



**Call for proposals – DG EAC n° 71/2004**

**MEASURES TO SUPPORT PROMOTION AND MARKET ACCESS:  
AUDIOVISUAL FESTIVALS.**

**GUIDELINES FOR THE SUBMISSION OF PROPOSALS TO OBTAIN FINANCIAL  
SUPPORT**

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## 1. Introduction

This Call for Proposals is based on Council Decision (2000/821/EC) concerning the implementation of a programme encouraging the development, distribution and promotion of European audiovisual works (MEDIA PLUS Development, Distribution and Promotion 2001 - 2006), adopted by the Council on 20th December 2000 and published in the Official Journal of the European Communities n° L13 of January 17, 2001.

The Commission service responsible for implementing this Call for Proposals is Unit C/3 of Directorate General Education and Culture

This Call for Proposals is aimed at European organisations whose activities contribute to the realisation of the objectives of the MEDIA Plus Programme as described in this Council Decision. It explains how to submit a proposal with a view to obtaining a financial contribution from the Community.

## 2. Objectives

### 2.1 Objectives of the Programme

The objectives of the above mentioned Council Decision include the following:

- To 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;
- To encourage the networking of European operators, by supporting joint activities on the European and international markets by national public or private promotion bodies.

### 2.2 Objectives of the support scheme: 'Audiovisual Festivals'

The MEDIA Plus Programme's scheme aims to support innovative European audiovisual festivals that take place in countries participating in the MEDIA Plus Programme, which promote and screen significant proportions of European works to European audiovisual professionals and to the general public and which work in partnership with other European audiovisual festivals.

### 2.3 Priorities of this Call for Proposals:

The Commission is encouraging European Audiovisual Festivals which:

- place strong emphasis on European works within their event, in particular works from countries of low capacity production,
- demonstrate progress in the proportions of festival programming devoted to non-national European programming and progress in the diversity of this non-national programming,
- implement actions to secure non-national European professional attendance
- develop actions to secure the attendance of young audiences,
- demonstrate progress in overall audience impact,
- demonstrate concrete, realistic and strategic development in artistic, organisational and financial terms.

### 3. Calendar

Applications must be sent to the Commission by the following deadlines (the postmark will be taken as proof of timely sending):

**19 November 2004** for projects which start between the **1<sup>st</sup> May 2005 and 31<sup>st</sup> October 2005**

**4 April 2005** for projects which start between the **1 November 2005 and 30 April 2006**

(See Section 13 of this Call for Proposals for a detailed description of the methodology to follow when submitting an application.)

This Call for Proposals only concerns projects starting between 1 May 2005 and 30 April 2006. No extension of this 'eligible period,' is possible.

Applicants will be informed as soon as possible (normally within twelve weeks of the submissions deadline,) whether or not the Commission has decided to grant them a financial contribution. This decision will be final.

Should an application be unsuccessful, the Commission will inform the applicant as soon as possible and in writing of the reasons for its decision with regards to the criteria established in this Call for Proposals.

Successful applicants will be offered an agreement to be concluded with the Commission as soon as possible following the receipt and approval of any budgetary revisions subsequent to the provisional allocation of a financial contribution. (The payment schedule anticipated is set out in **section 9.1** below.)

The period of eligibility of any costs to be included in the project budget is limited to costs incurred 10 months before the start date and 2 months after the end date of the applicant festival.

Any Final activity and Financial Reports subsequent to agreements concluded with successful applicants must be presented as soon as possible after the event and no later than three months after the final date of the period of eligibility of costs as defined in the agreement with the Commission.

### 4. Available Budget

The maximum budget available for co-financing projects under this Call for Proposals will be 2.2M €

The Commission reserves the right not to allocate this entire budget.

Commission contributions per project cannot exceed 50% of the total eligible costs (as defined in Section 9 below.) Projects which enhance European linguistic and cultural diversity – ie through particular importance of works from countries with a low production capacity – may apply for a grant of 60% of the total costs.

The maximum contribution per project available under this Call for Proposals is €5,000. (Contributions for approved applications will not normally be less than €10,000.)

The amount of the financial contribution to be awarded will be determined within the limits of available budgetary resources (in consideration of the cost and nature of the project (with regards to the selection and award criteria).

## 5. Eligibility Criteria

Applications which fulfil all of the following criteria will be considered eligible and assessed.

### 5.1 Eligible Organisations

This Call for Proposals only concerns European Organisations.

European organisations are understood to include private companies, not for profit organisations, associations and charities, foundations, municipalities/Town Councils, etc. Applicants MUST provide up to date copies of their statutes and certificate of registration including copies of all amendments and a complete up to date list of all shareholders / directors / management board members, etc. which certifies the nationality of such persons.

### 5.2 Eligible Countries

European Organisations are understood to be legal entities established in and defined as having (controlled by a majority of individuals / shareholders from) one of the following countries:

- Member States of the European Union
- Countries of the European Economic Agreement participating in the MEDIA Plus Programme (Iceland, Liechtenstein and Norway)
- Countries that satisfy the conditions laid down in Article 11 of Decision N° 2000/821/EC (currently Bulgaria.)

### 5.3 Eligible Actions

Applications may be submitted by European organisations which implement Audiovisual Festivals taking place in countries participating in the MEDIA Programme. (See 5.2) 'Audiovisual Festivals' are defined as programming original works (feature films, documentaries, animations, shorts or features in all formats including new media.) Festivals focussing on works such as archaeology or anthropology, medicine, ornithology, science, the environment, tourism, sport and advertising as well as live-broadcasting or music videos are not considered as eligible.

This Call for Proposals only concerns audiovisual festivals starting between 1 May 2005 and 30 April 2006.

This Call for Proposals only concerns audiovisual festivals which screen a minimum of 70% European films in their **total** festival programme. These films must represent at least ten states participating in the MEDIA Programme.

N.B. European films are understood to be those of the Member States and those defined in Article 6 of Council Directive 89/552/EEC of 3/10/1989 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 the European Parliament and Council directive 97/36/EC of 30<sup>th</sup> June 1997:

([http://europa.eu.int/eur-lex/en/consleg/pdf/1989/en\\_1989L0552\\_do\\_001.pdf](http://europa.eu.int/eur-lex/en/consleg/pdf/1989/en_1989L0552_do_001.pdf) and <http://conventions.coe.int/Treaty/Commun/ChercheSig.asp?NT=132&CM=1&DF=7/29/04&CL=ENG>)

### 5.4 Eligible Applications

Applications must be sent by the relevant deadline. (The postmark will be taken as proof of timely sending.)

Only those applications submitted using the official Application Forms including the Official Budget Summary Form provided in Annex I will be considered.

Should different festivals be organised by the same organisation, separate applications must be submitted for each individual project under the same Call for Proposals.

Applications must describe the festival as a whole and must include statistics and a budget for the whole festival for which support is requested.

Applications must:

- respect these guidelines and be correctly and fully completed,
- present a detailed, balanced and correct budget respecting all conditions set out in sections 9 and 13 of this call for proposals,
- include all declarations concerning legal and financial information, (Annex I)
- include all documents requested in the Checklist (Annex I)

## **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.) These situations are set out below:

Applicants are excluded from participation in this Call for Proposals if:

- (a) they are bankrupt or entering bankruptcy proceedings, 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 project 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 their contractual obligations.

Applicants cannot receive any contribution if they are in one of the following situations while the grants procedure is in progress:

- (a) they are subject to a conflict of interest;
- (b) they are guilty of misrepresentation in supplying the information required by the Commission as a condition of participation in the relevant call for proposals or fail to supply this information.

Administrative and financial penalties may be imposed by the Commission on applicants who are found guilty of false declarations or who admit to a serious breach of their contractual obligations under a previous contract or call for tender, in accordance with the provisions of Articles 93 to 96 of the Financial Regulation.

In order to respect these criteria, the applicant must sign a declaration of honour that they are not in any of the situations set out in Articles 93 & 94. This declaration is included in the Application Forms provided in Annex I.

## 7. Selection Criteria

The Selection Criteria assess the applicant's capacity to complete the project for which support is requested:

Applicants must possess stable and sufficient financing to maintain their activity throughout the period necessary for the implementation of the project for which support is requested

Applicants must have sufficient professional qualifications and experience to successfully manage the project for which support is requested.

Applicants must submit a declaration of honour (complete and signed) certifying their financial and operational capacity for the purposes of the successful implementation of the project for which support is sought. A Model declaration is included in the Application Forms in Annex I.

Administration and staff costs must not exceed 40% of the total costs of the project and must be kept to a minimum.

### 7.1 Operational Capacity

To enable the assessment of its operational capacity, the applicant must provide the following documents as part of their application:

- the curriculum vitae of the legal representative of the company;
- the curriculum vitae of the person (s) in charge of the project and of the key staff involved in its implementation (for example programmers, administrative staff, education officers, etc );
- details of the activities of the applicant over the last three years and a development plan describing the artistic, organisational and financial strategies to be implemented over the next three years in order to sustain and develop the capacity and impact of the event.

### 7.2 Financial Capacity

To enable the assessment of its financial capacity, all applicant must provide the following documents as part of their application:

- The most recent certified, audited copy of the complete Profit and Loss accounts, including a copy of the balance sheet.
- A correct and complete Financial Capacity Form included in the Application Forms including figures based on those from the most recent available complete and certified accounts. The applicant certifies that these figures are accurate and verifiable. This information is used for the evaluation of applicant's financial stability and co-financing capacity.
- The bank identification form (provided in Annex I) duly completed by the applicant and certified by the bank. This form must include original signatures of both the applicant's and the bank's representatives.
- Copies of sponsorship agreements concerning all co-financing revenues must be provided to support the application budget. Should such agreements be unavailable at the time of application, a guarantee letter signed by the applicant organisation's legal representative must specify the anticipated sources and amounts of all revenues for which such co-financing documents are not available and should guarantee the total value of these anticipated contributions (cash and in kind) on the applicant's own resources. A model guarantee letter is provided in Annex I.

Assessment of Financial Capacity is not applicable to applications made by individuals, public entities (Organisations with a statutory right to State financing,) or to International Organisations.

N.B: If, on the basis of documents provided, the Commission finds the Applicant's financial capacity to be unsatisfactory, it may:

- Reject the application
- Require additional information
- Offer a contract which includes a financial contribution, but with no pre-financing payment (i.e. which foresees the payment of the total contribution following the approval of Final Reports to be submitted after the event.)

## 8. Award Criteria

The European Commission will decide to award grants on the basis of the following criteria which will be given the weighting indicated below.

All eligible applications will be ranked on the basis of assessments made with regards to these award criteria.

<b>The European Dimension of the Project</b>  Proportions of European and non-national programming screened at the festival. Geographical diversity of these European works screened, and the scale and diversity of European professional attendance. Development in proportions of non-national European works within the total festival programme over the previous three editions of the festival in addition to the programme foreseen for the next edition of the festival. Moreover, the level of co-operation developed with other European festivals either through the applicant's participation in a network of European Festivals from at least 10 states participating in the MEDIA Programme, and/or through bi-lateral agreements with other European Festivals from at least three other States participating in the MEDIA Programme.	40%
<b>Impact on the Promotion and Circulation of European Audiovisual Works</b>  Sales records. Mechanisms implemented by the festival to facilitate market access for European audiovisual works. An active policy established by the applicant to encourage the promotion and distribution of European works featured.	15%
<b>Cultural diversity</b>  Actions implemented to promote works originating from countries of a low production capacity and the works of young professionals. Actions facilitating market access for these young professionals. The dimension of inter-cultural (for example Mediterranean) dialogue.	15%
<b>Quality and Innovative nature of the Programme</b>  The proportions of unreleased works. Scale, nature and originality of programming in relation to other European festivals. Programme structure. Diversity of genres highlighted by the festival. The innovative aspect of actions carried out both in terms of the development of the applicant's own festival and with regard to other European festivals	10%
<b>Film Professionals' attendance</b>  Development of professional attendance achieved by the applicant over the previous three editions of its festival and for the edition of the festival for which support is applied. Attention is paid to the pan-European nature of these participants.	10%
<b>Audience Impact</b>  Audience scale. Actions implemented towards the audience in order to raise awareness of and increase audiences for European audiovisual productions.	10%

**NB: For the purposes of this Call for Proposals, all countries participating in the MEDIA Programme (as defined in Section 5.2) are considered as having a low production capacity, except: France, Germany, Italy, Spain and the United Kingdom.**

## 9. Financial Conditions

Financial contributions 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.

Community Subsidies exist to encourage the implementation of projects which operate thanks to the principle of co-financing. The Commission completes financing undertaken by the applicant, national, regional, etc, public funding and private sponsorship.

The Commission is not bound, by sole act of selecting a particular applicant, to agreeing to the level of financial support requested. The award of a contribution does not infer any right to a grant in subsequent years.

Under no circumstances may the amount awarded be greater than the amount requested.

The value of any amount included in the application budget as 'Own investment,' is understood as having been definitively secured.

The Applicant must provide full details and justifying documents for any revenues included in all relevant categories set out in the Provisional Budget form. A clear distinction between cash and "in-kind" contribution must be made.

N.B: Any cost which will not result in any financial expenditure by the beneficiary are considered as being "in-kind" costs. "In kind" contributions and expenses are not eligible and cannot be included in the Eligible costs budget, but are taken into account when assessing the overall budget and must therefore be included in the appropriate sections of the Budget Summary Form subject to all other Commission Financing Rules.

Applicants from States which are members of the Euro Zone must present their budget and reports exclusively in Euro.

All other applicants must present their budget in both Euro and their national currency. Currency conversions in the Budget Summary Form should be calculated using the official exchange rate announced at the beginning of the month in which the application is submitted to five decimal places. These exchange rates can be obtained from the national MEDIA Desks and Antennae and from the European Commission web site (<http://europa.eu.int/comm/budget/inforeuro/files.htm>) For any-Final Costs budget to be submitted, the exchange rate used should be the official exchange rate announced at the beginning of the month in which the report is drafted. The exact rate used should be specified within the space provided on the Budget Summary Form.

Applicants should note that currency conversions must be made on an item by item basis and the sub-totals and totals of each budget sub-category calculated from the converted euro amounts for each item (and not simply converted from the equivalent subtotal in a national currency,) so that both national currency and euro budgets are coherent and total correctly. Applicants are strongly advised to re-check all automatic calculations with a simple calculator.

All **subtotals and totals** calculated in Euro must be rounded to the nearest Euro (i.e. €300,000.49 = €300,000 and €300,000.50 = €300,001.)

The Overall budget must be balanced. The Budget structure and categories of costs which can be included in the application budget are defined below.

The application budget must specify all sources and anticipated values of contributions sought for the project

In the event that the organisation is unable to reclaim amounts of VAT related to the expenditure of the project, then these charges may be included in the budget summary form provided that they are detailed and duly justified. The Applicant must specify whether the amounts stated throughout the budget (revenue and expenditure) are calculated with or without VAT.

Any Commission contribution cannot generate any profit whatsoever for its beneficiary. (Profit is defined as having achieved greater revenues than costs.) Any profit will result in a proportionate reduction to the contribution finally awarded.



The bank account specified in the Application forms must enable any Commission contribution to be identified. If the contribution paid into this account generates any interest or equivalent profit (under the relevant national law of the country, in which the account is based,) this interest must be recovered by the Commission when the contribution balance is paid.

The total amount of the project and the amounts indicated under the different headings specified in the attached Provisional Eligible Costs Budget are considered indicative. On submission of any Final Financial Statements, the applicant will be required to specify precise details of all costs actually incurred. (This Final budget must be certified by an approved Auditor.) The applicant may therefore apply changes to any budget submitted provided that these changes do not affect the basic purpose of the operation and the overall change is limited to 15% of the total budget or relevant Eligible Costs Budget heading. If the change foreseen involves an increase of more than 15% in the total budget or a given Eligible Cost heading, the applicant shall seek the prior written approval of the Commission before applying the amendment.

No costs may be assigned to a different category of costs in the final accounts if it has been previously assigned to a different category in the budget.

#### *9.1 Payment Procedure*

Should an application be approved from the Commission, a financial agreement (in Euro) specifying the conditions of the grant and the level of Commission financing will be concluded between the Commission and the beneficiary. Original copies of this agreement must be signed and returned to the Commission who will be the last party to sign.

The payment of the Community's contribution will be normally made in two instalments:

75% of the contribution will be paid within 45 days of the date on which the agreement has been signed by both parties and any necessary guarantees have been received. This payment is designed to provide cash flow for the beneficiary.

The remainder will be paid within 45 days of the approval by the Commission of a Comprehensive activity report, a Final Financial Statement giving detailed breakdowns of the final costs and revenues of the project and duly certified by an approved auditor, (the cost for this service may be included in the project budget,) and a declaration concerning the final European programming screened at the festival.

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

The amount of this final contribution depends on actual costs incurred by the beneficiary within the period of eligibility of costs and the levels of co-financing ultimately obtained. If appropriate, the beneficiary will be required to reimburse any surplus already paid as part of initial pre-financing.

#### *9.2 Audit of Accounts*

An external audit of the applicant's accounts (carried out by an approved auditor,) may be required to ensure payment completion in case of any 'management risks.' In such cases, the auditors report should be annexed to the request for payment in order to certify that the accounts concerned are truthful, accurate and supported by adequate justifications.

#### *9.3 Double-funding*

One project may give rise to the award of only one grant from the same Community budget to one beneficiary. The project proposed by the applicant cannot receive double funding. Applicants must indicate (within the application for support,) any other applications for financial support they have submitted or will be submitting to the European Institutions during the same year, indicating for each support the Community Programme concerned and the amount of the support.

#### 9.4 General Conditions concerning Project Eligibility

In order to be included in the application and final budgets submitted to the Commission in the context of this call for proposals, all costs must:

- be specified in the Official Budget Summary Form (provided in Annex I of this Call for Proposals);
- be reasonable and necessary for the implementation of the project, be in accordance with the principles of good financial management, notably concerning cost efficiency;
- be generated during the eligible costs period (10 months before and 2 months after the start and end dates of the event;)
- be actually incurred by the beneficiary, be registered in the beneficiary's accounts in accordance with the relevant accountancy principles, and have been declared according to national financial and social security regulations
- be identifiable and controllable and supported with evidence of their having been incurred under the Eligible cost categories (see 9.5. below.)

The beneficiary's accounting procedures must allow the reconciliation of costs and revenues declared in relation to the project supported with the corresponding justifying evidence and the organisation's accounts.

Costs relating to the purchase of equipment (new or second hand) are eligible so long as they are depreciated using the relevant accountancy principles. Only the amortised cost (during the eligible costs period) is eligible,

#### 9.5 General Conditions concerning Eligible Costs (Focused Management Procedure)

Support will be allocated following the procedure for focused management.

Under this procedure, although support is allocated towards and on the basis of an assessment of the whole project and its Overall Budget, any financial contribution awarded is targeted on specific eligible categories of cost.

Under this procedure, only the following categories of expenditure are Eligible:

- **Hire of Equipment**
- **Communication and advertising costs (including advertising, communication and publication costs)**
- **Print traffic costs (exclusively for screening copies to be screened during the festival)**
- **Subtitling and translation costs**

Applicants can select from one to all of these categories of cost. This selection must be made in the Official Eligible Costs Budget Form.

Nevertheless, Applicants must provide complete overall budgets to enable the project to be assessed, notably concerning its Financial Capacity, cost-efficiency and respect of all general General Conditions of Eligibility defined above in **Section 9.4.**

The Official Budget Summary Form (included in Annex I) which must be completed in full is thus divided into two sections: *The Eligible Costs Budget* (Section 1) and *The Overall Budget* (Section 2)

The Eligible Costs budget (Section 1) must include detailed breakdowns of the nature of all expenditure included in the Eligible costs categories cited above.

The Overall Budget (Section 2) includes summaries of all revenue and expenditure concerning the project (including subtotals of the costs set out in the Eligible Costs Budget to ensure that the overall budget is balanced.)

Subtotals of eligible costs included in the detailed eligible costs budget (Section 1) must be consistent with the relevant sub-totals and totals repeated in the overall budget (Section 2).

## 9.6 Specific Rules concerning Eligible Costs (Section 1)

The Following sections describe in detail the nature of costs which may be included in the Official Eligible Costs Budget Form. It is structured and numbered according to the Official Eligible Costs Budget Form itself.

No personnel costs can be included in this section of the budget.

The Eligible Costs Budget must include detailed breakdowns of the nature and amounts of all individual eligible costs within the selected eligible categories of expenditure. The nature of all costs exceeding €5000 within this section must be broken down in detail within the official budget summary form. (Applicants must indicate the quantity and scale of materials and unit costs, nature of advertising spaces purchased, relevant time periods for equipment hire, clearly specifying the nature of services provided under any third party fees, etc.) Each item must be detailed separately in the eligible costs section of the budget according to the type of expenditure foreseen.

Costs included in the Eligible Costs Budget should be set out according to the following categories in the Budget to be completed and submitted with the application using the official Budget Summary Form included in Annex I

### ***HIRE OF EQUIPMENT***

#### **Hire of Equipment (Section 4.2 of the Overall and Eligible Costs Budget Summary Forms)**

Costs related to the rental of screening equipment, transport, additional structures required for housing the festival itself and additional office equipment required for use at the festival.

Costs for equipment required for general administration and costs for telephone calls should be included in the 'Office expenses,' category of the overall budget.

Installation and maintenance costs should be included under the 'Third party fees,' category of the overall costs budget.

### ***COMMUNICATION AND ADVERTISING COSTS***

#### **Communication and Advertising costs (Section 5.1 of the Overall and Eligible Costs Budget Summary Forms)**

Expenditure linked to the design, lay-out and publication of advertisements (including bill-boards and sign-posting) as well as the buying of advertising space and covering the cost of running press campaigns during the period of implementation of the project (mention number, items, units).

The elaboration and production of promotional material (e.g. video trailers) designed to enhance the exposure given to the activities of European audio-visual professionals participating in the project.

Fees for the services of Public relations agencies in the run up to and during the festival (duration and nature of services rendered should be specified).

Costs for website hosting, design and development including the online provision of databases / catalogues for industry professional and / or general public access.

#### **Publication costs: (Section 5.2. of the Overall and Eligible Costs Budget Summary Forms)**

Expenditure linked to the development, translation and publication, in printed and/or electronic form of brochures and catalogues intended for dissemination and/or consultation during the period of implementation of the project.

Costs for merchandising and give-aways are excluded and should be included under the budget heading 'Consumables.'

For publication costs, details should also be given of the number of copies to be printed/made in addition to technical specifications for any publications costing over €5000.

### ***PRINT TRAFFIC COSTS (Section 6 of the Overall and Eligible Costs Budget Summary Forms)***

**Print traffic: (Section 6.2. of the Overall and Eligible Costs Budget Summary Forms)**

Expenditure for the return shipping of screening prints / copies both to and from the festival.

Costs for transporting preview copies for the purposes of selection are not considered eligible and should be included under the 'Office expenses,' category.

Customs charges must be detailed separately in the eligible costs section of the budget where details of the average cost per shipment and estimated number of films to be transported should be detailed. Insurance costs should be included in category 3b of the overall budget: 'Office expenses.'

**Subtitling and translation: (Section 6.3. of the Overall and Eligible Costs Budget Summary Forms)**

Costs for the subtitling and translation of works screened at the festival and meetings and debates held for the festival.

Hire of any equipment necessary for translation should be included in the eligible category of costs 'Hire of Equipment.'

Fees for live translation can be included in this category if such costs are for third party translators. The number of hours and languages for such services must be specified.

### 9.7 Specific Rules concerning Overall Budget (Section 2)

This section describes in detail the nature of costs which may be included in the Official Overall Budget Form. It is structured and numbered according to the Official Overall Budget Form itself.

This Budget Section may include costs which respect the General Conditions set out above under **Section 9.4** are necessary for the implementation of eligible actions and can be directly attributed to the project.

Under the procedure of focussed management, expenditure outside the eligible costs categories specified above is not eligible for consideration in the calculation of the Commission's contribution, but is necessary for the assessment of the project.

Nevertheless this Budget Section includes subtotals of the costs set out in the Eligible Costs Budget to ensure that the overall budget is balanced.

Costs included in the Overall Budget should be set out according to the following categories in the Budget to be completed and submitted with the application using the official Budget Summary Form included in Annex I:

#### **PERSONNEL COSTS (Section 1 of the Overall budget)**

##### **Costs relating to employees of the applicant organisation or company (Section 1.1 of the Overall budget)**

Personnel costs must be calculated on the basis of the actual gross salary or-wages including all social security charges or labour costs. Such calculations must be based on the duration of work required for this project.

##### **Travel and subsistence of personnel (Section 1.2. of the Overall budget)**

Accommodation and subsistence costs for personnel involved in the project may be charged in accordance with the internal rules of the applicant insofar as these correspond to the applicant organisation's standard practise and are not higher per person per day than those indicated in the table below.

Travel costs shall be limited to the use of first class rail and economy class air travel, following the regulations applied by the Commission.

Country	Maximum € per 24 hrs.	Country	Maximum € per 24 hrs.
Belgium	150	Iceland	183
Denmark	179	Liechtenstein	174
Germany	127	Norway	171
Greece	113	Bulgaria	157
Spain	141	Czech Republic	214
France	130	Estonia	129
Ireland	165	Cyprus	100
Italy	130	Latvia	174
Luxembourg	143	Lithuania	126
Netherlands	148	Hungary	136
Austria	122	Malta	86
Portugal	143	Poland	227
Finland	156	Romania	185
Sweden	157	Slovenia	148
United Kingdom	199	Slovakia	164

#### **THIRD PARTY ASSISTANCE (Section 2 of the Overall budget)**

**Costs relating to the provision of services by persons who are not employees of the applicant's organisation or company: (Section 2.1 of the Overall budget)**

Expenditure relating to persons taken on exclusively for the duration of the event, such as interpreters, press attachés, publicists, hostesses, technicians, etc.

**Travel and subsistence of Third Parties, decision-makers and journalists:**

**(Section 2.2 of the Overall budget)**

Expenditure linked to travel and subsistence of: Decision-makers (commissioning editors, distributors, festival programmers, buyers, financiers, etc.) hosted by the project and in conformity with the rules set out in category 1.2 above.

**INDIRECT ADMINISTRATIVE OVERHEADS AND RELATED EXPENSES**

**(Section 3 of the Overall budget)**

Indirect costs (categories 3.1 & 3.2) must be kept to a minimum and should not exceed 7% of the total direct costs (ie all other cash costs).

**Premises and related expenses: (Section 3.1 of the Overall budget)**

Expenditure linked to rent, insurance, administration and management costs, etc.

**Office expenses: (Section 3.2 of the Overall budget)**

Expenditure linked to telephone, postal services, photocopies, database and IT costs, etc.

**Consumables: (Section 3.3 of the Overall budget)**

Allowable expenditure for consumables must relate to the purchase, production, repair or use of any materials, merchandising, goods or equipment which do not have a life expectancy greater than the duration of the period of project.

**RENTAL OF PREMISES AND EQUIPMENT (Section 4 of the Overall Budget)**

**Rental of screening venues: (Section 4.1. of the Overall Budget)**

Expenditure concerning the rental of cinemas and/or venues during the event to which the project relates. The capacity of the venues rented should be mentioned and clear distinction made between costs for cinema hire and costs for other additional premises.

**Hire of Equipment: (Section 4.2. of the Overall Budget)**

The Overall costs budget must only re-state the sub-total of the costs described in more detail in the Eligible Costs Budget (See Section below.)

**ADVERTISING AND PROMOTION COSTS (Section 5 of the Overall Budget)**

**Communication and Advertising costs: (Section 5.1. of the Overall Budget)**

The Overall costs budget must only re-state the sub-total of the costs described in more detail in the Eligible Costs Budget (See Section below.)

**Publication costs: (Section 5.2 of the Overall Budget)**

The Overall costs budget must only re-state the sub-total of the costs described in more detail in the Eligible Costs Budget (See Section below.)

**Public relations activities: (Section 5.3 of the Overall Budget)**

Expenditure relating to the organisation of any press conferences, professional meetings and social events organised for the festival, designed to enhance the exposure given to the activities of European audio-visual professionals

**Competitions and Prizes (Section 5.4 of the Overall Budget)**

Expenditure relating to cash or other prizes actually incurred by the beneficiary in addition to costs for prize ceremonies and galas

**PRINTS (Section 6 of the Overall Budget)**

**Copyright / Screening fees: (Section 6.1 of the Overall Budget)**

Costs related to charges necessary to obtain permission to screen works in the programme of the event for which support is requested

**Print traffic: (Section 6.2 of the Overall Budget)**

The Overall costs budget must only re-state the sub-total of the costs described in more detail in the Eligible Costs Budget (See Section below.)

**Subtitling and translation: (Section 6.3 of the Overall Budget)**

The Overall costs budget must only re-state the sub-total of the costs described in more detail in the Eligible Costs Budget (See Section below.)

***BANK CHARGES* (Section 7 of the Overall Budget)**

In the case of the normal operation of the applicants Bank Account those charges incurred in the payment of the expenses of the project may be charged provided that they comply with the general rules set out above.

Bank Financing costs for the operation of the project may also be included in the overall budget.

***MISCELLANEOUS COSTS* (Section 8 of the Overall Budget)**

Any other costs which the applicant wishes included in the budget which do not fall into any of the above-mentioned categories, but are related to the project. These costs should be in line with the principles set out in this guide, clearly detailed and duly justified. The inclusion of such costs is at the sole discretion of the Commission.

***IN KIND REVENUE / COSTS***

All costs which fall under the definition 'in kind,' as set out in section 9.4 should be included in these sections of the budget only.

**9.8      *Ineligible costs***

The following costs are ineligible and must be excluded from both sections of the Official Budget Summary Form:

- capital investment costs
- contingency provisions ( for debts, future losses etc.)
- debts and related costs including any interest
- bad debts
- exchange losses
- accumulated losses
- VAT unless the beneficiary can show that he is unable to recover it
- unjustifiably high expenses
- costs declared by the beneficiary and covered by another action or work programme receiving a Community grant.

Please note that revenue and corresponding expenditure financed by "contributions in kind" should only be included in the relevant sections of the overall budget and cannot be included in the Eligible Costs Budget.

Such amounts must either be equivalent to the value of costs actually incurred by the partners concerned or correspond to the established market price for such services.

In kind contributions concerning property are however to be excluded from all sections of the project budget.

Co-financing in kind cannot cover all necessary project co-financing. At least 25% of the total project co-financing must be covered by cash contributions.

## **10. Sub-contracting and Acquisition of External Services**

Should the implementation of the project require significant sub-contracting / or tenders, the applicant and, where necessary, its partners must ensure the receipt of a competitive offer (i.e the most cost efficient) respecting the principles of transparency and equal treatment of potential sub-contractors and ensuring that no conflicts of interest are incurred.

## **11. Publicity**

All subsidies allocated during any one financial year must be published on the website of the European Institutions during the first six months of the following financial year, after the completion of the audit of the budget under which they were granted. This information may also be published in any other appropriate publication, for example the Official Journal.

With the permission of the successful applicant, (unless such information threaten their security or harm their business interests,) the Commission will publish the following information:

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

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

Moreover, all successful applicants are required to display (clearly) the name and logo of the MEDIA Plus Programme, on all publications and publicity materials produced for any project which has been allocated a co-financing contribution. Logos and a text concerning the MEDIA Programme's support for festivals will be provided by the Commission. Should this condition not be respected, the amount of the Commission contribution provisionally allocated may be reduced.

## **12. Legal Status**

The Commission can only offer agreements to (successful) applicants on the basis of approval of documents enabling the legal status of applicant organisations – whether or not they are legal entities or individuals.

Applicants must therefore supply up to date copies of the following documents (including copies of all recent amendments either to the registration documents or to the elected shareholders, directors, board members or other legal representatives.):

- A complete bank identification form signed by both the applicant's legal representative and a representative of the bank. Applicants should check that all details included in this form are a) completed and b) correct and consistent with information certified in the relevant legal documents.
- A complete, signed copy of the 'Legal Entity,' Form. These forms can be downloaded in the official languages of the Commission from the following website:  
[http://europa.eu.int/comm/budget/execution/legal\\_entities\\_fr.htm](http://europa.eu.int/comm/budget/execution/legal_entities_fr.htm)
- A copy of the organisation's registration certificate for the relevant authority, e.g Companies register, Official Journal, etc.) and statutes (including proofs of the company registration number, the full legal title of the organisation, the registered address, the date and place of registration).

NB If the applicant is a public institution (e.g. Town Council receiving with statutory entitlement to State funding.) a copy of the law or statute establishing the institution should be provided as 'copy of the organisation's registration certificate,' with proofs of the data specified in the previous paragraph attached in annex. If the applicant is an individual, a photocopy of their passport / Identity card should be provided.

- A copy of the complete up to date list of company directors / share holders / board members including proofs of their nationality,



- A copy of the VAT registration including the VAT number (if the Company registration number is the same as the VAT number according to national law, only the organisation's registration certificate need be supplied.)

Moreover,

- Where the person authorised to sign any agreement with the Commission is not an individual specified in the documents mentioned in the previous paragraph, a letter or proxy (signed by one of the aforementioned individuals,) giving them the authority to sign agreements with the Commission on the organisation's behalf.

## 13. Application Procedure

### 13.1 *Publication*

The Call for Proposals is published in the Official Journal of the European Union and is accessible on the Directorate General of Education and Culture's website at the following address: [http://www.europa.eu.int/comm/avpolicy/media/festiv\\_en.html](http://www.europa.eu.int/comm/avpolicy/media/festiv_en.html)

### 13.2 *Application Forms*

Applications must be submitted using the official Application Forms, including the Official Budget Form, provided in Annex I and which can be downloaded from the website mentioned in 13.1.

Applications must be typed and should preferably be submitted in English or French

### 13.3 *Presentation of the Application*

Only applications presented using the official Application Forms, (Annex I) having been completed correctly and in full, including a complete, correct and balanced overall budget and a correct and detailed eligible costs budget, having been signed by the applicant's legally authorised representative and sent in duplicate will be accepted. Applicants must ensure that there are no currency conversion errors in their budgets.

These signed and completed official application forms **must** be accompanied by copies of **all additional documents specified in the checklist** which is included in the Application Forms

Applications must be submitted in duplicate (2 copies.)

Incomplete applications (including applications which do not provide all documents requested in the checklist included in the application form,) and applications submitted after the relevant applications deadline will be rejected.

All envelopes containing applications should be clearly marked: « CALL FOR PROPOSALS **71/2004** MEDIA AUDIOVISUAL FESTIVALS ».

All applications must be sent by registered post or express courier or hand-delivered (with proof of timely delivery in both the latter cases) to the following address:

European Commission  
DG EAC/C/3 MEDIA Programme  
Mr Costas DASKALAKIS  
Acting Head of the MEDIA Programme  
**Office : B100 - 4/27**

**Rue de Genève 1**

**B-1049 Brussels**

**Proposals delivered by hand or by express courier must arrive before 15.h00 on the relevant deadline.**

Applications sent by fax or email will not be accepted.

No amendments / modifications to the application will be accepted following its receipt by the Commission. Nevertheless, the Commission reserves the right to request additional information clarifying elements of the application. Applicants should give full and prompt replies to any such request.

Applicants will be informed of the receipt of their application within 10 working days.

Ineligible applications will not be considered for a Commission contribution and will receive letters stating the reasons for such rejection.

Applicants will be informed as soon as possible whether or not the Commission has decided to grant them a financial contribution. This decision will be final.

Selected applications will be subject to a financial assessment. In this context the Commission may request additional information or guarantees from applicants before taking any final decision on granting support. Applicants must give prompt and full responses to any such requests.

Successful applicants are committed to carrying out the project as presented in the application form.

No file or document submitted will be returned to applicants at the end of the evaluation and award procedure.

#### *13.4 Applicable Rules*

- Council Regulation (EC Euratom) n° 1605/2002 of 25<sup>th</sup> June 2002 concerning the Financial Regulations applicable to the budgets of the European Communities.
- Council Regulation (EC Euratom) n° 2342/2002 of 23<sup>rd</sup> December 2002 (implementation rules concerning the Council Regulation.)
- Council Decision (2000/821/EC) concerning the implementation of a programme encouraging the development, distribution and promotion of European audiovisual works (MEDIA PLUS Development, Distribution and Promotion 2001 - 2006), Official Journal of the European Communities n° L13 of January 17, 2001.
- Financial Framework of MEDIA Plus Programme.

#### *13.5 Contacts*

For any further information please contact:

MEDIA Desks and Antennae: [www.europa.eu.int/comm/avpolicy/media/desk\\_en.html](http://www.europa.eu.int/comm/avpolicy/media/desk_en.html)

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DG EAC / C3  
Office: B100 – 4/43  
B-1049 Brussels  
Tel. +32 2 296 03 96  
Fax. +32 2 299 92 14  
Email : [elena.braun@cec.eu.int](mailto:elena.braun@cec.eu.int)

Annexes attached:

- I. Application Forms. (including Application Checklist)
- II. Model Contract