



Implementation of a programme to encourage the development, distribution and promotion of European audiovisual works :

« MEDIA Plus Development, Distribution and Promotion (2001-2005) »

### **Call for proposals 74/2002**

Support for promotion and market access in the field of  
***Audiovisual festivals***

Guidelines for the submission of proposals to obtain financial support

#### **1. Introduction**

This call for proposals is based on the Council Decision concerning the implementation of a programme to encourage the development, distribution and promotion of European audiovisual work (MEDIA Plus - Development, Distribution, Promotion 2001-2005), adopted by the Council on 20th December 2000 (2000/821/CE) and published in the Official Journal of the European Communities n° L13 of January 17, 2001.

The objectives of the programme include the following :

- facilitate and encourage the promotion and movement of European audiovisual and cinematographic works at trade shows, fairs and audiovisual festivals in Europe and around the globe, insofar as such events may play an important role in the promotion of European works and the networking of professionals ;
- encourage the networking of European operators, by supporting joint activities on the European and international markets by national, public or private promotion bodies.

This call for proposals is aimed at operators whose activities contribute to the realisation of the above objectives.

This call for proposals explains how to submit a proposal with a view to obtaining a financial contribution from the Community.

The Commission service in charge of the implementation and the management of the MEDIA Programme is Unit C/3 of the Directorate General for Education and Culture.

### **1.1. Participating countries :**

This call for proposals is addressed to bodies registered in and owned by nationals from the Member States of the European Union and of the European Economic Agreement participating in the MEDIA Plus Programme (Iceland, Liechtenstein and Norway) and those countries that satisfy the conditions laid down in Article 11 of Council Decision 2000/821/EC (at the date of the publication, Bulgaria, Czech Republic, Estonia, Latvia, Poland).

In particular, applications from companies registered in and owned by nationals of countries<sup>1</sup> which are candidates to join the European Union will be eligible for this Call for Proposals, subject to the coming into force of their country's participation in the Media Plus Programme before the signature of contracts with successful applicants from these countries.

### **1.2. Countries with a low production capacity :**

For the purposes of this Call for Proposals, the following countries will be considered as countries with a low production capacity : Austria, Belgium, Bulgaria, Czech Republic, Denmark, Estonia, Finland, Greece, Iceland, Ireland, Latvia, Liechtenstein, Luxembourg, Norway, the Netherlands, Poland, Portugal and Sweden, as well as those countries<sup>1</sup> which are candidates to join the European Union and which fulfil the conditions defined in the above paragraph ("participating countries").

### **1.3. Financial support :**

The financial support granted in the framework of this call for proposals will take the form of subsidies as defined in Article 6 of Council Decision 2000/821/EC.

The Commission will apply the new principle of focused management, meaning the granting of a support to the full project, but focused, for reasons of good management, on some specific categories of costs.

The amount of the financial contribution awarded to the beneficiary for each proposed project will be limited to 50 % maximum of the costs actually incurred for the following categories of costs :

- costs for promotion and advertising (competition awards excluded),  
and / or

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<sup>1</sup> It is foreseen that the following countries will be members of the MEDIA Plus Programme from the 1<sup>st</sup> January 2003 : Lithuania, Slovakia, Slovenia and Cyprus.

- costs for renting of material, and / or
- costs for sub-titling and translation, and / or
- costs for transport of prints.

That percentage may rise to 60 % for projects that contribute to the enhancement of European linguistic and cultural diversity.

The beneficiary must provide the remaining funds.

#### **1.4. Selection of the projects:**

The applicants are invited to follow the instructions specified in this Call for Proposals, the application form and the financial fiche carefully.

The beneficiaries of Community support will be selected by the Commission.

The Commission has appointed a technical assistance office to assist with the assessment of the projects.

Applicants will be informed as soon as possible whether or not the Commission has decided to grant them financial support. The Commission's decision will be final.

For the purpose of the payment of the support, the Commission will propose to the beneficiaries contracts in which will be fixed the maximum amount granted, the arrangements for payment and the commitments undertaken by the beneficiary.

The maximum amount granted will be determined in accordance with the Selection Criteria set out in Section 3. below within the limit of the budgetary resources available.

## **2- Definition and terminology**

### **European body :**

Body owned, whether directly or by majority participation, by nationals of member States of the European Union and of European Economic Agreement and those countries that satisfy the conditions laid down in Article 11 of the Council Decision 2000/821/EC, and based in these countries.

### **European work :**

The definition of the « European work » should be understood in the sense of Article 6 of Council Directive 89/552/EEC of 3rd October 1989 on the co-ordination of certain provisions, legislative, regulatory or administrative, in the Member States concerning the pursuit of television broadcasting activities as amended by European Parliament and Council Directive 97/36/EC of 30th June 1997.

### **3- Conditions for selection and support**

#### **3.1 - Selection**

This call for proposals only concerns projects taking place from 15<sup>th</sup> April 2003 to 30<sup>th</sup> April 2004.

This support scheme is opened to festivals featuring creative films and audiovisual programmes (feature films, documentaries, cartoons ; shorts or full-length) as well as festivals that are devoted to new types of image technology (advanced creative techniques in the field of animation, computer graphics, multimedia presentation or video).

NB. The films about companies, archaeology, medicine, ornithology, advertising, science, sport, tourism, environment... are not considered as creative films.

##### **3.1.1. Eligibility criteria :**

- the applicant must be a European body as defined under point 2,
- the festival will have to broadcast at least 70 % of European films from at least six States participating or co-operating in the MEDIA Programme. The definition of European works mentioned in point 2 is applicable.
- the correct execution of all contractual obligations of the projects supported in the past, especially the obligations in respect of European programming.

##### **3.1.2. Selection criteria :**

- the European dimension of the project (i.e. diversity of the films programmed in terms of geographic origin, part of the programming devoted to the non-national European films, attendance of non-national European professionals...).
- the level of co-operation developed with other European festivals : either through a network of audiovisual festivals from at least eight States participating or co-operating in the MEDIA Programme, or through co-operation agreements, concerning technical and financial issues, with festivals from at least four States participating or co-operating in the MEDIA Programme.
- the quality and the originality of the programme,
- the impact regarding the promotion and the circulation of audiovisual works,
- the innovative aspect of the actions carried out,
- the impact regarding audiences,

Particular attention will be paid to festivals which help to promote works from Member States, regions with a low audiovisual production capacity and works by young European directors, and which establish an active policy for promoting and encouraging the distribution of the European works featured.

Particular attention will also be paid to festivals that will have in addition a dimension of inter-cultural dialogue and able to facilitate the discovery of cultures, such as Mediterranean ones.

Particular attention and priority will be given to festivals that respect the principles of sound financial management, especially regarding general costs.

Priority will be given to those events which demonstrate a positive progression in terms of audience, the part of the programming devoted to non-national European films and professional attendance during the previous periods.

Events which have been supported more than three (3) times by the European Commission shall be assessed on the above mentioned basis of progress (please refer to the previous point). The events shall be ranked on the basis of the statistical evidence supplied in the application form.

### **3.2 -Amount and payment of the financial contribution**

The amount of the financial contribution awarded by the European Commission is determined with respect to the cost and nature of projects.

The European Commission reserves the right to grant a substantial part of the budgetary resources available to events that were not previously supported.

The Commission is not bound, by sole act of selecting a particular applicant, to agreeing to the level of financial support requested. Under no circumstances may the amount awarded be greater than that applied for.

Except specific cases decided by the Commission, the payment of the Community's contribution will be normally made in two instalments :

- the first instalment of the contribution equivalent to 50 % of the award will be paid on signature of the contract between the Commission and the beneficiary of the support,
- the remainder will be paid following the presentation and the acceptance by the Commission of an activities report and a breakdown of the final costs and revenues of the project ; the amount of this contribution depends on real costs incurred by the beneficiary for the financial headings of costs specified in the Contract.

In order for the Commission to agree to a payment, additional information could be requested to applicants when the activities report and the breakdown of final costs and revenues are submitted.

The beneficiary is committed to carry out the project approved as presented in the application form, particularly in what concerns the percentage of European works featured.

#### **4- Presentation of proposals**

European bodies interested in applying for this call for proposals must submit their proposals to the Commission by forwarding the following documents :

- the application form (two original copies) :
  - the original application form must be used,
  - the application form must be completed in full,
  - the first page of the application form must be dated and signed. Each page of the application form must be initialled.
- the full budget (two original copies) with the detailed breakdown of the categories of costs on which the European support will be based attached. The budget shall clearly mention all co-financing sources.
- the proof of the sources of co-financing (two copies). In the event some proofs of co-financing are not available, a guarantee letter signed by the applicant should be forwarded.
- the articles of association or statutes of the applicant organisation (two copies).
- the completed and signed applicant identification form (two original copies).
- the relevant proofs of the European co-operation with other audiovisual festivals based in the countries participating to the MEDIA Programme (two copies) :
  - either regarding a co-operation carried out within a network (document justifying the membership to the network, such as a copy of the last invoice for membership).
  - or through direct agreements with other festivals (formal commitment letters with the other festivals involved. The letters must state the nature of the co-operation).
- two copies of the most recent catalogue,
- the list of all professionals accredited last year (two copies).
- a written presentation of the tools implemented by the applicant for the enhancement of the contribution granted by the MEDIA Programme of the European Union for the festival, in the event the application is supported.

***NB. The Commission reserves the right not to consider applications which:***

- do not respect the requirements of the guidelines of the call for proposals,***
- are not correctly and fully completed and signed,***
- do not present a detailed, balanced, correct and complete financial fiche,***
- do not contain all the requested documents.***

The Commission reserves the right to request additional information from applicants before taking any final decision on granting support. Applicants will be required to give prompt and full responses to any such requests.

## **5- Submission of proposals**

The guidelines of this call for proposals are available from the European Commission in English and French.

Proposals should preferably be submitted in two copies in English or French.

Both copies must be signed and initialled and clearly identified.

### **Deadline for sending proposals :**

- **16/12/ 2002** for festivals taking place from **15<sup>th</sup> April to 30<sup>th</sup> September 2003,**
- **25/04/2003** for festivals taking place from **1st October 2003 to 30th April 2004.**

In the event that a festival overlaps two periods, the application must be sent before the deadline of the first period concerned (example : for a festival from 28th September to 8th October 2003, the deadline for sending the application is fixed on 16<sup>th</sup> December 2002).

All applications sent after the deadline (the postmark will be used to this effect) will be automatically considered as not eligible and will be rejected.

Proposals must be sent by registered post, express courier or hand-delivered (with proof of delivery on time) to the following address :

European Commission  
DG EAC/C/3 MEDIA Programme  
Mr Jacques DELMOLY  
Head of the MEDIA Programme  
Office : B100 - 4/20  
B-1049 Brussels

Office address (if delivered by hand) :

Rue Belliard 100 (B-100 4/20)  
B-1049 Brussels

Proposals delivered by hand must arrive before 16.00 hours on the relevant deadline.

All envelopes should be clearly marked : « CALL FOR PROPOSALS 74/2002 MEDIA PROMOTION AUDIOVISUAL FESTIVAL ».

For any further information please contact :

MEDIA Desks et Antennae (see list attached Annex VI)

Or

European Commission

Ms Elena BRAUN

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B-1049 Brussels

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Attachments :

- I. Application form
  - II. Financial guide
  - III. Budget summary form
  - IV. Applicant identification form
  - V. Acknowledgement of receipt
  - VI. List of the MEDIA Desks and Antennae
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