

Pilot Programme for Series Co-Productions

2023-2025

Project outline



COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Introduction

The Council of Europe **Pilot Programme for Series Co-production** is a three-year initiative which aims to increase the geographical and thematic diversity of audiovisual storytelling by strengthening international co-production practices through financial support for independently produced high-quality series.

It is administered by the Council of Europe, home of Eurimages, with funding provided by donors through the organisation's voluntary contributions system.

Donors may come from Eurimages and/or Council of Europe member states¹. The country of establishment of the Donor is considered as a Contributing country². The status of Contributing country enables eligible production companies established in that country to apply for the different support actions foreseen by the programme.

Aims:

1. Create a **flexible financing** mechanism to fit in with the extremely dynamic business environment for series.
2. Nourish **independent serial storytelling** in the form of international co-productions.
3. **Stimulate the circulation of culturally and linguistically diverse works across the member states.**
4. Include in the co-production the **principles of shared IP** and secondary rights ownership.
5. **Integrate the participation of all audiovisual media service providers.**
6. Incentivise the member state parties to **keep creative control** over the series co-production where players from outside the member states are involved.

¹ [CoE member States - The Council of Europe in brief \(coe.int\)](https://www.coe.int/en/web/coe-member-states);
[Eurimages' Member States - EURIMAGES \(coe.int\)](https://www.eurimages.org/en/member-states)

² Current contributing countries: TBA

I. Series Co-Production Support

For?

- **International series co-productions with creative contributions from the participating countries;**
- Series projects with a **maximum** of either **10 episodes or 600 minutes** of total duration;
- **First season of a series only.** However, returning seasons will be eligible if no previous season of the series has been supported;
- Single episodes of a series cannot be split into separate applications;
- **Original stories or adaptations;**
- Open to **all genres and target audiences;**
- Projects must conform to the **values and cultural objectives** of the CoE

Who?

An **independent company***

- from a **contributing country;**
- that owns **min 10%** copyright (incl. secondary rights);
- and has on board a national audiovisual media service provider;

min. 1 independent company

- from an Eurimages Member state;
- that own **min. 5%** copyright (incl. secondary rights);;
- that brings on board any type of financing (incentives, selective, broadcasters, equity);

- min 60% of financing confirmed at the time of application;
- licence agreement in at least one other Eurimages member state (excl. copro countries)

Parties to the project originating outside of the member states < 30% copyright

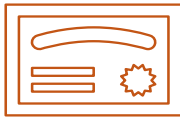
Parties to coproduction should retain copyright for a min of 12 months from 1st broadcast (linear/non-linear).

What?

- **Non-reimbursable** grants to the applicant
- **250.000 EUR/ 500.000EUR**
- **<25%** budget
- 75% at signing the contract
- 25% after 1st broadcast (linear/non-linear)

*A production company is considered eligible if it is independent and majority owned and continues to be majority owned, either directly or indirectly, by nationals of the member States (including associate members). Legal entities which are not able to show the composition of their shareholding are not eligible. A production company is considered independent when less than 25% of its share capital is held by a single broadcaster/platform or less than 50% where several broadcasters are involved.

II. Series Co-Production Development Award



3 x 50.000 EUR

- Awards are granted in the framework of partnerships with relevant **international series co-production markets based in countries participating in the pilot programme**;
- **Eligible projects** must be selected by the co-production markets partnering with Eurimages and must be already or intending to become international co-productions;
- Projects must be developed (creative control/majority owned) by independent companies from an Eurimages member state;
- The awards are non-reimbursable amount of **€50 000** granted to an independent company to promote international cooperation through co-production from the early development stage of a project;
- A partnership with co-production markets to grant up to 3 x Development Awards/year will be established.

III. Governance

The Donor Board

- Responsible for **steering the project** and **taking decisions relevant for its implementation**;
- Each entity contributing to the pilot programme shall nominate **one representative to the DB**;
- The DB shall meet twice per year, or whenever is required;
- The DB shall adopt the call for applications and any other documents that may be required for well-functioning of the pilot programme;
- The DB shall approve any budgetary changes that may occur for the well-functioning of the programme;
- The DB shall adopt regular reports which may be made available in partial or in full to the Eurimages Board of Management;

Projects selection

- Applicants may submit their projects during the annual call for projects;
- The Secretariat shall evaluate the eligibility of each submitted project;
- The eligible projects shall be analysed by the **Evaluation Committee (EC)**;
- The **EC**, with respect to the Council of Europe Rule 1374 on the awards of grants, shall be comprised by **independent experts** and a representative of the Secretariat;
- The **EC shall recommend a list of projects**, within the available financial envelope dedicated to the call, for a **decision** to be taken by the Directorate of Democratic Participation Cost Centre Manager (**CCM**);
- A complaint procedure is foreseen, with the Review Board as final decision body on the matter, in full accordance with Council of Europe Rule 1374 on the awards of grants;

Countries that have signed or in the process of signing already their contracts: Belgium, Croatia, Estonia, Greece, Hungary, Italy, Luxembourg, Netherlands, Portugal, Serbia, Slovenia, Spain.

IV. What does it mean for the Slovak Republic to join the Pilot Programme for Series Co-Productions?

Benefits:

- **Access to funding opportunities:** Slovak producers can submit their projects and have a diverse palette of funding opportunities available to them.
- **Co-production support:** The Series Co-Production Support will be paid entirely to the Slovak applicant producer.
- **Wider circulation opportunities:** Series shot in Slovak and supported by the programme will have wider circulation opportunities.
- **Recognition:** Slovak events dedicated to series or film festivals with an industry section dedicated to series are eligible to apply for the 50.000€ Series Co-Production Development Award, enhancing their competitiveness.
- **Knowledge exchange:** The opportunity to exchange with other countries on their developments and access dynamic business practices across the continent, staying abreast of trends and their potential impacts on the Slovak industry.
- **Donor seat:** The donor institution/company will have a seat at the Donor Board, giving them a voice in the programme.
- **Publicity:** The name of the donor institution will be mentioned on the dedicated web programme's web page and in other relevant materials;

Administrative steps:

- In principle agreement on the conditions, including the amount of the Slovak contribution;
- Signing a voluntary contribution (VC) donor contract: A **Slovak public institution or public-owned** company will sign a voluntary contribution donor contract with the Council of Europe for the duration of the programme.
- Contribution amount: The contribution calculated for the Slovak Republic is **150.000€ / year**, and the total value of the contract will be the yearly contribution multiplied by the number of years.
- Payment flexibility: Instalments for payment can be discussed and are subject to **flexibility**.

In addition to the previously listed, there are also multiple options available for signing the contract:

- **Remote signature:** The contract can be signed exclusively remotely.
- **Permanent Representative in Strasbourg:** The contract can be signed by mandating the Permanent Representative of the Slovak Republic, with the option for a photo opportunity.
- **In-person signature:** The contract can be signed in Strasbourg, between the person entitled to sign on behalf of Slovak donor and the Council of Europe Deputy Secretary General, with the option for a photo opportunity.

For any further details do not hesitate to contact the **Secretariat**:

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