



Support for the networking and mobility of European training professionals

MEDIA 2007 - TRAINING

Call for proposals EACEA 10/07

Council Decision N° 1718/2006/EC
of the European Parliament and the Council

Guidelines

For submitting proposals to obtain
Community funding in the field of
initial vocational training

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1. INTRODUCTION

1.1. Legal basis

This Call for Proposals is based on Decision 1718/2006/EC of the European Parliament and the Council of 15 November 2006 concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007)¹.

The European Commission is responsible for the implementation of the MEDIA Programme and for the decision to grant individual European Community funds. The Education, Audiovisual and Culture Executive Agency administers 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 ("the 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 1718/2006/EC. These guidelines explain how to submit a proposal in view of obtaining a community financial contribution.

The total budget for the MEDIA Programme 2007-2013 is €754.95 million.

The promotion of equal opportunities between women and men is a basic principle in Community policies which must be taken into account in the implementation of this programme.

2. OBJECTIVES

2.1. Objectives of the MEDIA Programme

The global objectives of the programme are the following:

- ◆ Preserve and enhance European cultural and linguistic diversity and its cinematographic and audiovisual heritage, guarantee its accessibility to the public and promote intercultural dialogue;
- ◆ Increase the circulation and viewership of European audiovisual works inside and outside the European Union, including through greater cooperation between players;
- ◆ Strengthen the competitiveness of the European audiovisual sector in the framework of an open and competitive European market favourable to employment, including by promoting links between audiovisual professionals.

2.2. Specific objectives of the Training Support Scheme

In the field of acquisition and improvements of skills, the objectives of the programme shall be:

- ◆ Improve the European dimension of audiovisual training activities.

¹ Official Journal L327/12 of 24 November 2006

- Encourage exchanges and cooperation, in supporting the networking of European training players, in particular Higher education institutions, training organisations and partners of the audiovisual sector.
- Encourage mobility of students and trainers in Europe.
- ◆ Strengthen the skills of European audiovisual professionals in order to improve the quality and potential of European audiovisual works. The programme shall support notably action in the following areas:
 - **Script-writing techniques:** enable scriptwriters to improve their capacities to develop techniques based on traditional and interactive methods of writing.
 - Economic, financial and commercial **management:** develop the professionals' ability to grasp and integrate the European dimension into their work fields.
 - Application of **new technologies:** develop the professionals' capacity to use digital technologies, in particular in their work fields.

For the implementation of these objectives, particular attention will be paid to the specific needs of countries or regions with a low audiovisual production capacity and/or a restricted linguistic or geographical area, as well as to the development of an independent European production and distribution sector, in particular small and medium-sized enterprises.

2.3. Priorities of this Call for Proposals

This Call for Proposals is to encourage exchanges and cooperation between Higher education institutions, training organisations and partners in the professional sector. This should contribute to the networking and mobility of students and trainers in Europe.

The cooperation of the European training professionals will take the form of pan-European consortia. Each consortium will put in place an associated work plan. This work plan shall focus on audiovisual skills needs that are not sufficiently met within Europe.

2.4. Definitions

For the purpose of this call for proposals the following definitions shall apply:

Partner organisations

- § **Applicant:** consortium of partner organisations applying to the MEDIA Programme with a project.
- § **Beneficiary:** consortium of partner organisations benefiting from a MEDIA Programme grant.

The co-ordinator and the co-beneficiaries of the project will be considered as the "beneficiary" of the MEDIA grant. The costs incurred by the co-beneficiaries for the granted project will thus be eligible (if they respect point 9.5). The financial contributions to the project directly paid to the co-beneficiaries will also be eligible.
- § **Co-ordinator of the project:** is the main promoter of the project and must be a Higher education institution. The co-ordinator signs the MEDIA agreement in the name of his partners ("co-beneficiaries").
- § **Co-beneficiaries:** the partners of the project who mandate the co-ordinator to act in their name in signing the agreement with the Agency.

Project

- § **Duration of the Project:** duration of the activity including preparation and dissemination of results. The duration of the project is maximum 12 months.
- § **Eligible Participants:** nationals from MEDIA programme countries (def. in point 5.2)
- § **Format:** the training format is the physical size and composition of a training activity (number of days per sessions and number of sessions per year, internships included or not, etc).
- § **Initial Vocational Training:** allows the participants to receive a general, theoretical and practical training with a view to obtaining a vocational qualification.
- § **Participant:** any student / trainer (apart from the project team) selected to follow the training activity.
- § **Project:** one or more training activity(ies) for which the beneficiary receives financial support. The project covers the preparation and implementation stages as well as the evaluation and dissemination of results of this / these training activity(ies).
- § **Training Activity:** is defined by a specific content for a specific group of participants.

Budget

- § **Eligible Costs:** the costs directly linked to the execution of the Project receiving support, as detailed below under points 9.5 and 9.6 and incurred by the co-ordinator and his co-beneficiaries during the period as defined in the Agreement.
- § **Financial contributors:** any public or private organisation providing **only** a financial contribution to the Project and not being a member of the consortium.
- § **Grant:** the financial support awarded to the selected applicant. This can be revised downwards upon reception of the final report on the basis of the total actual eligible costs.

3. CALENDAR

Applications must be sent to the Agency by **02/07/2007** (the postmark will be taken as proof of timely sending). Please read carefully section 12 of this Call for Proposals concerning the procedures for submitting applications.

The selection results will be published on the MEDIA website the week following the grant award final decision, which is expected to be by October 2007.

The signature of the grant agreement between the Beneficiary's co-ordinator and the Agency will take place once all administrative procedures are finalised, at the latest in December 2007.

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 point 9.1 below.

Period of eligibility of costs

The period of eligibility of costs will be adapted according to the nature and duration of execution of the project (preparation, implementation and follow-up). The duration will be stipulated in the Agreement to be entered into with the Agency.

When the nature of the project requires it and upon formal request by the applicant, the preparation costs incurred before the signature of the agreement with the Agency can be considered as eligible (**applicants must tick the appropriate box on application form IV**). The period of eligibility of costs cannot start more than 4 months before the signature of the agreement by the Agency.

In any case, the project submitted can not last more than 12 months and must start at the latest in the first 6 months of the year 2008.

4. AVAILABLE BUDGET

The amount available under this Call for Proposals is 1 360 000€

Community co-financing of the total eligible training costs will be provided within a framework of joint funding with public and/or private partners, generally up to a limit of 50%. The MEDIA Programme's funding may be raised to 75% if one of the partners taking part in the training project is situated in one of the 12 countries which have acceded to the European Union after 30 April 2004².

The amount of the financial contribution to be awarded will be determined within the limits of available budgetary resources and in consideration of the costs and nature of each project, assessed on the basis of the selection and award criteria, as described under sections 7 and 8, and shall take the form of a Grant.

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

5. ELIGIBILITY CRITERIA

As a first step in the assessment and selection process, the Executive Agency will check the applicants' compliance with the eligibility criteria. Failure to comply will result in exclusion of the application from the selection process.

5.1. Eligible applicant consortium

Applicants must take the form of pan-European consortia.

The applicant consortium must be composed of **at least 3 organisations**:

- § including minimum 2 Higher education institutions;
- § coming from at least 3 countries participating in the MEDIA Programme.

Furthermore,

- § the co-ordinator of the project must be a Higher education institution;

² Bulgaria, Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia, Slovenia.

- § the partners taking part in the applicant consortium must be organisations linked to the audiovisual industry.

Only grant applications submitted in writing by legal persons will be eligible. Applications from **“natural” persons (i.e. individuals) will not be accepted.**

5.2. Eligible Countries

Only applicant consortia whose organisations are established and registered in countries participating in the MEDIA programme are eligible.

Countries participating in the MEDIA programme are the following:

- § Member states of the European Union
- § Member countries of the European Economic Area (EEA) participating in the MEDIA programme (Iceland, Liechtenstein, Norway)
- § Switzerland³

5.3. Eligible Target Groups

- § Students from film schools or from any other Higher education institutions where skills / competences applying to the audiovisual sector are taught (for instance: business schools in case of future producers).
- § Trainers from film schools or from any other Higher education institutions where skills / competences applying to the audiovisual sector are taught.

5.4. Eligible Activities

Training activities favouring multidisciplinary cooperation within the audiovisual industry are encouraged.

Training initiatives designed specifically to develop competencies in the field of live recordings, TV games, talk shows, reality shows etc., or techniques exclusively linked to video games will be declared *as ineligible*.

Applications must be for projects which are aimed at developing the capacity of future audiovisual professionals to understand and integrate a **European dimension** in their work by improving expertise in the following fields:

Training in economic, financial and commercial management

- § Business skills (such as management, accounting, marketing, pitching and presentation);
- § Production;
- § Distribution/exhibition
- § Legal and financial aspects of co-production;
- § Understanding international markets;
- § Networking and accessing international markets.

Training in new audiovisual technologies

³ subject to the conclusion of a new cooperation agreement with this country in the framework of the MEDIA Programme

Implementation of new technologies in audiovisual activities:

- § Production (e.g. digital production, 3D animation, HDTV);
- § Post-production e.g. visual/special effects;
- § Distribution: new channels for distribution of films for TV and cinema;
- § Marketing: using new media to promote audiovisual works (i.e. Internet, mobile phones);
- § New markets (Internet, mobile phones, 3D Cinema...);
- § Restoration and conservation technologies.

Training in script-writing techniques

- § Dramatic and visual writing techniques;
- § Identifying target audiences;
- § International standards of scriptwriting and script presentation;
- § Creative collaboration between writers, script editors, producers, directors, DOPs.

5.5. Eligible Applications

Only proposals submitted using the official application form, completed in full, signed (original signatures required) and received by the specified deadline, will be considered.

Applicants must submit a budget that is balanced in terms of expenditure and revenue and must comply with the ceiling for Community cofinancing.

All the other conditions set out under sections 9 and 12 of this call for proposals must be complied with.

The assessment is made 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 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 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 Form I of this Call for Proposals.

7. SELECTION CRITERIA

The selection criteria are aimed at assessing the applicant's operational and financial capacity to complete the proposed action or work programme.

7.1. Operational Capacity

Applicants must prove their operational capacity to implement the activity by demonstrating:

- § The human and technological resources available within the consortium (the CVs of the person(s) responsible for the project, showing all their relevant professional experience);
- § A solid experience in organising training activities. e.g. this might be demonstrated by the experience of the managing director or head of studies working for the project;
- § An extensive international network of contacts from the audiovisual industry.

Application files shall also include:

- § The track record of the organisations taking part in the consortium;
- § Statutes of the co-ordinator (annex A);
- § Copy of the official registration documents for the co-ordinator (annex A).

7.2. Financial Capacity

Applicants must have stable and sufficient sources of funding to maintain their activity throughout the period during which the project is being carried out. The evaluation of this criterion will be based on the following documents:

- § Profit and Loss account of the co-ordinator organisation as well as a complete balance sheet for the last financial year.
- § The form concerning the financial capacity included in the application form (form V) duly signed and correctly filled in. The data (figures) presented will be based on the co-ordinator annual accounts of the last financial year for which accounts have been closed. The co-ordinator assures that the figures are accurate and verifiable. This data is necessary for the evaluation of the applicant's Financial Stability and Operational Capacity.
- § Bank identification sheet (form IIIa) duly completed by the co-ordinator and certified by its bank (signatures required).

N.B. If on basis of the documents submitted, the Agency estimates that the financial capacity of the applicant is not proven or satisfactory, the Agency can:

- § Refuse the request
- § Ask for complementary information
- § Demand a guarantee (see point 9.3)
- § Propose an agreement for a grant without pre-financing

Exemption

Verification of the financial capacity does not apply to public bodies and public educational institutions. If this is the case for the co-ordinator, this must be mentioned on the **application form I** (Declaration of Honour).

Audit

For actions where the costs to be financed exceed EUR 500.000, the application shall be accompanied by an external audit report produced by an **approved auditor**. That report shall certify the accounts of the co-ordinator for the last financial year available.

Background of the applicant

The Agency reserves the right to reject proposals from applicants who have not fulfilled their obligations with regard to agreements concluded within the framework of the MEDIA Programmes or other Community Programmes.

8. AWARD CRITERIA

The award criteria make it possible to assess the quality of the proposals submitted in light of the objectives and priorities set. Grants will be awarded within the limit of the budgetary resources available on the basis of the following weighted criteria.

Quality of the content of the activity	20 points
Expertise of trainers and tutors involved	15 points
Methodology	15 points
Quality of the consortium	20 points
Cost effectiveness	15 points
Multiplier effect	15 points
TOTAL	100 points

For proposed projects which contain two or several training activities, the right is reserved to refuse those activities of the project which do not meet the award criteria.

8.1. Quality of the content activity

Applicants should clearly describe:

- § The **objectives** of their training project and the manner in which they meet the general objectives of the MEDIA Programme as stated under section 2;
- § The **subjects and skills** taught and the logic behind this focus;
- § The **innovative and distinctive nature** of the proposed project;
- § The **target group** and why this specific target group was chosen (the level of skills of participants must be described);
- § The **professional benefits** the target group will gain from the training project proposed;
- § The **long or short term effects** of the training on the professional practice of the participants.

8.2. Expertise of trainers and tutors involved in the project

A high level of expertise is required from the trainers involved in the training activity. The trainers and tutors involved should be active professionals in the audiovisual sector. They shall have relevant experience.

Applicants must also provide detailed explanations on the recruitment of trainers and tutors who will work for the project.

8.3. Methodology

Applicants should clearly explain how the proposed training will be delivered (format and methodology). For instance (not exhaustive list):

- § Long-term or short-term training, type and number of modules;
- § Training delivered within the framework of a pre-existing course programme or independently;
- § Workshops (residential or not), consulting sessions and/or internships, on-line sessions and/or on-line consulting;
- § Lectures, case studies, role plays, group sessions, one-to-one meetings, screenings;
- § The size of the participant group and how the number of participants affects the proposed concept;
- § The role of the trainers/tutors (how are the trainers/tutors involved in the project?);
- § What are the selection procedures of the participants? How will the applicant facilitate their mobility?

Applicants will also provide a course timetable.

The Agency will evaluate the relevance of the format / methodology choices in regards to the proposed project.

8.4. Quality of the consortium

Coherence and complementarity's of the consortium

Applicants must explain the reasoning behind the constitution of the consortium (what is the added value of such a consortium?).

Partnership with the audiovisual industry

Applicants are required to clearly explain the involvement of the audiovisual industry in the proposed training activity.

The partnership with the audio-visual industry can also find its expression through **internships** in companies. Please note that **internships** are considered as a complementary action of a given training activity and must therefore be preceded and/or accompanied by training sessions. The promoter of the training activity is responsible for the supervision of the content of the traineeship and has to ensure that the trainees can benefit from the concrete co-operation with managers and employees in the company.

European dimension

Proposed training activities will have to offer a European dimension, which will be assessed on the basis of the following criteria:

- § The participants must come from several countries,
- § An international team of trainers and tutors;
- § The conception and/or implementation of the activities must result from the co-operation of partner organisations. The partners must be identified and their role must be described in the application;
- § An adequate strategy for the promotion.

8.5. Cost effectiveness of the project

Applicants should pay particular attention to the cost effectiveness of the project. All costs should be reasonable in the context of the goals and benefits of the project. The resources allocation must be appropriate and justified.

The right is reserved to reduce any cost, either in the award or subsequent payment procedures, which is not consistent with average market prices for the item or service or which cannot be justified by the benefits generated for the project.

The evaluation of this criterion will be based on the analysis of the forecast budget and of the note to the forecast budget.

8.6. Multiplier effect

The dissemination of results of the training activity is an essential element of the supported project. Applicants must provide clear explanations on how this multiplier effect will be achieved and on the relevance of the measures taken for the exploitation of results.

For instance, applicants shall have a website dedicated to the supported training activity. This website will be used as an information tool enabling participants as well as other students / professionals of the audiovisual industry to benefit from the content of the training activity.

9. FINANCIAL CONDITIONS

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

The sole act of selecting a project does not signify agreement with the level of financial support requested. The amount of MEDIA financial support is determined on the basis of the cost and nature of each project submitted in accordance with the award criteria set out in section 8 above and shall take the form of a grant⁴. The allocated amount may not exceed the amount requested.

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

Applicants are **strongly** advised to re-check all automatic calculations.

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

9.1. Payment Procedure

Should an application be approved by the Commission, an agreement (in Euro) specifying the conditions of the grant and the level of financing will be concluded between the Agency and the consortium co-ordinator. Original copies of this agreement must be signed and returned to the Agency who will be the last party to sign.

The bank account specified in the Application forms must enable any Community contribution to be identified. If the contribution paid into this account generates any interest or equivalent profit (under the relevant national law of the country in which the account is based), the beneficiary must, upon submission of the Final report, declare this interest resulting from any pre-financing. The interests or equivalent profit must be recovered by the Agency when the contribution balance is paid.

Agreements

The agreement will indicate the level of the grant awarded and will set out the financial rules to be applied. Payments are usually made in instalments.

The selected applicants will be invited to sign a grant agreement for an action with multiple beneficiaries and co-ordinator.

The grant agreement for an action with multiple beneficiaries and co-ordinator is to be used for projects led by a co-ordinator, but executed by several partners. In this case, the costs incurred by the partners ("co-beneficiaries") for the granted project will be eligible (according to definition under point 9.5).

The "co-beneficiaries" mandate the co-ordinator to act in their name in signing the grant agreement with the Agency. The "co-beneficiaries" shall also keep at the Agency's disposal all original documents relating to the agreement and agree that the Agency / Commission may audit the costs related to the granted project.

Standard model of the proposed agreement can be downloaded on the following website: <http://ec.europa.eu/media>

Only projects with matching funds in place for the whole duration of the agreement will be considered.

⁴ As defined in Article 9 of Council Decision 1718/2006/EC

Terms of payment

Payment arrangements will be laid down in the agreement. In general, the payments of the Community's contribution are made as follows, in two instalments:

- § A first pre-financing payment of 60% of the total financial support within 45 days of signature by the two parties of the agreement between the Agency and the beneficiary;
- § The remaining part of the financial support following the presentation of an Activity Report and a Final Financial Report giving detailed breakdowns of the final costs and revenues of the project and the acceptance by the Agency.
 - ◇ The Final Financial Report must be duly certified by an approved external auditor.
 - ◇ The Final Financial Report will form the basis for the calculation of the final payment to be made on the beneficiary (consortium co-ordinator) account.
 - ◇ The amount of this contribution depends on real eligible costs incurred by the beneficiary and the levels of co-financing ultimately obtained.
 - ◇ Should actual eligible expenses incurred by the beneficiary for the implementation of the project be lower than the costs foreseen in the provisional application budget, the beneficiary will be required to reimburse any surplus already paid by the Agency as pre-financing payment.

Under no circumstances may the Community contribution give rise to a profit for the beneficiary. Any profit will result in a proportionate reduction to the contribution finally awarded.

9.2. Guarantee

The Agency may require any organisation which has been awarded a grant to provide a guarantee first, in order to limit the financial risks linked to the prefinancing payment.

The purpose of this guarantee is to make a bank or a financial institution, third party or the other beneficiaries stand as irrevocable collateral security for, or first-call guarantor of, the grant beneficiary's obligations.

This financial guarantee, in Euro, shall be provided by an approved bank or financial institution established in one of the Member State of the European Union. Nevertheless, the guarantee may be replaced by a joint and several guarantees by a third party or by a joint guarantee of the beneficiaries of an action who are parties to the same grant agreement.

The guarantee shall be released as the pre-financing is gradually cleared against payments of balances to the beneficiary, in accordance with the conditions laid down in the grant agreement.

9.3. Double Funding

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 in the application for support what other applications for financial support they have submitted or intend to submit to the European Institutions, indicating for each support the Community Programme concerned and the amount of the support.

9.4. Financial guidelines

Distinction between eligible and non-eligible costs

The forecast budget submitted in the application file **must only state eligible costs** (see definition below point 9.5).

Furthermore, applicants are required to declare on Form IV (description of the project) the total forecast costs for the execution of the project (i.e. an amount including eligible and non-eligible costs).

For sake of clarity, an explanatory note on ineligible costs (*i.e. costs which are not stated in the forecast budget*) may be attached to the file if the applicant consortium considers that it contributes to a better understanding of its activities by the evaluation committee.

Forecast Budget:

The Forecast Budget will form an integral part of the grant agreement.

The Forecast Budget must be presented as set out in the Application Form and in compliance with the following procedures:

- § The forecast budget will be sub-divided into the headings and sub-headings proposed in the budget form.
- § Total revenue and total expenditure must be equal amounts.
- § The total amount and the request for financial support submitted to the MEDIA programme must not be expressed in decimals (rounded figures only).
- § Amounts shall be expressed in EURO;
 - ◇ Applicants from States which are not members of the Euro Zone must apply the rate of exchange published in the Official Journal of the month during which the Forecast Budget is submitted.
 - ◇ This exchange rate is available from the MEDIA Desks and Antennae or from the Commission web site⁵.
 - ◇ The exchange rate must be specified within the space provided on the forecast budget.
- § Applicants are not allowed to add or change any headings to the budget.

Note to the Forecast Budget

The note to the forecast budget is an essential element for the evaluation of the award criteria, especially for the assessment of the cost effectiveness of the project. The applicants have to explain the reasoning behind the amounts stated in the Forecast Budget.

- § **Each** heading and **each** budget sub-heading must be detailed in the "Note to the Forecast Budget". The applicant is also encouraged to explain his price negotiation strategy and price reduction achieved. This will be seen as a positive indication of the consortium's investment in the project.

⁵ <http://europa.eu.int/comm/budget/inforeuro/index.cfm?Language=en>

- § The Note to the Forecast Budget must be sufficiently detailed to allow identification and control of the proposed activity (for instance, unit prices and number of units).
- § The presentation of the Note to the Forecast Budget will be identical "heading by heading" to the Forecast Budget.
- § In the event that costs such as Personnel costs or Overheads are distributed over one or more activities, a detailed justification for such distribution must be included in the Note to the Forecast Budget.

9.5. Eligible expenses

Costs which are considered as eligible are those which are:

- § necessary for the implementation of the project and directly linked to it, written in the provisional budget attached in the agreement, reasonable and in conformity with the principles of sound financial management and cost-effectiveness;
- § incurred during the eligible period of costs as defined in the agreement;
- § actually incurred by the applicant, registered in the co-ordinator and co-beneficiaries' accounts in accordance with the relevant accountancy principles, and declared according to national financial and social security regulations;
- § identifiable and verifiable on the basis of justifying documents.

The co-ordinator and co-beneficiaries' internal accounting and auditing procedures must permit direct reconciliation of the costs and revenue declared in respect of the project with the corresponding accounting statements and supporting documents.

N.B:

- § Costs assigned to a specific budget heading in the application form must be assigned to this very same budget heading in the final accounts.
- § The beneficiary shall ascertain from the competent national authorities the provisions, rules and legislation governing the taxation of training activities in their countries.
- § A beneficiary of a community support is obliged to maintain a clear analytical accounting system for the costs of the supported project. This accounting and classification system will facilitate the verification and certification of the final costs by the approved external auditor necessary for the payment of the financial contribution. The independent audit of all final accounts is mandatory.

9.6. Description of Budget Headings

The following paragraph describes the eligible costs.

For projects including several activities, the applicants must submit

- § A Forecast Budget per activity
- § A Forecast Budget and the Note to the Forecast Budget for the whole Project

Budget Headings are the following:

1. Personnel Costs
2. Operating Costs
3. Sub-contracting costs
4. Overheads

1 - Personnel Costs

The personnel costs shall be calculated on the basis of the actual daily salary of the employee, multiplied by the number of days devoted to the *project*. Where applicable, this figure will include all the usual contributions paid by the employer, such as social security contributions, but shall exclude any bonuses, incentive payments or profit-sharing schemes.

The Personnel costs shall be substantiated by detailed timesheets of the work done declared in the Final Report. The daily salary will be based on the average salary charged at national level for qualified personnel executing comparable tasks.

Common rules:

- § Personnel costs should not exceed 25% of the total eligible costs.
- § The maximum number of days per year per person is 220.
- § Senior employees and directors shall be identified by name in the Note to the Forecast Budget.

2 - Operating costs

This Budget Heading consists of the following Sub-headings:

- 2.1 Travel and subsistence costs for the staff attached to the project
- 2.2 Expenses for workshops/seminars
- 2.3 Expenses for distance learning tools
- 2.4 Advertising and promotion
- 2.5 Dissemination of results

2.1 - Travel and subsistence costs

The costs specified under this heading are related to travel and subsistence costs for the staff attached to the project. Amounts stated must correspond to specific and clearly identifiable activities.

The number and destination of journeys and the number of days spent travelling must be reasonable with regard to the objectives of the applicant for the proposed project.

The destination of the travel costs as well as the number of days forecast and the name or role in the project of the persons travelling should be justified in the note to the Forecast Budget.

Accommodation and subsistence costs can not be in excess of the scales accepted by the Commission and published on the following website:

http://ec.europa.eu/europeaid/perdiem/pd_12_2006.pdf

If there is no overnight stay, the amounts are reduced by 50%.

If the internal regulation of the institution applying for a MEDIA grant imposes a lower limit than the scales accepted by the Commission, the lower limit must be used as a basis of calculation.

Common rules:

- § Air travel : only economy class tickets will be eligible
- § Car travel: the eligible amount will be limited to the amount corresponding to the price of a 1st class train ticket.

These conditions apply also for travel and subsistence costs for participants and trainers (cf.2.2 below).

2.2 - Expenses for workshops/seminars

Costs specified under this *Budget Sub-Heading* relate to rental of conference rooms and of computing and technical equipment, trainers fees, trainers and participants travel costs, educational material costs.

2.2.1 Conference room rental

The cost for conference rooms shall be broken down into cost per day and number of days in the note to the Budget. In the event that more than one venue is used, each venue must be specified separately.

N.B:

The costs for conference rooms of the applicant's own venue are not eligible costs. However, the applicants are encouraged to mention the use of their own venue in the Note to the Forecast Budget since it will be seen as a **positive indicator** for the evaluation of the cost effectiveness criterion.

2.2.2. Equipment rental and / or depreciation

With regard to expenses for audiovisual, computing and technical equipment:

- § Only the portion of the equipment's depreciation corresponding to the duration of the activity(ies) and the rate of actual use for the purposes of the activity(ies) may be taken into account by the Agency.
- § Only the cost of rental, leasing of equipment for the duration of the training activity(ies) will be considered eligible.

N.B:

The equipment costs covered by in-kind contribution (applicant own equipment or from partners) are not eligible costs. However, the applicants are encouraged to mention the use of their own equipment in the Note to the Forecast Budget since it will be seen as a **positive indicator** for the evaluation of the cost effectiveness criterion.

2.2.3 and 2.2.4. Travel and subsistence for participants and trainers

In order to facilitate the mobility of students and trainers in Europe, applicants are advised to cover expenses for travel and/or subsistence of the participants.

For limits on travel and subsistence expenses, please refer to point 2.1 above.

2.2.5. Local transport

Type of transport: the type of transport and transport expenses must be specified in the note to the Budget.

N.B. Per diems (see point 2.1) cover taxi costs. Applicants using these monetary limits are thus not authorised to include the taxi costs separately in the budget.

2.2.6. Third Party assistance: Tutor's fees

These expenses relate to fees paid to trainers/tutors for the preparation of the training (including preparation and updating of educational material) and the implementation of the training activity.

Trainers shall be identified nominally (if already known) in the Note to the Budget and the costs justified. The Agency will pay particular attention to the fact that the tuition fees and personnel costs are not excessive or unjustified.

The applicant may also include under this sub-heading the head of study / training co-ordinator tasks that are **strictly** educational if these tasks are defined in detail and the number of budgeted days is reasonable.

The Agency reserves the right to request further explanations and exclude some expenses from the eligible Budget if the time / money allocated are not in line with the executed activity.

2.2.7. Didactic material

Costs specified under this Budget sub-heading comprise expenditure for preparing the didactic material and are linked to the reproduction of printed, and/or electronic forms of teaching material. These costs shall be duly substantiated and the direct link with the execution of the Project must be clearly established in the Note to the Forecast Budget. Up-dates of existing didactic material are allowed and must be mentioned as such.

The costs related to the conception of the didactic material by trainers or project staff shall be put under the relevant headings (points 1 and / or 2.2.6).

2.3 - Distance learning tools

Costs specified under this Budget sub-heading will exclusively relate to distance learning activities directly related to the execution of the project.

These costs cover connection time, consultation of or links to databases and acquisition of software. Certain hardware costs may be admissible, provided they concern rental, leasing and depreciation of equipment.

Costs for computers and internet use which do not concern distance learning tools must be presented in the relevant part of the Forecast Budget.

The link between the costs specified in 2.3 and the project content must be clearly established in the "Note to the Forecast Budget".

2.4 - Advertising and promotion

Costs specified under this Budget Sub-Heading shall exclusively relate to advertising and promotion of the project. Advertising costs may comprise all expenditure linked to design, lay-out and publication as well as to the buying of advertising space in the professional press and on the Internet. The costs budgeted must be necessary for the project and the applicant will justify the amounts stated for this heading in the "Note to the Forecast Budget".

Applicant's attention is drawn to the fact that a promotional network of MEDIA Desks has been provided for the MEDIA Programme. The right is reserved to refuse unnecessarily high expenses arising from the failure by the applicant to make the best use of this network.

2.5 - Dissemination of results

The costs specified under this Budget Sub-Heading exclusively relate to the publication of the results of the Training Activity, **with the exception** of the didactic material, that will be specified under 2.2.7 above.

All necessary explanations shall be stated in the Note to the Forecast Budget.

3 - Sub-contracting costs

The costs specified under this Budget Sub-Heading relate to the amounts paid to third parties carrying out a specific one-off task in connection with the project.

The following costs may be included under this Budget Sub-Heading: translation, interpretation, printing costs and certain accounting services.

Sub-contracting costs are accepted only if the Beneficiary does not have the skills required. **Subcontracting costs must be substantiated by receipted invoices.**

All necessary explanations shall be stated in the Note to the Forecast Budget.

4 – Overheads (indirect eligible costs)

The costs specified under this Budget Heading relate indirectly to the implementation of the project but do not fall into any of the above-mentioned categories. These costs should be in line with the principles set out in this guide.

Overhead costs encompass the following categories:

- ◆ **Premises and related expenses** (e.g. rent, insurance ...)
- ◆ **Office expenses and consumables** (e.g. telephone, postal services, photocopies ...)

Indirect costs representing applicant's overheads, when incurred in carrying out the project, are considered as eligible. These indirect costs cannot exceed a flat-rate funding of **7% of the total eligible direct costs** of the project (budget headings 1+2+3).

9.7. Ineligible Costs

The following costs are considered ineligible:

- Return on capital,
- Debt and debt service charges,
- Provisions for losses or potential future liabilities,
- Interest owed,
- Doubtful debts,
- Exchange losses,
- VAT unless the beneficiary can show that he is unable to recover it,

- Costs declared by the beneficiary and supported in the framework of another action or under another Community grant,
- Excessive or reckless expenditure,
- Costs covered by contributions in kind,
- Expenditure for participants from countries not participating in the MEDIA Programme.

9.8. Sources of Income

All financial contributions must be substantiated by clear statements duly dated and signed (Application forms points VIII and IX), specifying the amounts and the fact that they will be provided in cash. At the submission stage, letters of intent / letters of interest will however also be accepted.

The income side of the Forecast Budget should show:

- § The direct monetary contribution from each partner of the consortium (own resources);
- § Any income generated by the project (e.g. fees charged to participants, revenue from sales of publications etc.);
- § The financial contribution from other fund providers (public and/or private);
- § The contribution applied for to the MEDIA Programme.

Participation fees

In order to facilitate the mobility of students and trainers in Europe, participation fees shall be reasonable amounts for the target groups.

Contributions in kind

Contributions in-kind are non-financial contributions to the project originating from certain services or equipment/material supplied by the applicant or his partners.

Within the framework of this Call for Proposals, contributions in kind **shall neither constitute eligible costs nor be taken into account for the calculation of the MEDIA grant.**

However, applicants are encouraged to mention them **in the Note to the Forecast Budget** since they will be seen as a **positive** indicator for the evaluation of the **cost effectiveness criterion**.

9.9. Legal Entity

The Executive Agency can only offer agreements to successful applicants on the basis of approval of documents enabling the legal status of applicant organisations.

Applicants must therefore supply up to date copies of the following documents:

- ◆ Form IIIa: "Bank Identification Sheet" duly completed and signed by both the applicant consortium co-ordinator's legal representative and a representative of the bank.
- ◆ Form IIIb: "Legal Entity Form" duly completed and signed by the applicant consortium co-ordinator's legal representative. The form relating to the legal structure of the co-ordinator company according to the country in which it is established is available on the following website: http://ec.europa.eu/budget/execution/legal_entities_en.htm
- ◆ A copy of the organisation's registration certificate for the relevant authority, (e.g Companies register, Official Journal, etc.) **and** statutes.

- ◆ If the VAT is not deductible and cannot be recovered by the promoter: a copy of its VAT status.

10. SUB-CONTRACTING AND CHOICE OF EXTERNAL SERVICES

Where implementation of the project requires sub-contracting or the awarding of a procurement contract, the beneficiary must obtain competitive tenders from potential contractors and award the contract to the bid offering best value for money, observing the principles of transparency and equal treatment of potential contractors and taking care to avoid conflicts of interests.

The beneficiary must clearly document the tendering procedure and retain the documentation for the event of an audit.

11. PUBLICITY

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

With the permission of the successful applicant, (unless such information threatens their security or harms their business interests), the Executive Agency (EACEA) will publish the following information:

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

All successful applicants are required to mention clearly "With the support of the MEDIA 2007 Programme of the European Union" in any publicity or during the activities for which a subsidy is granted.

Moreover, all successful applicants are required to display (clearly) the name and logo of the MEDIA 2007 Programme on all publications and publicity materials produced for any project which has been allocated a co-financing contribution.

Should this condition not be respected, the amount of the Community contribution provisionally allocated may be reduced.

12. HOW TO APPLY

12.1. Publication

The Call for Proposals is published in the Official Journal of the European Union and is accessible on Programme MEDIA's website at the following address: <http://ec.europa.eu/media>

12.2. Application Forms

Applicants are required to present

- § **ONE** complete and unbound application file duly signed.
- § **THREE** bound copies including **ONLY** the following items of the application file:
 - ◇ Point II : Applicant identification sheet
 - ◇ Point IV : Project identification sheet
 - ◇ Point VII : Summary of the project
 - ◇ Point X : Note to the budget
 - ◇ The forecast budget
 - ◇ The financing plan
 - ◇ Annex D :
 - ü Staff available for the project and job descriptions
 - ü List of the names of tutors/trainers involved in the project with a brief description of their professional background
 - ◇ Annex C : A detailed course timetable

In addition to these, an electronic version of the documents requested in the bound copies shall be included **on CD-Rom / DVD-Rom** (no other formats accepted) and attached to the application file.

12.3. Presentation of the Application

Please comply with the following procedure:

- § The declarations must be signed by the authorised signatory of the co-ordinator organisation.
- § Respect of the application form as given is mandatory.
- § Applicants are requested to submit a **separate budget** for **each** proposed training activity
- § All pages of the Forecast Budget / Financing Plan must be **signed** by the authorised signatory of the co-ordinator organisation.

Application forms and budget forms can be downloaded from the following website:
<http://ec.europa.eu/media>.

Proposals must be sent by registered mail by deadline **02/07/2007**- postmark will be proof of timely sending - to the following address:

Education, Audiovisual and Culture Agency (EACEA)
Unit MEDIA Programme – P8
MEDIA Training 10/2007
Mr. Constantin Daskalakis
BOUR 03/30
Avenue du Bourget 1
B -1140 Brussels, BELGIUM

Applications delivered by hand must be receipt by the services of the Commission at the latest on the **02/07/2007** before 15.00 hours to the address indicated above.

For express couriers, the date of delivery to the express courier company will be proof of timely sending (at the latest on the **02/07/2007**).

All envelopes should be clearly marked "MEDIA TRAINING 10/2007"

12.4. Applicable Rules

- 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;
- Council Regulation 1261/2005 of 20th July 2005 modifying the Regulation 2342/2002 of 23rd December 2002 and as modified by the Regulation of the Commission 1248/2006 of 7th August concerning the financial rules applicable to the general budget of the European Communities.
- Decision n° 1718/2006/EC of the European Parliament and the Council of 15th November 2006 concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007).

12.5. Contacts

For any further information please contact the MEDIA Desks and Antennae (addresses list on http://ec.europa.eu/information_society/media/overview/who/desks/index_en.htm).

Or

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