



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

Call for proposals 75/2003

<p>GUIDELINES FOR THE SUBMISSION OF PROPOSALS TO OBTAIN FINANCIAL SUPPORT</p>
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1. Introduction

1.1 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.

The objectives of the above mentioned Council Decision 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.

Action to be implemented.

This call for proposals is aimed at European companies and organisations whose activities contribute to the realisation of the objectives of the MEDIA 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.

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

1.2 The Audiovisual Festivals' Policy of the MEDIA Plus programme aims:

To support audiovisual festivals realised in partnership that screen a significant proportion of European works. Particular attention will be paid to festivals which help to promote works from Member States or 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

To this end, 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,
- implement actions to secure non-national and young professional attendance,

Particular attention is paid to those European audiovisual festivals which demonstrate progress in audience impact, European professional attendance and the proportions of the festival devoted to non-national programming.

Applications may be submitted by European organisations with a view to obtaining support for audiovisual festivals taking place in countries participating in the MEDIA Programme

Should different projects be organised by the same beneficiary; separate applications must be submitted for each individual project under the same Call for Proposals.

The application must describe the festival as a whole and must include statistics and a budget for the whole festival as described in the application.

1.3 The Focussed Management Principle

Applications made under this call for Proposals are subject to the procedures applied under the principle of focussed management. Under this principle, support is awarded towards specific categories of eligible costs.

The categories of eligible costs are clearly identified in the Eligible costs section of the Budget Summary Form attached to the present Call for Proposals. These categories fall under the following four budget headings

- **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 four of these categories of cost. The categories of cost must be selected and detailed when the proposal is submitted

Details of the nature of costs considered eligible within these four eligible categories are included in the section 'Specific Rules for the Calculation and Presentation of the Overall and Eligible Costs Budgets and Final Financial Statement.'

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. This financial support will take the form of a subsidy defined in Article 6 of Council Decision 2000/821/EC.

2. Eligibility Criteria.

A. Formal Criteria.

This call for proposals only concerns projects taking place from 1 May 2004 to 30 April 2005

The applicant must be a European company and/or organisation as defined under point 2.B.3 below.

Applicant festivals must screen a minimum of 70% European films from at least six states participating in the MEDIA Programme in their total festival programme. The definition of European works mentioned in point 2.B.5 is applicable.

Applicants must have fulfilled all obligations (notably those concerning minimum percentages of European programming,) under contracts signed in the framework of the MEDIA I, MEDIA II and MEDIA Plus Programmes.

B. Definitions:

1. Participating Countries:

This call for proposals is open to organisations 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 organisations 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:

A company and/or organisation 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.

4. Audiovisual Festival

For the purposes of this Call for Proposals, an audiovisual festival is defined as programming original and feature 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

5. European Works

The definition of a « 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.

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.

1. Formal Criteria.

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

Applications must respect the guidelines for this call for proposals, be correctly and fully completed, present a detailed, balanced and correct budget on the Official budget summary form provided in Annex III of this Call for Proposals and include all requested documents

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:

a) 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.

b) 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 and of the key staff involved in carrying out the project (for example programmers, administrative staff, education officers);
- 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.

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 which will be given the weighting indicated below:

The European Dimension of the Project 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 8 states participating in the MEDIA Programme, and/or through bi-lateral agreements with other European Festivals from at least four States.	40%
Impact on the Promotion and Circulation of European Audiovisual Works 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%
Cultural diversity 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%
Quality and Innovative nature of the Programme 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%
Film Professionals' attendance 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%
Audience Impact Audience scale. Actions implemented towards the audience in order to raise awareness of and increase audiences for European audiovisual productions.	10%

All eligible applications, having satisfied eligibility and selection criteria will be ranked on the basis of assessments made with regards to these award criteria.

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 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.

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.

Support under this scheme will be allocated following the procedure for focused management. Under this procedure, although support is allocated in support and on the basis of an assessment of the whole project, any financial contribution awarded is focussed on specific eligible categories of cost as defined in Annex I for this call for proposals - Budgetary and Financial Guide.

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 and within the limits of available budgetary resources. The award granted to each beneficiary and for each proposed project will normally be limited to 50% of the total eligible costs as defined in Annex I for this call for proposals. 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 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 included in Annex III of this call for proposals.

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 and within the limit of budgetary resources available.

Within this context of limited budgetary resources, the maximum contribution available under this Call for Proposals is €35,000.00

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.

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

- A pre-financing payment of the contribution equivalent to 75 % of the award will be paid on signature of the agreement between the Commission and the beneficiary of the support,
- The remainder will be paid following the presentation and acceptance by the Commission of a Comprehensive activity report, a Final Financial Statement giving a detailed breakdown of the final costs and revenues of the project duly certified by an independent chartered accountant and a declaration concerning the final European programming screened at the festival. The amount of this contribution depends on actual costs incurred by the beneficiary within the period of eligibility of costs and the levels of co-financing ultimately obtained.

Pre-financing payments to successful applicants shall be paid within 45 days of the date on which the last of the two parties has signed the agreement.

A payment representing the balance of the contribution shall be made to the beneficiary within 45 days following approval by the Commission of the documents accompanying the request for payment of the balance.

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 Financial Guarantee (this may take the form of a Bank guarantee) in respect of any payment to be made following the conclusion of a contract with an applicant, especially in relation to pre-financing 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 May 2004 to 30 April 2005

Closing dates for submission of proposals :

5 December 2003 for projects taking place between the 1st May 2004 and 31st October 2004

03 May 2004 for projects taking place between the 1 November 2004 and 30 April 2005

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 **75/ 2003** will be 2.M €.

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 a Technical Assistance Office in the processing of applications and the assessment of projects. Proposals using the Application Form attached to this Call for Proposals (Annex III. A) 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.

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

In order to grant a financial contribution, the Commission will offer beneficiaries agreements 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, with the agreement of the beneficiary which must be declared and authorised as part of Annex III a of this Call for Proposals, 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 applications on the application forms provided in Annex III to this Call for Proposals (duly signed by the legal representative of the applicant organisation) in duplicate before the relevant deadline(s) and must supply copies of the following documents:

- The application form (two original copies):
 - the official application form provided in Annex III 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 budget summary form (two original signed and dated copies):
 - the official budget summary form provided in Annex III must be used and completed in full
 - 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
 - all subtotals and totals in Euro must be rounded to the nearest Euro (i.e. €1.49 = €1 and €1.50 = €2)
 - any item over € 5,000 must be broken down in detail within the main budget (giving unit costs and quantities)
 - If 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 provided that they are detailed and duly justified
 - all sources and amounts of revenue must be clearly specified and supported by copies of partnership agreements which must be provided along with this application form. Should some of these documents not be available by the deadline for applications, a letter signed by the applicant should be provided, guaranteeing all own investment, ticket, accreditation and any other revenues not supported by matching fund documents at the time of application
 - this budget must distinguish between co-financing in kind and co-financing in cash,
 - this budget must not contain any calculation or currency conversion errors,
 - details of eligible costs included in the detailed eligible costs budget must be consistent with summary amounts included in the overall budget
 - the revenue and expenditure set out in this budget must balance.

These signed and completed official application forms **must** be accompanied by copies of **all additional documents specified in the checklist** which is included in Annex IIIa of this Call for Proposals

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

The present guidelines are valid for projects to be executed between the 1 May 2004 to 30 April 2005

Deadline for submission of proposals :

5 December 2003 for projects taking place between the 1st May 2004 and 31st October 2004

03 May 2004 for projects taking place between the 1st November 2004 and 30 April 2005

Proposals 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 addresses :

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.**

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.

All envelopes should be clearly marked: « CALL FOR PROPOSALS **75/2003** MEDIA AUDIOVISUAL FESTIVALS ».

For any further information please contact:

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

European Commission
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Annexes attached:

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