



**CALL FOR PROPOSALS  
EACEA 05/2006**

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

GUIDELINES FOR THE SUBMISSION OF PROPOSALS TO OBTAIN FINANCIAL SUPPORT

**NB: This call is subject to the adoption of the MEDIA 2007 programme and the availability of the budget (see introduction p. 3)**

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## 1. INTRODUCTION

This call for proposals is in line with the MEDIA programme 2007-2013 as described in the proposal of the European Commission (see document COM (2004) 470 final – 2004/0151 (COD)).

NB: The Commission's proposal relative to the MEDIA programme has not yet been adopted by the European Legislator. However, in order to enable a rapid implementation of this programme after adoption of the legal basis by the European Legislator that should take place shortly and in order to allow the potential beneficiaries of community subsidies to prepare their proposals at the earliest date, the Agency has decided to publish this Call for Proposals.

The present Call for Proposals does not involve the legal responsibility of the Agency. It can be cancelled and other types of call for proposals may be launched, with appropriate deadlines, in the case of substantial modifications in the legal basis by the European Legislator.

More generally, the implementation in 2007 of Call for Proposals is subject to the following conditions of which the implementation does not depend solely on the Commission or the Agency:

- adoption by the European Parliament and the Council of the European Union of the final text of the legal basis establishing the programme;
- adoption of the work programme relating to the MEDIA programme 2007 after referral to the programme committee; and
- adoption of the European Union budget for the year 2007 by the budget authority.

The European Commission is responsible for the implementation of the MEDIA Programme and for the decision to grant individual European Community funds. However, the Education, Audiovisual and Culture Executive Agency administer the MEDIA Programme on behalf and under the control of the European Commission. The section responsible for the implementation of the call for proposals is the MEDIA programme unit, part of the Education, Audiovisual and Culture Executive Agency.

This call for proposals is aimed at European organisations whose activities contribute to the realisation of the objectives of the MEDIA Programme as described in the Council Decision 2000/821/CE. These guidelines explain how to submit a proposal in view of obtaining a community financial contribution.

## 2. OBJECTIVES

### **2.1 Objectives of the Programme**

The global objectives of the programme are the following:

- a) To protect and enhance cultural diversity and the European audiovisual heritage, to guarantee public access and to encourage cultural exchanges;
- b) To increase the circulation of European audiovisual works within and outside of the European Union;
- c) To reinforce competitiveness of European audiovisual works within the framework of an open and competitive European market.

With regard to promotion, one of the specific objectives is to improve European and international public access to European audiovisual works.

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

The MEDIA Programme's Festival scheme aims to support innovative European audiovisual festivals that take place in countries participating in the MEDIA Programme. These festivals promote and publicize significant proportions of European works to European audiovisual professionals as well as to the general public and work in partnership with other European audiovisual festivals.

## **2.3 Priorities of this call for proposals:**

The MEDIA Programme encourages European audiovisual festivals which:

- place strong emphasis on European works in particular, works from countries of low audiovisual capacity production,
- demonstrate progress in the proportions of non-national European programming,
- demonstrate progress in the geographic diversity of non-national European programming,
- implement actions to secure non-national European professionals attendance
- develop actions to secure the presence of young audiences,
- demonstrate progress in overall audience impact, and
- demonstrate a concrete, realistic and strategic development in artistic, organisational and financial terms.

## **3. CALENDAR**

Applications must be sent to the Agency by **1<sup>st</sup> December 2006** (the postmark will be taken as proof of timely sending). Please read carefully section 13 of this call for proposals concerning the procedures for submitting applications.

This call for proposals only concerns projects starting **between 1<sup>st</sup> June 2007 and 31<sup>st</sup> October 2007**. No extension of this eligibility period is possible.

Applicants will be informed within two weeks following the Commission's decision. For selected projects, an agreement will be signed between the beneficiary and the Agency.

Should an application be unsuccessful, the Agency will inform the applicant as soon as possible and in writing of the reasons for its decision with regard to the criteria established in this call for proposals.

The payment schedule is set out in section 9.1 below.

The final reports need to be presented as soon as possible after completion of the project and no later than 5 months after the end date of the event.

## **4. AVAILABLE BUDGET**

The maximum amount available under this call for proposals is €700 000, provided funds are available under the 2007 exercise. The maximum contribution per project under this call for proposals is €35,000. Contributions for approved applications will normally be no less than €10,000. Community contributions per project cannot exceed 50% of the total eligible costs (as defined in Section 9.3 below).

The amount of the financial contribution to be awarded will be determined within the limits of available budgetary resources and in consideration of the nature of each project, assessed on the basis of the application and the selection and award criteria.

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

In no circumstances does the award of a contribution in previous years infer the right to a grant under the present call for proposals.

## **5. ELIGIBILITY CRITERIA**

Only the 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, non-profit organisations, associations, charities, foundations, municipalities/Town Councils, etc., registered in an eligible country and detained directly or by majority participation, by nationals from such countries.

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, indicating function and nationality.

### **5.2. Eligible countries**

Only countries participating in the MEDIA Programme are eligible:

- Member States of the European Union as of 1<sup>st</sup> January 2007 (including Romania and Bulgaria).
- Member States of the European Economic Agreement participating in the MEDIA Programme (Iceland, Liechtenstein and Norway).
- Switzerland

### **5.3. Eligible activities**

Only applications submitted by European organisations implementing audiovisual festivals in countries participating in the MEDIA Programme (See 5.2) will be accepted.

'Audiovisual festivals' are defined as events programming original audiovisual works (feature and short length films, documentaries, animations, in all formats including new media). Festivals focussing on subjects such as archaeology or anthropology, medicine, ornithology, science, environment, tourism, sport and advertising as well as events programming live-broadcast events, music videos and videogames are not considered as eligible.

This call for proposals only concerns projects **starting between 1<sup>st</sup> June 2007 and 31<sup>st</sup> October 2007**.

This call for proposals only concerns audiovisual festivals devoting a minimum of 70% of their entire festival programme to European films. These films must represent at least ten states participating in the MEDIA Programme.

European films are understood to be those of the Member States and European third States that are party to the European Convention on Transfrontier Television of the Council of Europe (CETS N°132)<sup>1</sup>. An updated list can be found on the following website:

<http://conventions.coe.int/Treaty/Commun/ChercheSig.asp?NT=132&CM=8&DF=&CL=ENG>

### **5.4. Eligible applications**

To be eligible, the applications must:

- be sent to the Agency by the relevant deadline (postmark will be taken as proof of timely sending.)
- respect these guidelines and be correctly and fully completed,
- be submitted using the official application forms (Annex I and II)
- include a signed, detailed, balanced and correctly calculated budget complying with all the conditions set out under section 9 and 13 of this call for proposals.
- include **all** the official forms, duly **completed** and **signed**
- include all documents requested in the Checklist (Annex I)

Applications must include a detailed description of the festival as well as statistics for the entire event for which financial support is requested. Applications for a "European section" as part of a more general event will not be accepted.

<sup>1</sup> Cfr 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

To facilitate the assessment of your application, we advise you to complete it in **English or French**.

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

An incomplete application can be rejected for ineligibility reasons.

The assessment is made solely on the basis of the documents sent by the relevant deadline. Nevertheless, the Agency reserves the right to request additional information from the applicant.

## **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 for the following reasons:

- (a) they are bankrupt or entering bankruptcy proceedings, their business is administered by the courts, they have entered into an arrangement with creditors, they have suspended business activities, are the subject of proceedings concerning these matters, or are in a similar situation arising from an analogous procedure provided for in national legislation or regulations;
- (b) they have been convicted of an offence concerning professional conduct by a judgment which has the force of *res judicata*;
- (c) they have been guilty of a serious offence proven by any means which a 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 where they are established or with those of the country of the contracting authority or of the country where the project is to be implemented;
- (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 contractual obligations.

Applicants cannot receive a 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 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 stating not to be 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 are aimed at assessing the applicant's operational and financial capacity to complete the proposed action.

### **7.1. Operational Capacity**

Applicants must have sufficient professional qualifications and experience to successfully complete the proposed action. To enable assessment of operational capacity, applicants 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 detailing the artistic, organisational and financial strategies to be implemented over the following three years in order to sustain and develop the capacity and impact of the event.

## **7.2. Financial Capacity**

Applicants must possess stable and sufficient sources of funding to carry out their project.

In signing the form B of Annex I, the applicant declares on the honour to have financial and operational capacity to implement the project for which support is requested.

This declaration will be substantiated by proof of co-financing signed by the partners referred to in the financing plan. If proof of financial support is not secured for the edition for which support is sought, the applicant is requested to provide proof of financial support on a previous edition and/or a letter of intent for the upcoming edition.

## **8. AWARD CRITERIA**

The eligible applications will be ranked according to the award criteria defined and weighted below. Within the limit of the available budget, projects obtaining the highest scores will be selected.

<p><b>The European dimension of the project</b> Will be taken into account: the proportion of programming devoted to European and non-national European films, the number of MEDIA states represented in the programming, the development of the portion allocated to non-national European works over the previous three editions of the festival, 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.</p>	40 %
<p><b>Impact on the promotion and circulation of European audiovisual works</b> Will be taken into account: the sales record, the mechanisms implemented by the festival to facilitate market access for European audiovisual productions, any active policy established by the applicant to encourage the promotion and distribution of featured European works, as well as the actions implemented to promote the programming beyond the event.</p>	15%
<p><b>Cultural diversity</b> Will be taken into account: actions implemented to promote works originating from countries of a low audiovisual production capacity and the works made by young professionals, the actions in place to facilitate market access for these young professionals, the actions to promote social and inter-cultural dialogue (e.g.: media literacy activities in schools, for young audiences or underprivileged groups..).  <i>(All countries that are participating in the MEDIA programme, with the exception of France, Germany, Italy, Spain and UK are considered as low audiovisual production capacity countries)</i></p>	15%
<p><b>Quality and innovative nature of the programme</b> Will be taken into account: the proportion of unreleased works, the scale, the nature and originality of the programming with regard to other European festivals, the programme structure, the diversity of genres highlighted by the festival, as well as the innovative aspect of actions carried out in terms of the development of the applicant's festival with regard to other European festivals.</p>	10%
<p><b>Film professionals' attendance</b> The size and diversity of professional attendance achieved by the applicant the previous year will be assessed on the basis of the accreditation list. The development of professional attendance over the previous editions and for the edition of the festival for which support is applied, as well as the pan-European nature of the professional attendance will also be taken into account.  <i>(Only accreditation lists indicating the name, nationality, occupation and company of participants will be taken into account)</i></p>	10%

<b>Audience impact</b> Will be taken into account: audience scale, actions implemented towards the audience in order to promote European audiovisual productions to the public.	10%

## 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.

Selection of an application does not constitute an undertaking to award a financial contribution equal to the amount requested by the beneficiary. The allocated amount may not exceed the amount requested.

The awarding of a grant does not establish an entitlement for subsequent years.

The budget for the action attached to the application must have revenue and expenditure in balance and show clearly the costs eligible for financing from the Community budget.

**If by the nature of the project it is required, and the applicant makes the request (see last page of eligible costs budget)**, costs incurred before the project/event can be eligible. In any case, the eligibility period for costs can only start at the earliest, on the date of the submission of the proposition (postmark will be proof of timely sending) and will end at the latest, 2 months after the end date of the event.

### Co-financing

Community grants are incentives to implement projects and are based on the principle of co-financing. They complement the applicant's financial contribution and/or national, regional or private financial contributions obtained from another source.

All external funding declared in the financing plan must be substantiated by copies of co-financing letters obtained from partners. If part of the financial support is not confirmed for the edition for which a MEDIA contribution is sought, the applicant must *at least* provide proof of financial support on the previous edition and/or letter of intent for the upcoming edition from all partners declared in the financial plan.

In case of selection and whatever the outcome of the requests for funding to third parties, the beneficiary undertakes, by signing Form B "declaration on the honour", to match the full amount of the Community funding.

### Exchange rate

Grant applications must include a detailed estimated budget in which all amounts are indicated in euros. Applicants from countries outside the euro zone must use the conversion rate of November 2006, as published in the Official Journal of the European Union, series C, (Cfr. Section 9.4).

### Audit

If the project is selected, an agreement will be signed between the Agency and the beneficiary, by which the beneficiary shall undertake to allow staff from the Agency, the Commission, OLAF and the Court of Auditors of the European Communities, and persons authorised by them, appropriate access to the sites or premises where the project is being carried out, and to all documents relating to the technical and financial management of the operation. Access by persons authorised by the Agency may be subject to confidentiality arrangements to be agreed between the Agency and the beneficiary.

### VAT

In the event that the organisation is unable to reclaim amounts of VAT related to the expenditure of the project, these charges may be included in the budget summary form.

### Profit and credit interest

The MEDIA grant may not have the purpose or effect of generating any profit for the beneficiary. Profit is defined as a surplus of revenue over expenses. The amount of the grant will be reduced by any surplus of revenue.



The bank account specified in the Application forms must enable the identification of the contribution transferred by the Commission. 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, such interest will be recovered by the Commission when the contribution balance is paid.

### **Transfer between budget items**

The total cost of the project and the amounts indicated under the different headings specified in the provisional estimated eligible costs budget are considered as indicative. The beneficiary may adjust the estimated budget by transfers between items of eligible costs, provided that this adjustment of expenditure does not affect the implementation of the project and the transfer between items does not exceed 10% of the total of the eligible costs. The beneficiary will inform the Agency. However, if the estimated modifications exceed more than 10% of the total of the eligible costs, the beneficiary requires a prior written authorisation from the Agency. No costs may be assigned to a category of costs in the final accounts if it has been previously assigned to a different category in the estimated budget.

### **9.1 Payment Procedure**

Should an application be approved, a financial agreement (drawn up in Euros) specifying the conditions of the grant and the level of Commission financing will be concluded between the Agency and the beneficiary. The beneficiary will receive the original agreement in two copies which will have to be signed and returned to the Agency, who will be the last party to sign.

As a general rule, payments will be made as follows :

- A pre-financing payment of 75% will be transferred to the beneficiary within 45 days of the date when the last of the two parties signs the agreement and all the necessary guarantees have been received. This payment is an instalment designed to provide cash flow for the beneficiary.
- Payment of the balance is made after the end of the action on the basis of the implementation of the project and the approbation by the Agency of final reports. In order for the Agency to agree to a payment, additional information may be requested from applicants when the final reports 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 applicable, the beneficiary will be required to reimburse any surplus already paid as part of initial pre-financing. The final payment will be made within 45 days following approval by the Agency of the final reports accompanying the request for payment of the balance.

### **9.2. Double funding**

Subsidised projects may not benefit from any other Community funding for the same activity. Applicants must indicate in their application under the present call for proposals, any other applications for financial support they have submitted or will be submitting to the European Institutions during the same year, indicating for each application for support, the Community Programme concerned and the amount of the support.

### **9.3 General conditions concerning eligibility of costs**

All costs declared in the application must:

- be specified in the official budget form of this call for proposals (provided in Annex II),
- be reasonable and necessary for the implementation of the project, and in accordance with the principles of good financial management, notably concerning cost efficiency,
- be generated during the eligible costs period
- be actually incurred by the beneficiary, be registered in the beneficiary's accounts in accordance with the relevant accountancy principles, and declared according to national financial and social security regulations,
- be identifiable and controllable and certified by originals of supporting documents, and must
- result from actual cash expenditure (no costs resulting from an in-kind contribution can be included)

Beneficiaries of Community funding are also obliged to keep clear analytical accounts of the costs incurred for each project supported. 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 with the company's accounts.

Support under this call for proposals will be allocated following the procedure of ***focussed management***. Under this procedure, although support is allocated on the basis of an assessment of the whole project, the MEDIA contribution can only cover specific categories of cost (the eligible costs budget):

- Hire of Equipment (budget item 4.2)
- Communication and advertising costs (budget item 5.1)
- Publication costs (budget item 5.2)
- Print traffic costs (exclusively for copies to be screened during the festival) (budget item 6.2)
- Subtitling and translation costs (budget item 6.3)

The following costs are ineligible and must be excluded from **all** sections of the official budget forms:

- costs resulting from in kind contribution
- 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.

#### **9.4. Presentation of the official budget forms**

The following budget forms must be provided:

1. the **global budget** for the entire project, including a financing plan (Annex II.a and II.b)
2. the **budget of eligible costs** selected by the applicant (Annex II.c)

Applicants from States which are members of the Euro Zone must present their budget and reports exclusively in Euros. All other applicants must present their budget in their **national currency and indicate the official exchange rate of November 2006** (the exchange rates to use can be obtained from the national MEDIA Desks and

Antennae and from the European Commission web site:

(<http://ec.europa.eu/budget/inforeuro/index.cfm?fuseaction=home&Language=en>).

Conversion into € will be calculated automatically in the budget form on the basis of exchange rate indicated by the beneficiary.

For the final budget to be submitted as part of the final report, the official exchange rate announced at the beginning of the month in which the report is drafted will be used.

**ONLY BUDGETS USING THE OFFICIAL BUDGET FORM IN ANNEX II WILL BE ACCEPTED. The forms must be filled in before printing. The 3 separate worksheets allow the applicant to detail the financing plan, the overall provisional costs for the project and the provisional eligible costs. The formulas and protection in place in this form should not be circumvented; they have been set to help the applicant coherently and correctly fill out the budget form. If an error message remains when you have finished encoding your data, you are requested to check and solve the problem before printing.**

The Financing plan, the Global budget and the Eligible Cost budget must be dated and signed. All pages must be initialled. Make sure that you detail the eligible budget on the official form as annexes will not be accepted.

#### **a) Global Budget (Annex II.a and II.b)**

The global budget for the project attached to the application must have revenue and expenditure in balance.

Expenses related to the purchase of equipment (new or second hand) can appear in the budget as long as they are depreciated using the relevant accountancy principles. Only depreciation over the cost eligibility period can be considered as eligible.

The Following sections detail the nature of costs which are to be included in the official global budget form (Annex II.b – these costs do not have to be detailed beyond what is required in the form) and the nature of costs which are to be detailed in the official eligible costs budget form (Annex II.c).

***Cost category 1.1 - Personnel expenses***

Expenses related to employees of the applicant organisation or company. Personnel expenses 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.

***Cost category 1.2 - Travel and subsistence costs of personnel***

Travel and subsistence costs for personnel involved in the project may be charged in accordance with the internal rules of the applicant.

***Cost category 2.1 – Third party assistance***

Costs relating to services provided during the event by persons who are not employees of the applicant's organisation or company, such as interpreters, press attachés, publicists, hostesses, technicians, etc.

***Cost category 2.2 - Travel and subsistence costs for third parties***

Expenditure relating to travel and subsistence of third parties (commissioning editors, distributors, festival programmers, buyers, financiers, journalists, etc.) hosted by the project and in conformity with the rules set out in category 1.2 above.

***Cost category 3.1 – Indirect costs***

Expenditure relating to the applicant's premises (rent, insurance, administration and management costs, etc.) and office expenses (telephone, postal services, photocopies, database and IT costs, etc.)  
Indirect costs must be kept to a minimum and should not exceed 7% of the total direct costs.

***Cost category 3.2 – Consumables***

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

***Cost category 4.1 – Rental of screening venues***

Expenditure relating to the rental of cinemas and other venues during the event to which the project relates.

***Cost category 4.2 – Hire of equipment***

Costs relating 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.

The following costs are excluded from this category:

- Costs for equipment required for general administration and costs for telephone calls (these costs should be included in the "indirect costs" category of the overall budget).
- Installation and maintenance costs (these costs should be included under the "third party fees" category of the overall costs budget).

If the applicant wishes to allocate the MEDIA contribution to these costs, these need to be detailed in the eligible cost budget form (Annex II.c): rental period, type of equipment, price per day and per unit.

***Cost category 5.1 – Communication and Advertising costs***

Expenditure relating to the design, lay-out and publication of advertisements (including bill-boards and sign-posting) as well as the purchase of advertising space and all expenses of press campaigns during the period of implementation of the project (state total number, items and unit price).

Expenditure relating to the elaboration and production of promotional material (e.g. video trailers) designed to enhance the exposure given to the activities of European audiovisual professionals participating in the project.

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

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

If the applicant wishes to allocate the MEDIA contribution to these costs, these need to be detailed in the eligible cost budget form (Annex II.c).

***Cost category 5.2 –Publication costs***

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

Are excluded from category 5.2:

- Costs or merchandising and give-aways are excluded (these costs should be included under the budget heading 'Consumables')

If the applicant wishes to allocate the MEDIA contribution to these costs, these need to be detailed in the eligible cost budget form (Annex II.c): number of copies, price per unit, per type of publication.

***Cost category 5.3 – Public relations activities***

Expenditure related to the organisation of press conferences, professional meetings and social events organised during the festival, designed to enhance the exposure given to the activities of European audiovisual professionals.

***Cost category 5.4 – Competitions and Prizes***

Expenditure related to rewards (cash or other prizes) incurred by the beneficiary in addition to expenses for ceremonies and galas.

***Cost category 6.1 – Copyright / Screening fees***

Costs related to obtain the right to screen works within the framework of the programme of the event for which support is requested.

***Cost category 6.2 – Print Traffic***

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

Are excluded from category 6.2:

- Costs for transporting preview copies for the purposes of selection (these costs should be included under the "indirect costs" category).

If the applicant wishes to allocate the MEDIA contribution to these costs, these need to be detailed in the eligible cost budget form (Annex II.c): average cost per shipment and estimated number of films to be transported.

***Cost category 6.3 – Subtitling and translation***

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

Fees for simultaneous 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.

Are excluded from category 6.3:

- Hiring of equipment necessary for translation (these costs should be included in the eligible category of costs "hire of equipment").

If the applicant wishes to allocate the MEDIA contribution to these costs, these need to be detailed in the eligible cost budget form (Annex II.c): the number of hours, languages and types of translation must be specified.

***Cost category 7 – Bank charges***

In the case of the normal operation of the applicants Bank Account, fees 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.

**Cost category 8 – Miscellaneous costs**

Any other costs the applicant wishes to include 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.

**b) Eligible Budget (Annex II.c)**

The applicant is free to select 1 to 5 categories of eligible costs. The selected categories must be indicated and detailed in Annex II.c, following the above rules.

Any amount equal or superior to 10.000€ must be detailed.

The applicant must ensure that the total of each selected category of costs in the eligible budget is equal to the total declared for that same category in the overall budget.

**10. SUB-CONTRACTING AND CHOICE OF EXTERNAL SERVICES**

Should the proposed project require sub-contracting, the applicant must set up an open tender procedure with a view to select the subcontractor. If the project is selected, the beneficiary must select the most cost efficient offer, respecting the principles of transparency and equal treatment of potential sub-contractors and ensuring that no conflicts of interest are incurred.

**11. PUBLICITY**

Beneficiaries must clearly acknowledge the European Union's contribution in all publications or in conjunction with activities for which the grant is used. The name and logo of the programme as well as the mention "with the support of the MEDIA Programme of the European Union" must appear on all publications, posters, programmes and other products created in relation to the co-financed project, **including the festival's official website**.

In addition, the text as regards the Festivals Support Scheme must be included in all the catalogues published for the event. The above-mentioned logo and text are provided by the Agency. As per the agreement the beneficiary will sign with the Agency; compliance with the above will constitute a contractual obligation.

All subsidies allocated during any one financial year are 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 is a threat to the applicant's security or could harm the applicant's business interests,) the Agency will publish the name and address of the beneficiary, the subject of the grant and the amount.

**12. LEGAL ENTITY**

The Agency can offer agreements solely to successful applicants on the basis of registered documents in order to determine the legal entity of the applicant organisation and identification of the bank account designated for the project. Applicants must therefore supply **updated** copies of the following documents:

- FORM D "bank identification form" signed by the applicant's legal representative and signed and stamped by a representative of the bank.  
Applicants should check that:
  - a) **all** the required details are provided,
  - b) the information provided is correct **and** consistent with the relevant legal documents provided.
- FORM E "legal entity form" signed by the applicant's legal representative. The applicant is requested to choose the models of this form, according to its country and entity, from the following website:  
[http://ec.europa.eu/budget/execution/legal\\_entities\\_en.htm](http://ec.europa.eu/budget/execution/legal_entities_en.htm)

Applicants should check that:

- a) **all** the required details are provided,

b) the information provided is correct **and** consistent with the relevant legal documents provided.

- A copy of the organisation's registration certificate for the relevant authority, e.g. Companies register, Official Journal, etc. indicating the company registration number, the full legal title of the organisation, the registered address, the date and place of registration.
- If the applicant is a public institution (e.g. Town Council) a copy of the law or statute establishing the institution should be provided as 'copy of the organisation's registration certificate'. A proof of the official address of the institution is also needed.
- A copy of the complete up to date list of company directors / share holders / board members, indicating their function and nationality.
- If the name of the company's legal representative does not appear on the official registration documents provided, a proof of his/her nomination is also required (signed minutes of the Board)
- Where the person authorised to sign any agreement with the Agency is not the Statutory Legal Representative, a letter of proxy (signed by the Statutory Legal Representative or a member of the Board) granting the authority to sign agreements with the Agency on behalf of the organisation is mandatory.
- The company statutes
- A copy of the VAT registration including the VAT number

### 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://ec.europa.eu/comm/avpolicy/media/festiv\\_en.html](http://ec.europa.eu/comm/avpolicy/media/festiv_en.html)

#### 13.2. Application forms

Applications must **imperatively** be submitted using the official application forms, including the official budget form, (Annex I and II), and signed by the applicant's legally authorised representative.

The official forms can be downloaded from the website mentioned in 13.1.

Only typed applications will be accepted, preferably written in **English or French**.

#### 13.3. Submission procedure

The application must be submitted in **one unbound copy**

The documents must be presented in the following order:

1. Annex I duly completed, dated and signed where requested
2. Annex II (budget forms), with each section duly signed and dated and each page duly initialled
3. All the other documents required in the checklist, in the requested order.

## **SUBMISSION DEADLINE: 1<sup>st</sup> December 2006**

Proposals must be sent at the applicant's own expense before the deadline

- by registered post (preferably) or post to the following address (the postmark will be taken as proof of timely sending):

Education Audiovisual Culture Executive Agency (EACEA)

Unit MEDIA Programme – P8  
Mr Constantin DASKALAKIS  
BOUR 03/30  
Avenue du Bourget, 1  
B-1140 Brussels, Belgium

- by hand (date of delivery to the services of the Commission as proof of timely receipt) or by express courier (date of delivery to the express courier services as proof of timely sending) to the following address:

Education Audiovisual Culture Executive Agency (EACEA)  
Unit MEDIA Programme – P8  
Mr Constantin DASKALAKIS  
BOUR 03/30  
Avenue du Bourget, 1  
B-1140 Brussels, Belgium

**Proposals delivered by hand must arrive before 15.00 hours on the relevant deadline.**

**All envelopes should be clearly marked:  
"Call for proposals – EACEA/05/06"**

#### **CALL FOR PROPOSALS MEDIA AUDIOVISUAL FESTIVALS**

Applications sent by fax or email will not be accepted.

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

Applicants shall ensure to provide all the documents requested and mentioned in the check-list attached to the application forms of the present Call for Proposals.

***NB. The Agency 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.***

Only applications which fulfil all of the eligible criteria will be considered eligible and assessed. Ineligible applications will not be considered for a 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.

Selected applications will be subject to a financial assessment. In this context the Agency may request additional information or guarantees from applicants before taking any final decision on granting support.

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 1261/2005 of 20 July 2005 as modified by the Regulation of the Commission 1248/2006 of 7 August concerning the financial rules applicable to the general budget of the European Communities.
- Council Regulation (EC Euratom) n° 1605/2002 of 25th June 2002 concerning the Financial Regulations applicable to the budgets of the European Communities.
- Council Regulation (EC Euratom) n° 2342/2002 of 23rd December 2002 (implementation rules concerning the Council Regulation.)

### **13.5. Contacts**

For any further information please contact:

**Media Desks & Antennas** [http://ec.europa.eu/comm/avpolicy/media/desk\\_en.html](http://ec.europa.eu/comm/avpolicy/media/desk_en.html)

or

**EACEA - Education, Audiovisual and Culture Executive Agency**

**Ms Gaële Broze**

**Ms Geraldine Hayez**

MEDIA Programme

BOUR - 03/17

B- 1140 - Brussels

E-mail : [geraldine.hayez@ec.europa.eu](mailto:geraldine.hayez@ec.europa.eu)

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