



eForm Operational User Guide

MEDIA 2007(2007 – 2013) SUPPORT FOR THE DEVELOPMENT OF

- SINGLE PROJECT (ANIMATION, CREATIVE DOCUMENTARY, FICTION)
- SLATE FUNDING and SLATE FUNDING 2nd STAGE
- INTERACTIVE WORK

2011-2012

INTRODUCTION

Disclaimer:

The following is intended as useful information for applicants. It does not replace or overrule the criteria or any other conditions contained in the Guidelines.

This document provides practical guidance on how to complete and send the application file, as well as information relevant to the application procedure that may be useful to applicants.

All parts of the application form must be filled in however this operational user guide provides information only for fields that need further clarification.

Before proceeding to completing and sending the application file, please ensure that you have carefully read the Guidelines.

1. HOW TO PREPARE THE APPLICATION DOCUMENTS FOR SUBMISSION

Applications for development support from the MEDIA Programme may only be submitted through the eForm. The online submission is considered to be the master copy. Additionally, 1 paper copy must be sent by registered mail or private courier together with the required annexes that are not attached to the eForm (application package).

I – Electronic application form (eForm)

1st deadline: 25 November 2011, 12:00 CET – 2nd deadline: 13 April 2012, 12:00 CEST:

Applicants have to fill in the electronic application form and attach the following documents (see details in page 9):

1. Detailed Description of the Project(s);
2. Estimated Development Budget / Sources of Finance (in Microsoft Excel format).

The application form can be downloaded from the Agency's website at the following address:

http://ec.europa.eu/culture/media/programme/producer/develop/index_en.htm

Fields marked with symbol (*) are mandatory.

Please note that no other method of submission of an application will be accepted. Applications submitted in any other way will be rejected automatically.

Make sure that you have officially submitted your electronic application form and that you have received a confirmation e-mail. For more information please read the *eForm Technical User Guide*.

In case of a technical problem, contact the HelpDesk **BEFORE** 25 November 2011 at 12:00 CET Midday Brussels time for the first deadline and **BEFORE** 13 April 2012 at 12:00 CEST Midday Brussels time for the second deadline. If the HelpDesk is contacted **after** 12:00 CET/CEST Midday Brussels on the day of the deadline, your application will **under no circumstances** be accepted due to the principle of equal treatment (see page 12 for contact details).

When contacting the HelpDesk by e-mail, clearly describe the technical problem you are encountering. **It is advisable to attach a document with print screens to illustrate the problem showing time and date.** Please also advise the Action (Single Project, Slate Funding / Slate Funding 2nd stage or Interactive Work) you are applying under.

II – Application package (printed copy of the eForm and additional documents)

1st deadline: 25 November 2011, – 2nd deadline: 13 April 2012, :

The application package must include (see details in page 10):

i) one printed copy of the eForm and its 2 attachments:

- Detailed description of the project(s)
- Detailed development budget and sources of finance dated and signed by the authorised signatory

ii) all additional annexes that are not included in the eForm:

1. A declaration of Honour dated and signed by the authorised signatory
2. Documents concerning the reference work of the applicant (evidence of major producer / personal credit and distribution document) and DVD
3. Supporting audiovisual material (company's profile, creative team, submitted project) in 3 copies
3. Rights' ownership
4. Letters of intent/respective agreements (optional)
5. Only if applicable:
 - Evidence that the project supported by MEDIA Development is completed
 - Certificate of participation in a MEDIA training activity clearly mentioning the title of the project which has been the subject of training

ATTENTION: your application will be considered complete only if all the abovementioned documents are sent by registered mail or private courier by the date of the deadline for submission.
A "how to apply" document and a check list can be found on the website at http://ec.europa.eu/culture/media/programme/producer/develop/index_en.htm
Failure to submit all documents may result in the rejection of your application on the basis of the eligibility criteria.

Before sending your application package, please ensure that you have:

- i) submitted the electronic application form;
- ii) included all required Annexes;
- iii) signed the declaration on honour and the budget form.

How to send the application package

The application package must be sent by registered mail or private courier postmarked no later than the closing dates of **25/11/2011** or **13/04/2012**, to the following address:

Education, Audiovisual and Culture Executive Agency (EACEA)
Constantin Daskalakis
BOUR 3/29
Avenue du Bourget, 1
B-1140 Brussels
Belgium

ENVELOPES SHOULD BE CLEARLY MARKED: "MEDIA 2007 - Development - Call for Proposals N° 21/2011 Single Project (animation, drama or creative documentary) / Slate Funding / Slate Funding 2nd stage" or "MEDIA 2007 – Development - Call for Proposals N° 22/2011 Interactive Work"

Do not forget to mark on the envelope the submission number of your application received right after the electronic submission.

2. APPLICATION FORM – “eForm”

COVER PAGE

You must complete all fields in this first page before completing any other parts of the eForm. Selections you make on this page dictate the appearance and behaviour of the rest of the eForm.

Action

Choose the appropriate action corresponding to your project. The application will automatically “adapt” all fields to your action.

Sub-action

If the Action is "Single Project", then choose the appropriate genre for your project (Animation, Creative Documentary, Drama). If the Action is "Slate Funding/Slate Funding 2nd stage", then choose between Slate Funding and Slate Funding 2nd stage. If the Action is "Interactive Work" this field does not apply.

Phase/Round

Choose the appropriate deadline: **25/11/2011** if you apply between the publication of the Call and 25/11/2011 **or 13/04/2012** if you apply between 26/11/2011 and 13/04/2012.

Project title

Insert the project title (no longer than 300 characters). If Slate Funding or Slate Funding 2nd stage application, then give the titles of all projects.

Project acronym

In case this does not apply, insert "N/A".

Language used to complete the form

The application forms must be completed in one of the official languages of the European Union. However, for practical reasons and to speed up the assessment procedure, it is recommended that applications are submitted in English.

PART A: IDENTIFICATION OF THE APPLICANT AND OTHER ORGANISATIONS PARTICIPATING IN THE PROJECT

Should there be any changes in the applicant's contact details at any moment during the selection procedure, please communicate your new contact details immediately, clearly indicating your application submission number, to the following address: EACEA-P8-development@ec.europa.eu.

A.1 Organisation

Full name of the organisation

Write the official name of the organisation as in the official trade register in your own language. If characters used are different from Latin alphabet please answer the next question as well. The same official name should be used in all documents relating to this application. In case you cannot enter the complete name of the organisation here insert an abbreviation.

Acronym

Write the short name of the organisation. The same short name should be used in all documents relating to this application. If not applicable write "N/A".

Registered address

Insert company's registered address as mentioned in the official trade register. If the mailing address is different please select the relative option at A.2. Please use Latin characters.

A.2 & A.3

Please use Latin characters. Contact person should give professional contact details (not personal).

Title

Please indicate the appropriate title (e.g. Mr., Ms.).

Role in the organisation

Please indicate the person's position in the organisation (e.g. President, Chief Executive Officer, Managing Director, etc).

Phone and fax numbers

Please insert the full numbers including country and city/area code (example +32-(0)2-2991111). Under "Telephone 2" please insert a mobile number of the contact person.

PART B. ORGANISATION AND ACTIVITIES

B.1 Structure Type of organisation

Please choose between Profit and Non-Profit type of company

B.2 Aims and activities of the organisation

Is a mandatory field but as details must be given in part D., the applicant may insert "N/A" to both questions.

B.3 Other Community grants

Please provide information on Community funding received during the past three years from the MEDIA Programme. Indicate the Programme/Action (e.g. MEDIA 2007 – Development), the grant agreement number (e.g. 2008-0000), the beneficiary company and the project title.

If you have requested funding for the same project as the one for which you are filling in this application form from another Community Programme, please make sure you fill in these fields by indicating the Programme concerned and the amount requested.

PART C. DESCRIPTION OF THE PROJECT

C.3 Ownership of Rights

If rights are assigned to the company in perpetuity, the field "To (dd/mm/yyyy)" in the question "Duration of ownership of rights or option" may not be left unanswered.

PART D. TECHNICAL CAPACITY

D.1 Shareholding and main activity

Column "Main activity if legal person" applies only in case one of the shareholders is another company. Please precise the object of activities of this company. If this does not apply insert "N/A".

D.2 Previous experience of the organisation

Applicants may choose more than one field regarding:

1) the evidence demonstrating the status of delegate producer and/or major production company and/or personal credit and

2) the documentary evidence of distribution.

Documents in the application package should correspond to the choices the applicant made in the relevant fields of the eForm.

In the case where the previous experience is a co-production between different partners the table of the "Financing Plan" allows for the inclusion of up to 10 partners. If there are more than 10 partners involved, you should only list the partners with the highest percentage of contributions to the reference work

D.4 Track Record of the applicant company

The maximum number of projects for the track record of the applicant is twenty (20). The reference work as mentioned in D.2 should be included also in D.4. If the text field "Name and nationality of Co-producers" does not apply please insert "N/A".

ANNEXES

In order to facilitate the evaluation of your project you must provide some annexes that are attached to the eForm.

1. Detailed description of the project (in Word or Pdf format)

For Single Project this should be the synopsis of the project (in English); the note of artistic intent by the author/director and:

If Drama: a treatment of at least 10 pages and at least one dialogue scene or a first draft preliminary script.

If Creative documentary: a treatment of at least 2 pages, comprising a description of the subject, the narrative structure, the visual approach and the creative nature.

If Animation: literary bible or treatment including the description of the subject, the narrative structure, the characters and the visual approach. Key pictures/drawings should also be included.

For Interactive Work this should be the synopsis of the project in English; the note of artistic intent by the author/director; a treatment and a preliminary version of the flow chart (diagram/architecture/map-flow). The treatment must include information concerning interactivity, visual, sound and graphic elements, the interface concept, the interaction model, the digital technologies and software to be used, the studio work needed in order to complete the project and the key innovatory aspects of the project compared to the existing ones.

For Slate Funding/Slate Funding 2nd stage this should comprise artistic material for EACH project of the slate sequentially in a single Word or PDF document; the synopsis of the project in English; the note of artistic intent by the author/director AND

If Drama: a full detailed synopsis or a treatment as well as information relating to narrative structure, characters and visual approach

If Creative documentary: a treatment comprising a description of the subject, the narrative structure, the visual approach and the creative nature.

If Animation: literary bible or treatment including the description of the subject, the narrative structure, the characters and the visual approach.

For all: Significant letters of intent and/or respective agreements (Optional):

An applicant may include letter(s) of intent for co-development or co-production, any letter showing pre-sales or possible distribution and/or respective agreements that it considers useful for the evaluation of the submitted project taking into account that the total size of the application cannot exceed 5 MB. Expressions of interest should be excluded.

2. Budget

The template document can be found on the website:
http://ec.europa.eu/culture/media/programme/producer/develop/index_en.htm

The original signed version must be included in the application package sent by post.

The budget form for Slate Funding applications includes different worksheets for each one of the projects (max.5), the total estimated budget and the total estimated sources of finance.

Finally, for all Actions there is a special worksheet marked "Other costs" for detailing the "Other costs" category that appears in the original budget form.

Please do not insert new lines into the template.

Please take sufficient time to prepare your budget. You need to do this before starting to fill in the eForm. All amounts must be given in € (euro). Applicants from countries outside the 'euro zone' must use the official EUR exchange rate (accounting rate) published by the Commission's Directorate-General, applicable at the beginning of the month of the application:

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

3. APPLICATION PACKAGE

After completing and submitting the eForm you must print it out together with its attachments and send it to our services together with a number of annexes before the submission deadline (25 November 2011 or 13 April 2012). Please note that should any of these annexes be missing, your project may be considered as ineligible.

These annexes are:

1. A Declaration of Honour dated and signed by the authorised signatory

The document can be found on the website:

http://ec.europa.eu/culture/media/programme/producer/develop/index_en.htm

2. Documents concerning the reference work of the applicant (evidence of major producer / personal credit and distribution document) and DVD

When the application is for a Single Project and Interactive Work then the applicant must provide a document showing that the previous work has been distributed during the period between 1 January 2009 and the date of submission. When the application is for Slate Funding then applicant has to provide a document showing that the previous work(s) had been distributed internationally in the 5 years preceding the application. The related documents are those referred to in the application form – Part D.2.

If the reference work can be a creative documentary then there are extra supporting evidence (author's statement of intent, press article, etc).

Applicants must also provide evidence demonstrating the status of delegate producer and/or major production company and/or on-screen personal credit. Where the previous work has been produced by a company other than the applicant company, evidence of the position of the producer within the applicant company as Chief Executive or as a shareholder (individual person) of the applicant company (extract of company's registration/memorandum of association or equivalent) or fulltime employee standing as producer for at least twelve months (proof of payments related to this period) must be provided.

Applicable for Interactive works only: evidence that a member of the team attached to the development of the submitted proposal has one of the relevant roles.

Application should include also 1 DVD copy of the previous work(s).

3. Supporting Audiovisual material (in 3 copies)

Applicants should only provide supporting audiovisual material considered essential and relevant to the evaluation of the submitted project(s) in 3 copies.

For animation: applicants should only provide drawings/pictures that due to their size could not be included in the Annex 1 of the online application and that it is considered essential and relevant to the evaluation of the submitted project(s).

4. Rights' acquisition

No later than on the date of submission, the applicant company must show that it holds the majority of the rights relating to the project for which support is being sought. The following types of contracts will be accepted:

- an option agreement concerning the transfer of rights between the author and the applicant company, of an adequate duration to cover the whole development schedule and clearly setting out the conditions for exercising the option; or
- a contract transferring the rights from the author to the applicant company.

The option agreement or transfer of rights contract can be replaced by:

- a unilateral declaration of the transfer of rights to the applicant company where the author is the producer, a shareholder or an employee of the company;
- a co-production or co-development agreement duly dated and signed by the parties and clearly showing that the applicant company holds the majority of the rights at the date of the application.

If the project is an adaptation of an existing work (novel, biography etc.), the applicant company must also show that it holds the majority of the rights relating to the rights of adaptation to this work with an option agreement or transfer of rights contract duly dated and signed.

5. Letter of intent and/or respective agreements for development support for the submitted project(s) (Optional):

Applicants should only include letter(s) of intent for co-development or co-production, any letter showing pre-sales or possible distribution and/or respective agreements if not provided with the online application.

6. The following documents/material (Only if applicable):

- Evidence that the project supported by MEDIA Development is completed (in this case the DVD of the finished work)
- Certificate of participation in a MEDIA training activity clearly mentioning the title of the project which has been the subject of training.

4. COMMUNICATION WITH THE AGENCY

Candidates will find all information relating to Call 21/2011 and 22/2011 for Development Support on the website of the Executive Agency:

http://ec.europa.eu/culture/media/programme/producer/develop/index_en.htm

Information on the latest developments will be provided on the same website. We recommend that you consult it on a regular intervals.

All queries relating to the preparation and submission of proposals should be addressed to the MEDIA Desk or Antennae of your country:

http://ec.europa.eu/culture/media/programme/overview/who/desks/index_en.htm

For technical questions relating to the eForm, please consult the MEDIA eForm Technical User Guide, which you can access via our website. If, after referring to this Guide you still have questions or technical problem, please contact the EACEA HelpDesk. **It is advisable to attach a document with print screens to illustrate the problem showing the time and date.**

Phone : +32 229 90705

Email : EACEA-EXTERNAL-HELPDESK@ec.europa.eu

Note that in case of submission problems and where the HelpDesk is contacted **after** 12:00 CET/CEST Midday Brussels time on the day of the deadline your application will not be accepted under any circumstances due to the principle of equality of treatment.

At the end of the selection procedure and following the adoption of a formal decision by the European Commission (Award Decision) the results will be announced on the website of the Executive Agency,.

Selected proposals will be subject to a financial analysis, in connection with which the Executive Agency may ask for additional information and, if appropriate, interim reports or guarantees.

Selected applicants will subsequently receive a Grant Decision/Agreement.

As far as non-selected applicants are concerned, a letter will be sent informing them of the decision taken by the European Commission and stating the reasons why their application was not selected. Companies submitting ineligible applications will also be informed by a letter stating the eligibility criterion/criteria that they failed to fulfil.

No applications will be returned to applicants at the end of the selection procedure.