



A programme of the European Union



MEDIA - TRAINING

CALL FOR PROPOSALS EACEA/16/09

GUIDELINES

**SUPPORT FOR THE NETWORKING AND MOBILITY OF
STUDENTS AND TRAINERS IN EUROPE**

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

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1. INTRODUCTION

Due to an administrative error, call for proposals 36/08 'SUPPORT FOR THE NETWORKING AND MOBILITY OF STUDENTS AND TRAINERS IN EUROPE' has been cancelled and replaced by call for proposals 16/2009.

1.1. Legal basis

The current call for proposals and attached guidelines (hereafter: "Call for proposals") 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 Community 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 is responsible for the implementation of this call for proposals.

This call is 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 community financial contribution.

2. OBJECTIVES

2.1. Objectives of the MEDIA Programme

The global objectives of the programme are the following:

- ◆ 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;
- ◆ 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.

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

2.2. Specific objectives of the Training Support Scheme

In the field of acquisition and improvements of skills, the objectives of the programme shall be:

- ◆ To improve the European dimension of audiovisual training activities.
 - To encourage exchanges and cooperation, in supporting the networking of European training players, in particular Higher education institutions, training organisations and partners of the audiovisual sector.
 - To encourage mobility of students and trainers in Europe.
- ◆ To strengthen the skills of European audiovisual professionals in order to improve the quality and potential of European audiovisual works.

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

The promotion of equal opportunities between women and men is a basic principle in Community policies which must be taken into account in the implementation of this programme.

2.3. Priorities of this Call for Proposals

This Call for Proposals is to encourage exchanges and cooperation between Higher education institutions, training organisations and partners from the audiovisual industry. This should contribute to the networking and mobility of students and trainers in Europe, and facilitate the integration of students in the professional sector.

The cooperation of the European training professionals will take the form of pan-European consortia. Each consortium will put in place an associated work plan. This work plan shall focus on audiovisual skills needs that are not sufficiently met within Europe.

2.4. Definitions

For the purpose of this call for proposals the following definitions shall apply:

Action

- **Action:** one or more training activity(ies) for which the beneficiary receives financial support. The "action" covers the preparation and implementation stages as well as the evaluation and dissemination of results of this / these training activity(ies).
- **Activity:** is defined by a specific content for a specific group of participants.
- **Duration of the Action:** lasts normally maximum 12 months.
- **Eligible Participants:** any student / trainer, coming from countries participating in the MEDIA programme (see section 5.2) and selected to follow the training activity.
- **Format:** the training format is the physical size and composition of a training activity (number of days per sessions and number of sessions per year, internships included or not, etc).

Budget

- **Eligible Costs:** the costs directly linked to the execution of the Action receiving support, as detailed below under section 9.5 and incurred by the co-ordinator and his co-beneficiaries during the period of the action.
- **Financial contributors:** any public or private organisation providing **only** a financial contribution to the Action and not being a member of the consortium.
- **Grant:** the financial support awarded to the selected applicant. This can be revised downwards upon reception of the final report on the basis of the total actual eligible costs.

Partner organisations

- **Applicant:** consortium of partner organisations applying to the MEDIA Programme with an action.
- **Beneficiary:** consortium of partner organisations benefiting from a MEDIA Programme grant.

The co-ordinator and the co-beneficiaries of the proposed action will be considered as the "beneficiary" of the MEDIA grant.

- **Co-ordinator:** is the main promoter of the proposed action. 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.
- **Higher education institution:** any institution which according to national legislation or practice offers qualifications or degrees at that level, whatever such establishments may be called.

3. TIMETABLE

Applications must be sent to the Agency by **19/08/2009** (the postmark will be taken as proof of timely sending). Please read carefully section 13 of this Call for Proposals concerning the procedures for submitting applications.

The selection results will be published on the MEDIA website the week following the grant award final decision, which is expected to be by October 2009.

The signature of the grant agreement between the Beneficiary's coordinator and the Agency will take place once all administrative procedures are finalised, at the latest in December 2009.

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 (= period of eligibility of costs) will normally start on the day the contract is signed by the last of the 2 parties. If necessary, the beneficiary is allowed to start the action

before the agreement is signed. In this case, applicants shall request it formally by ticking the appropriate box on application form IV.

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

N.B:

- In principle the action submitted cannot last more than 12 months. A longer duration of 18 months can be requested and must be duly justified by the specificity of the action. The Agency reserves the right to accept this extension.
- The action cannot start before the 1st of September 2009.
- The action must finish at the latest on 30 June 2011.

4. AVAILABLE BUDGET

The total budget earmarked for the co-financing of actions under this Call for Proposals is estimated at EUR 1,900 000.

Financial contribution from the Commission cannot exceed 50% of the total eligible costs. However, the MEDIA Programme's funding may be raised up to 75% if one of the partners taking part in the training initiative is situated in one of the 12 countries which have acceded to the European Union after 30 April 2004² or if a partner of the consortium is coming from Croatia.

The selection of an action does not signify agreement to the level of financial support requested. The final amount to be awarded will be determined within the available budgetary resources and in consideration of the nature and costs of the action.

The recipient company must guarantee the remaining financing.

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

5. ELIGIBILITY CRITERIA

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

5.1. Eligible applicant consortium

The following call is opened to:

European company

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

Applicants must take the form of pan-European consortia composed of Higher education institutions and / or other organisations linked to the audiovisual industry.

² Bulgaria, Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia, Slovenia.

- The partners taking part in the consortium must come from at least 3 countries participating in the MEDIA Programme.
- At least 3 partners involved in the consortium must be Higher education institutions.

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 IIIa: "**Bank Identification Sheet**" duly completed and signed by both the legal representative of the applicant consortium co-ordinator and by a representative of the bank. The form relating to the financial identification of the co-ordinator 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 IIIb: "**Legal Entity Form**" duly completed and signed by the legal representative of the applicant consortium co-ordinator. The form relating to the legal structure of the co-ordinator 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 **coordinator's registration certificate** from the relevant authority, (e.g Companies register, Official Journal, etc.)

This(ese) document(s) must mention the name of the coordinator 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 forms IIIa and IIIb.

- ◆ The **statutes** of the coordinator 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 certificate of **liability to VAT**, including the VAT number.

If the coordinator does not have a VAT number, "Not applicable" shall be written down in the right place on the form IIIb.

5.2. Eligible Countries

Legal entities submitting an application must be established in one of the following countries:

- 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 Target Groups

- Students from film schools or from any other Higher education institutions where skills / competences applying to the audiovisual sector are taught (for instance: business schools in case of future producers).
- Trainers from film schools or from any other Higher education institutions where skills / competences applying to the audiovisual sector are taught.

5.4. Eligible Activities

Training activities favouring multidisciplinary cooperation within the audiovisual industry are encouraged.

Applications must be for actions which are aimed at developing the capacity of future audiovisual professionals to understand and integrate a **European dimension** in their work by improving expertise in the following fields:

Training in economic, financial and commercial management

- Business skills (such as management, accounting, marketing, pitching and presentation);
- Production;
- Distribution/exhibition;
- Legal and financial aspects of co-production;
- Understanding international markets;
- Networking and accessing international markets.

Training in new audiovisual technologies

Implementation of new technologies in audiovisual activities:

- Production (e.g. digital production, 3D animation, HDTV);
- Post-production e.g. visual/special effects;
- Distribution: new channels for distribution of films for TV and cinema;
- Marketing: using new media to promote audiovisual works (i.e. Internet, mobile phones);
- New markets (Internet, mobile phones, 3D Cinema...);
- Restoration and conservation technologies.

Training in script development

- Identifying target audiences;
- International standards of scriptwriting and script presentation;
- Creative collaboration between writers, script editors, producers, directors, DOPs;

Note also that training initiatives designed specifically to develop competencies in the field of live recordings, TV games, talk shows, reality shows etc., or techniques exclusively linked to video games will be declared *as ineligible*.

5.5. Eligible Applications

Only proposals submitted using the 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 consortium coordinator, 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 Community cofinancing, set at 50% / 75% of the total eligible costs (see point 4 above for more information).

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 participation in this 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 Communities' financial interests;
- f. following another grant award procedure or procurement procedure financed by the Community budget, they have been declared to be in serious breach of contract for failure to comply with contractual obligations.

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

- a. are subject to a conflict of interest;
- b. are guilty of misrepresentation in supplying the information required by the Commission as a condition of participation in the grant award procedure, or fail to supply this information.

In accordance with Articles 93 to 96 of the Financial Regulations, 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, **applicant must sign a declaration on their honour certifying that they are not in any of the situations set out in Articles 93 & 94 of the Financial Regulations.**

This declaration is included in the Application Form I of this 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.

7.1. Operational Capacity

Applicants must prove their operational capacity to implement the activity by demonstrating the existence of:

- Human and technological resources available within the consortium (the CVs of the person(s) responsible for the proposed action, showing all their relevant professional experience);
- A solid experience in organising training activities. e.g. this might be demonstrated by the previous experience of the managing director or head of studies working for the proposed action;
- An extensive international network of contacts from the audiovisual industry.

7.2. Financial Capacity

Applicants must have stable and sufficient sources of funding to maintain their activity throughout the period during which the action is being carried out. The evaluation of this criterion will be based on the following documents:

- Profit and Loss account of the co-ordinator 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 coordinator is a commercial company).
- The form concerning the financial capacity included in the application form (form V) duly signed and correctly filled in. The data (figures) presented will be based on the co-ordinator 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 coordinator assures that the figures are accurate and verifiable.
- Bank identification sheet (form IIIa) duly completed by the co-ordinator and certified by its bank (original signatures are required).

Please note that the data to be provided are different depending on whether the applicant is a profit or a non profit company. The Agency applies these criteria taking into account the legislative framework of the different countries participating in the Programme

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

- Reject the application

- Ask for further information
- Require a guarantee (see section 9.3)
- Offer a grant without pre-financing

Exemptions

The verification of financial capacity does not apply to:

- Public bodies and public educational institutions
- Applicants which request less than EUR 25,000 to the MEDIA Programme

If the co-ordinator of the applicant consortium is in one of the exemption 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 – annex 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 co-ordinator for the last year available.

This obligation does not apply to public bodies and secondary or higher education establishments.

8. AWARD CRITERIA

The award criteria make it possible to assess the quality of the proposals submitted in light of the objectives and priorities set in this Call for proposals. Grants will be awarded within the limit of the budgetary resources available on the basis of the following weighted criteria.

Quality of the content of the activity	20 points
Project management <ul style="list-style-type: none">▪ Expertise of trainers and tutors▪ Methodology▪ Cost effectiveness	20 points
Quality of the consortium <ul style="list-style-type: none">▪ Coherence and complementarity's▪ Partnership with the AV industry	20 points
European dimension	20 points
Impact	20 points
TOTAL	100 points

For proposed actions which contain two or several training activities, the right is reserved to refuse those activities which do not meet the award criteria.

8.1. Quality of the content activity

Applicants should clearly describe:

- The **objectives** of their training action and the manner in which they meet the general objectives of the MEDIA Programme as stated under section 2. Under this point, the

applicants will also briefly explain why there is a need for such a training activity in the sector;

- The **subjects and skills** taught and the logic behind this focus;
- The **target group** and why this specific target group was chosen
 - ⇒ the type of participants for whom the training initiatives have been designed
 - ⇒ the level of education / experience of participants for whom the training initiatives have been designed
- The **expected effects** and benefits of the training on the future professional practice of the participants.

8.2. Project management

Under this heading, the applicants present the strategy put in place to achieve their training objectives. Particularly regarding:

Expertise of trainers and tutors involved in the proposed action

Depending on the type of action put in place by the applicants, the tutors and trainers will be active professionals in the audiovisual sector and / or have relevant teaching experience with the partner schools.

In any case, applicants must provide **detailed explanations** on the recruitment of trainers and tutors who will work for the action.

Methodology

Applicants should clearly explain how the proposed training will be delivered (format and methodology). For instance (not exhaustive list):

- Long-term or short-term training, type and number of modules;
- Workshops (residential or not), consulting sessions and/or internships, on-line sessions and/or on-line consulting;
- Lectures, case studies, role plays, group sessions, one-to-one meetings, screenings;
- The size of the participant group and how the number of participants affects the proposed concept;
- The role of the trainers/tutors (how are the trainers/tutors involved in the action?);
- What are the selection procedures of the participants? How will the applicant facilitate their mobility?

Applicants will also provide a course timetable.

The Agency will evaluate the relevance of the format / methodology choices in regards to the proposed action.

Cost effectiveness of the proposed action

Applicants should pay particular attention to the cost effectiveness of the action. All costs should be reasonable in the context of the goals and benefits of the action. The resources allocation must be appropriate and justified.

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 or which cannot be justified by the benefits generated for the action.

The evaluation of this criterion will be based on the analysis of the estimated budget and of the note to the estimated budget. Special attention will be paid to the fund raising strategy elaborated by the applicant company for the submitted action.

8.3. Quality of the consortium

Coherence and complementarity's of the consortium

Applicants must explain the reasoning behind the constitution of the consortium, in particular **regarding the priorities** of this Call for Proposals.

Furthermore, the conception and/or implementation of the activities must result from the co-operation of partner organisations. The partners must be identified and the role of each partner must be described in the application.

Partnership with the audiovisual industry

Applicants are required to clearly explain the involvement of the audiovisual industry in the proposed training activity.

The partnership with the audio-visual industry can also find its expression through internships in companies. Please note that internships are considered as a complementary action of a given training activity and must therefore be preceded and/or accompanied by training sessions. The promoter of the training activity is responsible for the supervision of the content of the traineeship and has to ensure that the trainees can benefit from the concrete co-operation with managers and employees in the company.

8.4. European dimension

- Proposed training activities will have to offer a European dimension

It should offer the participant the opportunities to understand the diversity of the European audiovisual industries including for instance the specificities of consortium members' countries.

The promoter will clearly explain how his training activity will fulfil this criterion, taking into account the following elements: the content of the activity, the location of the workshops, the origin of the students and of the trainers and tutors, the promotion strategy.

8.5. Impact

The multiplier effect of the training activity is an essential element of the supported action.

The applicant must clearly explain:

- what is the expected impact of the training activities developed with the MEDIA Training support on the partner schools, and / or
- what is the expected impact on the integration of students in the professional sector, and
- how this multiplier effect will be achieved.

Furthermore, the applicants whose training actions have already benefited from MEDIA in the past shall do a critical analysis of their action. If adjustments are relevant, they shall describe how their training initiatives have been updated and the reasoning behind their choice of modifications.

9. FINANCIAL CONDITIONS

Community 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.

Grant applications must include a detailed estimated budget in which all prices are given in euro. Applicants from countries outside the euro zone must use the conversion rates published in the Official Journal of the European Union, series C, on the date of publication of this call for proposals.

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 Community budget.

The allocated amount may not exceed the amount requested.

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

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.

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,. 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 action.

The Agency grant 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.

9.1. Payment Procedure

In the event of definitive approval by the Agency, a "multi-beneficiary grant agreement for an action ", drawn up in euro and detailing the conditions and level of funding, will be entered into between the Agency and the coordinator organisation on behalf of the co-beneficiaries. This agreement (the original) must be signed and returned to the Agency who will be the last party to sign.

In this case, the costs incurred by the partners ("co-beneficiaries") for the granted action will be eligible (see point 9.5).The "co-beneficiaries" shall also keep at the Agency's disposal all original documents relating to the agreement and agree that the Agency / Commission may audit the costs related to the granted action.

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 60% of the MEDIA contribution to the action will be transferred to the beneficiary within 45 days of the date when the last of the two parties signs the 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 costs, and the beneficiary will, where applicable, be required to repay any excess 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 State 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 payments of balances to the beneficiary, in accordance with the conditions laid down in the grant agreement.

9.4. Double Funding

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

To control it, applicants must indicate in the application form what other applications for financial support they have submitted or intend to submit to the European Institutions, for the same action.

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.

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.

For an action including several activities, the applicants must submit

- A budget per activity
- A budget and the note to the budget for the whole Action

Budget Headings are the following:

1. Personnel Costs
2. Operating Costs
3. Sub-contracting costs

1 - Personnel Costs

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 Personnel costs shall be substantiated by detailed timesheets of the work done declared in the Final Report. The daily salary will be based on the average salary charged at national level for qualified personnel executing comparable tasks.

Common rules:

- Personnel costs should not exceed 25% of the total eligible costs.
- The maximum number of working days per year per person is 220.
- Senior employees and directors shall be identified by name (if already known at submission stage) in the Note to the estimated budget.

2 - Operating costs

This Budget Heading consists of the following Sub-headings:

- 2.1 Travel and subsistence costs for the staff directly and fully attached to the proposed action
- 2.2 Expenses for the training activity(ies)
- 2.3 Travel and subsistence for participants and trainers
- 2.4 Promotion and dissemination of results

2.1 - Travel and subsistence costs

The costs specified under this heading are related to travel and subsistence costs for the staff 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 travel costs as well as the number of days forecast and the name or role in the training initiative of the persons 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://europa.eu.int/comm/europeaid/perdiem/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
- 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 costs. Applicants using these monetary limits are thus not authorised to include the taxi costs separately in the budget.

These conditions apply also for travel and subsistence costs for participants and trainers (cf.2.3 below).

2.2 - Expenses for training activities

Costs specified under this *Budget Sub-Heading* relate to rental of conference rooms and of computing and technical equipment, trainers fees, educational material costs, distance learning tools and local transport.

2.2.1 Conference room rental

The cost for conference rooms shall be broken down into cost per day and number of days in the note to the Budget. In the event that more than one venue is used, each venue must be specified separately.

N.B:

The costs for conference rooms of the applicant's own venue are not eligible costs.

However, the applicants are encouraged to mention the use of their own venue in the Note to the estimated budget since it will be seen as a positive indicator for the evaluation of the cost effectiveness criterion.

2.2.2. Equipment rental and / or depreciation

With regard to expenses for audiovisual, computing and technical equipment:

- Only the portion of the 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 training activity(ies) will be considered eligible.

N.B:

The equipment costs covered by in-kind contribution (applicant own equipment or from partners) are not eligible costs.

However, the applicants are encouraged to mention the use of their own equipment in the Note to the Estimated Budget since it will be seen as a positive indicator for the evaluation of the cost effectiveness criterion.

2.2.3. Trainer's fees

These expenses relate to fees paid to trainers/tutors for the preparation of the training and the implementation of the training activity.

Trainers shall be identified nominally (if already known at submission stage) in the Note to the budget and the costs justified.

The applicant may also include under this sub-heading the head of study / training coordinator tasks that are **strictly** educational if these tasks are defined in detail and the number of budgeted days is reasonable.

The Agency reserves the right to request further explanations and exclude some expenses from the eligible budget if the time / money allocated are not in line with the executed activity.

2.2.4. Didactic material

Costs specified under this Budget sub-heading comprise expenditure for preparing the didactic material and are linked to the reproduction of printed, and/or electronic forms of teaching material. These costs shall be duly substantiated and the direct link with the execution of the Action must be clearly established in the Note to the Estimated Budget. Up-dates of existing didactic material are allowed and must be mentioned as such.

The costs related to the conception of the didactic material by trainers or staff working for the proposed action shall be put under the relevant headings (points 1 and / or 2.2.3).

2.2.5. Distance learning tools

Costs specified under this Budget sub-heading will exclusively relate to distance learning activities directly linked to the execution of the proposed action.

These costs cover connection time, consultation of or links to databases and acquisition of software. Certain hardware costs may be admissible, provided they concern rental, leasing and depreciation of equipment.

Costs for computers and internet use which are not directly linked with the distance learning tools must be presented in the part 2.2.2 of the Estimated Budget.

Please note that the link between the costs specified in 2.2.5 and the training content must be established in the "Note to the estimated budget". Within the framework of the proposed action, distance learning is only allowed if its added value is clearly demonstrated.

2.2.6 Local transport

Type of transport: the type of transport and transport expenses must be specified in the Note to the budget.

2.3 - Travel and subsistence for participants and trainers

In order to facilitate the mobility of students and trainers in Europe, applicants are advised to cover part of the expenses for travel and/or subsistence of the participants.

2.3.1 and 2.3.2

For limits on travel and subsistence expenses, please refer to point 2.1 above.

2.4 - Promotion and dissemination of results

Costs specified under this Budget Sub-Heading shall exclusively relate to the promotion of the proposed action and / or to the dissemination of the achieved results.

The costs budgeted must be necessary for the action and the applicant will justify the amounts stated for this sub-heading in the "Note to the estimated budget".

Applicant's attention is drawn to the fact that MEDIA Desks operate at national level to promote the MEDIA Programme and actions supported by MEDIA. The right is reserved to refuse unnecessarily high expenses arising from the failure by the applicant to make the best use of this network.

Please note that costs reported under this sub-heading for the publication of results shall not include costs related to the didactic material (which are to be reported under point 2.2.4)

3 - Sub-contracting costs

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

The following costs may be included under this Budget Sub-Heading: translation, interpretation, printing costs and certain accounting services.

Sub-contracting costs are accepted only if the Beneficiary 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".

9.5.2 Eligible indirect costs ("overheads")

These costs represent the beneficiary'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.

These costs should be in line with the principles set out in this guide. They cannot exceed a flat-rate amount of **7% of the total eligible direct costs** of the action (budget headings 1+2+3) and may not include costs entered under another budget heading.

Overhead costs encompass the following categories:

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

9.5.3 Presentation of the budget

The estimated budget will form an integral part of the 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. Costs assigned to a specific budget heading in the application form must be assigned to **this very same budget heading** in the final accounts.
- Total revenue and total expenditure must be *equal* amounts.
- Amounts shall be expressed in EURO;

- ◇ Applicants from States which are not members of the Euro Zone must apply the rate of exchange published in the Official Journal on the date of publication of this call for proposals.
- ◇ This exchange rate is available from the MEDIA Desks and Antennae or from the Commission web site³.
- ◇ The exchange rate must be specified within the space provided on the estimated budget.

Note to the Estimated Budget

The note to the estimated budget will be used for the evaluation of the award criteria, especially for the assessment of the cost effectiveness of the proposed action. 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.

If the applicant consortium plans some costs for the proposed action, which cannot be considered as eligible for the MEDIA Programme (*i.e. costs which are not stated in the estimated budget*), the applicant may attach to the application file a short explanatory note on these non-eligible costs if this note contributes to a better understanding of its training activities by the evaluation committee.

9.6. Ineligible Costs

The following costs are considered ineligible:

- 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 supported in the framework of another action or under another Community grant,
- Excessive or reckless expenditure,
- Costs covered by Contributions in kind.
- Expenditure for participants from countries not participating in the MEDIA Programme.

³ <http://europa.eu.int/comm/budget/inforeuro/index.cfm?Language=en>

9.7. Sources of Income

All financial contributions must be substantiated by clear statements duly dated and signed (Application forms points VIII and IX), specifying the amounts and the fact that they will be provided in cash. At the submission stage, letters of intent / letters of interest will however also be accepted.

The income side of the Estimated Budget should show:

- The direct monetary contribution from each partner of the consortium (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.

Participation fees

In order to facilitate the mobility of students and trainers in Europe, participation fees shall be reasonable amounts for the target groups.

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 website of the Community Institutions during the first half of the year following the closure of the budget year in respect of which they were awarded. This information may also be published using any other appropriate medium, including the Official Journal of the European Community.

With the permission of the successful applicant, (unless such information threatens their security or harms their business interests), the Executive Agency (EACEA) will publish the following information:

- the name and address of the beneficiary;
- the subject of the grant;
- the amount and the rate of financing.

All successful applicants are required to mention clearly "*With the support of the MEDIA Programme of the European Union*" in any publicity or during the activities for which a subsidy is granted.

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 European Commission on all their publications, posters, programmes and other products realised under the co-financed action and to mention “*with the support of the MEDIA Programme of the European Union*”.

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 Community institutions and bodies and on the free movement of such data.⁴

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 Community 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.

13. PROCEDURE FOR THE SUBMISSION OF PROPOSALS

13.1. Publication

The Call for Proposals is being published in the Official Journal of the European Union and is accessible on Programme MEDIA's website at the following address: <http://ec.europa.eu/media>

13.2. Application Forms

Grant applications must be drawn up, using the form specifically designed for this purpose. Please note that only typed applications will be considered.

The official forms can be downloaded from the internet website mentioned in Section 13.1.

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:
 - ◇ Point II : Applicant identification sheet
 - ◇ Point IV : Action identification sheet
 - ◇ Point VII : Summary of the proposed action
 - ◇ Point X : Note to the budget
 - ◇ The estimated budget
 - ◇ The financing plan
 - ◇ Annex C : A detailed course timetable
 - ◇ Annex D :

⁴ Official Journal L 8, 12.1.2001.

- ✓ Staff available for the proposed action and job descriptions
- ✓ List of the names of tutors/trainers involved in the proposed action with a brief description of their professional background

In addition to these, an electronic version of the documents requested in the bound copies shall be included **on CD-Rom / DVD-Rom** (no other formats accepted) and attached to the application file.

13.3. Presentation of the Application

Only applications submitted on the correct form, duly completed, dated, showing a balanced budget (revenue/expenditure, and with a **separate budget** for **each** proposed training activity), submitted in the number of copies specified above), 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 in the required format and which are not submitted before the deadline will not be considered. For your easier control, the recapitulative list of all the documents with the respective number of copies to be annexed to the Application Form is enclosed to these guidelines

Applications must be sent by registered mail by deadline **19/08/2009**- postmark will be proof of timely sending - to the following address:

Education, Audiovisual and Culture Executive Agency (EACEA)
Unit MEDIA Programme – P8
MEDIA Training 16/2009
Mr. Constantin Daskalakis
BOUR 03/30
Avenue du Bourget 1
B -1140 Brussels, BELGIUM

Applications delivered by hand must be receipt by the services of the Commission at the latest on the **19/08/2009** 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 **19/08/2009**).

All envelopes should be clearly marked "MEDIA TRAINING 16/2009"

13.4. Applicable Rules

- 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 by Regulation (EC) No 1525/2007 of 17 December 2007 (OJ L 343, 27.12.2007, p. 9).
- 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 by Regulation (EC, Euratom) No 478/2007 of 23 April 2007 (OJ L 111, 28.4.2007, p. 13).

- Decision No 1718/2006/EC of the European Parliament and of the Council of 15 November 2006 (Official Journal 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 the MEDIA Desks and Antennae (addresses list on http://ec.europa.eu/information_society/media/overview/who/desks/index_en.htm).

Or

EACEA – Education, Audiovisual and Culture Executive Agency

Aurélie Varin

MEDIA Programme

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