



## **MEDIA - TRAINING**

### **CALL FOR PROPOSALS EACEA/ 04/09**

## **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**

<b>1. INTRODUCTION.....</b>	<b>3</b>
1.1. LEGAL BASIS .....	3
<b>2. OBJECTIVES .....</b>	<b>3</b>
2.1. OBJECTIVES OF THE MEDIA PROGRAMME .....	3
2.2. SPECIFIC OBJECTIVES OF THE TRAINING SUPPORT SCHEME.....	3
2.3. PRIORITIES OF THIS CALL FOR PROPOSALS .....	4
2.4. DEFINITIONS.....	4
<b>3. TIMETABLE .....</b>	<b>5</b>
<b>4. AVAILABLE BUDGET .....</b>	<b>5</b>
<b>5. ELIGIBILITY CRITERIA .....</b>	<b>6</b>
5.1. ELIGIBLE APPLICANTS .....	6
5.2. ELIGIBLE COUNTRIES .....	7
5.3. ELIGIBLE TARGET GROUPS.....	7
5.4. ELIGIBLE ACTIVITIES .....	8
5.5. ELIGIBLE PROPOSALS .....	8
5.6. SCHOLARSHIPS .....	9
<b>6. EXCLUSION CRITERIA .....</b>	<b>9</b>
<b>7. SELECTION CRITERIA.....</b>	<b>10</b>
7.1. OPERATIONAL CAPACITY .....	10
7.2. FINANCIAL CAPACITY .....	10
7.3. AUDIT.....	11
<b>8. AWARD CRITERIA .....</b>	<b>11</b>
8.1. QUALITY OF THE CONTENT ACTIVITY .....	12
8.2. PROJECT MANAGEMENT .....	12
8.3. QUALITY OF THE PARTNERSHIP WITH THE AUDIOVISUAL INDUSTRY .....	12
8.4. EUROPEAN DIMENSION .....	12
8.5. IMPACT.....	12
<b>9. FINANCIAL CONDITIONS .....</b>	<b>12</b>
9.1. PAYMENT PROCEDURE .....	13
9.2. CERTIFICATE ON THE FINANCIAL STATEMENTS AND UNDERLYING ACCOUNTS .....	14
9.3. GUARANTEE .....	14
9.4. DOUBLE FUNDING .....	14
9.5. ELIGIBLE COSTS.....	14
9.6. CONTRIBUTIONS IN KIND .....	19
9.7. INELIGIBLE COSTS .....	19
9.8. SOURCES OF INCOME.....	19
<b>10. SUB-CONTRACTING AND AWARD OF PROCUREMENT CONTRACTS.....</b>	<b>20</b>
<b>11. PUBLICITY.....</b>	<b>20</b>
<b>12. DATA PROTECTION.....</b>	<b>21</b>
<b>13. PROCEDURE FOR THE SUBMISSION OF PROPOSALS.....</b>	<b>21</b>
13.1. PUBLICATION .....	21
13.2. APPLICATION FORMS.....	21
13.3. SUBMISSION OF THE GRANT APPLICATION .....	22
13.4. APPLICABLE RULES .....	22
13.5. CONTACTS.....	23

### 1. INTRODUCTION

#### 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).<sup>1</sup>

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.

#### 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 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.

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

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 foster the development of a comprehensive training offer responding to the needs of the European audiovisual industry.

### 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 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).

#### Budget

- **Contribution in kind:** non-financial contributions to the action originating from certain services or equipment/material supplied by 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.)
- **Financial contributor:** any public or private organisation providing a financial contribution to the Action.
- **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 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.
- **Pedagogical partner:** any public or private organisation contributing to the content (conception, implementation) of the Action.

### 3. TIMETABLE

Applications must be sent to the Agency by **7/08/2009** (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 agreements between the Beneficiary 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 any case, the action submitted cannot last more than 12 months.
- The action cannot start before the 1<sup>st</sup> of September 2009.
- The action must start at the latest in the first 6 months of the year 2010.

### 4. AVAILABLE BUDGET

The total budget earmarked for the co-financing of the actions selected under this Call for Proposals to take place in 2010 is estimated at **EUR 2 400 000**.

**Financial contribution from the MEDIA Programme cannot exceed 50% / 60%<sup>2</sup> of the total eligible costs**, the recipient company must guarantee the remaining financing.

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<sup>2</sup> 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.

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 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 applicants

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.

Applicant organisations must belong to one of the following categories:

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

#### **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: "Financial 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](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](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
- Croatia

### 5.3. 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.

### 5.4. 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 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.

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*.

NB : activities covered by a framework partnership agreement under call EACEA 04/2008 are not concerned by this call.

### 5.5. Eligible Proposals

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

The application form must be accompanied by documents attesting 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% / 60% of the total eligible costs (see section 4 above for more information).

### 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 Croatia. 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 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 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. they are subject to an administrative penalty referred to in Article 96(1) of the Financial Regulation (Council Regulation 1605/2002 of 25/06/02, as amended).

Applicants will not be granted financial assistance if, on the date of the grant award, 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.
- c. find themselves in one of the situations of exclusion, referred to in art 93(1) of the Financial Regulation, for this grant award procedure;

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 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

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

- Profit and Loss accounts of the applicant organisation as well as a complete balance sheet and its annexes for the last financial year available 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.
- Financial identification sheet (form IIIa) duly completed by the applicant 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 is not proven or satisfactory, the Agency can:

- 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 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**

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 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 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
<b>TOTAL</b>	<b>100 points</b>

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**

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 "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 beneficiary. This agreement (the original) must be signed and returned to the Agency who will be the last party to sign.

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.

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

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

### **9.3. Guarantee**

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

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

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

The guarantee shall be released as the pre-financing is gradually cleared against 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.

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 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 hereby:

[www.ec.europa.eu/europeaid/work/procedures/implementation/per\\_diems/index\\_en.htm](http://www.ec.europa.eu/europeaid/work/procedures/implementation/per_diems/index_en.htm)

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

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

### ***Common rules:***

- Air travel : only economy class tickets will be eligible
- Car travel: the eligible amount will be limited to the amount corresponding to the price of a 1<sup>st</sup> 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".

### **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. Contributions in kind**

Contributions in kind are not eligible costs; however, they can be accounted for in the calculation of the MEDIA contribution.

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.

### **9.7. 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.

### **9.8. 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. 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.<sup>3</sup>

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

### 13.2. Application Forms

Grant applications must be drawn up in one of the official 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 : Description of the 2010 action
  - ◇ Point VII :
    - ✓ Agreement for an action : Action Plan for 2010
  - ◇ Point X : Note to the budget
  - ◇ The estimated budget for 2010
  - ◇ The financing plan for 2010
  - ◇ Annex C : A detailed course timetable for the activities taking place in 2010

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<sup>3</sup> Official Journal L 8, 12.1.2001.

◇ 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.

### 13.3. Submission of the grant application

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

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

Proposals must be sent by registered mail by deadline **07/08/2009**- postmark will be proof of timely sending - to the following address:

**Education, Audiovisual and Culture Agency (EACEA)**  
**Unit MEDIA Programme – P8**  
**MEDIA Training 04/2009**  
**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 **07/08/2009** 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 **07/08/2009**).

**All envelopes should be clearly marked "MEDIA TRAINING 04/2009"**

### 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](http://ec.europa.eu/information_society/media/overview/who/desks/index_en.htm)).

Or

EACEA – Education, Audiovisual and Culture Executive Agency

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MEDIA Programme

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