



A programme of the European Union



MEDIA - TRAINING

CALL FOR PROPOSALS EACEA/04/08

GUIDELINES

**IMPLEMENTATION OF A TRAINING PROGRAMME FOR PROFESSIONALS IN
THE EUROPEAN AUDIOVISUAL INDUSTRY**

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

TABLE OF CONTENTS

1. INTRODUCTION.....	3
1.1. LEGAL BASIS	3
1.2. DEFINITIONS.....	3
1.3. CONTEXT OF SUBMISSION.....	4
2. OBJECTIVES	4
2.1. OBJECTIVES OF THE MEDIA PROGRAMME	4
2.2. PRIORITIES OF THIS CALL FOR PROPOSALS.....	5
2.3. AGREEMENTS	5
3. CALENDAR.....	6
4. AVAILABLE BUDGET	7
5. ELIGIBILITY CRITERIA	7
5.1. ELIGIBLE APPLICANTS	7
5.2. ELIGIBLE COUNTRIES	9
5.3. ELIGIBLE ACTIVITIES	9
5.4. ELIGIBLE TARGET GROUPS.....	10
5.5. ELIGIBLE APPLICATIONS	10
5.6. SCHOLARSHIPS	10
6. EXCLUSION CRITERIA	11
7. SELECTION CRITERIA.....	12
7.1. OPERATIONAL CAPACITY	12
7.2. FINANCIAL CAPACITY	12
7.3. AUDIT.....	13
8. AWARD CRITERIA	13
8.1. QUALITY OF THE CONTENT ACTIVITY	14
8.2. PROJECT MANAGEMENT	14
8.3. QUALITY OF THE PARTNERSHIP WITH THE AUDIOVISUAL INDUSTRY	14
8.4. EUROPEAN DIMENSION	14
8.5. IMPACT.....	14
9. FINANCIAL CONDITIONS	14
9.1. PAYMENT PROCEDURE	15
9.2. CERTIFICATE ON THE FINANCIAL STATEMENTS AND UNDERLYING ACCOUNTS	15
9.3. GUARANTEE	15
9.4. DOUBLE FUNDING	16
9.5. ELIGIBLE COSTS.....	16
9.6. INELIGIBLE COSTS	22
9.7. SOURCES OF INCOME.....	22
10. SUB-CONTRACTING AND AWARD OF PROCUREMENT CONTRACTS.....	23
11. PUBLICITY.....	23
12. HOW TO APPLY.....	23
12.1. PUBLICATION	23
12.2. APPLICATION FORMS.....	23
12.3. SUBMISSION OF THE APPLICATION	24
12.4. APPLICABLE RULES	25
12.5. CONTACTS.....	25

1. INTRODUCTION

1.1. Legal basis

This Call for Proposals is based on Decision 1718/2006/EC of the European Parliament and the Council of 15 November 2006 concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007)¹.

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 manages the MEDIA Programme on behalf and under the control of the European Commission. The section responsible for the implementation of the call for proposals is the MEDIA programme unit, part of the Education, Audiovisual and Culture Executive Agency ("the Agency").

This Call for Proposals is aimed at European organisations whose activities contribute to the realisation of the objectives of the MEDIA Programme as described in the Council Decision 1718/2006/EC. These guidelines explain how to submit a proposal in view of obtaining a community financial contribution.

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.

1.2. Definitions

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

Action

- **Action:** the "action" covers the preparation and implementation stages as well as the evaluation and dissemination of results of the training activity(ies) for which the beneficiary receives financial support for the year 2009, should it be within a Framework Partnership Agreement or within a single action. The "action" does not last more than 12 months.
- **Activity:** is defined by a specific content for a specific group of participants.
- **Eligible Participants:** any audiovisual professional, coming from countries participating in the MEDIA programme (see point 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).
- **Global Action Plan:** this terminology relates to the Framework Partnership Agreement only. It sets out the objectives, priorities and expected results for the period 2009–2012 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 detail the activities to be implemented in the framework of an "action".

¹ Official Journal L327/12 of 24 November 2006

Budget

- **Contribution in kind:** non-financial contributions to the action originating from certain services or equipment/material supplied by the applicant or third parties. Within the framework of support from MEDIA Training, the contributions can only cover the rental costs of production and post-production equipment used for the production of an audio-visual work (a pilot, short film, shooting of specific sequences from a script, etc.)
- **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.

Applicant organisation and partners

- **Applicant:** organisation applying to the MEDIA Programme with an action.
- **Beneficiary:** organisation benefiting from a MEDIA Programme grant.
- **Financial contributor:** any public or private organisation providing a financial contribution to the Action.
- **Pedagogical partner:** any public or private organisation contributing to the content (conception, implementation) of the Action.

1.3. Context of submission.

Under the Call for Proposals 04/2008, the applicant may **either** submit a proposal in view of:

- establishing a four year partnership with the MEDIA programme, through a new instrument called *Framework Partnership Agreement* ("FPA")
- or
- getting funding for one year through a *single grant agreement for an action for 2009* only.

The FPA offers a long term perspective to organisations committing to implement repetitive annual actions for four years. It sets the condition for a simplified selection and contracting procedure (see section 2.3)

The present guidelines are common to the two types of agreement, but the application forms are **different**. Applicants should make sure they fill in the application forms corresponding to the type of agreement applied for.

Unless specified otherwise the provisions detailed under this call for proposals apply to both types of agreements.

2. OBJECTIVES

2.1. Objectives of the MEDIA Programme

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;
- ◆ 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.

Specific objectives of the Training Support Scheme

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

- ◆ To strengthen the skills of European audiovisual professionals in order to improve the quality and potential of European audiovisual works.
- ◆ To improve the European dimension of audiovisual training activities.

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.

2.2. Priorities of this Call for Proposals

This Call for Proposals is to foster the development of a comprehensive training offer responding to the needs of the European audiovisual industry.

2.3. Agreements

Framework partnership agreement

Organisations wishing to establish a long-term cooperation with the MEDIA Programme are invited to submit an application for a **framework partnership agreement (FPA)**. This agreement formalises a partnership relationship between the Agency and the beneficiaries for **4 years**, to enable them to achieve their long-term objectives. It is aimed at organisations whose actions are stable in particular in terms of objectives, format, target group and methodology.

- *Information on the Framework partnership agreement (2009-2012) and on the funding of first year of activity (2009 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 2009–2012 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 2009 a work programme for 12 months and the corresponding budget.

In the event of definitive approval by the Agency of the submitted project, a Framework partnership agreement for 2009-2012 will be entered into between the Agency and the Beneficiary. The Global Action Plan will be annexed to this agreement.

Subsequently a specific annual agreement detailing the conditions and level of funding for 2009 will also be entered into between the Agency and the Beneficiary. The work programme for 2009 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 (2010, 2011 and 2012 actions)*

In the first semester of the years 2009, 2010 and 2011, 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 a work programme and the corresponding detailed budget for the annual action foreseen should be in line with the Global Action Plan 2009-2012 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.

Only organisations whose both Global Action Plan and detailed annual work programme 2009 have passed the award criteria will be offered a Framework Partnership Agreement.

The Agency reserves the right to propose a "single Grant Agreement for an Action" (see below) to applicants whose only the detailed work programme for 2009 has passed the award criteria (see section 8)

The next Call for proposals for a Framework Partnership Agreement will be launched in 2012.

Single Annual Grant Agreement for an Action

Organisations whose action may vary over the next years may apply for a single annual grant agreement. Their applications will contain an action plan for 2009 only, together with the corresponding estimated budget.

The Agency plans to launch a Call for proposals for single grant agreement in 2009, 2010 and 2011 for, respectively, projects taking place in 2010, 2011 and 2012.

3. CALENDAR

Applications must be sent to the Agency by **13/05/2008** (the postmark will be taken as proof of timely sending). Please read carefully section 12 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 2008.

The signature of agreements between the Beneficiary and the Agency will take place once all administrative procedures are finalised, at the latest in December 2008.

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 any case, the action submitted can not last more than 12 months.
- The action can not start before the 1st of September 2008.
- The action must start at the latest in the first 6 months of the year 2009.

4. AVAILABLE BUDGET

The total budget earmarked for the co-financing of the actions selected under this Call for Proposals to take place in 2009 is estimated at EUR 6 200 000.

Financial contribution from the MEDIA Programme cannot exceed 50% / 60%² of the total eligible costs.

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

5. ELIGIBILITY CRITERIA

As a first step in the assessment and selection process, the Agency will check the applicants' compliance with the eligibility criteria. Failure to comply will result in exclusion of the application from the selection process.

5.1. Eligible applicants

Applicant organisations must belong to one of the following categories:

² For training activities put in place by applicants from countries or regions with a low production capacity and / or a restricted linguistic and geographical area: Austria, Belgium, Bulgaria, Czech Republic, Cyprus, Denmark, Estonia, Finland, Greece, Hungary, Ireland, Iceland, Latvia, Liechtenstein, Lithuania, Luxemburg, Malta, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Sweden, Switzerland, the Netherlands and Croatia (subject to the conclusion of a cooperation agreement with this country in the framework of the MEDIA Programme).

- Specialised professional training institutions;
- Private companies from the audiovisual industry;
- Organisations from the audiovisual industry;
- Film and television schools;
- Universities.

To be eligible: organisations submitting an application to the MEDIA Programme shall be owned and shall continue to be owned, whether directly or by majority participation, by Member States nationals.

Are not eligible:

- applications from "natural" persons (i.e. individuals).
- Organisations submitting a proposal for a FPA and a single action (organisations must choose between submitting a proposal for a "Framework partnership agreement" or for a "grant agreement for an annual action").

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 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 IIIb: "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 forms IIIa and IIIb.

- ◆ 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 form IIIb.

5.2. Eligible Countries

Only organisations established and registered in countries participating in the MEDIA programme are eligible.

Countries participating in the MEDIA programme are the following:

- Member states of the European Union
- Member countries of the European Economic Area (EEA) participating in the MEDIA programme (Iceland, Liechtenstein, Norway)
- Switzerland
- Croatia³

5.3. 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, new business models, 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.

³ Subject to the conclusion of a cooperation agreement with this country in the framework of the MEDIA Programme

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*.

5.4. Eligible Target Groups

Professionals from the audiovisual industry, in particular:

- Producers
- Directors
- Writers
- Script editors
- Commissioning editors
- Distributors
- Exhibitors
- Sales agents
- New media content providers
- Professionals from the animation industry
- Professionals from post-production field
- Trainers

Professionals from legal, banking or financial sectors working with the audiovisual industry are also eligible target groups.

Applicants should ensure that a majority of the participants in the proposed training activities are of a nationality other than that of the applicant.

5.5. Eligible Applications

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.

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% / 60% of the total eligible costs (see point 4 above for more information).

All the other conditions set out under sections 6, 7, 9 and 12 of this Call for proposals must be complied with.

The assessment is made on the basis of the documents sent by the relevant deadline. Nevertheless, the Agency reserves the right to request additional information from the applicant.

5.6. Scholarships

Applicants are required to provide scholarships to participants. **These scholarships should correspond to at least 15% of the total number of participants** and cover **at least** the participation fees. It is recommended that they also cover expenses for travel and subsistence.

This requirement will be carefully verified at final report submission stage. The final report of the activity will include scholarship forms filled in and signed by the scholarship holders, stating the expenses covered by the applicant.

In order to facilitate the cooperation between all European professionals, the applicants must offer at least **one third** of the scholarships to professionals from the 12 new Member States or from Croatia⁴. To maintain the principle of equal treatment, it is recommended not to give scholarships to participants who have already received a grant from a national organisation for the same training activity. In case of doubt, the applicants are encouraged to ask the MEDIA Desks for advice on participants coming from their country.

6. EXCLUSION CRITERIA

Applicants must certify that they are not in any of the situations described in Articles 93 & 94 of the Financial Regulations applicable to the budgets of the European Communities (EC Council Regulation, Euratom-n° 1605/2002 25 June 2002.) 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.

⁴ Subject to the conclusion of a cooperation agreement with this country in the framework of the MEDIA Programme

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

The selection criteria are aimed at assessing the applicant's operational and financial capacity 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 applicant organisation (the CVs of the person(s) responsible for the proposed action, showing all their relevant professional experience);
- A solid experience in organising training 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 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 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 (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 (form IIIa) duly completed by the applicant and certified by its bank (original signatures are required).

If on basis of the documents submitted, the Agency estimates that the financial capacity of the applicant is not proven or satisfactory, the Agency can:

- Reject the application
- Ask for further information
- Require a guarantee (see point 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 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 agreement for an Action*

Only for grants over EUR 500 000, the application shall be accompanied by an external audit report produced by an approved auditor. That 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 public educational institutions.

- *Framework Partnership Agreement*

In the case of partnerships, the application shall be accompanied by an external audit report produced by an approved auditor. That 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 public educational institutions.

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 weighted criteria presented below.

Quality of the content of the activity	20 points
Project management	20 points
Quality of the partnership with the AV industry	20 points
European dimension	20 points
Impact	20 points
TOTAL	100 points

The applicants to the "Framework Partnership Agreement" will submit a Global Action Plan for the period 2009-2012 and a Work Programme for 2009.

The applicants to the "Grant Agreement for an Action" will submit an Action Plan and a Work Programme for the year 2009 only.

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

8.1. Quality of the content activity

The content of the proposed activities will be assessed on the basis of the following elements:

- The objectives
- The subjects and skills taught
- The target group
- The professional benefits
- The long or short term effects

8.2. Project management

The evaluation of the project management efficiency will be assessed on the basis of the following elements:

- Methodology
- Cost effectiveness of the proposed action
- Expertise of trainers and tutors involved in the proposed action

8.3. Quality of the partnership with the audiovisual industry

Partnerships between training institutions and the audiovisual industry are mandatory. Applicants are required to clearly explain the involvement of the audiovisual industry in the proposed training activities.

8.4. European dimension

Proposed training activities will have to offer a European dimension, which will be assessed on the basis of the following elements:

- The added value at European level of the content of the training initiative
- The involvement of partners and trainers from other countries than the applicant
- A European promotion strategy and target group

8.5. Impact

The impact of the proposed action will be assessed on the basis of the following elements:

- Experience or innovation
- Multiplier effect

9. FINANCIAL CONDITIONS

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.

Community grants are incentives to carry out actions which would not be feasible without the MEDIA Programme 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.

The allocated amount may not exceed the amount requested.

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.

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 Community 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 surplus⁵.

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.

9.1. Payment Procedure

After the signature of annual grant agreement 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 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.

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.

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.

⁵ Article 109(2) FR, Article 165 IR.

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 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 payments of balances to the beneficiary, in accordance with the conditions laid down in the grant agreement.

This requirement does not apply to public bodies

9.4. Double Funding

Subsidised projects may not benefit from any other Community 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 Community Programme concerned and the amount of the support.

9.5. Eligible costs

In order to be eligible under this Call for proposals, costs must:

- be necessary for the implementation of the action, be included in the estimated budget attached to the agreement, necessary and reasonable for the completion of the action, and consistent with the principles of sound financial management, in particular in terms of value for money and cost-effectiveness;
- be incurred during the lifetime of the action as defined in the agreement;
- actually be incurred by the beneficiary, registered in beneficiary's accounts in accordance with the applicable accounting principles, and be declared in accordance with the requirements of the applicable tax and social legislation;
- be identifiable and verifiable, and be backed up by original supporting documents.

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.

N.B:

- Costs assigned to a specific budget heading in the application 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 training activities in his country.
- A beneficiary of a community support is obliged to maintain a clear analytical accounting system for the costs of the supported action. This accounting and classification system will

facilitate the verification and certification of the final costs by the approved external auditor necessary for the payment of the financial contribution. The independent audit of all final accounts is mandatory.

Distinction between eligible and non-eligible costs

The estimated budget submitted in the application file **must only state eligible costs**.

If the applicant 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.

Estimated Budget:

The estimated budget will form an integral part of the annual grant agreements.

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.
- The total amount and the request for financial support submitted to the MEDIA programme must not be expressed in decimals (**rounded figures only**).
- 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 of the month during which the estimated budget is submitted.
 - ◇ This exchange rate is available from the MEDIA Desks and Antennae or from the Commission web site⁶.
 - ◇ 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.

⁶ <http://europa.eu.int/comm/budget/inforeuro/index.cfm?Language=en>

- 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.

9.5.1 Eligible direct costs

The following paragraph describes the eligible costs.

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 2009)

Budget Headings are the following:

1. Personnel Costs
2. Operating Costs
3. Sub-contracting costs
4. In-kind contributions

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 travels 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") can not be in excess of the scales accepted by the Commission and published on the following website:

http://ec.europa.eu/europeaid/work/procedures/documents/execution/per_diems/perdiem_12_2007.pdf

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.

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 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

2.3.1 and 2.3.2

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

2.3.3 Scholarships

Please note that only expenses linked to travel and subsistence costs can be indicated here.

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 agency reserves the right 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 heading 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 external 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".

4 – Contributions in kind

Only contributions in kind covering the rental costs of production and post-production equipment used for the production of an audiovisual work (a pilot, short film, shooting of specific sequences from a script, etc.) can be accounted for in the calculation of the MEDIA contribution, provided that they do not exceed 15% of the total amount of eligible costs.

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).

Overhead costs encompass the following categories:

- ♦ **Premises and related expenses** (e.g. rent, insurance ...)

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

9.6. 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,
- Costs declared by the beneficiary and supported in the framework of another action or under another Community grant,
- Expenditure for participants from countries not participating in the MEDIA Programme.
- Excessive or reckless expenditure,

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.

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 or in kind. 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 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.

Contributions in kind

Contributions in kind must be presented under the appropriate heading and separately from the contributions "in cash" in the financing plan

The value calculated for the contributions in kind 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.

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 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 in any other appropriate publication, for example the Official Journal of the European Community.

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 and rate of financing.

Beneficiaries must clearly acknowledge the European Union's contribution and mention clearly "*With the support of the MEDIA Programme 2007 of the European Union*" in all publications or in conjunction with activities for which the grant is used.

Furthermore, beneficiaries are required to display clearly the name and logo of the MEDIA Programme on all their publications, posters, programmes and other products realised under the co-financed project

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

12. HOW TO APPLY

12.1. Publication

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

12.2. Application Forms

Grant applications must be drawn up in one of the official European languages, using the form specifically designed for this purpose. 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:
 - ◇ Point II : Applicant identification sheet
 - ◇ Point IV : Work Programme for 2009
 - ◇ Point VII :
 - ✓ Partnership agreement : Global Action Plan for 2009-2012
 - ✓ Agreement for an action : Action Plan for 2009
 - ◇ Point X : Note to the budget
 - ◇ The estimated budget for 2009
 - ◇ The financing plan for 2009
 - ◇ Annex C : A detailed course timetable for the activities taking place in 2009
 - ◇ Annex D :
 - ✓ 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.

12.3. Submission of the 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 by registered mail by deadline **13/05/2008**- postmark will be proof of timely sending - to the following address:

Education, Audiovisual and Culture Agency (EACEA)
Unit MEDIA Programme – P8
MEDIA Training 04/2008
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 **13/05/2008** 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 **13/05/2008**).

All envelopes should be clearly marked "MEDIA TRAINING 04/2008"

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.

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.

12.4. Applicable Rules

- Council Regulation (EC Euratom) n°1995/2006 of 13th December 2006 amending Regulation n°1605/2002 on the Financial Regulation applicable to the general budget of the European Communities.
- Commission Regulation (EC Euratom) n° 478/2007 of 23 April 2007 amending Regulation (EC, Euratom) n°2342/2002 laying down detailed rules for the implementation of Council Regulation (EC, Euratom) n°1605/2002 on the Financial Regulation applicable to the general budget of the European Communities.
- Decision n°1718/2006/EC of the European Parliament and the Council of 15th November 2006 concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007).

12.5. 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

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