



A programme of the European Union



PROMOTION/ACCESS TO MARKETS

GUIDELINES*

**FOR THE SUBMISSION OF PROPOSALS TO OBTAIN FINANCIAL SUPPORT
FRAMEWORK PARTNERSHIP AGREEMENT 2011-2013**

Decision N° 1718/2006/EC
of the European Parliament and of the Council

***These guidelines are only applicable to the actions covered by the framework partnership agreements (FPA) and not to single projects for which the Guidelines have already been published (permanent Guidelines)**

**Two Calls for Proposals to which the guidelines FPA are referring will be published in 2011,
as required by the Annual Work Programme of the MEDIA Programme**

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1. INTRODUCTION

1.1. Legal basis

These guidelines are based on Decision No 1718/2006/EC of the European Parliament and of the Council of 15 November 2006 concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007).¹

The total budget for the MEDIA Programme 2007-2013 amounts to EUR 754.95 million.

The European Commission is responsible for the implementation of the MEDIA Programme and for the decision to grant individual European Union funds. The Education, Audiovisual and Culture Executive Agency hereafter "the Agency" manages the MEDIA Programme on behalf and under the control of the European Commission.

The MEDIA programme unit of the Education, Audiovisual and Culture Executive Agency (EACEA) is responsible for the implementation of the Calls for Proposals.

These guidelines and the Calls for Proposals which are referring to them are aimed at European organisations whose activities contribute to the achievement of the objectives of the MEDIA Programme as described in the Council Decision 1718/2006/EC.

These guidelines explain how to submit a proposal with a view to obtaining a Union financial contribution in a context of a framework partnership agreement only.

1.2. Context of submission

Under this Call for Proposals, the applicant submits a proposal in view of establishing a three year partnership with the MEDIA Programme, through an instrument called Framework Partnership Agreement ("FPA").

The FPA offers a long term perspective to organisations whose actions are stable in particular in terms of objectives, format, target group and methodology. It sets the condition for a simplified selection and contracting procedure (see section 2.3).

2. OBJECTIVES

2.1. Global objectives of the MEDIA programme

- ◆ To preserve and enhance European cultural and linguistic diversity and its cinematographic and audiovisual heritage, guarantee its accessibility to the public and promote intercultural dialogue;
- ◆ To increase the circulation and viewership of European audiovisual works inside and outside the European Union, including through greater cooperation between players;

¹ published in the Official Journal of the European Communities on the 24th of November 2006 (OJ L327, pp 12-29).

- ◆ To strengthen the competitiveness of the European audiovisual sector in the framework of an open and competitive European market favourable to employment, including by promoting links between audiovisual professionals.

2.2. Specific objectives of the Promotion/Access to Markets Support Scheme

The specific objectives of the Promotion/Access to Markets Calls for Proposals are:

- ◆ To globally improve the circulation and promotion of European audiovisual works, in particular by ensuring that the European audiovisual sector has access to European and international professional markets;
- ◆ To encourage common actions between national film and audiovisual programme promotion organisations;
- ◆ To encourage the building-up of an economic partnership between countries and professionals inside and outside the MEDIA programme and facilitate better mutual knowledge and understanding.

For the implementation of these objectives, particular attention will be paid to the specific needs of countries with a low audiovisual production capacity, as well as to the development of an independent European production and distribution sector, in particular small and medium-sized enterprises.

2.3. Priorities of the Promotion/Access to Markets Calls for Proposals

The Promotion/Access to Markets Calls for Proposals are aimed at supporting actions and their activities **taking place in and outside the MEDIA countries as defined herein.**

Priority will be given to actions, which shall maintain and develop the geographical diversity of the European programmes presented and of the European professionals participating, in particular of those coming from countries with a low A/V production capacity and from the 12 new EU Member states and Croatia

In order to be supported, actions shall demonstrate the synergy effects with already existing actions, as well as their added value and viability, especially in case of new and/or first editions.

The operational objectives of the MEDIA Promotion/Access to Markets Support scheme are to improve the conditions of access for professionals to trade events and to professional audiovisual markets inside and/or outside Europe, to encourage and support the constitution of European catalogues and the setting up of databases of European programme catalogues intended for professionals, to encourage support for promotion from the pre-production or production phase and to encourage networking and coordination of European common actions.

The Proposals can be submitted either by an individual European operator or by a European network of national public or private operators specialised in promotion activities.

Please note that this scheme is not intended to cater for the individual action(s) of a single company in support of their own products.

2.4. Definitions

Action

- **Action:** the "action" covers the preparation and implementation stages as well as the follow-up, evaluation and dissemination of results of the activity(ies) for which the beneficiary receives financial support for a given year.
- **Activity:** is defined by a specific content for a specific group of participants at a specific time in a specific location. Generally and in the framework of the Promotion/Access to Markets Calls for Proposals, referring to professional events such as markets, fairs, forums etc...
- **Annual activities:** a group of activities implemented and managed by the applicant and taking place during the calendar year for which support is applied for. Applicants having several activities throughout the year can nevertheless choose to submit one separate application per activity (or group of activities), provided that the relevant total budget exceeds EUR 500,000.

Annual activities also include any activity covering a period of over 6 consecutive months within a given calendar year. Such annual activities will be only receivable under the appropriate deadline. This includes for example webportal, web database and any other internet based applications/tools.

- **MEDIA countries:** the Member States of the European Union, as well as the countries of the European Economic Area (Iceland, Liechtenstein, Norway), Switzerland and Croatia.
- **Eligible European body:** the Promotion/Access to Markets Calls for Proposals are open to companies registered in and owned and continues to be owned, whether directly or by majority participation, by States or nationals from one of the Member States of the European Union and of the countries of the European Economic Area participating in the MEDIA Programme (Iceland, Liechtenstein, Norway), Switzerland and Croatia.
- **European countries with a low audiovisual production capacity:** the following countries will be considered as countries with a low audiovisual production capacity: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Greece, Hungary, Ireland, Iceland, Latvia, Liechtenstein, Lithuania, Luxembourg, Norway, Netherlands, Malta, Poland, Portugal, Romania, Slovakia, Slovenia, Switzerland and Sweden.
- **European audiovisual (A/V) work:** European A/V work should be understood as an A/V work or project (being TV or Cinematographic), originating from a MEDIA country defined above or produced by a majority of producer(s) registered in and owned by nationals of a MEDIA country. Under the Promotion/Access to Markets Calls for Proposals, the following programmes are not considered as eligible A/V and/or cinematographic works: live-broadcasting, music videos, non narrative artistic works (including but not limited to art videos, experimental videos etc), commercial and promotional works (including but not limited to advertisements), video games, formats (reality TV, games etc).
- **Global Action Plan:** This terminology relates to the Framework Partnership Agreement. It sets out the objectives, priorities and expected results for the period 2012–2014 as well as the strategy and the actions to be implemented to ensure that the objectives and results are achieved. This Global Action Plan will constitute a contractual obligation annexed to the framework partnership agreement.
- **Work Programme:** the work programme presents in details the activities to be implemented in the framework of an "action".

Applicant organisation and partners

- **Applicant:** organisation applying to the MEDIA Programme with an action.
- **Beneficiary:** organisation benefiting from a MEDIA Programme grant: either an individual European operator or a European network of national public or private operators: In case of a network the "beneficiary" shall be defined as the co-ordinator and the co-beneficiaries of the proposed action
- **Co-ordinator:** is the main promoter of the proposed action with multiple beneficiaries. The co-ordinator signs the MEDIA agreement in the name of his partners (the "co-beneficiaries").
- **Co-beneficiaries:** the partners of the proposed action who mandate the co-ordinator to sign on their behalf the grant agreement with the Agency.
- **Financial contributor:** any public or private organisation providing a financial contribution to the Action.

Budget

- **Contribution in kind:** non-financial contributions to the action originating from certain services or equipment/material supplied by external third parties only.
For actions/activities taking place and/or based in the MEDIA countries (i.e. this includes in particular the action 3 described in the present Guidelines under 5.3), contributions in kind are allowed only to a maximum of 25% of the total costs of the action.
- **Eligible Costs:** the costs directly linked to the execution of the Action receiving support, as detailed below under point 9.5 and incurred by the beneficiary during the period of the action.
- **Grant:** the financial support awarded to the selected applicant for an action. This can be revised downwards upon reception of the final report on the basis of the total actual eligible costs

2.5. Agreement

Framework Partnership Agreement (FPA):

This agreement formalises a partnership relationship between the Agency and the beneficiaries **for 3 years**, to enable them to achieve their long-term objectives. It aims at organisations whose actions are stable in particular in terms of objectives, format, target group and methodology.

- *Information on the Framework partnership agreement (2011-2013) and on the funding of first year of activity (2012 action)*

In their proposal for a FPA, applicants must submit a Global Action Plan setting out the objectives, priorities and expected results for the period 2012–2014 as well as the strategy and the actions to be implemented to ensure that the objectives and results are achieved.

The applicants must also submit for 2012 a detailed annual work programme and the corresponding budget.

In the event of definitive approval by the Agency of the submitted action, a Framework partnership agreement for 2011-2013 will be entered into between the Agency and the Beneficiary. The Global Action Plan will be annexed to this agreement.

Subsequently a specific agreement detailing the conditions and level of funding for 2012 will also be entered into between the Agency and the Beneficiary. The annual work programme for 2012 will form the basis for awarding an annual action grant for this precise year.

- *Information on the funding for the activities taking place in the following years (2013 and 2014 actions)*

In the second semester of the years 2012 and 2013, the applicant selected under the framework partnership agreement will fill in a **simplified grant application** for his activities taking place the following year.

This simplified grant application, which includes an annual work programme and the corresponding detailed budget for the annual action foreseen should be in line with the Global Action Plan 2012-2014 and will serve as a basis for the award of a grant.

The annual estimated budget foreseen and the MEDIA contribution are not expected to be increased by more than the inflation rate from one year to another, unless provided for in the Global Action Plan 2012-2014. Such increases should be minor and accompanying the natural evolution of the action, and must have already been foreseen, described and justified in the Global Action Plan submitted.

When applicable, applicants shall give in the Global Action Plan (where appropriate in the Application forms), an indication of the increased total budget and MEDIA contribution requested in each given year. These figures shall be stated in the local currency only and shall be, in any case, considered as maximum amounts. The Agency reserves the right to accept or not such increases on the basis of the results achieved under the previous specific annual agreement(s), the annual work programme submitted and within the limits of the budget available.

The implementation of the specific grant agreement for the following years are subject to the adoption of the European Union budget for the years 2012 and 2013 by the budget authority.

The implementation of the specific grant agreement for 2014 is subject to the adoption of a new programme.

For proposed actions which contain two or more promotion activities, the Agency reserves the right to refuse activities on the basis of the award criteria.

Furthermore, upon submitting the simplified grant application for the action taking place the following year, the - Agency reserves the right to reject those activities of the action which will not have demonstrated the necessary and expected impact under the previous specific annual grant agreement(s). Such reservations shall be clearly expressed to the selected applicants concerned.

Only organisations whose both Global Action Plan and Annual Work Programme 2012 have met the award criteria will be offered a Framework Partnership Agreement.

The Agency reserves the right to propose a "single Grant Agreement for an Action" (to applicants when only the activity/ies for 2012 has met the award criteria (see section 8).

- Single Grant Agreement (for an action): beneficiaries will be offered an agreement covering the action proposed for 2012 and laying down the rules and conditions for the award of the grant.

These are the last Guidelines published for a Framework Partnership Agreement under MEDIA 2007.

To be noted is that applicants can not apply for the same action and same period under both Call for Proposals published for FPA and Call for Proposals published for a single grant.

3. TIMETABLE

Applications must be sent to the Agency **by the relevant deadline indicated in the Calls for Proposals**.

Each Call for Proposals to be published will indicate the deadline(s) to submit proposals.

The indicative timetable for the deadlines is:

- June 2011 for annual activities 2012 and activities starting between the 1st January and 31st May 2012 (Call for Proposals EACEA/14/2011).

- November/ December 2011 for activities starting between 1st June 2012 and up to 31st December 2012 (Call 2011 which will be launched later).

Activities can last for a maximum period of 12 months. In any case, activities must end by the end of each calendar year.

The selection results will be published on the MEDIA website the week following the grant award final decision.

Should an application be unsuccessful, the Agency will inform the applicant as soon as possible and in writing of the reasons for its decision with regard to the criteria established in this call for proposals.

Period of eligibility of costs

Only costs incurred during the period of the action shall be considered as eligible. The period of the action and the period of eligibility of costs will normally start on the day the specific Agreement is signed by the last of the 2 parties.

If necessary, the beneficiary is allowed to start the action before the specific Agreement is signed. In this case, applicants shall request it formally by ticking the appropriate box on Application **Form VIII**.

Please note that **only preparation costs** for the activities will be considered as eligible before signature of the Agreement.

N.B:

- The action cannot start more than 10 months before the start date of the activity and ends at the latest 2 months after the end date of the activity.
- In case of annual activities, the action cannot start more than 3 months before the start date of the activities and ends at the latest 2 months after the end date of the activities.

4. BUDGET AVAILABLE

The total budget earmarked for the co-financing of the actions will be indicated in each Call for Proposals. There is no allocation between the various action lines (Actions 1 to 4 defined under 5.3).

Financial contribution from the MEDIA Programme cannot exceed 50% of the total costs of the action.

The selection of an action does not signify agreement to the level of financial support requested. The amount of the financial contribution to be awarded will be determined within the limits of available budgetary resources and in consideration of the costs and nature of each action, assessed on the basis of the selection and award criteria, as described under sections 7 and 8, and shall take the form of a Grant.

The recipient must guarantee the remaining funds.

The Agency reserves the right not to distribute all the funds available.

5. ELIGIBILITY CRITERIA

Applications which comply with the following criteria will be the subject of an in-depth evaluation.

5.1. Eligible applicants

The following call is opened to :

European companies:

Enterprises which benefit from the Programme shall be owned and shall continue to be owned, whether directly or by majority participation, by Member States ad/or Member State nationals (or nationals of the other European countries participating in the Media Programme) and registered in one of these countries.

It can be Public bodies or private companies (including non-profit organisations) active in the audiovisual sector.

Are not eligible:

- Applications from "natural" persons (i.e. individuals).

5.1.1 Legal entity

In order to demonstrate its existence as a legal person, the applicant must provide the following documents:

- ◆ Form III: "**Financial Identification**" ("Bank Identification Sheet") duly completed, stamped and signed by both the legal representative of the applicant and by a representative of the bank. The form relating to the financial identification of the applicant company according to the country in which it is established is available on the following website: http://ec.europa.eu/budget/execution/ftiers_en.htm
- ◆ Form IV: "**Legal Entity Form**" duly completed and signed by the legal representative of the applicant. The form relating to the legal structure of the applicant company according to the country in which it is established is available on the following website: http://ec.europa.eu/budget/execution/legal_entities_en.htm
- ◆ A copy of the applicant's **registration certificate** from the relevant authority, (e.g Companies register, Official Journal, etc.)

This(ese) document(s) must mention the name of the applicant organisation (full legal title), the registration number, the official registered address of the organisation, the date and place of registration. The information on this(ese) document(s) must correspond precisely to the information provided on Application Forms II and IV.

- ◆ The **statutes** of the applicant organisation.

If the name of the legal representative of the organisation is not stated in the official registration document, a **copy of his / her nomination** is also required (for instance: signed minutes of the Board).

- ◆ A copy of the **VAT registration**, including the VAT number.

If the applicant does not have a VAT number, "Not applicable" shall be written down in the right place on the Application Form IV.

5.2. Eligible Countries

Applications from legal entities established in one of these countries are eligible:

- Member states of the European Union
- Member countries of the European Economic Area (EEA) participating in the MEDIA programme (Iceland, Liechtenstein, Norway)
- Switzerland
- Croatia

5.3. Eligible Actions

Actions and their activities must take place within the eligible period indicated in each Call for Proposals.

Only actions intended primarily to the professionals with a demonstrated impact for the promotion and circulation of European A/V works and professionals will be considered.

Furthermore, only those applications corresponding to at least one of the 4 Actions described below will be considered as eligible:

Action 1. Access to markets for European professionals

Actions aiming at improving the conditions governing access by professionals to trade shows and professional audiovisual markets **within and outside the MEDIA countries** and via specific technical and financial support schemes as part of the action, such as:

- the main European and international cinema markets
- the main European and international television markets
- thematic markets, particularly for animated films, documentaries, multimedia and new technologies.

In particular applicants will have to clearly explain, detail and demonstrate the various mechanisms put in place to enable a greater geographic European representation of the A/V works and professionals participating in the activity/ies and describe their results and impact. These mechanisms can be of financial nature (for example discount rates, invitation of professionals etc...) or of operational nature (assistance offered to professionals, various dedicated networking activities etc...).

Action 2. Promotion of European A/V and/or cinematographic works before and/or during the production phase

- The promotion of the production and co-production of European A/V and/or cinematographic works, as from the development phase of the work in question. Such support will take the form of co-production and financing initiatives and events.
- The setting up and launch of promotional initiatives for European A/V and/or cinematographic works in production, in order to facilitate their distribution at a European and international level.

Action 3. Computer-based Information tools on the A/V and cinematographic industry, intended for the professionals

- Creation and development of a database and/or a network of databases of European programmes and/or professionals of the A/V industry, intended for professionals.
- Creation and development of Information and/or Communication web/computer tools on the European A/V and/or cinema industry targeted at the professionals of this industry. This may take the form of internet websites and/or portals.

Only actions with a demonstrated added value to, synergy and cooperation with the existing European actions or actions with a very innovative aspect and nature for the benefits of the European A/V industry will be considered.

The content of such actions shall be preferably made available in several European languages and at least in the English language.

For clarity reasons, please note that online market or platform of distribution, digitisation of A/V works, as well as any other form of distribution not defined under the present guidelines, are **excluded**. Are also excluded actions consisting solely in online virtual projects Bourse and/or co-financing forums.

Action 4. Common European promotional activities

The implementation of common promotional activities organized by pan European promotion organisations representing at least 15 MEDIA countries, aimed at facilitating the promotion and circulation of European A/V and/or cinematographic works and the networking of European professionals.

For all activities to be implemented outside the MEDIA countries, applicants shall pay attention to the following:

- Support will only be given to the promotion of A/V works originated from the MEDIA countries.
- The European A/V works promoted shall be recent ones (with their original Copyright established within the 3 years preceding the promotional activity in question).
- Priority will be given to well established International events with a clear promotional and commercial potential and presenting a large and diverse range of European A/V works of various European origins.
- Actions shall propose concrete measures and activities to support the promotion and circulation of a large number of diversified European A/V works and professionals in an extended and diversified number of countries outside the MEDIA countries.
- The choice of the countries and hosting events/markets in which applicant's action plan will take place, play a significant role on the impact of the whole action and therefore will be a key element at the award stage of the action. The applicants will describe their action plan supporting the costs for eligible events/countries and eligible A/V works, and will clearly present the events targeted and the reasons for the choice, their operational plan, methodology, rules and guidelines.

The applicant will have to define a precise list of events proposed for hosting the activities encompassed in the action plan. The right is reserved to approve or not the proposed list at the time of the evaluation of the proposals received. Any change in the list of hosting events and activities after the signature of the agreement shall be notified in written by the beneficiary to the Agency, which reserves the right to approve or not such change(s).

5.4. Eligible Proposals

Only Proposals submitted using the relevant official Application Form completed in full, signed (original signatures required) and received by the specified deadline, will be considered.

The Application Form must be accompanied by an official letter from the applicant organisation, documents attesting to its financial and operational capacity, and all the other documents referred to in the Application Form.

Applicants must submit a budget that is balanced in terms of expenditure and revenue and must comply with the ceiling for European Union cofinancing, set at 50% of the total costs of the action.

6. EXCLUSION CRITERIA

Applicants must state that they are not in any of the situations described in Articles 93(1), 94 and 96(2)(a) of the Financial Regulation applicable to the general budget of the European Communities (Council Regulation (EC, Euratom) No 1605/2002 as amended) and set out below.

Applicants will be excluded from participating in the Call for Proposals if they are in any of the following situations:

- a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) they have been convicted of an offence concerning their professional conduct by a judgment which has the force of *res judicata*;
- c) they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify;
- d) they have not fulfilled 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 they are established or with those of the country of the contracting authority or those of the country where the contract is to be performed;
- e) they have been the subject of a judgment which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Union' financial interests;
- f) they are subject to an administrative penalty referred to in Article 96(1) of the Financial Regulation (Council Regulation 1605/2002 of 25/06/02, as amended).

Applicants will not be granted financial assistance if, on the date of the grant award procedure, they:

- (a) are subject to a conflict of interests;
- (b) are guilty of misrepresentation in supplying the information required by the contracting authority as a condition of participation in the grant award procedure, or fail to supply this information.
- (c) find themselves in one of the situations of exclusion, referred to in art 93(1) of the Financial Regulation, for this grant award procedure;

and they are subject to the penalty consisting in the exclusion from contracts and grants financed by the budget for a maximum period of ten years.

In accordance with Articles from 93 to 96 of the Financial Regulation, administrative and financial penalties may be imposed on applicants who are guilty of misrepresentation or are found to have seriously failed to meet their contractual obligations under a previous contract award procedure.

To comply with these provisions, applicants must sign a declaration on their honour certifying that they are not in any of the situations referred to in Articles 93 and 94 of the Financial Regulation.

This declaration is included in the Application Form I of the Call for Proposals.

7. SELECTION CRITERIA

Applicant must have stable and sufficient sources of funding to maintain their activity throughout the period during which the action is being carried out or the year for which the grant is awarded and to participate in its funding. They must have the professional competencies and qualifications required to complete the proposed action or work programme.

Applicants must submit a declaration on their honour, completed and signed, attesting to their status as a legal person and to their financial and operational capacity to complete the proposed activities.

7.1. Operational Capacity

In order to permit an assessment of their operational capacity, organisations must submit, together with their applications:

- Human and technological resources available within the applicant organisation (the CVs of the person(s) responsible for the proposed action, showing all their relevant professional experience);
- A solid experience in organising promotional activities (the track record of the applicant organisation shall be included in the Proposals / this might be also demonstrated by the experience of the managing director or people directly in charge of implementing and managing the proposed action);
- An extensive international network of contacts in the audiovisual industry.

7.2. Financial Capacity

In order to permit an assessment of their financial capacity, organisations must submit, together with their applications:

- Profit and Loss account of the applicant organisation as well as a complete balance sheet and its annexes for the last financial year if it is a non-profit organisation (2 years if the applicant is a commercial company).
- The form concerning the financial capacity included in the Application Form (Application Form V) duly signed and correctly filled in. The data (figures) presented will be based on the applicant annual accounts of the last financial year if it is a non-profit organisation (2 last years in case of commercial company) for which accounts have been closed. The applicant assures that the figures are accurate and verifiable.
- Bank identification sheet (Application Form III) duly completed by the applicant and certified by its bank (original signatures are required).

If, on the basis of the documents submitted, the Agency considers that financial capacity has not been proved or is not satisfactory, it may:

- Reject the application
- Ask for additional information
- Require a guarantee (see section 9.3)
- Offer a grant without pre-financing

For new companies that cannot provide annual accounts certified by an approved auditor external to the company: a bank guarantee will be required or an agreement without pre-financing may be offered.

Exemptions

The verification of financial capacity does not apply to:

- Public bodies or international organisations under public law
- Applicants which request less than EUR 25,000 to the MEDIA Programme

If the applicant is in one of the situations here described, this must be mentioned on the **Application Form V** ("Information concerning the applicant's financial capacity") and the applicant must certify that it has the operational and financial capacity (Declaration of honour – Application Form I).

7.3. Audit

Grant applications for an action over EUR 500,000, must be accompanied by an external audit report produced by an approved external auditor. This report shall certify the accounts of the applicant for the last financial year available (non profit organisation) or for the last two financial years available (for commercial company).

This obligation does not apply to public bodies and international organisations under public law.

8. AWARD CRITERIA

Eligible Proposals will be assessed on the basis of the following weighted criteria:

European dimension of the action	30 points
Impact on the Promotion & Circulation of European Audiovisual Works	30 points
Quality and Cost-effectiveness of the action plan submitted	25 points
Innovative aspects of the action	5 points
Promotion of European A/V works from countries with a low audiovisual production capacity	10 points
TOTAL	100 points

For proposed actions which contain two or more promotion activities, the Evaluation Committee reserves the right to refuse activities on the basis of the award criteria.

For the purpose of this stage, the below detailed award criteria will be judged as appropriate to the individual proposal and based on the information provided in the Application Forms.

8.1. European dimension of the action

- The number and range of European works featured in the action;
- The number and range of European professionals featured in the action.

To this end, applicant will have to provide extensive lists of all A/V works and professionals featured and promoted within the frame of its action. These lists shall be provided in various forms (lists, catalogues, brochures etc...) and shall be provided at least on Excel format on DVD or CD-Rom. They shall enable to identify the geographical origin, as well as the relevant type and/or function.

8.2. Impact on the Promotion & Circulation of European Audiovisual Works

The sales/co-production record, the concrete mechanisms implemented by the applicant to facilitate market access for European professionals and A/V works, any active policy established by the applicant to encourage the promotion and distribution of European works featured, and the actions carried out to promote the action beyond the activity/ies.

Special attention shall be also paid on the diverse profiles and relevance of the European professionals participating and/or targeted at, in order to increase the potential of promotion and circulation of the European A/V works.

Applicant should demonstrate the potential collaboration and synergy effects with existing MEDIA supported actions and the added value of the proposed action.

Initiatives to enhance the networking between European professionals and companies, will be taken into account.

Furthermore, well-established hosting events ensuring better visibility for the European works in the specific area and/or country should be targeted; the general/professional audience and commercial potential will be as well taken into consideration, as well as the range and diversity of countries/events targeted at.

During the selection process, the results achieved by applicants under the previous Call(s) for Proposals will be also taken into consideration.

8.3. Quality and Cost-effectiveness of the action plan submitted

- The quality of the action plan: applicant shall present in a concise and synthesized way the concrete implementation of its action, its objectives, added value, potential, partnerships and benefits. Furthermore, where applicable, applicant shall clearly describe and justify the methodology applied for selection of A/V works and professionals, as well as for their follow-up. The quality and clarity of the need analysis and the response strategy (including a clear explanation of the choice for the types of country/hosting events/audiovisual works targeted) to be implemented in order to improve the circulation of European audiovisual works. This presentation shall be based on figures and sources which are concrete, true and verifiable. Finally, the presentation must be clear, sufficiently detailed and correct, especially with regards to the budgetary aspects;
- The cost-effectiveness of the action plan: the cost/effectiveness, in particular in relation to the ratio of services offered and of personnel/administrative costs, will be analysed and taken into consideration, as well as the viability and feasibility of the action and of its financing plan.

8.4. Innovative aspects of the action

- The innovative aspect compared to previous year(s)/edition(s) and/or
- The innovative aspect within the market/industry and compared to competitors.

In case of first edition/new action, a market/marketing survey **MUST** be provided, demonstrating the viability and potential of the action. This survey must rely on figures and sources which are concrete, true and verifiable.

8.5. Promotion of European A/V works from countries with a low audiovisual production capacity

The participation of European A/V works and professionals originating from the countries with a low A/V production capacity shall be encouraged. Applicant shall describe the means and resources allocated to achieve such target. Applicants from European countries with a low A/V production capacity shall in particular demonstrate the cooperation and participation of other European countries with a low A/V production capacity.

9. FINANCIAL CONDITIONS

European Union grants are incentives to carry out actions which would not be feasible without the Agency's financial support, and are based on the principle of co-financing. They complement the applicant's own financial contribution and/or national, regional or private assistance that has been obtained elsewhere.

Acceptance of an application by the Agency does not constitute an undertaking to award a financial contribution equal to the amount requested by the beneficiary.

The awarding of a grant does not establish an entitlement for subsequent years. The allocated amount may not exceed the amount requested.

Grant applications must include a detailed estimated budget in which all prices are given in euro.

- Applicants from States which are members of the Euro Zone must present their budget and reports exclusively in Euro.
- All other applicants must present their budget in both Euro and their national currency. Currency conversions in the Budget Form should be calculated using the monthly accounting rate applicable at the beginning of the previous month of the relevant deadline for submission of the Proposals. These exchange rates can be obtained from the national MEDIA Desks and Antennae and from the European Commission website:

<http://ec.europa.eu/budget/inforeuro/index.cfm>

The exact rate used should be specified within the space provided on the Budget Form.

Applicants should note that currency conversions must be made on an item by item basis and the sub-totals and totals of each budget sub-category calculated from the converted euro amounts for each item (and not simply converted from the equivalent subtotal in a national currency), so that both national currency and euro budgets are coherent and totally correct.

The Budget for the action, attached to the application, must have revenue and expenditure in balance and show clearly the costs which are **eligible** for financing from the Union budget.

The applicant must indicate the sources and amounts of any other funding received or applied for in the same financial year for the same action or for any other action and for routine activities.

The beneficiary shall supply evidence of the co-financing provided, either by way of own resources, or in the form of financial transfers from third parties, or in kind. The applicants shall provide an explicit undertaking from each co-financing organisation to provide the amount of funding stated in the grant application for the operation.

The Agency accepts that the external co-financing referred to above can be partially or entirely made up of contributions in kind.

However, for actions taking place/based in the MEDIA countries, contributions in kind cannot cover all the necessary cofinancing and cannot exceed 25% of the total costs of the action.

For clarity reasons, any action falling under Action 3 described in the present Guidelines under 5.3 is concerned by the above restriction. In particular any and all websites, webportals, webtools and databases cannot have more than 25% of costs co-financing in kind.

Should an action encompass several activities to take place in and outside the MEDIA countries, and in order to facilitate the monitoring of the action, in particular of its budgetary aspects, applicants are recommended to submit a separate application for activities taking place inside the MEDIA countries and another one covering activities outside the MEDIA countries.

The Agency may not have the purpose or effect of producing a profit for the beneficiary. Profit is defined as a surplus of receipts over costs. The amount of the grant will be reduced by the amount of any surplus.

Estimated Budget:

The estimated budget will form an integral part of the grant agreements (specific annual grant agreement in case of FPA or single grant agreement).

The estimated budget must be presented as set out in the Application Form and **strictly in compliance with the following procedures:**

- The estimated budget will be sub-divided into the headings and sub-headings proposed in the Budget Form.
- Total revenue and total expenditure must be equal amounts.

N.B:

- Costs assigned to a specific budget heading in the Budget Form must be assigned to **this very same budget heading** in the final accounts.
- The beneficiary shall ascertain from the competent national authorities the provisions, rules and legislation governing the taxation of promotion activities in his country.

Note on the Estimated Budget

The applicants have to explain the reasoning behind the amounts stated in the estimated Budget.

- The Note to the estimated budget must be sufficiently detailed to allow identification and control of the proposed activity.
- The presentation of the Note to the estimated budget will be identical "heading by heading" to the estimated budget.
- In the event that costs such as Personnel costs or Overheads are distributed over one or more activities, a detailed justification for such distribution must be included in the Note to the estimated budget.

Applicants are **strongly** advised to re-check all automatic calculations.

9.1. Contractual provisions and Payment procedures

In the event of definitive approval by the Agency, a "Framework partnership agreement" as well as a Specific Agreement, drawn up in euro and detailing the conditions and level of funding, will be signed between the Agency and the beneficiary.

2 copies of the original Agreement must be signed by the beneficiary and returned to the Agency immediately. The Agency will sign it last.

The account or sub-account indicated by the beneficiary must make it possible to identify the funds transferred by the Agency. If the funds paid into this account give rise to interest or equivalent profits in accordance with the legislation of the country where the account is held, such profit or interest will be recovered by the Agency where it results from the prefinancing payment above EUR 50,000.

A pre-financing payment of 75% will be transferred to the beneficiary within 45 days of the date when the last of the two parties signs the specific agreement and all the possible guarantees are received. Pre-financing is intended to provide the beneficiary with a float.

The Agency will establish the amount of the final payment to be made to the beneficiary on the basis of the final report. If the eligible costs actually incurred by the organisation during the action are lower than anticipated, the Agency will apply its rate of funding to the actual *eligible* costs, and the beneficiary will, where applicable, be required to repay any excessive amounts already transferred by the Agency under the pre-financing payment.

9.2. Certificate on the financial statements and underlying accounts

A certificate on the financial statements and underlying accounts, produced by an approved auditor or in case of public bodies, by a competent and independent public officer, may be demanded by the authorising officer responsible in support of any payment on the basis of his assessment of risks.

In the case of a grant for an action, the certificate shall be attached to the request for payment. The certificate shall certify, in accordance with a methodology approved by the authorising officer responsible, that the costs declared by the beneficiary in the financial statements on which the request for payment is based are real, accurately recorded and eligible in accordance with the grant agreement.

The certificate on the financial statements and underlying accounts shall be compulsory for interim payments per financial year and for payments of balances in cases of grants for an action of EUR 750,000 or more, when the cumulative amounts of request for payment is at least EUR 325,000.

9.3. Guarantee

The Agency may require any organisation which has been awarded a grant to provide a financial guarantee first, in order to limit the financial risks linked to the prefinancing payment.

The purpose of this guarantee is to make a bank or a financial institution stand as irrevocable collateral security for, or first-call guarantor of, the grant beneficiary's obligations.

This financial guarantee, in euro, shall be provided by an approved bank or financial institution established in one of the Member States of the European Union. When the beneficiary is established in a third country, the authorising officer responsible may agree that a bank or financial institution established in that third country may provide the guarantee if he considers that the bank or financial institution offers equivalent security and characteristics as those offered by a bank or financial institution established in a Member State.

The guarantee shall be released as the pre-financing is gradually cleared against interim payments or payments of balances to the beneficiary, in accordance with the conditions laid down in the grant agreement **of the grant agreements** (specific annual grant agreement in case of FPA or single grant agreement).

This requirement does not apply to public bodies and international organisations under public law established by inter-governmental agreements.

9.4. Double Financing

Subsidised actions may not benefit from any other Union funding for the same activity.

Applicants must indicate in the application for support what other applications for financial support they have submitted or intend to submit to the European Institutions, indicating for each support the European Union Programme concerned and the amount of the support.

Applicants's attention is drawn to the fact that in the case of organisations receiving an operating grant, indirect costs are no longer eligible under specific actions.

9.5. Eligible costs

Eligible costs of the action are costs actually incurred by the beneficiary, which meet the following criteria:

- they are incurred during the duration of the action as specified in the grant agreement with the exception of costs relating to final reports and certificates on the action's financial statements and underlying accounts;
- they are connected with the subject of the agreement and they are indicated in the estimated overall budget of the action;
- they are necessary for the implementation of the action which is the subject of the grant;
- they are identifiable and verifiable, in particular being recorded in the accounting records of the beneficiary and determined according to the applicable accounting standards of the country where the beneficiary is established and according to the usual cost-accounting practices of the beneficiary;
- they comply with the requirements of applicable tax and social legislation;
- they are reasonable, justified, and comply with the requirements of sound financial management, in particular regarding economy and efficiency.

The beneficiary's internal accounting and auditing procedures must permit direct reconciliation of the costs and revenue declared in respect of the action with the corresponding accounting statements and supporting documents.

The applicant has to indicate in the application form if in the framework of a network, costs linked to the action are incurred/ and or invoiced to a partner organisation and if these costs have to be included in the eligible budget. In this case, the information about the partner will have to be submitted and in case of selection, the partner will be part of the agreement as a co-beneficiary. Only partners meeting the eligibility criteria indicated in point 5.1 (Eligible applicants) may be co-beneficiaries and therefore bring eligible costs to the action.

If by the nature of the action it is required, and if the applicant makes the request (on the appropriate Application Form), costs incurred before the signing date of the Grant Agreement can be eligible. In any case, the period of eligibility of costs can only start at the earliest, 10 months before the start date of the event and will end at the latest, 2 months after the end date of the event. Please see point 3 of the present Guidelines.

9.5.1 Eligible direct costs

The eligible direct costs for the action are those costs which, with due regard for the conditions of eligibility set out above, are identifiable as specific costs directly linked to the performance of the action and which can therefore be booked to it directly. In particular, the following direct costs are eligible, provided that they satisfy the criteria set out in the previous paragraph.

For proposed actions including several activities, the applicants must submit

- A budget per activity
- A budget and the note to the budget for the whole Action (year 2012)

Budget Headings are the following:

1. Project Management and Administrative Costs
2. Sub-contracting costs
3. Operating Costs

Please note that the right is reserved to reduce any cost, either in the award or subsequent payment procedures, which is not consistent with average market prices for the item or service foreseen.

1 – Project Management and Administrative costs

This Budget Heading consists of the following Sub-headings:

- 1.1. Salaries of Personnel and fees for Project Management
- 1.2. Travel costs for Personnel and Project Management
- 1.3. Accommodation and subsistence costs of Personnel and Project Management
- 1.4. IT costs
- 1.5. Financial costs and other costs

1.1. Salaries of Personnel and fees for Project Management

Are to be written under this sub-heading any costs relating to employees (personnel) of the applicants organisation or company and to any human resources directly linked to the management of the action and its activity/ies, such as project manager, policy officer, project assistant etc., which contribution is charged over the whole duration of the action. This might include consultants and any other external partner(s).

The personnel costs shall be calculated on the basis of the actual daily salary of the employee, multiplied by the number of days devoted to the action. Where applicable, this figure will include all the usual contributions paid by the employer, such as social security contributions, but shall exclude any bonuses, incentive payments or profit-sharing schemes.

The daily salary will be based on the average salary charged at national level for qualified personnel executing comparable tasks.

Common rules:

- Administrative and Personnel costs must not exceed 40% of the total costs of the action. These Administrative and Personnel costs are calculated by adding the subheading 1.1. "Salaries of Personnel and fees of Project Management" to the Overheads (maximum 7% of total headings 1.-3.)
- The maximum number of working days per year per person is 220.
- Senior staff/consultants and directors shall be identified by name (if already known at submission stage).
- These costs must be actual costs incurred by the applicant; personnel costs of other organisations are eligible only if they are directly paid or reimbursed by the applicant.

1.2. Travel costs for Personnel and Project Management

1.3. Accommodation and subsistence costs of Personnel and Project Management

The costs specified under these sub-headings are related to travel, as well as accommodation and subsistence costs for the staff and persons attached to the proposed action. Amounts stated must correspond to specific and clearly identifiable activities.

The number and destination of journeys and the number of days spent travelling must be reasonable with regard to the objectives of the applicant for the proposed action.

The destination of the travels as well as the number of days forecast and the name or role in the activity of the person(s) travelling should be justified in the Note to the estimated budget.

Accommodation and subsistence costs ("per diems") cannot be in excess of the scales accepted by the Commission and published on the following website:

http://ec.europa.eu/europeaid/work/procedures/implementation/per_diems/index_en.htm

If there is no overnight stay, the amounts are reduced by 50%.

If the internal regulation of the institution applying for a MEDIA grant imposes a lower limit than the scales accepted by the Commission, the lower limit must be used as a basis of calculation.

Common rules:

- Air travel : only economy class tickets will be eligible
- Train travel : second and first class tickets are eligible
- Car travel: the eligible amount will be limited to the amount corresponding to the price of a 1st class train ticket.
- Per diems cover taxi and parking costs. Applicants using these monetary limits are thus not authorised to include the taxi costs separately in the budget.
- Local transport: please note that local transport such as shuttle services, bus services etc, are only applicable under operational costs (Budget Heading 3) and are eligible only during the implementation of the activity/ies.

These conditions apply also for travel and subsistence costs for other professionals participating in the action (cf. 2.2, 2.3, 3.3. below).

1.4. IT costs

The costs specified under this Sub-Heading relate to various computing and data base costs applicable under management of the action solely. They have to be differentiated from computing and database costs directly incurred for the implementation of the Action 3 only (sub-heading 3.4.).

The costs listed under this Sub-Heading include for example, leasing costs of hardware and software, as well as their development, production and maintenance costs and costs related to connect time to on-line services where this is necessary for the proper implementation of the action.

Common rules:

- These costs may be charged to the action in so far as such costs are not specifically charged under any other category of cost.
- Only the portion of the computing and technical equipment's depreciation corresponding to the duration of the activity(ies) and the rate of actual use for the purposes of the activity(ies) may be taken into account by the Agency.
- Only the cost of rental, leasing of equipment for the duration of the activity(ies) will be considered eligible.

1.5. Financial costs and other costs

Costs related to bank guarantee that may be required by the Agency can be written in this category.

Interest charges (bank interests) are not eligible. Please pay particular attention to the other ineligible costs listed under section 9.6.

2 – Sub contracting costs

The costs specified under this heading relate to the amounts paid to third parties carrying out a specific one-off task in connection with the proposed action.

Sub-contracting costs are accepted only if the applicant does not have the skills required. **Subcontracting costs must be substantiated by receipted invoices.**

All necessary explanations shall be stated in the "Note to the estimated budget".

This Budget Heading consists of the following Sub-headings:

- 2.1 Fees/Flat rates of third parties
- 2.2 Travel costs of third parties
- 2.3 Accommodation and Subsistence costs of third parties

2.1 Fees/Flat rates of third parties

Costs under this Sub-Heading relate to the provision of services by persons who are neither employees of the applicant's organisation or company, nor individuals contracted for the whole duration of the action (see 1.1 above), for example:

- Expenditure relating to persons taken on exclusively for the duration of the activity/ies, such as interpreters, press attaches, publicists, hostesses, etc.
- Any fees and expenditures relating to the provision of consultancy services (on a short-term basis) by experts in particular in audio-visual matters to European professionals participating in the activity/ies to which the action relates. This category includes translation costs incurred in the frame of the action.

Common rules:

- Individuals contracted with a significant involvement in the management and/or organisation of the action and its activity/ies, shall be considered as "personnel" and budgeted accordingly under 1.1.
- Records of the time devoted to the activity/ies by third parties should be detailed clearly according to the type of service provided, the period during which they have been charged to the activity and their cost per head (duration, number, individual cost).

2.2 Travel costs of third parties

2.3 Accommodation and Subsistence costs of third parties

Costs under these Sub-Headings relate to the travel and accommodation costs of the sub-contracting persons specified under 2.1. above.

For the limits, rules and conditions applicable on travel and subsistence costs please refer to points 1.2 and 1.3 above.

3 – Operational costs

This Budget Heading consists of the following Sub-headings:

- 3.1 Rental of surface and stand costs/Equipment costs
- 3.2 Promotional costs
- 3.3 Invitations of professionals of the A/V industry
- 3.4 Specific costs for Database/web based actions (Action 3 only)

3.1 Rental of surface and stand costs/Equipment costs

Costs under this Sub-Heading relate to expenditure linked to the rental of space (exhibition areas, conference rooms, rooms, venues etc), as well as the design, construction, decoration and modification of any stands/booths or service and structures, furniture and furnishings, necessary for the implementation of the activity/ies as well as maintenance and storage costs of them over the duration of the activity/ies.

Common rules:

- Only the portion of the audiovisual and any technical equipment's depreciation corresponding to the duration of the activity(ies) and the rate of actual use for the purposes of the activity(ies) may be taken into account by the Agency.
- Only the cost of rental, leasing of equipment and/or of space for the duration of the activity(ies) will be considered eligible.
- Purchase costs will only be eligible in exceptional circumstances where this results in lower costs than would otherwise be possible. In such cases, costs incurred for the period in question shall be calculated and charged to the action using normal accounting practice (i.e. depreciation).

3.2 *Promotional costs*

Costs under this sub-Heading relate to expenditure linked to the following various costs:

- **Advertising costs:** Costs linked to the design, lay-out and publication of advertisements (including bill-boards and sign-posting) as well as the buying of advertising space and covering the cost of running press campaigns during the period of the action.
- **Design and Publication costs:** Costs linked to the development, design, layout, translation and publication of printed promotional material (for example brochures, catalogues, posters, cards etc...).
- **Promotional and public relations activities:** Costs relating to the preparation, organisation and holding of any press conferences, professional meetings and in general all promotional activities, including social events/meetings, designed to enhance the exposure given to the activities of European audio-visual professionals participating in the action. This category also includes the elaboration and production of non-printed promotional material (e.g. video trailers) designed to enhance the exposure given to the activities of European audiovisual professionals participating in the action.
- **Prints and Prizes:** Costs relating to prints such as the copyright and screenings fees of print (e.g. costs relating to the acquisition of the right to exhibit films as part of the action, including any standard distribution charge; Nevertheless, costs of possible screening fees, charged by the licensor of the films, and costs for the acquisition of the rights for the distribution of the films (such as Minimum Guarantees) are not eligible. This category also includes costs relating to the transport and insurance of prints as well as costs for the translation and sub-titling of the prints of films participating in the action, where these are directly related to this participation.

Common rules:

- Each item must be detailed separately according to the type of expenditure foreseen and the quantity and unit cost must be indicated.

3.3 *Invitations of professionals of the A/V industry*

Costs under this Sub-Heading relate to expenditure linked to the travel and accommodation/subsistence of professionals of the A/V industry.

These professionals invited must be audiovisual professionals with a specific, significant and direct involvement in the action proposed. They might be the producers/directors/authors presenting projects at a co-production/financing forum and/or be professionals qualified as decision makers. Are considered as decision-makers the persons who can have a significant role in the financing and/or co-production and/or distribution/sale of the projects/audiovisual works presented in the frame of the proposed action, such as commissioning editors, buyers, financiers, co-producers, distributors etc.

Journalists and other persons invited to attend with the aim of enhancing the exposure given to the activities of the European professionals participating in the action can also be eligible under this category, provided that their presence and the impact of their work are demonstrated and justified.

Common rules:

- Costs related to A/V professionals outside of the European Union are not eligible, unless the necessity of their involvement within the proposal is duly demonstrated and justified.
- Any transportation and accommodation/subsistence cost linked to other professionals of the audiovisual sector and in particular of Training institutes, Festivals and similar initiatives' representatives, are not eligible unless their role within the action is clearly described, demonstrated and justified.
- For the limits, rules and conditions applicable on travel and accommodation/subsistence costs, please refer to points 1.2 and 1.3 above.
In particular the travel costs must be broken down separately from the subsistence costs, with indication of the number of days/night and unit cost.

3.4 Specific costs for Database/web based actions (Action 3 only)

Costs under this Sub-Heading relate to specific expenditure linked to the operational costs incurred within the implementation of Action 3 solely.

Such costs include for example costs related to research and development, purchase (please apply appropriate depreciation)/leasing of equipment, production and maintenance of material (hardware and software), including updating costs, internet connections etc.

9.5.2 Eligible indirect costs ("overheads")

These costs represent the applicant's general administrative costs. They are considered as eligible when they relate indirectly to the implementation of the proposed action but do not fall into any of the above-mentioned categories.

Indirect costs may not include costs entered under another budget heading.

These costs should be in line with the principles set out in these guidelines. They cannot exceed a flat-rate amount of **7% of the total eligible direct costs** of the action (budget headings 1+2+3).

Overhead costs encompass the following categories:

- ♦ **Premises and related expenses** (e.g. rent, insurance ...)
- ♦ **Office expenses and consumables** (e.g. telephone, postal services, photocopies ...)

Indirect costs are not eligible when the beneficiary also receives an operating grant.

9.6. Ineligible Costs

The following costs shall not be considered eligible:

- return on capital;
- debt and debt service charges;
- provisions for losses or potential future liabilities;
- interest owed;
- doubtful debts;
- exchange losses;
- VAT, unless the beneficiary can show that he is unable to recover it according to the applicable national legislation;
- costs declared by the beneficiary and covered by another action or work programme receiving an European Union grant;
- excessive or reckless expenditure.

Contributions in kind shall not constitute eligible costs. However, if considered necessary and appropriate, the Agency may accept that the co-financing of the action be made up entirely or in part of contributions in kind. In this case, the value calculated for such contributions must not exceed:

- the costs actually borne and duly supported by accounting documents of the third parties who made these contributions to the beneficiary free of charge but bear the corresponding costs;
- the costs generally accepted on the market in question for the type of contribution concerned when no costs are borne.

In the case of activities taking place/based within the MEDIA countries, the Agency may accept that the co-financing of the action might be made up by contributions in kind, up to a limit of 25% of the total costs of the action.

Contributions in kind covering costs listed under Sub-Heading 1.1. and 1.5. of the estimated budget of the action are not allowed.

9.7. Sources of Income

All financial contributions must be substantiated by clear statements duly dated and signed, specifying the amounts and the fact that they will be provided in cash or in kind.

The part 1 of the Estimated Budget (sheet 1 – Financing Plan) should show:

- The direct monetary contribution from the applicant (own resources);
- Any income generated by the proposed action (e.g. fees charged to participants, revenue from sales of publications etc.);
- The financial contribution from other fund providers (public and/or private);
- The contribution applied for to the MEDIA Programme.

10. SUB-CONTRACTING AND AWARD OF PROCUREMENT CONTRACTS

Where implementation of the action requires sub-contracting or the awarding of a procurement contract, the beneficiary must obtain competitive tenders from potential contractors and award the contract to the bid offering best value for money, observing the principles of transparency and equal treatment of potential contractors and taking care to avoid conflicts of interests.

The beneficiary must clearly document the tendering procedure and retain the documentation for the event of an audit.

11. PUBLICITY

All grants awarded in the course of a financial year must be published on the Internet site of the European Union institutions during the first half of the year following the closure of the budget year in respect of which they were awarded. The information may also be published using any other appropriate medium, including the Official Journal of the European Union.

With the agreement of the beneficiary (taking account of whether information is of such a nature as to jeopardise its security or prejudice its financial interests), the Agency will publish the following information:

- name and address of the beneficiary,
- subject of the grant,
- amount awarded and rate of funding

Beneficiaries must clearly acknowledge the European Union's contribution in all publications or in conjunction with activities for which the grant is used.

Furthermore, beneficiaries are required to give prominence to the name and logo of the MEDIA Programme on all their publications, posters, programmes and other products realised under the co-financed action. To do this they must mention "*With the support of the MEDIA Programme of the European Union*" and display clearly the name and the logo of the MEDIA Programme, which can be found under <http://ec.europa.eu/media>

If this requirement is not fully complied with, the beneficiary's grant may be reduced.

12. DATA PROTECTION

All personal data (such as names, addresses, CVs, etc.) will be processed in accordance with Regulation (EC) No 45/2001 of the European Parliament and of the Council of 18 December 2000 on the protection of individuals with regard to the processing of personal data by the European Union institutions and bodies and on the free movement of such data.²

Your replies to the questions in the Application Form are necessary in order to assess your grant application and they will be processed solely for that purpose by the department responsible for the Union grant programme concerned. On request, you may be sent personal data and correct or complete them. For any question relating to these data, please contact the Agency. Beneficiaries may lodge a complaint against the processing of their personal data with the European Data Protection Supervisor at any time.

Applicants and, if they are legal entities, persons who have powers of representation, decision-making or control over them, are informed that, should they be in one of the situations mentioned in:

² Official Journal L 8, 12.1.2001.

- the Commission Decision of 16.12.2008 on the Early Warning System (EWS) for the use of authorising officers of the Commission and the executive agencies (OJ, L 344, 20.12.2008, p. 125), or

- the Commission Regulation of 17.12.2008 on the Central Exclusion Database – CED (OJ L 344, 20.12.2008, p. 12),

their personal details (name, given name if natural person, address, legal form and name and given name of the persons with powers of representation, decision-making or control, if legal person) may be registered in the EWS only or both in the EWS and CED, and communicated to the persons and entities listed in the above-mentioned Decision and Regulation, in relation to the award or the execution of a procurement contract or a Grant Agreement or Decision.

13. PROCEDURE FOR THE SUBMISSION OF PROPOSALS

13.1. Publication

Following the adoption of the Annual Work Programmes of the MEDIA Programme, the Calls for Proposals will be published in the Official Journal of the European Union and on the MEDIA Programme's website at the following address:

<http://ec.europa.eu/media>

13.2. Application Forms

Grant applications must be drawn up in one of the official EU language, using the Form specifically designed for this purpose. In order to accelerate and facilitate the evaluation process, all documents relevant to the assessment of the application submitted should be, when applicable, translated into English or French. Please note that only typed applications will be considered.

Application Forms and Budget Forms can be downloaded from the following website:

<http://ec.europa.eu/media>

Applicants are required to present

- **ONE** complete and unbound application file duly signed.
- All the official documents relating to the legal entity and financial capacity of the applicant.
- **THREE** bound copies including **ONLY** the following items of the application file:
 - ◇ Application Form II : Information on the application organisation
 - ◇ Application Form VII : Global Action Plan for 2012-2014
 - ◇ Application Form VIII : Work Programme for the 2012 action
 - ◇ Annex II of the Application Forms : The estimated budget for 2012
 - ◇ Annex : Lists of the A/V works presented at the previous edition and/or professionals participating **ONLY** !

In addition to these, an electronic version of the documents requested in the Annex mentioned above (list of professionals and A/V works participating in the action) shall be included **on CD-Rom / DVD/ USBkey-** (no other formats accepted) and attached to the application file.

13.3. Submission of the grant application

Only applications submitted on the correct Form, duly completed, dated, showing a balanced budget (revenue/expenditure), submitted in the requested number of copies, and signed by the person authorised to enter into legally binding commitments on behalf of the applicant organisation will be accepted.

Applications which do not include all the stipulated documents and which are not submitted before the deadline will not be considered.

Proposals must be sent at the applicant's own expense and by the **relevant deadline- postmark will be proof of timely sending** to the address indicated in the Calls for Proposals.

**All envelopes should be clearly marked
"MEDIA Promotion/Access to Markets (Reference of Call for Proposals)"**

Applications delivered by hand must be receipt by the services of the Commission at the latest on the relevant deadline before 15.00 hours to the address indicated above.

For express couriers, the date of delivery to the express courier company will be proof of timely sending (at the latest on the relevant deadline).

No changes to the dossier can be made after the application has been submitted. However, if there is a need to clarify certain aspects, the Agency may contact the applicant for this purpose. Applicants should give full and prompt replies to any such request.

Only applications that fulfil the eligibility criteria will be considered for a grant. If an application is deemed ineligible, a letter indicating the reasons will be sent to the applicant.

All unsuccessful applicants will be informed in writing.

Selected Proposals will be subjected to a financial analysis, in connection with which the Agency may ask the persons responsible for the proposed actions to provide additional information and, if appropriate, guarantees.

No file or document submitted will be returned to applicants at the end of the evaluation and award procedure.

13.4. Rules applicable

- Council Regulation (EC, Euratom) No 1605/2002 of 25 June 2002 on the Financial Regulation applicable to the general budget of the European Communities. (OJ L 248, 16.9.2002, p. 1), as last amended.
- Commission Regulation (EC, Euratom) No 2342/2002 of 23 December 2002 laying down detailed rules for the implementation of Council Regulation (EC, Euratom) No 1605/2002 on the Financial Regulation applicable to the general budget of the European Communities. (OJ L 357, 31.12.2002), p. 1, as last amended.
- Decision n°1718/2006/EC of the European Parliament and the Council of 15th November 2006 (OJ L 327, 24/11/2006 P.12-29) concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007).

13.5. Contacts

For any further information please contact **first** your local MEDIA Desk or Antenna (addresses list on http://ec.europa.eu/culture/media/programme/overview/who/desks/index_en.htm)

Contact within the EACEA:

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