to changes**

<b>Project Title</b>	AI4Media - A European Excellence Centre for Media, Society and Democracy
<b>Contract No.</b>	951911
<b>Instrument</b>	Research and Innovation Action
<b>Thematic Priority</b>	H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT) / ICT-48-2020 - Towards a vibrant European network of AI excellence centres
<b>Start of Project</b>	1 September 2020
<b>Duration</b>	48 months

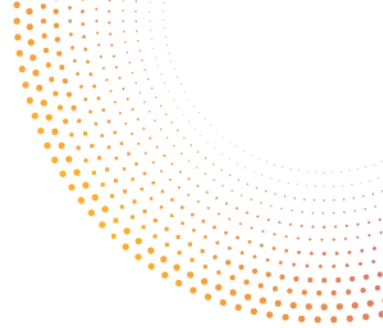


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951911



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## Contracting parties

This **Agreement** ('the Agreement') is **between** the following parties:

***On the one part,***

Ethniko Kentro Erevnas Kai Technologikis Anaptyxis (CERTH), established in Charilaou Thermi Road 6 KM, Thermi Thessaloniki 57001, Greece, VAT number EL099785242, represented for the purposes of signing the Agreement by Dr Dimitrios Tzovaras, Director of Central Directorate and Chairman of the Board of Directors, as Coordinator of the AI4Media consortium,

***Hereinafter referred to as the "Coordinator",***

F6S Network Ireland Limited (F6S), established in 39 Fitzwilliam Place, Dublin 2 D02 ND61, Ireland, VAT number IE3629141FH, represented for the purposes of signing the Agreement by [REDACTED] [Representative in AI4Media], legal representative of F6S,

***Hereinafter referred to as the "Treasurer",***

***And, on the other part,***

[REDACTED] [Organisation name/ Individual name] established in [REDACTED], [Official address], VAT number [REDACTED], represented for the purposes of signing the Agreement by [REDACTED] [Name of legal representative],

***Hereinafter referred to as the "Beneficiary".***

***Hereinafter, all parties above are collectively referred to as the "Contracting Parties"***

The Contracting Parties **HAVE AGREED** to the following terms and conditions including those in the following Annexes, which form an integral part of this Sub-Grant Agreement (hereinafter referred as the "Contract").

## General Provisions

The European Commission (hereinafter referred as the “EC”) and the Coordinator, as partner and representative of the AI4Media consortium, have signed the Grant Agreement no. 951911 for the implementation of the AI4Media project – A European Excellence Centre for Media, Society and Democracy – within the framework of the European Union’s Horizon 2020 research and innovation programme, H2020-ICT-2019-3.

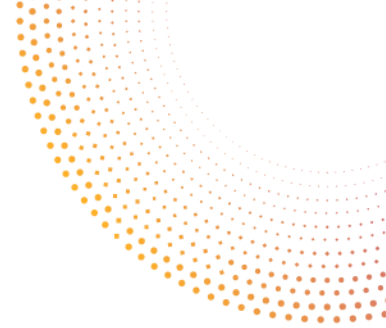
The AI4Media project is implemented by the Coordinator, as coordinator of the AI4Media project, in collaboration with the other AI4Media partners. The AI4Media consortium partners have among themselves entered into a written agreement detailing their respective rights and obligations towards each other for carrying out the AI4Media project and exploiting the results thereof (“the Consortium Agreement” or “CA”).

The objective of AI4Media is to establish the networking infrastructure necessary to bring together the currently fragmented European AI landscape in the field of media, and to foster deeper and long-running interactions between academia and industry, including Digital Innovation Hubs. AI4Media also aims to shape a research agenda for media AI research and implement research and innovation both with respect to cutting-edge technologies at the core of AI research, and within specific fields of media-related AI. AI4Media will provide a targeted funding framework through open calls, to speed up the uptake of innovations developed within the network. A PhD programme will further enhance links to the industry and the fostering and exchange of talent, while providing motivation to prevent brain drain, and a set of use cases will be developed by the network to demonstrate the impact of the achieved advances in the media sector. The Excellence Centre that is established during the AI4Media project, and the ecosystem that will grow around it, will provide a long-term basis for the support of AI excellence in Europe, long after the project end, with the aim of ensuring that Ethical AI guided by European values assumes a global leading role in the field of Media.

The Beneficiary has been selected for funding under the AI4Media Open Call #1 based on the positive evaluation of external evaluators.

This Contract aims at defining the framework of rights and obligations of the Contracting Parties with respect to the Beneficiary’s participation in the AI4Media Open Call #1.

The funding to be received by the Beneficiary is property of the EC. The Coordinator and Treasurer are mere holders and managers of the funds.



## Article 1 - Entry into force and termination of the contract

### 1.1. Entry into force

This Contract will enter into force on the day of its signature by the last Contracting Party. The Coordinator and Treasurer will sign this contract only after all the following documents have been received from the Beneficiary:

- The original signed Declaration(s) of Honour (as provided in Annex 5 or Annex 6, *depending on type of applicant*).
- SMEs Declaration form (as provided in Annex 7).
- Bank Account Information form (as provided in Annex 8).

All documents, properly signed and stamped (if applicable), shall be sent to the Coordinator and Treasurer, to the following e-mail: [opencall@ai4media.iti.gr](mailto:opencall@ai4media.iti.gr). The Beneficiary is requested to send all requested documents in a single e-mail and with adequate identification (e-mail subject): AI4Media Open Call #1 – [Sub-project Acronym] documentation. All original should be sent to the following address:

F6S – Nuno Varandas  
Avenida Emídio Navarro 83  
3000-151 Coimbra  
Portugal

After receipt and validation of the documentation, the Beneficiary will receive a sub-grant agreement (contract) for signature. The Beneficiary is solely responsible for the accuracy of all data provided.

The contact details of the Beneficiary for notices and communication under this contract are:

Name of contact person	
Address	
E-mail	
Telephone/ mobile phone	

### 1.2. Contract termination

This Contract will automatically terminate at the end<sup>1</sup> of the Open Call #1, which will happen when the Beneficiary has fulfilled all obligations in Article 2, except for those obligations that

<sup>1</sup> End of October 2022, for Application projects; end of January 2023, for Research projects.

according to their content are intended to remain in effect, which keep their full force and effect (e.g., reporting on exploitation activities).

The Coordinator shall be entitled to terminate this Contract by written notice with immediate effect if the Beneficiary does not fulfil its obligations (see Article 3 - Breach of contractual obligations).

Irrespective of the automatic termination of this Contract under present Article 1.2 or any early termination under Article 4, all obligations that according to their content are intended to be in effect for longer shall remain in effect.

## Article 2 - Obligations and responsibilities of the Beneficiary

The obligations and responsibilities are defined in detail in Annex 2 - Guidelines for Applicants.

Additionally, the Beneficiary shall take every necessary precaution to avoid any risk of conflict of interest relating to economic interests, political or national affinities, personal or any other interests liable to influence the impartial and objective performance of the sub-project. In case the Beneficiary is involved in a conflict of interest or in a risk of conflict of interest, the Beneficiary must formally notify this situation to the Coordinator without delay and immediately take all the necessary steps to rectify this situation.

Furthermore, the Beneficiary shall provide true and accurate documentation and declarations as defined in Article 1.1.

## Article 3 - Breach of contractual obligations

In the event of a breach of the contractual obligation's representations or warranties by the Beneficiary under this Contract, the Coordinator, in coordination with the AI4Media Consortium, reserves the right to terminate the Contract by written notice with immediate effect, even if such non-fulfilment is due to Force Majeure.

In the event of the breach of the contractual obligations by the Beneficiary, the Treasurer with the agreement of the Coordinator reserves the right of not fulfilling the respective payment to the Beneficiary.

The Coordinator also reserves the right to claim a refund of any already paid funds, both in case of breach of contract and/or in case the work/costs are not approved by the EC.

The Coordinator will give written notice requiring that such breach to be remedied within 30 days.

In case the Beneficiary has not brought remedies from the notice, the Coordinator may decide to terminate the contract unilaterally.



## Article 4 – Financial contribution and financial provisions

### 4.1 Maximum financial contribution

The maximum financial contribution to be granted to the Beneficiary shall not exceed the amount of **xxxxxxxxxxxxx euros (xxx.xxx,00) EURO**.

### 4.2 Distribution of the financial contribution

The financial contribution to be granted to the Beneficiary will be calculated and distributed in accordance with the provisions set in **Annex 2 - Guidelines for Applicants**.

The financial grant to be paid will always be subject to:

- Provision of a report and a favourable review by the AI4Media internal evaluation team responsible for assessing the sub-project in each of the stages.
  - Sprint 1 – 25% of the budget.
  - Sprint 2 – 35 % of the budget.
  - Sprint 3 – 40% of the budget.

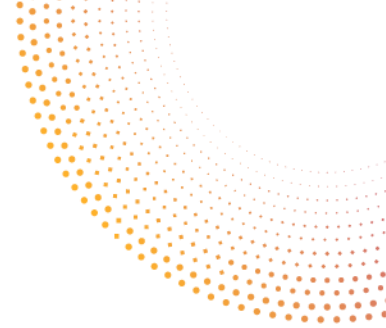
*Note: A non-favourable review of the work carried out at the end of any stage may lead to the early termination of the contract and suspension of payments.*

- The prior notice to the Beneficiary of the date and amount to be transferred to its bank account (**Annex 8 - Bank account information form**), providing the relevant references.
- Payments to the Beneficiary will be made by the Treasurer. In particular:
  - The Treasurer, with the agreement of the Coordinator, reserves the right to withhold the payments in case the Beneficiary does not fulfil its obligations and tasks as per **Annex 2 - Guidelines for Applicants**.
  - Banking and transaction costs related to the handling of any financial resources made available to the Beneficiary will be covered by the Beneficiary.
  - Payments will be released no later than thirty (30) calendar days after the notification by the Coordinator to the Beneficiary that the work and deliverable associated to a particular stage has been approved.

The Beneficiary is responsible for complying with any tax and legal obligations that might be attached to this Contract.

### 4.3 Payments schedule

The payment schedule is directly linked to the relevant stages of the sub-project according to Annex 2 - Guidelines for Applicants. The payment in each stage will be disbursed once all work



related to a specific stage has received positive assessment, supported on the report submitted to the AI4Media team.

The financial contribution will be made to the Beneficiary by the Treasurer. During the contractual procedure, the Beneficiary will be asked to provide the respective bank account information to which the payments will be made (as provided in Annex 8).

The payment schedule (Table 1) is linked to the achievements of the AI4Media Open Call #1 based on the successful completion of specified milestones and KPIs established by the Beneficiary in its project proposal, which will be evaluated through a report (deliverable) submitted to AI4Media at the end of each stage as identified in Annex 2: Guidelines for Applicants.

Checking the consistency between the estimated costs and resources and the expected work of the project will also be included in the evaluation process. If requested, the Beneficiary will have to present any documentation for the costs claimed.

*Table 1. Tentative AI4Media Open Call #1 review and payment schedule*

Stage	Schedule	Deliverables	Payment
<b>Track: RESEARCH [12 months]</b>			
<b>Sprint 1</b> <i>4 months</i>	Feb. 2022 – May 2022	<ul style="list-style-type: none"> <li>At M1: Detailed implementation plan, including objectives, milestones and KPIs.</li> <li>At M4: Preliminary report, with status and progress of sub-project.</li> </ul>	25%
<b>Sprint 2</b> <i>4 months</i>	Jun. 2022 – Sep. 2022	<ul style="list-style-type: none"> <li>At M8: Interim report, with status and progress of sub-project.</li> </ul>	35%
<b>Sprint 3</b> <i>4 months</i>	Oct. 2022 – Jan. 2023	<ul style="list-style-type: none"> <li>At M12: Final report, with status and progress of sub-project.</li> </ul>	40%
<b>Track: APPLICATION [9 months]</b>			
<b>Sprint 1</b> <i>3 months</i>	Feb. 2022 – Apr. 2022	<ul style="list-style-type: none"> <li>At M1: Detailed implementation plan, including objectives, milestones and KPIs.</li> <li>At M3: Preliminary report, with status and progress of sub-project.</li> </ul>	25%
<b>Sprint 2</b> <i>3 months</i>	May 2022 – Jul. 2022	<ul style="list-style-type: none"> <li>At M6: Interim report, with status and progress of sub-project.</li> </ul>	35%
<b>Sprint 3</b> <i>3 months</i>	Aug. 2022 – Oct. 2022	<ul style="list-style-type: none"> <li>At M9: Final report, with status and progress of sub-project.</li> </ul>	25%

The Beneficiary should submit to AI4Media the deliverable corresponding to each stage no later than ten (10) calendar days after the end of the respective stage, providing sufficient time for the AI4Media consortium to review it. A review will be held between fifteen (15) to thirty (30)

calendar days after the end of the stage so that the Contracting Parties can present their work and provide answers to questions from the AI4Media consortium partners.

The payments will be made to the Beneficiary subject to the receipt of an invoice or a filled out Financial Identification Form (FIF).<sup>2</sup> If the Beneficiary chooses to send an invoice, the invoice must include the following information:

- AI4Media – Grant Agreement no. 951911
- AI4Media Open Call #1
- The Stage to which the payment is associated [*Sprint 1, Sprint 2, Sprint 3*]
- Beneficiary information (e.g. sub-project acronym and beneficiary name)

The invoice or the FIF is to be sent to: [opencall@ai4media.iti.gr](mailto:opencall@ai4media.iti.gr). Payments will only be initiated once the work has been approved. Payments will be made no later than thirty (30) calendar days after receipt of the invoice or FIF to the bank account of the Beneficiary as provided in Annex 8. All payments will be made in Euros.

NOTE: If at any of the payment stages the AI4Media team considers that the quality of work demonstrated and/or reported does not correspond to what has been agreed, the two parties may agree to a resubmission of a deliverable and respective reassessment. If significant improvements are not delivered after the reassessment and the sub-project is therefore considered to be in breach of their contractual obligations, AI4Media reserves the right to terminate the contract as outlined in *Article 3 – Breach of contractual obligations*.

## Article 5 - Liability

### 5.1 Liability of the Beneficiary

The Beneficiary shall fully and exclusively bear the risks in connection with the fulfilment of its tasks and obligations under this Contract. Except in case of force majeure (Article 8), the Beneficiary must compensate the Coordinator, the Treasurer and the EC for any damage they sustain because of the implementation of the obligations of the Beneficiary under this Contract or because the tasks and obligations of the Beneficiary were not implemented in full compliance with this Contract.

Accordingly, neither AI4Media Consortium nor the EC can be held liable for any damage caused to the Beneficiary or to third parties because of implementing this Contract, including for gross negligence. At the same time, neither AI4Media consortium nor the EC can be held liable for any damage caused by the Beneficiary or third parties, because of implementing this Contract.

The Beneficiary shall bear sole responsibility for ensuring that its acts within the framework of this Contract do not infringe third parties' rights. There is no joint liability between the

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<sup>2</sup> [https://ec.europa.eu/info/sites/info/files/about\\_the\\_european\\_commission/eu\\_budget/fich\\_sign\\_ba\\_gb\\_en\\_0.pdf](https://ec.europa.eu/info/sites/info/files/about_the_european_commission/eu_budget/fich_sign_ba_gb_en_0.pdf)

Contracting Parties. For this purpose, the Beneficiary shall indemnify and hold the Coordinator, the Treasurer and the EC harmless from and against all repayments, loss, liability, costs, charges, claims or damages which the Coordinator, the Treasurer or the EC as a result thereof would incur or suffer or must pay to the EC or any third parties. In addition, should the EC have a right of recovery against AI4Media consortium regarding any or all the financial support granted under this Contract, the Beneficiary shall repay the sums in question in the terms and on the date specified by the Coordinator.

## 5.2 Exclusions of liability

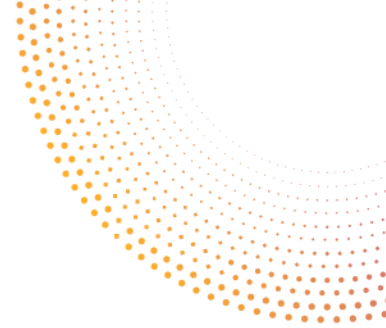
To the extent acceptable under applicable law, in no event shall the Coordinator or other AI4Media consortium partners be liable to the Beneficiary for loss or damage caused by the Coordinator or the AI4Media consortium partners, their employees, agents and subcontractors in connection with this Contract for any of the following, however caused or arising, on any theory of liability, and even if the Coordinator and/or any other AI4Media consortium partner were informed or aware of the possibility thereof:

- Loss of profits, revenue, income, interest, savings, shelf-space, production, and business.
- Opportunities; lost contracts, goodwill, and anticipated savings.
- Loss of or damage to reputation or to data.
- Costs of recall of products.
- Any type of indirect, incidental, punitive, special, or consequential loss or damage.

In respect of any information or materials from the AI4Media consortium made available to the Beneficiary under this Contract, no warranty or representation of any kind is made, given, or implied as to the sufficiency, error-free performance, or fitness for purpose, nor as to the absence of any infringement of any proprietary rights of third parties. Therefore, in particular, but without limiting the foregoing:

- The Beneficiary shall in all cases be entirely and solely liable for the use to which it puts such information and materials, and the consequences of such use, and
- Neither the Coordinator, the EC nor the other AI4Media consortium partners shall be liable vis-à-vis the Beneficiary in case of infringement of proprietary rights of a third party resulting from the Beneficiary's use of the information and material.

The exclusions and limitations stated in this Article and any other clause of this Contract that has as its object or effect the exclusion or limitation of liability, shall not apply in respect of any: fraud; death, injury to natural persons or damage to real or immovable property caused by the negligence or wilful act, wilful misconduct, wilful breach; or otherwise in so far as mandatory applicable law overrides such exclusions and limitations.



## Article 6 - Confidentiality

### 6.1 Principles

Regarding all information of whatever nature or form as is disclosed between the Contracting Parties in connection with the Sub-project and identified in writing as confidential, the terms of this Article shall apply.

### 6.2 Obligations

All information, in whatever form or mode of communication, which is disclosed by a Contracting Party (the “Disclosing Party”) to the other Contracting Party (the “Recipient”) in connection with the implementation of the AI4Media Open Call #1 and which has been explicitly marked as “confidential” at the time of disclosure, or, when disclosed orally, has been identified as confidential at the time of disclosure and has been confirmed and designated in writing within 15 calendar days from oral disclosure (at the latest) as confidential information by the Disclosing Party, is “Confidential Information”.

The Recipient hereby accepts, in addition and without prejudice to any commitment on nondisclosure towards the EC, for a period of 5 (five) years after the end of the Contract:

- Not to use Confidential Information other than for the purpose for which it was disclosed.
- Not to disclose Confidential Information without the prior written consent by the Disclosing Party.
- To ensure that internal distribution of Confidential Information by a Recipient shall take place on a strict need-to-know basis.
- To return to the Disclosing Party, or destroy, on demand, all Confidential Information that has been disclosed to the Recipient, including all copies and to delete all information stored in a machine-readable form to the extent practically possible. The Recipient may keep a copy to the extent it is required to keep, archive, or store such Confidential Information because of compliance with applicable laws and regulations or for the proof of on-going obligations provided that the Recipient complies with the confidentiality obligations herein contained with respect to such copy for as long as the copy is retained.

The Recipient shall be responsible for the fulfilment of the above obligations on the part of their employees or third parties involved in the implementation of AI4Media Open Call #1 and shall ensure that they remain so obliged, as far as legally possible, during and after the end hereof and/or after the termination of the contractual relationship with the employee or third party. The Recipient shall apply the same degree of care regarding the Confidential Information disclosed within the scope of the project as with its own confidential and/or proprietary

information, but in no case less than reasonable care. Each Contracting Party shall promptly advise the other Contracting Party in writing of any unauthorized disclosure, misappropriation, or misuse of Confidential Information after it becomes aware of such unauthorized disclosure, misappropriation, or misuse.

### 6.3 Exceptions to the obligation of confidentiality

The information above (Article 6.2) shall not apply for disclosure or use of Confidential Information, if and in so far as the Recipient can show that:

- The Confidential Information has become or becomes publicly available by means other than a breach of the Recipient's confidentiality obligations.
- The Disclosing Party subsequently informs the Recipient that the Confidential Information is no longer confidential.
- The Confidential Information is communicated to the Recipient without any obligation of confidentiality by a third party who is to the best knowledge of the Recipient in lawful possession thereof and under no obligation of confidentiality to the Disclosing Party.
- The disclosure or communication of the Confidential Information is foreseen by provisions of the Grant Agreement.
- The Confidential Information, at any time, was developed by the Recipient completely independently of any such disclosure by the Disclosing Party.
- The Confidential Information was already known to the Recipient prior to disclosure.
- Disclosure of the Confidential Information follows mandatory applicable laws or regulations or with a court or administrative order.

### 6.4 Authorised disclosure(s)

If any Party becomes aware that it will be required, or is likely to be required, to disclose Confidential Information to comply with applicable laws or regulations or with a court or administrative order, it will, to the extent it is lawfully able to do so under the laws and legislation applicable to said Party, prior to any such disclosure:

- Notify the Disclosing Party, and
- Comply with the Disclosing Party's reasonable instructions to protect the confidentiality of the information.

The AI4Media Coordinator's disclosure of Confidential Information to the EC and/or the other AI4Media consortium partners shall be governed exclusively by the terms of the Grant Agreement and/or the Consortium Agreement.

Accordingly, nothing in this Contract shall prevent the AI4Media Coordinator from complying with its obligations, including its reporting obligations, towards the EC and the other AI4Media consortium partners, and any such disclosures shall be subject to the terms of the Grant Agreement or Consortium Agreement.

Likewise, the Beneficiary agrees and acknowledges that the EC shall be entitled to disclose Confidential Information to its staff, other EU institutions and bodies or third parties, if:

- This is necessary to implement the Grant Agreement or safeguard the EU’s financial interests.
- The recipients of the information are bound by an obligation of confidentiality.

## Article 7 - Intellectual property rights

The Beneficiary acknowledges that all tools, modules and similar of the AI4Media partners are proprietary and owned by the respective AI4Media partner or applicable third party.

Nothing in this Contract shall transfer to the Beneficiary or other partners it represents any license or other rights for the use of the tools, modules and similar that are property of an AI4Media partner, unless a specific agreement is established.

The results developed during the sub-project shall be exclusively the property of the Beneficiary. This does not exclude the possibility for specific agreements to be made between the Beneficiary and one or more of the partners of AI4Media.

## Article 8 - Force Majeure

“Force Majeure” means any unforeseeable exceptional situation or event beyond the Contracting Parties control, which prevents either of them from fulfilling any of their obligations under the Agreement, which was not attributable to error or negligence on their part and which proves to be inevitable despite the exercising of all due diligence.

Any default of a service, defect in equipment or material or delays in making them available, unless they stem directly from a relevant case of force majeure, as well as labour disputes, strikes or financial difficulties cannot be invoked as Force Majeure.

The Contracting Parties shall take the necessary measures to limit any damage due to Force Majeure. They shall do their best to resume the implementation of the action as soon as possible.

No Contracting Party shall be in breach of its obligations and tasks if such a breach is caused by Force Majeure. A Contracting Party will notify the other Contracting Party of any Force Majeure as soon as possible. In case the Beneficiary is not able to overcome the consequences of Force Majeure within thirty calendar (30) days after such notification, the AI4Media Coordinator will decide accordingly, including the termination of the Contract.

## Article 9 - Information and communication

### 9.1 Information and communication towards the EC

The Beneficiary shall, throughout the duration of the sub-project, take appropriate measures to engage with the public and the media about the sub-project and **to highlight the financial support of the EC and the AI4Media project.**

Unless the EC requests otherwise, any publicity, including at a conference or seminar or any type of information or promotional material (brochure, leaflet, poster, presentation etc.), and any infrastructure, equipment, and major results must:

- Specify that the sub-project has received research funding from the EC through the AI4Media project.
- Display the European emblem along with the AI4Media logo. When displayed in association with a logo, the European emblem should be given appropriate prominence. This obligation to use the European emblem in respect of projects to which the EC contributes implies no right of exclusive use. It is subject to general third-party use restrictions which do not permit the appropriation of the emblem, or of any similar trademark or logo, whether by registration or by any other means. Under these conditions, the Beneficiary is exempt from the obligation to obtain prior permission from the EC to use the emblem.
- Specify that it reflects only the author's views and that the EC and the AI4Media Consortium is not liable for any use that may be made of the information contained therein. The following text should be used:

*"The [sub-project acronym] has indirectly received funding from the European Union's Horizon 2020 research and innovation action programme, via the AI4Media – Open Call #1 issued and executed under the AI4Media project (Grant Agreement no. 951911)."*

The Coordinator, the AI4Media consortium, and/or the EC shall be authorised to publish, in whatever form and on or by whatever medium, the following information:

- The name of the Beneficiary.
- Contact address of the Beneficiary.
- The general purpose of the sub-project (publishable summary, etc.)
- The amount of the financial contribution of the EC foreseen for the sub-project. after the final payment, the amount and rate of the financial contribution of the EC accepted by the EC.
- The estimated amount and rate of the financial contribution of the EC foreseen for the Beneficiary in the table of the estimated breakdown of budget.
- The geographic location of the activities carried out.
- The list of dissemination activities and/or of patent (applications) relating to foreground.
- The publishable reports submitted (technical reports are excluded, since they are confidential).



- Any picture or any audio-visual or web material provided to the EC in the framework of the Sub-project.

The Beneficiary shall ensure that all necessary authorisations for such publication have been obtained and that the publication of the information by the AI4Media Coordinator, the AI4Media consortium partners, or EC does not infringe any rights of third parties.

Upon a duly supported request by the Coordinator on behalf of the Beneficiary, the EC may agree to forego such publicity if disclosure of the information indicated above would risk compromising the beneficiary's security, academic or commercial interests.

## 9.2 Information and communication among the Contracting Parties

Any notice to be given under this Contract shall be in writing to the addresses and recipients listed above. Any change of persons or contact details shall be notified immediately to the AI4Media Coordinator. The address list shall be made accessible to all parties concerned.

## Article 10 - Financial audits and controls

The EC may, at any time during the implementation of the sub-project and up to five years after the end of the sub-project, arrange for financial audits to be carried out, by external auditors, or by the EC services themselves, including the European Anti-Fraud office (OLAF). The audit procedure shall be deemed to be initiated on the date of receipt of the relevant letter sent by the EC. Such audits may cover financial, systemic, and other aspects (such as accounting and management principles) relating to the proper execution of the Grant Agreement. They shall be carried out on a confidential basis.

The Beneficiary shall make available directly to the EC all information and data that may be requested by the EC or any representative authorised by it, in view of verifying that the Grant Agreement is properly managed and performed in accordance with its provisions and that costs have been charged in compliance with it. This information and data must be precise, complete, and effective.

The Beneficiary shall keep the originals or, in exceptional cases, duly authenticated copies (including electronic copies) of all documents related to the Grant Agreement for up to five years from the end of the sub-project. These shall be made available to the EC when requested during any audit under the Grant Agreement.

To carry out these audits, the Beneficiary shall ensure that the EC's services and any external body(ies) authorised by it have on-the-spot access at all reasonable times, notably to the Beneficiary's offices, to its computer data, to its accounting data and to all the information needed to carry out those audits, including information on individual salaries of persons involved in the Sub-project. They shall ensure that the information is readily available on the spot during an audit and, if so requested, that data be handed over in an appropriate form.

Based on the findings made during the financial audit, a provisional report shall be drawn up. It shall be sent by the EC or its authorised representative to the Beneficiary concerned, which may make observations thereon within one month of receiving it. The EC may decide not to take into account observations conveyed or documents sent after that deadline. The final report shall be sent to the Beneficiary concerned within two months of expiry of the aforesaid deadline.

Based on the conclusions of the audit, the EC shall take all appropriate measures which it considers necessary, including the issuing of recovery orders regarding all or part of the payments made by it and the application of any applicable sanction.

The European Court of Auditors shall have the same rights as the EC, notably right of access, for the purpose of checks and audits, without prejudice to its own rules.

In addition, the EC may carry out on-the-spot checks and inspections in accordance with Council Regulation (Euratom, EC) No 2185/96 of 11 November 1996 concerning on-the-spot checks and inspections carried out by the EC to protect the European Communities' financial interests against fraud and other irregularities.

## Article 11 – Data protection

The Contracting Parties have the obligation to abide by the Regulation (EU) 2016/679 (General Data Protection Regulation – GDPR) of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons regarding the processing of personal data and on the free movement of such data.

The processing of personal data shall be carried out lawfully, fairly and in a transparent manner, collected for specific purposes and adequate, relevant, and limited to what is necessary in relation to the purposes for which it is processed.

The Beneficiary acknowledges that the AI4Media Coordinator and any other AI4Media consortium partners, if appointed as data processors, are not responsible for compliance with any data protection or privacy law applicable to the Beneficiary and not directly, explicitly, and specifically applicable to data processors.

## Article 12 - Obligations imposed by the Grant Agreement to the Beneficiary

The Beneficiary receives funding from the European Commission for carrying out the sub-project [redacted] [sub-project acronym]. Under the Grant Agreement or the Consortium Agreement, some of the obligations must be imposed on the Beneficiary. Those obligations are reflected in this Agreement. The specific obligations that the Beneficiary must ensure are described in the Multi-Beneficiary General Model Grant

Agreement<sup>3</sup> (H2020 General MGA – Multi), in articles 22, 35, 36, 38 and 46. These articles are included in this Contract and are fully applicable to the Beneficiary.

The Beneficiary acknowledges and agrees that these obligations comprised in this Agreement and the above-mentioned obligations of the Multi-Beneficiary General Model are fully applicable to it.

## Article 13 - Miscellaneous

Should any provision of this Contract be or become invalid, illegal, or unenforceable, it shall not affect the validity of the remaining provisions of this Contract. In such a case, the Contracting Parties shall be entitled to request that a valid, legal, enforceable, and practicable replacement provision be negotiated which fulfils the purpose of the original provision.

The Beneficiary shall not be entitled to act or to make legally binding declarations on behalf of the Coordinator or any other AI4Media consortium partner, and nothing in this Contract shall be deemed to constitute a joint venture, agency, partnership, interest grouping or any other kind of formal business grouping or entity between the Contracting Parties or between the Beneficiary and any AI4Media consortium partner.

No rights or obligations of the Beneficiary arising from this Contract may be assigned or transferred, in whole or in part, and no obligations of the Beneficiary may be sub-contracted, without the Coordinator's prior formal written approval; and such approval shall not exempt the Beneficiary from any of its obligations hereunder.

Although (with exception to the Coordinator and the Treasurer) the AI4Media consortium partners and their affiliated entities are not Contracting Parties to this Contract, they are intended by the Contracting Parties to be third party beneficiaries under this Contract and accordingly shall be entitled to enforce the terms of this Contract against the Beneficiary and (without limitation) shall be entitled to the benefit of, and to enforce any exclusion of limitation of liability of the AI4Media consortium partners contained in this Contract and any indemnity in favour of the AI4Media consortium partners contained in this Contract.

Amendments and modifications to the text of this Agreement require a separate written agreement to be signed between all Parties. Although this Contract refers to the provisions of the CA and GA, the Beneficiary is not a party to the CA or GA but only bound towards the Coordinator by the CA and GA provisions as referred or reproduced in this Contract.

This Contract is drawn up in English language which shall govern all documents, notices, meetings, and processes relative thereto.

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<sup>3</sup> [https://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/amqa/h2020-amqa\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amqa/h2020-amqa_en.pdf)

## Article 14 - Applicable Law

This Contract shall be construed in accordance with and governed by the laws of Belgium.

## Article 15 - Settlement of disputes

If the Contracting Parties are unable to resolve a dispute amicably, such dispute will be finally settled under the Rules of Arbitration of the International Chamber of Commerce by three (3) arbitrators in Brussels.

Each of the Contracting Parties to the dispute shall appoint one (1) arbitrator and the two (2) arbitrators so appointed shall elect the presiding arbitrator. Should a Party to the dispute which should appoint an arbitrator fails to do so within fourteen (14) days of the delivery of the written notice to do so from the other Party to the dispute or should the appointed arbitrators fail to reach agreement on the presiding arbitrator within fourteen (14) days after their appointment, such arbitrator shall be appointed in accordance with the Rules upon request of any of the Parties to the dispute.

The seat of arbitration shall be Brussels.

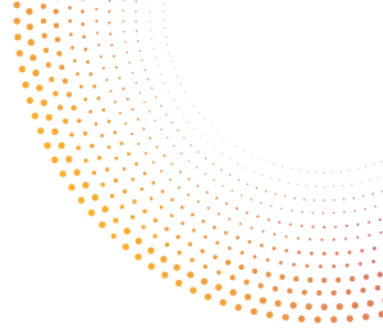
The Contracting Parties agree that the language of the arbitration, including oral hearings, written evidence, and correspondence shall be English.

A duly rendered arbitration award shall be final and binding on the Contracting Parties to the dispute. Each Contracting Party to the arbitration conducted in accordance with this section hereof shall bear its own expenses incurred in connection with such arbitration, including fees of its legal counsels. All other costs and expenses shall be apportioned between the Contracting Parties to the arbitration in accordance with the decision of the arbitrators.

Nothing in this Contract shall limit the Contracting Parties right to seek injunctive relief or to enforce an arbitration award in any applicable competent court of law.

## Article 16 – No double funding

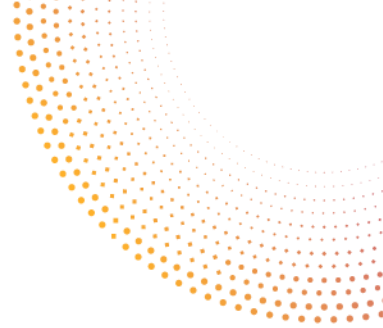
By signing this Agreement, the Beneficiary declares to be aware of the fundamental principle underpinning the rules for public expenditure in the EU that no costs for the same activity be funded twice from the EU budget, as defined in the Article 111 of Council Regulation (EC, Euratom) No. 1605/2002 of 25 June 2002 on the Financial Regulation, and confirms that all the work performed under AI4Media (Grant Agreement no. 951911) will be done exclusively in the scope of this programme, not being supported or funded by any other European Commission programme.



**AS WITNESS:**

The Contracting Parties have caused this Contract to be duly signed by the undersigned authorized representatives in **three (3) copies** the day and year first above written:

<p>For CERTH (AI4Media Coordinator)</p> <p>Mr/Ms Dr. Dimitrios Tzouvaras [NAME SURNAME]</p> <p>Director of Central Directorate and Chairman of the Board of Directors of CERTH</p> <p>Signature</p> <p>Done at [REDACTED] on DD/MM/202Y</p>	<p>For F6S (Treasurer)</p> <p>Mr/Ms [REDACTED]</p> <p>[NAME SURNAME]</p> <p>[REDACTED]</p> <p>[POSITION_IN_COMPANY]</p> <p>Signature</p> <p>Done at [REDACTED] on DD/MM/202Y</p>
<p>For [REDACTED] [organization/ individual name] (the Beneficiary)</p> <p>Mr/Ms [REDACTED]</p> <p>[NAME SURNAME]</p> <p>[REDACTED]</p> <p>[POSITION_IN_ORGANISATION]</p> <p>Signature</p> <p>Done at [REDACTED] on DD/MM/202Y</p>	



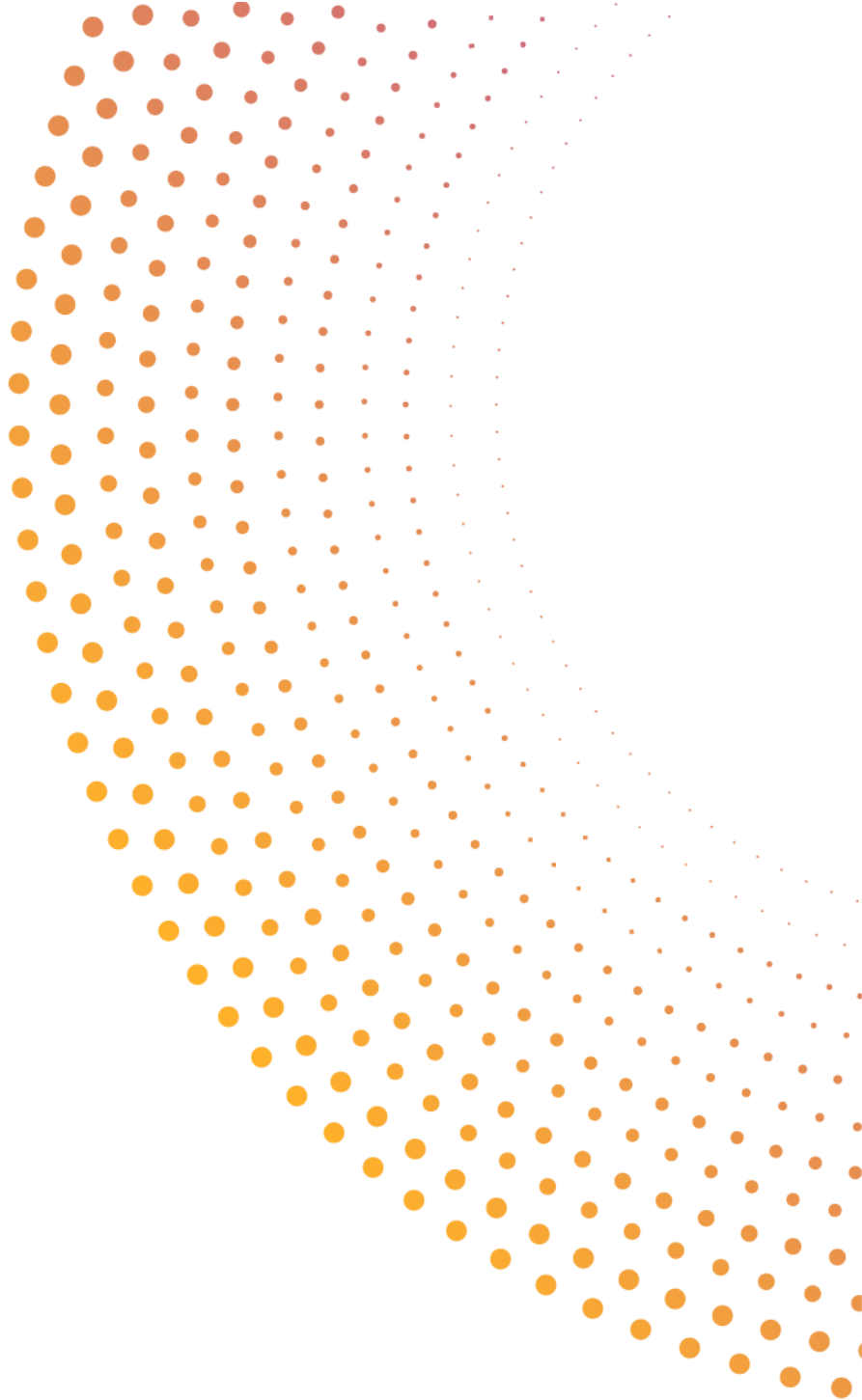
## ANNEXES

Annex 3.1: Technical Proposal

Annex 5/6: Declaration of Honour

Annex 7: SME Declaration (if applicable)

Annex 8: Bank Account Information



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951911

[info@ai4media.eu](mailto:info@ai4media.eu)

[www.ai4media.eu](http://www.ai4media.eu)





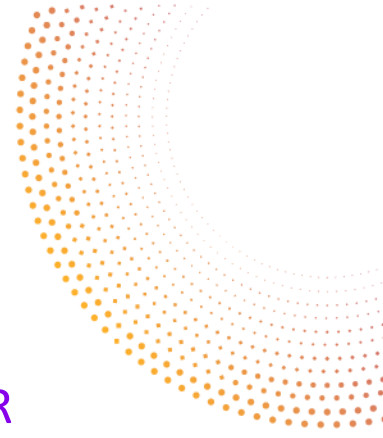
# Annex 5

## AI4Media – Open Call #1 Applicant Declaration of Honour (Individuals)

<b>Project Title</b>	AI4Media - A European Excellence Centre for Media, Society and Democracy
<b>Contract No.</b>	951911
<b>Instrument</b>	Research and Innovation Action
<b>Thematic Priority</b>	H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT) / ICT-48-2020 - Towards a vibrant European network of AI excellence centres
<b>Start of Project</b>	1 September 2020
<b>Duration</b>	48 months



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951911



## APPLICANT DECLARATION OF HONOUR

Title of the sub-project: \_\_\_\_\_

I, \_\_\_\_\_ [Individual full name]  
established in \_\_\_\_\_, [Official address], with VAT number  
\_\_\_\_\_ and national ID number \_\_\_\_\_,<sup>1</sup> represented for the  
purposes of signing and submitting this proposal and Declaration of Honour by  
\_\_\_\_\_ [Name of legal representative]

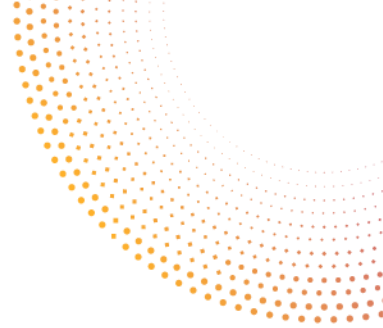
By signing this document, I declare that

1. I certify that the information contained in this proposal is correct and complete.
2. I have not submitted any other proposal under the AI4Media – Open Call #1. In case the above-mentioned person has submitted more than one proposal to this open call, all associated proposals will be automatically excluded from the evaluation process.
3. I am fully aware and duly accept all AI4Media rules and conditions as expressed in the open call documentation and all Annexes and will fully respect any evaluation decision.
4. All information provided in this declaration is true and legally binding.
5. I give the consent and permission to the AI4Media coordinator to use the attached information to contact me for any issue associated with the above application.

### Contact Information:

Title (Mr., Ms., Dr.)	
Name	
Surname	
Full address	
Country	
E-mail address	
Telephone/ Mobile phone	
Signature/ Date	

<sup>1</sup> ID number is mandatory during the contract preparation. Failure to provide a valid ID number will result in automatic rejection of the proposal.



## Declaration of Honour on exclusion criteria and absence of conflict of interest

By signing this declaration of honour, I declare that all provided information below is true and legally binding for me:

1. I declare that:

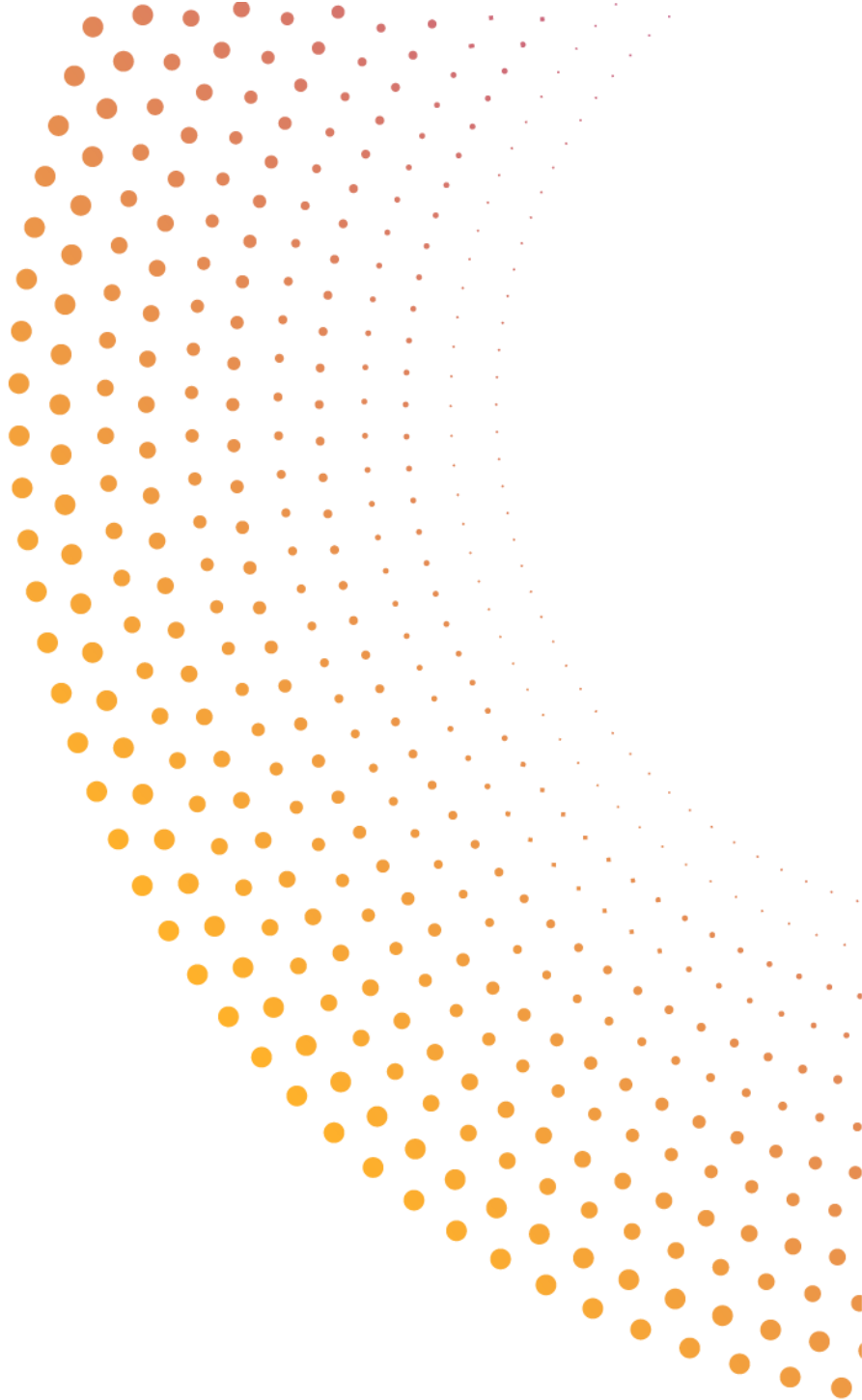
- a. Neither any person nor I that I know is subject to an AI4Media project conflict of interest.
- b. Neither any person or I that I know participates, controls, submits, or is associated in any way with more than one proposal to the AI4Media – Open Call #1.
- c. I have not made false declarations in supplying the information required by participation in the Open Calls of the AI4Media project or does not fail to supply this information.
- d. I am not in one of the situations of exclusion, referred to in the abovementioned points (a), (b), or (c).
- e. I am aware and fully accept all AI4Media conditions and rules as expressed in the Open Call documents Annex 1, Annex 2, and Annex 5.

2. I certify that:

- I am committed to participate in the abovementioned project.
- I have stable and sufficient sources of funding to maintain my professional activity throughout my participation in the above-mentioned project and to provide any counterpart funding necessary.
- Has or will have the necessary resources as and when needed to carry out its involvement in the above-mentioned project.

Full name:  <div style="background-color: yellow; height: 20px; width: 100%;"></div>	Signature and stamp (if applicable)
Done at (place) <u>                    </u> , on the <u>      </u> (day) <u>      </u> (month) <u>      </u> (year)	





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951911

[info@ai4media.eu](mailto:info@ai4media.eu)

[www.ai4media.eu](http://www.ai4media.eu)



# Annex 6

## AI4Media – Open Call #1 Applicant Declaration of Honour (Non-Individuals)

**Project Title**

AI4Media - A European Excellence Centre for Media, Society and Democracy

**Contract No.**

951911

**Instrument**

Research and Innovation Action

**Thematic Priority**

H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT) / ICT-48-2020 - Towards a vibrant European network of AI excellence centres

**Start of Project**

1 September 2020

**Duration**

48 months



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951911



## APPLICANT DECLARATION OF HONOUR

Title of the sub-project: \_\_\_\_\_

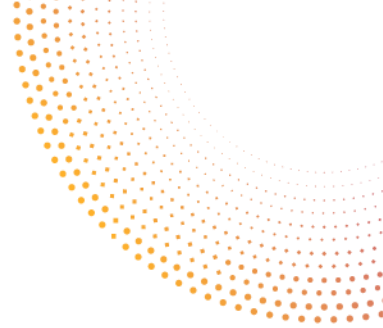
On behalf of \_\_\_\_\_ [Company/ organisation name] established in \_\_\_\_\_, [Official address], VAT number<sup>1</sup> \_\_\_\_\_, represented for the purposes of signing and submitting the proposal and present Declaration of Honour by \_\_\_\_\_ [Name of legal representative].

By signing this document, I declare that:

1. I have the power of legally binding the above-mentioned organisation upon submitting this proposal.
2. Neither the above-mentioned company/ organisation nor any linked company/ organisation or any individual member of the proposal team has submitted any other proposal under the AI4Media – Open Call #1. In case the above-mentioned company/ organisation or any individual member of the team has submitted more than one proposal to this open call, all associated proposals will be automatically excluded from the evaluation process.
3. I and the above company/ organisation that I legally represent are fully aware and duly accept all AI4Media rules and conditions as expressed in the respective open call documents and Annexes and will respect any evaluation decision and proposal selection.
4. The information included in the Annex 7: SME Declaration document is true and legally binding (*applicable to SMEs*).
5. All provided information in this declaration is true and legally binding.
6. I give the consent and permission to the AI4Media coordinator to use the attached information to contact me for any issue associated with the associated proposal.

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<sup>1</sup> VAT is mandatory during the contract preparation. Failure to provide a valid VAT of the specific SME will result in automatic rejection of the proposal.



**Company/ organisation contact information:**

<b>Title (Mr., Ms., Dr.)</b>	
<b>Name</b>	
<b>Surname</b>	
<b>Full address</b>	
<b>Country</b>	
<b>E-mail address</b>	
<b>Telephone/ Mobile phone</b>	
<b>Signature/ Date</b>	



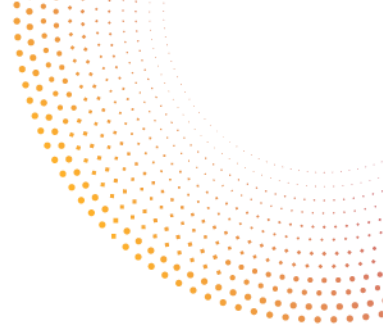
## Declaration of Honour on exclusion criteria and absence of conflict of interest

By signing this declaration of honour, I declare that all provided information below is true and legally binding both for me and for the company/ organisation that I legally represent:

1. I declare that the mentioned company/ organisation is not in one of the following situations:
  - a. Is bankrupt or being wound up, is having its affairs administered by the courts, has entered into an arrangement with creditors, has suspended business activities, is the subject of proceedings concerning those matters, or is in any analogous situation arising from a similar procedure provided for in national legislation or regulations.
  - b. It or persons having powers of representation, decision making or control over it have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata.
  - c. Has been guilty of grave professional misconduct proven by any means which the contracting authority can justify including by decisions of the European Investment Bank and international organizations.
  - d. Is not in compliance with its obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which it is established or with those of the country of the contracting authority or those of the country where the contract is to be performed, to be proved by the deliverance of official documents issued by the local authorities, according to the local applicable rules.
  - e. It or persons having powers of representation, decision making or control over it have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organization or any other illegal activity, where such illegal activity is detrimental to the Union's financial interests.
  - f. Is subject to an administrative penalty for being guilty of misrepresenting the information required by the contracting authority as a condition of participation in a grant award procedure or another procurement procedure or failing to supply this information or having been declared to be in serious breach of its obligations under contracts or grants covered by the Union's budget.
2. I declare that the natural persons with power of representation, decision-making or control over the above-mentioned company/ organisation are not in the situations referred to in a) to f) above.
3. I declare that:



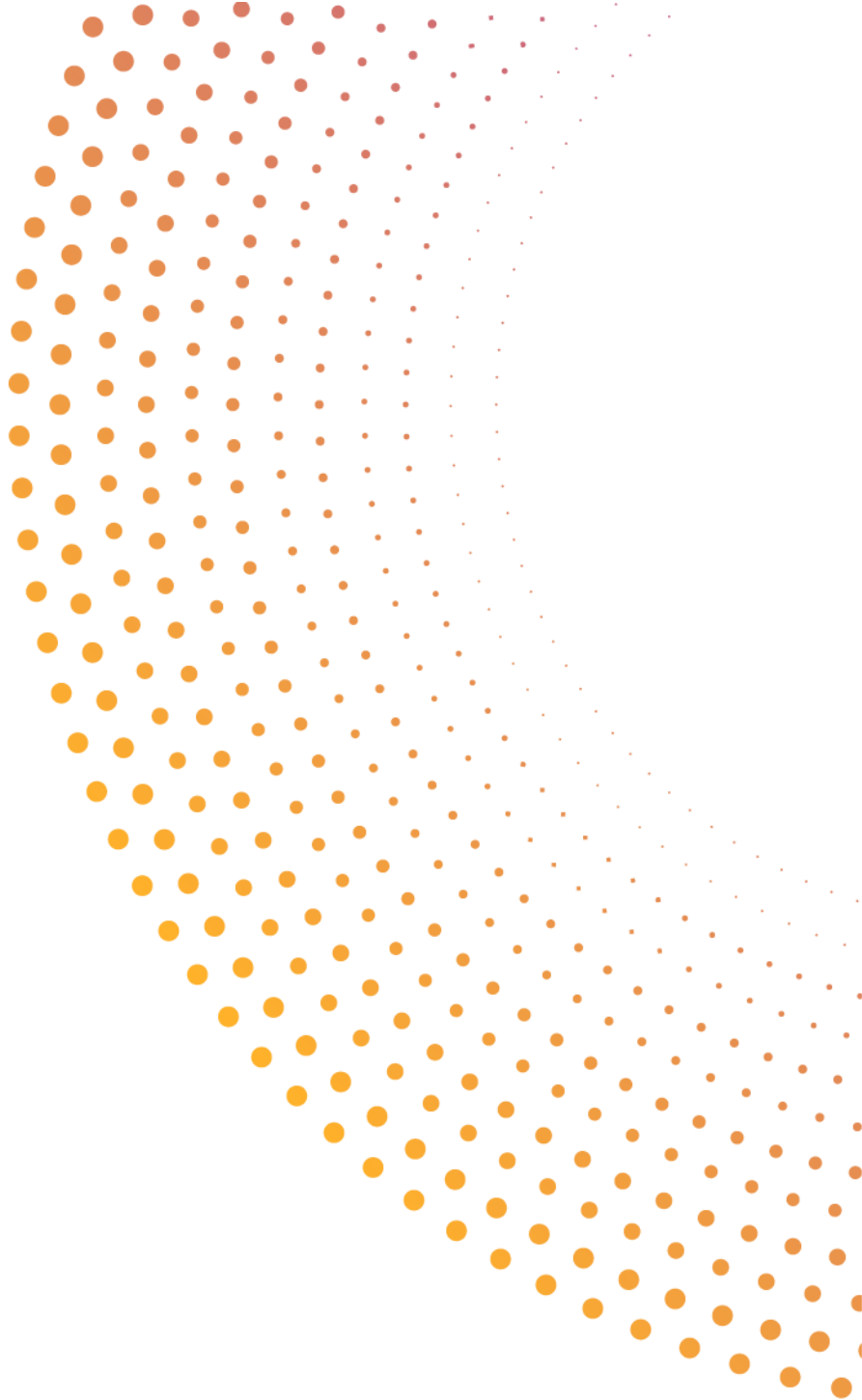




- a. Neither any person nor I that I know is subject to an AI4Media project conflict of interest.
  - b. Neither any person or I that I know participates, controls, submits, or is associated in any way with more than one proposal to the AI4Media – Open Call #1.
  - c. I have not made false declarations in supplying the information required by participation in the open calls of the AI4Media project or does not fail to supply this information.
  - d. I am not in one of the situations of exclusion, referred to in the abovementioned points a) to f).
  - e. I am aware and fully accept all AI4Media conditions and rules as expressed in the open call documents and Annex 1, Annex 2, Annex 4, Annex 7 (if applicable) and Annex 8.
4. I certify that the company/ organisation that I represent:
- a. Is committed to participate in the abovementioned project.
  - b. Has stable and sufficient sources of funding to maintain its activity throughout its participation in the above-mentioned project and to provide any counterpart funding necessary.
  - c. Has or will have the necessary resources as and when needed to carry out its involvement in the above-mentioned project.

Full name:  <div style="background-color: yellow; height: 15px; width: 100%;"></div>	Signature and stamp (if applicable)
Done at (place) <span style="background-color: yellow; border: 1px solid black; display: inline-block; width: 100px; height: 15px;"></span> , on the <span style="background-color: yellow; border: 1px solid black; display: inline-block; width: 30px; height: 15px;"></span> (day) <span style="background-color: yellow; border: 1px solid black; display: inline-block; width: 30px; height: 15px;"></span> (month) <span style="background-color: yellow; border: 1px solid black; display: inline-block; width: 30px; height: 15px;"></span> (year)	





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951911

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[www.ai4media.eu](http://www.ai4media.eu)



# Annex 7

## AI4Media – Open Call #1 SME Declaration

**Project Title**

AI4Media - A European Excellence Centre for Media, Society and Democracy

**Contract No.**

951911

**Instrument**

Research and Innovation Action

**Thematic Priority**

H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT) / ICT-48-2020 - Towards a vibrant European network of AI excellence centres

**Start of Project**

1 September 2020

**Duration**

48 months



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951911



## DECLARATION ON INFORMATION ON SME QUALIFICATION

### Specific identification of the applicant enterprise:

<b>Name or Business Name</b>	
<b>Address (or Registered office)</b>	
<b>Registration/ VAT number</b>	
<b>Names and titles of principal directors</b>	

### Type of enterprise (see explanatory note)

Select to indicate which case(s) applies to the applicant enterprise:

- |  |  |
|--|--|
| <input type="checkbox"/> Autonomous enterprise | In this case the data filled in the box below result from the accounts of the applicant enterprise only. Fill in the declaration only, without annex.  |
| <input type="checkbox"/> Partner enterprise    | Fill in and attach the annex (and any additional sheets), then complete the declaration by copying the results of the calculations into the box below. |
| <input type="checkbox"/> Linked enterprise     | Fill in and attach the annex (and any additional sheets), then complete the declaration by copying the results of the calculations into the box below. |

### Data used to determine the category of enterprise

Calculated according to Article 6 of the Annex to the Commission Recommendation 2003/361/EC on the SME definition.

Reference period (*)		
Headcount (AWU)	Annual turnover (**)	Balance sheet total (**)

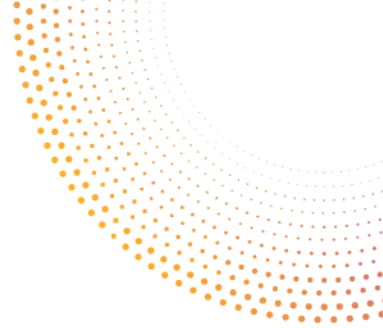
(\*) All data must be related to the last approved accounting period and calculated on an annual basis. In the case of newly established enterprises whose accounts have not yet been approved, the data to apply shall be derived from a reliable estimate made over the financial year.

(\*\*) EUR 1 000.

### Important:

Compared to the previous accounting period there is a change regarding the data, which could result in a change of category of the applicant enterprise (micro, small, medium-sized, or big enterprise).

- No**
- Yes** (in this case fill in and attach a declaration regarding the previous accounting period).



**Signature**

Name and position of the signatory, being authorised to represent the enterprise:

\_\_\_\_\_

\_\_\_\_\_

I declare on my honour the accuracy of this declaration and of any annexes thereto.

**Done at:** \_\_\_\_\_ (place) on \_\_\_\_\_ (day) \_\_\_\_\_ (month) \_\_\_\_\_  
(year)

Signature:

\_\_\_\_\_



## EXPLANATORY NOTE ON THE TYPES OF ENTERPRISES TAKEN INTO ACCOUNT FOR CALCULATING THE HEADCOUNT AND THE FINANCIAL AMOUNTS

### I. TYPES OF ENTERPRISES

The definition of an SME<sup>1</sup> distinguishes three types of enterprise, according to their relationship with other enterprises in terms of holdings of capital or voting rights or the right to exercise a dominant influence<sup>2</sup>.

#### *Type 1: Autonomous Enterprise*

This is the most common type of enterprise. It applies to all enterprises which are not one of the two other types of enterprise (partner or linked). An applicant enterprise is autonomous if it:

- Does not have a holding of 25%<sup>3</sup> or more in any other enterprise,
- And is not 25%<sup>3</sup> or more owned by any enterprise or public body or jointly by several linked enterprises or public bodies, apart from some exceptions<sup>4</sup>,
- And does not draw up consolidated accounts and is not included in the accounts of an enterprise which draws up consolidated accounts and is thus not a linked enterprise<sup>5</sup>.

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<sup>1</sup> Henceforth in the text, the term "Definition" refers to the Annex to Commission Recommendation 2003/361/EC on the definition of SMEs.

<sup>2</sup> Definition, Article 3.

<sup>3</sup> In terms of the share of the capital or voting rights, whichever is higher is applied. To this percentage should be added the holding in that same enterprise of each enterprise, which is linked to the holding company (Definition, Article 3 paragraph 2).

<sup>4</sup> An enterprise may continue being considered as autonomous when this 25% threshold is reached or exceeded, if that percentage is held by the following categories of investors (provided that those are not linked with the applicant enterprise):

- a) public investment corporations, venture capital companies, individuals or groups of individuals with a regular venture capital investment activity who invest equity capital in unquoted businesses ("business angels"), provided the total investment of those business angels in the same enterprise is less than EUR 1 250 000,
- b) universities or non-profit research centres,
- c) institutional investors, including regional development funds,
- d) autonomous local authorities with an annual budget of less than EUR 10 million and less than 5000 inhabitants.

(Definition, Article 3 paragraph 2, second sub-paragraph).

<sup>5</sup> - If the registered office of the enterprise is situated in a Member State which has provided for an exception to the requirement to draw up such accounts pursuant to the Seventh Council Directive 83/349/EEC of 13 June 1983, the enterprise should nevertheless check specifically whether it does not meet one or other of the conditions laid down in Article 3 paragraph 3 of the Definition.

- There are also some very rare cases in which an enterprise may be considered linked to another enterprise through a person or a group of natural persons acting jointly (Definition, Article 3 paragraph 3).

- Conversely, there are very few cases of enterprises drawing up consolidated accounts voluntarily, without being required to do so under the Seventh Directive. In that case, the enterprise is not necessarily linked and can consider itself only a partner.



### **Type 2: Partner Enterprise**

This type represents the situation of enterprises which establish major financial partnerships with other enterprises, without the one exercising effective direct or indirect control over the other. Partners are enterprises which are not autonomous, but which are not linked to one another.

The applicant enterprise is a partner of another enterprise if:

- It has a holding or voting rights equal to or greater than 25% in the other enterprise, or the other enterprise has a holding or voting rights equal to or greater than 25% in the applicant enterprise.
- The enterprises are not linked enterprises within the meaning defined below, which means, among other things, that the voting rights of one in the other do not exceed 50%.
- And the applicant enterprise does not draw up consolidated accounts which include the other enterprise by consolidation and is not included by consolidation in the accounts of the other enterprise or of an enterprise linked to it<sup>5</sup>.

### **Type 3: Linked Enterprise**

This type corresponds to the economic situation of enterprises which form a group through the direct or indirect control of the majority of the voting rights (including through agreements or, in certain cases, through natural persons as shareholders), or through the ability to exercise a dominant influence on an enterprise. Such cases are thus less frequent than the two preceding types.

To avoid difficulties of interpretation for enterprises, the Commission has defined this type of enterprise by taking over – wherever they are suitable for the purposes of the Definition – the conditions set out in Article 1 of Council Directive 83/349/EEC on consolidated accounts<sup>6</sup>, which has been applied for many years.

An enterprise thus generally knows immediately that it is linked, since it is already required under that Directive to draw up consolidated accounts or is included by consolidation in the accounts of an enterprise which is required to draw up such consolidated accounts.

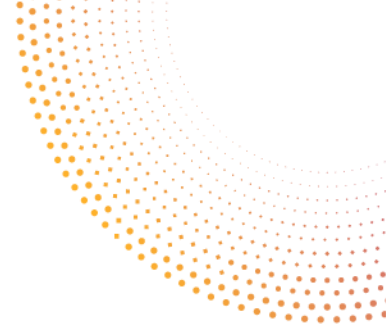
The only two cases, which are however not very frequent, in which an enterprise can be considered linked although it is not already required to draw up consolidated accounts, are described in the first two indents of endnote 5 of this explanatory note. In those cases, the enterprise should check whether it meets one or other of the conditions set out in Article 3 paragraph 3 of the Definition.

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<sup>5</sup> To determine whether the enterprise is linked or not, in each of the three situations it should be checked whether or not the enterprise meets one or other of the conditions laid down in Article 3 paragraph 3 of the Definition, where applicable through a natural person or group of natural persons acting jointly.

<sup>6</sup> Seventh Council Directive 83/349/EEC of 13 June 1983, based on Article 54(3)(g) of the Treaty and concerning consolidated accounts (OJ L 193 of 18.7.1983, p. 1), as last amended by Directive 2001/65/EC of the European Parliament and of the Council (OJ L 283 of 27.10.2001, p. 28).





## II. THE HEADCOUNT AND THE ANNUAL WORK UNITS<sup>7</sup>

The headcount of an enterprise corresponds to the number of annual work units (AWU).

### Who is included in the headcount?

- The employees of the applicant enterprise,
- persons working for the enterprise being subordinate to it and considered to be employees under national law,
- owner-managers,
- partners engaging in a regular activity in the enterprise and benefiting from financial advantages from the enterprise.

Apprentices or students engaged in vocational training with an apprenticeship or vocational training contract are not considered in the headcount.

### How is the headcount calculated?

One AWU corresponds to one person who worked full-time in the enterprise in question or on its behalf during the entire reference year. The headcount is expressed in AWUs.

The work of persons, who did not work the entire year, or who worked part-time - regardless of its duration - and seasonal work is counted as fractions of AWU.

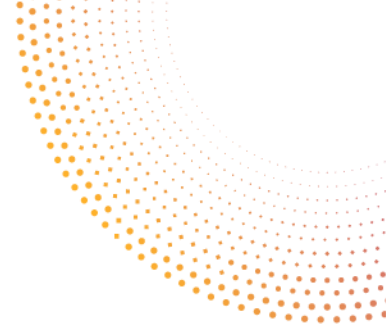
The duration of maternity or parental leaves is not counted.

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<sup>7</sup> Definition, Article 5.







## ANNEX TO THE DECLARATION CALCULATION FOR THE PARTNER OR LINKED TYPE OF ENTREPRISE

### Annexes to be enclosed if necessary

- **Annex A** if the applicant enterprise has at least one partner enterprise (and any additional sheets)
- **Annex B** if the applicant enterprise has at least one linked enterprise (and any additional sheets)

### Calculation for the partner or linked type of enterprise<sup>8</sup> (see explanatory note)

Reference period <sup>9</sup> :			
	Headcount (AWU)	Annual turnover (*)	Balance sheet total (*)
1. Data <sup>9</sup> of the applicant enterprise or consolidated accounts (copy data from box B(1) in annex B <sup>10</sup> )			
2. Proportionally aggregated data <sup>9</sup> of all partner enterprises (if any) (copy data from box A in annex A)			
3. Added up data <sup>9</sup> of all linked enterprises (if any) – if not included by consolidation in line 1 (copy data from box B(2) in annex B)			
<b>Total</b>			

(\*) EUR 1 000.

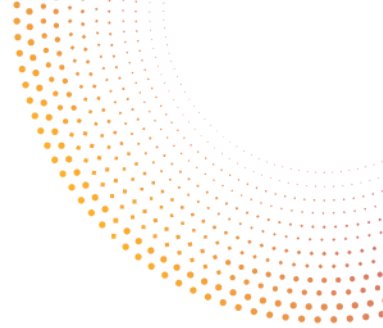
**NOTE:** The data entered in the "Total" row of the above table should be entered in the box "Data used to determine the category of enterprise" in the declaration.

<sup>8</sup> Definition, Article 6 paragraphs 2 and 3.

<sup>9</sup> All data must be relating to the last approved accounting period and calculated on an annual basis. In the case of newly-established enterprises whose accounts have not yet been approved, the data to apply shall be derived from a reliable estimate made in the course of the financial year (Definition, Article 4).

<sup>10</sup> The data of the enterprise, including the headcount, are determined on the basis of the accounts and other data of the enterprise or, where they exist, the consolidated accounts of the enterprise, or the consolidated accounts in which the enterprise is included through consolidation.





## ANNEX A

### Partner enterprises

For each enterprise for which a 'partnership sheet' has been completed (one sheet for each partner enterprise of the applicant enterprise and for any partner enterprises of any linked enterprise, of which the data is not yet included in the consolidated accounts of that linked enterprise), the data in the 'partnership box' in question should be entered in the summary table below:

#### BOX A

Partner enterprise (name / identification)	Headcount (AWU)	Annual turnover (*)	Balance sheet total (*)
1.			
2.			
3.			
4.			
5.			
6.			
7.			
<b>Total</b>			

(\*) EUR 1 000.

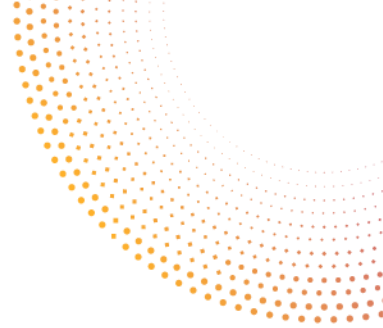
*(attach sheets or expand the present table, if necessary)*

**Reminder:**

This data is the result of a proportional calculation done on the 'partnership sheet' for each direct or indirect partner enterprise.

The data entered in the "Total" row of the above table should be entered in line 2 (regarding partner enterprises) of the table in the Annex to the declaration.





## PARTNERSHIP SHEET

### 1. Specific identification of the applicant enterprise

<b>Name or Business Name</b>	
<b>Address (or Registered office)</b>	
<b>Registration/ VAT number<sup>11</sup></b>	
<b>Names and titles of principal directors<sup>12</sup></b>	

### 2. Raw data regarding that partner enterprise

Reference period			
	Headcount (AWU)	Annual turnover (*)	Balance sheet total (*)
<b>Raw data</b>			

(\*) EUR 1 000.

**Reminder:** These raw data are derived from the accounts and other data of the partner enterprise, consolidated if they exist. To those are added 100% of the data of enterprises which are linked to this partner enterprise, unless the accounts data of those linked enterprises are already included through consolidation in the accounts of the partner enterprise<sup>13</sup>. If necessary, add “linkage sheets” for the enterprises which are not yet included through consolidation.

### 3. Proportional calculation

- a) Precisely indicate the holding<sup>14</sup> of the enterprise drawing up the declaration (or of the linked enterprise via which the relation to the partner enterprise is established) in the partner enterprise to which this sheet relates:


Also indicate the holding of the partner enterprise to which this sheet relates in the enterprise drawing up the declaration (or in the linked enterprise):

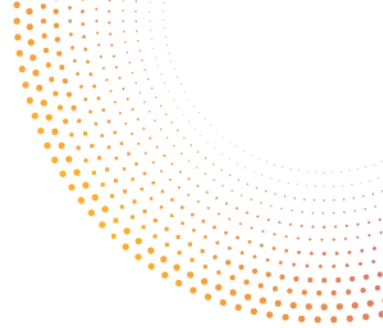
<sup>11</sup> To be determined by the Member State according to its needs.

<sup>12</sup> Chairman (CEO), Director-General or equivalent.

<sup>13</sup> Definition, Article 6 paragraph 3, first sub-paragraph.

<sup>14</sup> In terms of the share of the capital or voting rights, whichever is higher. To this holding should be added the holding of each linked enterprise in the same enterprise (Definition, Article 3 paragraph 2 first sub-paragraph).





b) The higher of these two holding percentages should be applied to the raw data entered in the previous box. The results of this proportional calculation should be given in the following table:

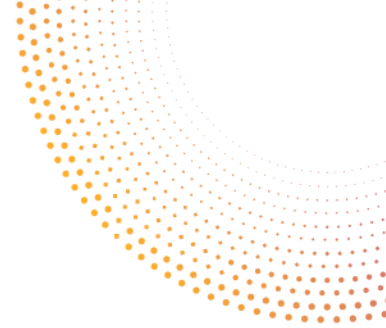
**‘Partnership box’**

<b>Percentage:</b>	<b>Headcount (AWU)</b>	<b>Annual turnover (*)</b>	<b>Balance sheet total (*)</b>
<b>Proportional results</b>			

(\*) EUR 1 000.

These data should be entered in Box A in Annex A.





## ANNEX B

### Linked enterprises

**DETERMINE THE CASE APPLICABLE TO THE APPLICANT ENTERPRISE:**

- Case 1:** The applicant enterprise draws up consolidated accounts or is included by consolidation in the consolidated accounts of another enterprise. (Box B(1))
- Case 2:** The applicant enterprise or one or more of the linked enterprises do not establish consolidated accounts or are not included in the consolidated accounts. (Box B(2)).

**Please note:** The data of the enterprises, which are linked to the applicant enterprise, are derived from their accounts and their other data, consolidated if they exist. To them are aggregated proportionally the data of any possible partner enterprise of that linked enterprise, situated immediately upstream or downstream from it, unless it has already been included through consolidation<sup>15</sup>.

**CALCULATION METHODS FOR EACH CASE:**

**In case 1:** The consolidated accounts serve as the basis for the calculation. Fill in Box B(1) below.

<b>Box B(1)</b>			
	<b>Headcount (*)</b>	<b>Annual turnover (**)</b>	<b>Balance sheet total (**)</b>
<b>Total</b>			

(\*) Where in the consolidated accounts no headcount data appears, the calculation of it is done by adding the data from the enterprises to which the enterprise in question is linked.

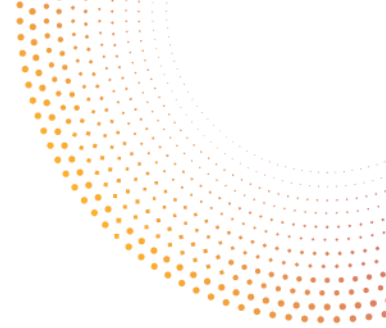
(\*\*) EUR 1 000.

The data entered in the "Total" row of the above table should be entered in line 1 of the table in the Annex to the declaration.

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<sup>15</sup> Definition, Article 6 paragraph 3, second sub-paragraph.





Identification of the enterprises included through consolidation			
Linked enterprise (name / identification)	Address (of registered office)	Registration / VAT number (*)	Names and titles of the principal director(s) (**)
1.			
2.			
3.			
4.			
5.			
6.			
7.			
<b>Total</b>			

(\*) To be determined by the Member State according to its needs

(\*\*) Chairman (CEO), Director-General or equivalent.

**Important:** Partner enterprises of such a linked enterprise, which are not yet included through consolidation, are treated like direct partners of the applicant enterprise. Their data and a 'partnership sheet' should therefore be added in Annex A.

**In case 2:** For each linked enterprise (including links via other linked enterprises), complete a "linkage sheet" and simply add together the accounts of all the linked enterprises by filling in Box B(2) below.

**Box B(2)**

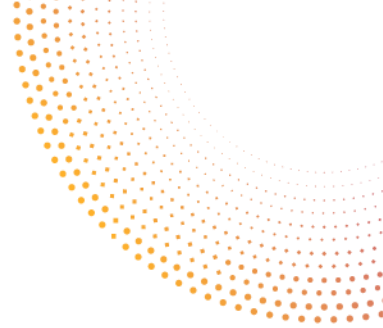
Enterprise No.:	Headcount (AWU)	Annual turnover (**)	Balance sheet total (**)
1. (*)			
2. (*)			
3. (*)			
<b>Total</b>			

(\*) attach one "linkage sheet" per enterprise

(\*\*) EUR 1 000.

The data entered in the "Total" row of the above table should be entered in line 3 (regarding linked enterprises) of the table in the Annex to the declaration.





## LINKAGE SHEET

(only for linked enterprises not included by consolidation in Box B)

### 1. Precise identification of the applicant enterprise

<b>Name or Business Name</b>	
<b>Address (or Registered office)</b>	
<b>Registration/ VAT number<sup>16</sup></b>	
<b>Names and titles of principal directors<sup>17</sup></b>	

### 2. Data on enterprise

Reference period			
	<b>Headcount (AWU)</b>	<b>Annual turnover (*)</b>	<b>Balance sheet total (*)</b>
<b>Total</b>			

(\*) EUR 1 000.

These data should be entered in Box B(2) in Annex B.

**Important:** The data of the enterprises, which are linked to the applicant enterprise, are derived from their accounts and their other data, consolidated if they exist. To them are aggregated proportionally the data of any possible partner enterprise of that linked enterprise, situated immediately upstream or downstream from it, unless it has already been included through consolidation<sup>18</sup>.

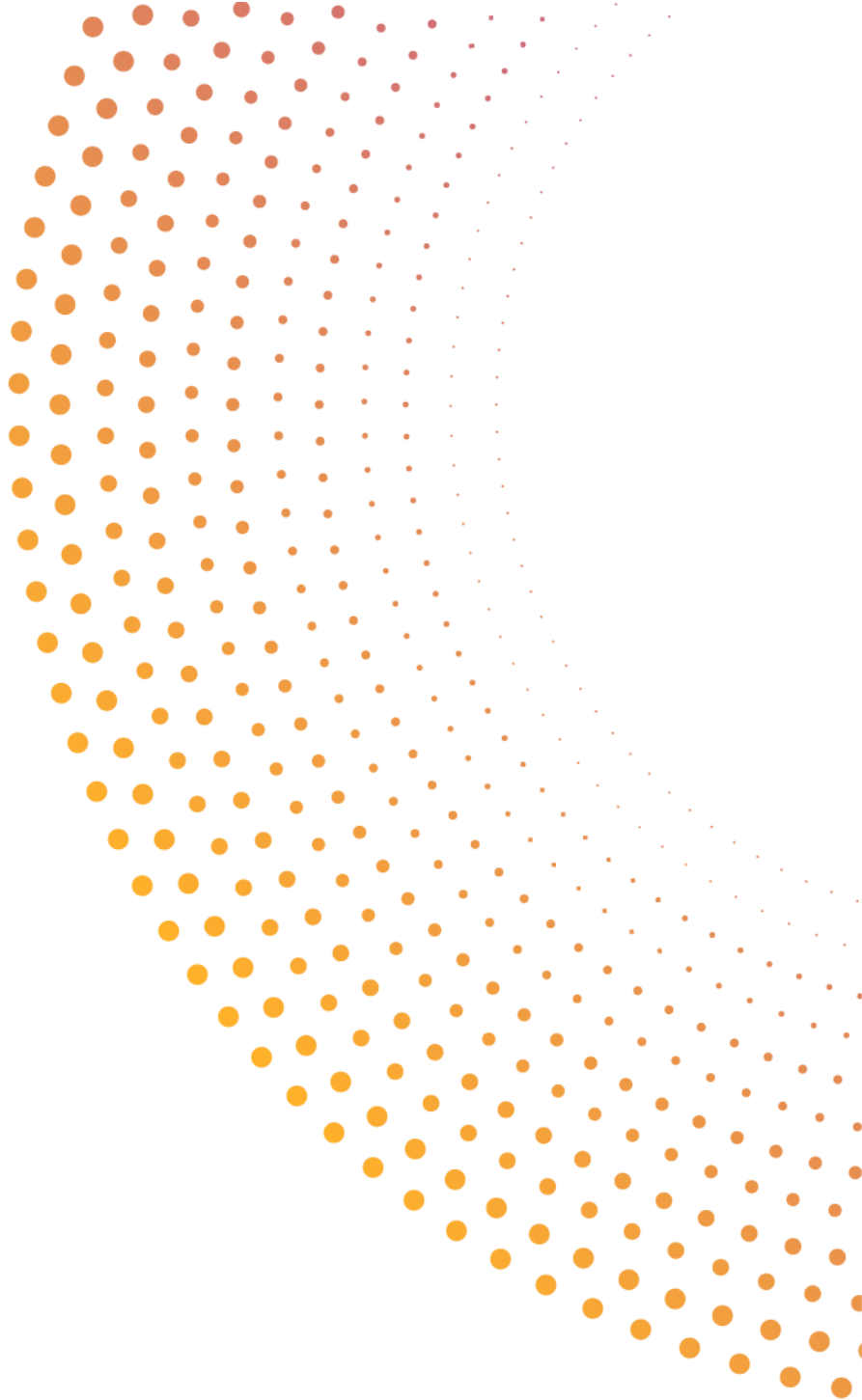
Such partner enterprises are treated like direct partner enterprises of the applicant enterprise. Their data and a 'partnership sheet' have therefore to be added in Annex A.

<sup>16</sup> To be determined by the Member State according to its needs.

<sup>17</sup> Chairman (CEO), Director-General or equivalent.

<sup>18</sup> If the data of an enterprise are included in the consolidated accounts to a lesser proportion than the one determined under Article 6 paragraph 2, the percentage rate according to that article should be applied (Definition, Article 6 paragraph 3, second sub-paragraph).





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951911

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# Annex 8

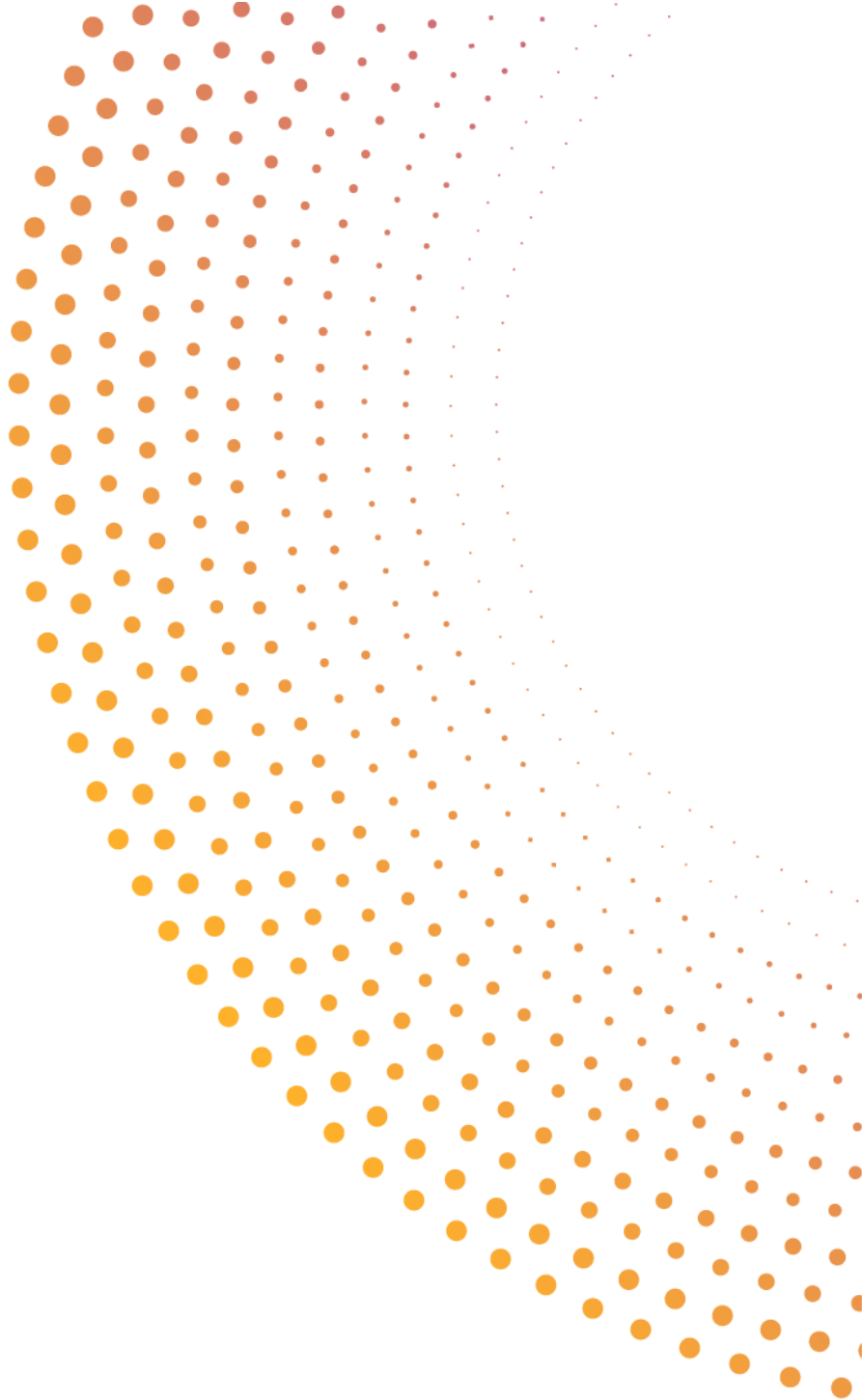
## AI4Media – Open Call #1 Bank Account Information

<b>Project Title</b>	AI4Media - A European Excellence Centre for Media, Society and Democracy
<b>Contract No.</b>	951911
<b>Instrument</b>	Research and Innovation Action
<b>Thematic Priority</b>	H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT) / ICT-48-2020 - Towards a vibrant European network of AI excellence centres
<b>Start of Project</b>	1 September 2020
<b>Duration</b>	48 months



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# Annex 9

## AI4Media – Open Call #1 Competitive Calls Financial Support to Third Parties

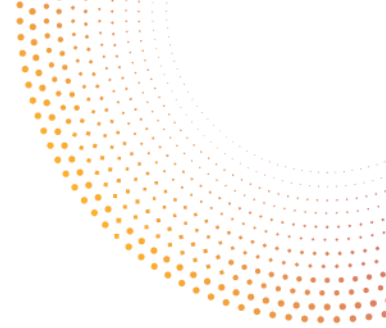
<b>Project Title</b>	AI4Media - A European Excellence Centre for Media, Society and Democracy
<b>Contract No.</b>	951911
<b>Instrument</b>	Research and Innovation Action
<b>Thematic Priority</b>	H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT) / ICT-48-2020 - Towards a vibrant European network of AI excellence centres
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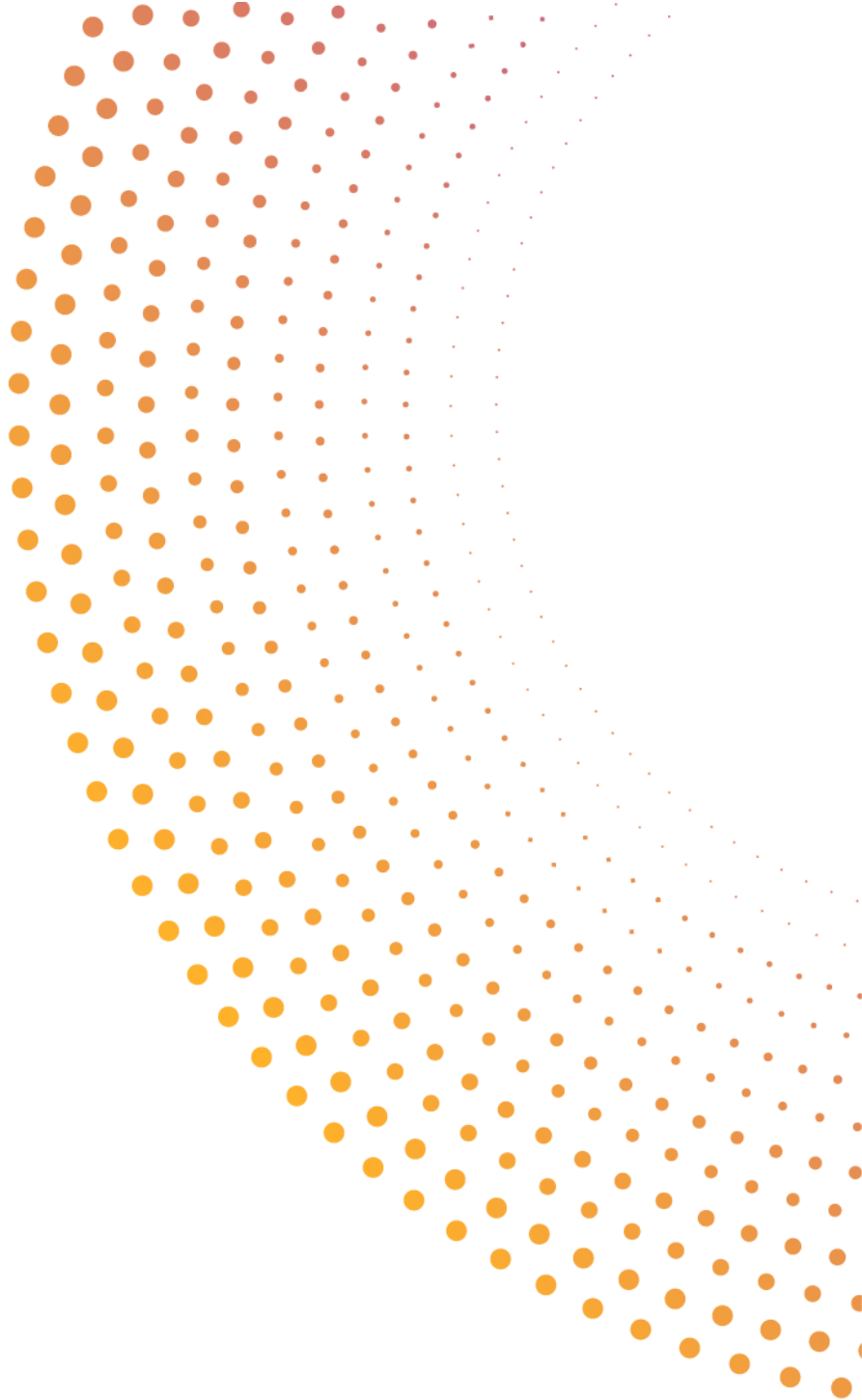


Open Call item	Information
<b>Open Call title</b>	AI4Media – Open Call #1
<b>Full name of the EU funded project:</b>	A European Excellence Centre for Media, Society and Democracy
<b>Project acronym:</b>	AI4Media
<b>Grant agreement number:</b>	951911
<b>Call publication date:</b>	1 September 2021
<b>Call deadline:</b>	1 December 2021 (17h00 CET)
<b>Expected duration of participation:</b>	<ul style="list-style-type: none"> <li>• Up to 9 months (<b>Application</b> Track)</li> <li>• Up to 12 months (<b>Research</b> Track)</li> </ul>
<b>Total EU funding available (Open Call #1):</b>	€500.000, divided equally among the Research and Application tracks.
<b>Submission &amp; evaluation process:</b>	<p>The main objective of the AI4Media – Open Call #1 is to engage entrepreneurs, companies (e.g., SMEs, mid-caps) and researchers that regularly develop and integrate applied research in the field of AI, to develop new research and applications for AI, and contribute to the enrichment of the pool of technological tools of the AI4Media (AI4EU) platform. It is expected that 10 applicants be selected in each of the tracks of the open call, with a maximum budget of €50.000 per applicant.</p> <p>Submissions to the open call will be done exclusively through the F6S platform at <a href="https://www.f6s.com/ai4media">https://www.f6s.com/ai4media</a>. Submissions must address one of the defined challenges in either track. In addition to specific information about the project and the applicant, the submission must include a detailed technical description of the project, outlining the concept (excellence of the project and alignment with AI4Media), impact, implementation, and value.</p> <p>All submitted proposals will initially be checked against defined eligibility criteria (applicant, country, and proposal). Eligible proposals will be evaluated against five criteria based on the submitted technical description. All applicants, independently of their result, will be contacted.</p> <p>Note: applicants are required to register at F6S platform to be able to submit their proposals.</p>
<b>Further information:</b>	Further information about the AI4Media Open Call #1 is available at: <a href="https://ai4media.eu/open-calls/">https://ai4media.eu/open-calls/</a>



Open Call item	Information
<p><b>Task description:</b></p>	<p>AI4Media aims to become a centre of excellence and a wide network of researchers across Europe and beyond, with a focus on delivering the next generation of core AI advances to serve the key sector of Media, to make sure that the European values of ethical and trustworthy AI are embedded in future AI deployments, and to reimagine AI as a crucial beneficial enabling technology in the service of Society and Media.</p> <p>The cascade funding programme under which the AI4Media – Open Call #1 will run is one of the key pillars of the project, which in turn contribute to the European Strategy on AI. The funding programme aims to increase engagement of external actors and build an ecosystem around the network, in turn benefiting from it and bringing innovations to the market.</p> <p>The AI4Media – Open Call #1 aims to promote the development of new research and applications for AI, contribute AI4Media (AI4EU) platform. Two types of projects are eligible, divided into tracks.</p> <ul style="list-style-type: none"> <li>• Track #1 – Research, which aims to attract and engage academia and researchers working in the AI field to increase the value of the AI4Media ecosystem by developing and integrating new research in AI media domains. Projects funded under the Research track will run for 12 months.</li> <li>• Track #2 – Application, which aims to attract and engage AI stakeholders such as entrepreneurs and companies (micro-SMEs, SMEs, mid-caps) to submit innovative AI applications for the media sector by creating additional value to the research results coming out of AI4Media or by adopting AI solutions from other sectors to the media sector. Projects funded under the Application track will run for 9 months.</li> </ul>





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