



**MEASURES TO SUPPORT PROMOTION AND MARKET ACCESS.**

**PROMOTION.**

**Call for proposals 65/2003**

<p><b>GUIDELINES FOR THE SUBMISSION OF PROPOSALS TO OBTAIN FINANCIAL SUPPORT</b></p>
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## 1. Introduction – Objectives of the Programme.

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 - 2005), adopted by the Council on 20th December 2000 and published in the Official Journal of the European Communities n° L13 of January 17, 2001.

### Objectives of the Programme.

Among the objectives of the above mentioned Council Decision are:

- facilitate and encourage the promotion and circulation 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.

### Actions to be implemented.

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

The Commission service responsible for implementing the MEDIA Programme is Unit C/3 of Directorate General Education and Culture.

### **1.1 The actions of the Promotion Policy of the MEDIA Plus programme aim to:**

**Action 1.** To improve the conditions governing access by professionals to trade shows and professional audiovisual markets within and outside Europe and via specific technical and financial support schemes as part of events such as:

- the main European and international cinema markets
- the main European and international television markets
- special-interest markets, particularly for animated films, documentaries, multimedia and new technologies;

**Action 2.** Whenever possible, encourage support to promote the production and co-production of cinematographic works, as from the production phase of the

work in question. Such support may take the form of co-production and financing initiatives and events.

**Action 3.** Encourage the creation of a database and/or a network of databases on catalogues of European programmes, intended for professionals.

**Action 4.** Encourage professionals, in close participation with the Member States, to organise activities targeted at the general public and promoting European cinema and audio-visual productions.

To this end, the Commission is encouraging the networking of operators at European level, notably by supporting joint initiatives involving public or private national bodies.

The proposals can be submitted either by an individual operator or by a European network of national public or private operators specialised in promotion activities. Please note that this is not intended to cater for the individual actions of single companies in support of their own products at particular events.

A project (or part of a project) in all actions lines may consist of a database and/or a network of databases on European works. The Commission encourages the networking of operators at the European level and joint initiatives between public and private bodies specialised in promotion events.

Please note that this scheme is not intended to cater for the individual action of a single company in support of their own products.

**In the case of Action 1.** The Commission intends to award financial contributions to European companies which guarantee the presence of European professionals in the relevant events and offer a range of specialised services.

a) Prior to each event:

- provision of information to professionals (computer servers, Media Desks and Antennae, trade press, etc.);
- selection of companies interested in participating in the event and administrative management of their participation (accreditation, reservations, etc.);
- compilation of catalogues (in printed or electronic form) ;
- organisation of a comprehensive and well-targeted press campaign, in co-operation with the MEDIA Programme;

b) During the event:

Organisation of a logistic and professional service and/or structure for participating companies providing:

- a stand or appropriate working area;
- screening booths and, where relevant, projection rooms;
- display units;
- consultations with experts in audio-visual matters;

Activities must clearly reflect the support of the Commission and, where appropriate, a specific area should be set aside for the MEDIA Programme.

c) After the event:

- assessment and dissemination of the results obtained during the event (extensive financial report, activity report, press file, etc.).

**In the case of Action 2.** The Commission intends to award financial contribution to European companies that propose innovative methods of promotion, included the assembly of financial packages for the production of, European Audiovisual Works.

Innovative proposals are welcome but care should be taken to provide for the following elements where appropriate:-

a) Prior to each event:

- provision of information to professionals (computer servers, Media Desks and Antennae, trade press, etc.);
- appropriate selection of projects & companies interested in participating in the event and administrative management of their participation (accreditation, reservations, etc.);
- compilation of catalogues (in printed or electronic form) ;
- targeted campaign of recruitment/publicity for participants contributing to the financing or advancement of the projects selected.

b) During the event:

Organisation of a logistic and professional service and/or structure for participating projects, companies, and professionals including where appropriate:-

- a stand or appropriate working area;

- screening booths and, where relevant, projection rooms;
- display units;

Activities must clearly reflect the support of the Commission and, where appropriate, a specific area should be set aside for the MEDIA Programme.

c) After the event:

- assessment and dissemination of the results obtained during the event (extensive financial report, activity report, press file, etc.).

**In the case of Action 3.** The Commission intends to award financial contributions to encourage the creation of a database and/or a network of databases on catalogues of European programmes, intended for professionals.

a) Prior to each action:

- provision of information to professionals (computer servers, Media Desks and Antennae, trade press, etc.);
- appropriate selection of projects & companies interested in participating in the event and administrative management of their participation;
- compilation of data (in electronic form) ;

b) During the action:

- provision of information to professionals by different means about the opportunities offered to them by the action;
- organisation of a comprehensive and well-targeted press campaign, in co-operation with the MEDIA Programme, mentioning clearly and visibly the support of the MEDIA Programme of the European Union.

c) After the action :

- assessment and dissemination of the results obtained during action (extensive financial report, activity report).

**In the case of Action 4.** The Commission intends to award financial contributions to European companies which present innovative projects promoting European Audiovisual works to the widest audience of the general public.

a) Prior to each event:

- provision of information to professionals (computer servers, Media Desks and Antennae, trade press, etc.);

- appropriate selection of projects & companies interested in participating in the event and administrative management of their participation;
  - compilation of catalogues (in printed or electronic form) ;
  - targeted campaign of recruitment/publicity for the selected audience.
- b) During the project :
- provision of information to professionals by different means about the opportunities offered to them by the project;
  - organisation of a comprehensive and well-targeted press campaign, in co-operation with the MEDIA Programme, mentioning clearly and visibly the support of the MEDIA Programme of the European Union.
- c) After the project :
- assessment and dissemination of the results obtained during the event (extensive financial report, activity report).

#### Agreement.

The projects selected will be the object of an agreement concluded between the Commission and each successful applicant setting out the arrangements for the payment of the financial support granted.

## **2. Eligibility Criteria.**

### **A. Formal Criteria.**

Applications duly signed (by the legal representative of the applicant) must be submitted before the relevant deadline(s) and use the application forms annexed hereto.

### **B. Definitions:**

#### **1. Participating Countries:**

This call for proposals is open to companies registered in and owned by nationals from the Member States of the European Union and countries of the European Economic Agreement participating in the MEDIA Plus Programme (Iceland, Liechtenstein and Norway), as well as those other countries that satisfy the conditions laid down in Article 11 of Decision N° 2000/821/EC (Bulgaria, Cyprus, Czech Republic, Estonia, Latvia, Lithuania, Poland, Slovakia and Slovenia).

In particular, applications from companies registered in and / or owned by nationals of other countries 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.

## **2. Countries with a low audiovisual production capacity:**

For the purposes of this Call for Proposals, the following countries will be considered as countries with a low audiovisual production capacity: Austria, Belgium, Denmark, Finland, Greece, Ireland, Iceland, Liechtenstein, Luxembourg, Norway, Netherlands, Portugal, and Sweden, Bulgaria, Cyprus, Czech Republic, Estonia, Latvia, Lithuania, Poland, Slovakia and Slovenia.

## **3. European company and/or organisation:**

Company registered in one of the Member States of the European Union or of the countries participating in the MEDIA Plus Programme as defined in this Call for Proposals, and which is owned and continues to be owned, whether directly or by majority participation, by nationals from these countries.

### **C. Situations of Exclusion :**

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

- (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 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 must certify that they are not in one of the situations listed above (by signing the declaration in the Application Form at Annexe 3).

2) Applicants shall be excluded from the participation at this call for proposals if:

- (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.

N.B. Administrative and financial penalties of an effective, proportionate and dissuasive nature may be imposed by the Commission on applicants who are excluded under the above grounds, in accordance with the provisions of Articles 93 to 96 of the Financial Regulation (Council Regulation 1605/2002 of 25/6/02) and Articles 133 and 175 of the Implementing Regulation (Commission Regulation 2342/2002 of 23/12/02).

### **3. Selection Criteria.**

This call for proposals only concerns projects taking place from 1<sup>st</sup> January 2004 to 31<sup>st</sup> December 2004.

#### **1. Formal Criteria.**

- The applicant must be a European body as defined under point 2.B.1 and 2.B.3.
- Administration and staff costs must not exceed 40% of the total costs of the project and must be kept to a minimum.

#### **2. Operational Criteria.**

These criteria make it possible to assess the applicant's financial and operational capacity to complete the proposed project.

The applicants must provide evidence of:

**1) Stable and sufficient sources of funding to maintain his activity throughout the period during which the project is being carried out.**

The proposal submitted must include the certified audited accounts for the last fiscal year.

In the event that the contribution sought from the European Commission is higher than 300,000€, then the certified audited accounts should be accompanied by an opinion of the auditor who certified the accounts. This opinion, based upon the work which was executed for the certification of the accounts, should give the auditors

assessment as to whether or not the applicant has stable and sufficient sources of funding to maintain his activity throughout the period during which the action is proposed to be carried out.

## **2) Professional competencies, qualifications and/or experience required to complete the proposed project.**

The proposal submitted must include:

- the curriculum vitae of the legal representative of the company;
- the curriculum vitae of the person in charge of the project;
- details of the activities of the applicant over the last three years.

The Commission reserves the right not to select proposals submitted by applicants who have not fulfilled their obligations in the framework of contracts signed in the framework of the MEDIA I, MEDIA II and MEDIA Plus Programmes.

Applicants who fail to provide the requested documents or who, on the basis of the documents submitted, are judged not to meet the selection criteria, will be excluded.

## **4. Award Criteria.**

The award criteria make it possible to assess the quality of the proposals submitted in the light of the objectives and priorities set. The European Commission will decide to award grants within the limit of the budgetary resources available on the basis of the following criteria. The resources are allocated to the scheme as a whole and there is no division of potential funds between the four Action Lines.

The criteria will be given the weighting indicated below:

### **Action 1. Market access for Professionals**

The European Dimension of the Project	25%
Impact on the Promotion & Circulation of European Audiovisual Works	25%
Quality and Cost-effectiveness of the action plan submitted	25%
Innovative aspects of the action	5%
Potential long term benefits of networks established	10%
The promotion of works from territories with a low audiovisual production capacity	10%

### **Action 2. Promotion of Cinematographic Works from the Production Phase**

The European Dimension of the Project	25%
Impact on the Promotion & Circulation of European Audiovisual Works	25%
Quality and Cost-effectiveness of the	25%

action plan submitted	
Innovative aspects of the action	5%
Potential long term benefits of networks established	10%
The promotion of works from territories with a low audiovisual production capacity	10%

**Action 3. Creation of Databases & Networks of Databases**

The European Dimension of the Project	25%
Impact on the Promotion & Circulation of European Audiovisual Works	25%
Quality of the action plan submitted	25%
Innovative aspects of the action	5%
Potential long term benefits of networks established	10%
The promotion of works from territories with a low audiovisual production capacity	10%

**Action 4. Promotion aimed at the General Public.**

The European Dimension of the Project	25%
Impact on the Promotion & Circulation of European Audiovisual Works	25%
Quality and Cost-effectiveness of the action plan submitted	25%
Innovative aspects of the action	5%
Potential long term benefits of networks established	10%
The promotion of works from territories with a low audiovisual production capacity	10%

For the purposes of the award stage “The European Dimension of the Project” will be judged upon the following criteria as appropriate to the individual proposal:-

- the number of European works featured in the project;
- the number and range of European professionals featured in the project;
- the overall target audience of the project.

**5. Financial Support.**

One project may give rise to the award of only one grant from the Community budget to one beneficiary. The project proposed by the applicant may not receive double funding.

Applicants must indicate in the application for support what 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.

**1. 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 award granted to each beneficiary and for each proposed project will normally be limited to 50% of the total costs. Projects which enhance European linguistic and cultural diversity (i.e. through a special focus upon works from countries with a low production capacity) may apply for a grant of 60% of the total costs. The final percentage of the financial contribution to be awarded will be determined by the European Commission in consideration of the nature of the project.

The beneficiary must guarantee the remaining funds.

N.B. "In kind" contributions and expenses cannot be supported by the MEDIA Plus Programme, but are taken into account when assessing the overall budget and must therefore be included in the appropriate sections of the Budget Summary Form.

## **2. Amount and payment of the financial contribution**

The amount of the financial contribution awarded by the European Commission is determined in consideration of the cost and nature of projects.

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

- A pre-financing payment (advance) of the contribution equivalent to 75 % 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 acceptance by the Commission of an activities report and a breakdown of the final costs and revenues of the project duly certified by an independent chartered accountant. The amount of this contribution depends on real costs incurred by the beneficiary and the levels of co-financing ultimately obtained.

Under no circumstances may the contribution of the Commission give rise to a profit for the beneficiary.

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 Commission reserves the right to request a Bank Guarantee in respect of any payment to be made following the conclusion of a contract with an applicant, especially in relation to advance payments.

The beneficiary is committed to carrying out the project as presented in the application form.

## **6. Evaluation and Award Procedures.**

### *Duration and validity of the Call for Proposals*

The present guidelines are valid for projects to be executed between the 1<sup>st</sup> January 2004 to 31<sup>st</sup> December 2004.

### **Closing dates for submission of proposals :**

**22<sup>nd</sup> September 2003 for projects concerning event(s), which take place between the 1<sup>st</sup> January 2004 and the 31<sup>st</sup> March 2004.**

**31<sup>st</sup> October 2003 for projects concerning event(s), which take place between the 1<sup>st</sup> April 2004 and the 31<sup>st</sup> December 2004.**

### *Timetable for award procedures*

All complete proposals sent before the deadline specified above will be examined by the Commission. The outcome of the award procedure may normally be expected 12 weeks after the relevant closing date.

### *Evaluation and award procedure*

The Commission will take the final decision regarding the award of grants. The maximum budget allocated to this support for Call for Proposals **65/2003** will be 5.6 M €. There is no allocation between the various action lines.

The Commission reserves the right to request additional information from applicants before taking any final decision on granting a financial support.

The Commission will be assisted by an external technical assistance in the processing of applications and the assessment of projects. Proposals which meet the eligibility and selection criteria will be submitted to an evaluation process, which will be concluded by a Selection Committee which is governed by the Commission.

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.

In order to grant a financial contribution, the Commission will offer beneficiaries contracts which set out the maximum amount of the award, payment arrangements and all the commitments undertaken by the beneficiary.

The Commission will publish the name and address of the beneficiary, the subject of the grant and the amount and the rate of financing. This will be done, in agreement with the beneficiary, and unless publication of the information may threaten the safety of the beneficiary or harm their business interests.

In the event that the beneficiary does not agree to this, they should attach a detailed justification, which the Commission will consider in the process of deciding on the award of the grant.

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

## **7. Presentation and Submission of Proposals.**

### **Presentation of proposals**

European bodies interested in applying for this call for proposals must submit their proposals to the Commission in supplying two copies of 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 financial application form (two original signed and dated copies):
  - the original financial fiche must be used
  - all applicants must submit their forecast budget in €, applicants from non-euro-zone States must also complete their budget in their national currency in the columns provided
  - any item over € 10,000 must be broken down in detail within the main budget (giving unit costs and quantities)
  - all sources and amounts of revenue must be clearly specified and proved by copies of partnership agreements to be provided along with this application form. Should some of these documents not be available by the deadline for applications, a guarantee letter signed by the applicant should be provided, covering all own investment and outstanding revenues
  - the forecast budget must distinguish between co-financing in kind and co-financing in cash,
  - the forecast budget must not contain any errors,
  - the expenses and income set out in the forecast budget must be in balance.
- The articles of association or the statutes of the applicant organisation (two copies,) including proofs of the company registration number, legal representative and members of the management board.

- A completed, signed applicant identification form, certified by the applicant's bank (two copies)

***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 form,***
- 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 must give prompt and full responses to any such requests.

### **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 English or French and must be submitted in duplicate. Both copies must be signed and initialled, dated and clearly identified.

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

**22<sup>nd</sup> September 2003 for projects concerning event(s), which take place between the 1<sup>st</sup> January 2004 and the 31<sup>st</sup> March 2004.**

**31<sup>st</sup> October 2003 for projects concerning event(s), which take place between the 1<sup>st</sup> April 2004 and the 31<sup>st</sup> December 2004.**

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

For applications sent by registered post, all applications sent after the deadline (the postmark will be used to this effect) will be automatically considered as ineligible and will be rejected.

The address for registered post is:-

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 including express courier):

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

**Proposals delivered by hand or by express courier must arrive before 16.00 hours on the relevant deadline.**

All envelopes should be clearly marked: « CALL FOR PROPOSALS **65/2003** MEDIA PROMOTION ».

For any further information please contact:

MEDIA Desks and Antennae (see list attached – Annex II)

European Commission  
Ms Elena BRAUN  
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Annexes attached:

- I. Financial guide.
- II. Information Points (MEDIA Desks & Antennae).
- III. Application Forms.