



CREATIVE EUROPE

MEDIA Sub-programme

SUPPORT FOR AUDIENCE DEVELOPMENT

GUIDELINES

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Annexes:

All the annexes are available on the EACEA/MEDIA website:

http://ec.europa.eu/culture/media/fundings/creative-europe/call_1_en.htm

1. INTRODUCTION

These guidelines are based on Regulation No 1295/2013 of the European Parliament and of the Council of 11/12/2013 concerning the implementation of a programme of support for the European cultural and creative sector (CREATIVE EUROPE).¹

The European Commission is responsible for the implementation of the Creative Europe Programme and for the decision to grant individual European Union funds. The Education, Audiovisual and Culture Executive Agency hereafter "the Agency" manages the Culture and MEDIA Sub-programme on behalf and under the control of the European Commission.

General background information about the Creative Europe programme can be found on the following link: <http://ec.europa.eu/creative-europe>

2. OBJECTIVES - PRIORITIES

2.1 Objectives and priorities

Within the specific objective of promoting transnational circulation, one of the priorities of the MEDIA Sub-programme shall be:

- supporting audience development as a means of stimulating interest in and improving access to European audiovisual works in particular through promotion, events, film literacy and festivals;

The MEDIA Sub-programme shall provide support for:

- initiatives presenting and promoting a diversity of European audiovisual works, including short films, such as festivals and other promotional events;
- activities aimed at promoting film literacy and at increasing audiences' knowledge of, and interest in, European audiovisual works, including the audiovisual and cinematographic heritage, in particular among young audiences.

2.2 Targeted Projects

This scheme includes two actions:

Action 1: Film Literacy

Projects providing mechanisms for better cooperation between film literacy initiatives in Europe with the aim to improve the efficiency and European dimension of these initiatives.

These projects can for example:

- help to "export" successful initiatives and actions from one country to other countries for example through dedicated networking activities, peer-learning activities, technical assistance, exchange of material such as films, learning material

¹ published in the Official Journal of the European Union on the 20/12/2013 (OJ L347/221).

- establish new joint cross-border film literacy initiatives fostering exchange for example through the creation and development of catalogues of films suitable for film literacy activities including learning material or other information tools

The project should be based on a significant proportion of European films. Applications should include a description placing the project in the appropriate context within the audiovisual sector and a plan to collect, analyse and disseminate the results obtained.

Film literacy, a key element of media literacy, can be defined as 'the level of understanding of a film, the ability to be conscious and curious in the choice of films; the competence to critically watch a film and to analyse its content, cinematography and technical aspects; and the ability to manipulate its language and technical resources in creative moving image production.

Action 2: Audience development Events

Audience development events focusing on the programming of important and successful non-national European films on various distribution platforms and promotional activities building on the marketing on promotion results of important festivals and awards.

Promotional activities can be linked with interactive elements like digital connection between different screening sites etc. Proposals can relate to innovative cinematic events outside usual screening venues, they can include TV, VOD, or combined approaches.

These guidelines are aimed at European entities whose activities contribute to the realisation of the above objectives, and in particular at

For Action 1: film literacy initiatives and intermediaries including film institutes, film heritage institutions, festivals, film clubs and other organisations active in film and media literacy in particular for children and young people

For Action 2: sales agents, distribution companies, festivals, TV-broadcasters, cinemas, online platforms and film promotion associations, etc..

Priority will be given to actions of geographical diversity regarding the films presented and the initiatives participating, in particular of those coming from countries with a low A/V production capacity.

In order to be supported, actions shall demonstrate synergies with already existing actions, as well as added value and viability, especially in case of new and/or first editions.

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

3. TIMETABLE

The indicative timetable is the following:

	Stages	Date or indicative period
a)	Publication of the call	<i>December, 2013</i>
b)	Deadline for submitting applications	<i>28 March 2014 12:00 (noon, Brussels Time)</i>
c)	Evaluation period	<i>April-May 2014</i>
d)	Information to applicants	<i>June 2014</i>
e)	Signature of grant agreement or notification of grant decision	<i>July 2014</i>
f)	Starting date of the activities	<i>Between 1 July 2014 and 30 June 2015</i>
g)	Max. duration of the action / Period of eligibility	<i>12 months</i>

4. BUDGET AVAILABLE

The total budget available for the co-financing of projects under this action is estimated at EUR 1.9M.

The amount of the financial contribution to be awarded will be determined within the limits of the available budgetary resources and with regards to the cost and nature of each proposed action.

Financial contribution of the EU cannot exceed 60% of the total eligible costs of the action.

The Agency reserves the right not to distribute all the funds available.

5. ELIGIBILITY CRITERIA

Only applications which comply with the following criteria will be the subject of an in depth evaluation.

5.1 Formal criteria

In order to submit an application, applicants and partners must provide their Participant Identification Code (PIC) in the application form. The PIC can be obtained by registering the

organisation in the Education, Audiovisual, Culture, Citizenship and Volunteering Participant Portal.²

The Participant Portal allows applicants and partners, to upload or update the information related to their legal status and attach the requested legal and financial documents.

See the section 13.2 Registration in the Participant Portal for more information.

Only proposals submitted in one of the EU official languages, preferably in English or French, using the official application form, completed in full, signed (original signatures or equivalent required) and received by the specified deadline, will be considered.

The application form must be accompanied by all the documents referred to in the application form.

Applicants must submit a budget that is balanced in terms of expenditure and revenue and that complies with the ceiling for European Union cofinancing, set at 60%.

5.2 Eligible countries

Applications from legal entities established in one of the following countries are eligible as long as all conditions referred to in Article 8 of the Regulation establishing the Creative Europe Programme are met and the Commission has entered into negotiations with the country:

- EU Member States;
- Accessing countries, candidate countries and potential candidates benefiting from a pre-accession strategy, in accordance with the general principles and general terms and conditions for the participation of those countries in Union programmes established in the respective Framework Agreements, Association Council Decisions or similar agreements;
- EFTA countries which are members of the EEA, in accordance with the provisions of the EEA Agreement;
- The Swiss Confederation, on the basis of a bilateral agreement to be concluded with that country;
- Countries of the European neighbourhood area in accordance with the procedures defined with those countries following the framework agreements providing for their participation in European Union programmes.

The Agency may select proposals from applicants in non EU countries, provided that, on the date of the award decision, agreements have been signed setting out the arrangements for the participation of those countries in the programme established by the Regulation referred to above.

(Updated list of countries that fulfil the conditions referred to in Article 8 of the Regulation and that the Commission has started negotiations with can be found on the following link:

² The organisation has to register in the Unique Registration Facility (URF) hosted in the Education, Audiovisual, Culture, Citizenship and Volunteering Participant Portal. The Unique Registration Facility is a tool shared by other services of the European Commission. If the organisation-already has a PIC that has been used for other programmes (for example the Research programmes), the same PIC is valid for the present call for proposals.

5.3 Eligible applicants

This measure is open to all European entities established in one of the countries participating in the MEDIA Sub-programme and owned directly or by majority participation, by nationals from such countries.

Natural persons may **not** apply for a grant.

5.4 Eligible activities

Applications have to correspond to one of the 2 actions:

Action 1: Film Literacy

Projects providing mechanisms for better cooperation between film literacy initiatives in Europe with the aim to improve the efficiency and European dimension of these initiatives.

This action requires at least three partners that are active in the field of film literacy and come from three different territories and cover at least three different languages. The support will be granted on the basis of a multi-beneficiary agreement.

Action 2: Audience development events

Events focusing on the programming of important and successful non-national European films on various distribution platforms and promotional activities, to create a word-of-mouth buzz.

This action can be carried out by a single entity (mono-beneficiary agreement) or by a partnership (multi-beneficiary agreement).

Each project should aim at comprising a minimum number of 10 films from at least 5 different countries participating in the MEDIA Sub-programme and should aim at comprising a significant number of different showing events in at least five territories.

80% of the films must comply with at least one of the following criteria:

- Nomination or shortlisted for the European Film Awards
- Nominated or award winning at the national film award
- Nomination for the Academy Awards (Oscar)
- Selected for a competitive film festival ³
- Amongst the three most popular national films (box office) (during a twelve months period).

- *At least 80% of the films must be European, and at least 80% of the European films selected for an event must be non-national European films. A film is considered European if:*

³ Accredited by FIAP – International Federation of Film Producers' Associations

- the work has been majority produced by a producer or producers established in the countries participating in the MEDIA Sub-programme. To be considered as the actual producers the production companies must be credited as such. Other elements such as creative control, ownership of exploitation rights and share of profits may also be taken into account to determine who the actual producer is; and
- the work must be produced with the significant participation of professionals who are nationals/residents of countries participating in the MEDIA Sub-programme. ‘Significant participation’ is defined as having more than 50% of the points on the basis of the table below, (e.g. having 10 or more points in the case of a work of fiction or the biggest share of points if the total is less than 19 as is normally the case for documentaries or animation films where all of the categories are not usually included in the credits):

+	Points
Director	3
Scriptwriter	3
Composer	1
Actor 1	2
Actor 2	2
Actor 3	2
Artistic Director/Production Design	1
Director of Photography	1
Editor	1
Sound	1
Shooting location	1
Laboratory	1
Total	19

European films will be considered as national in that country or territory participating in the MEDIA Sub-programme whose citizens / residents have participated in the highest proportion in the making of the film, on the basis of the points table shown above. They will be considered as non-national in all the other territories.

The action/ period of eligibility of costs will start between the 1/07/2014 and the 30/06/2015 and will last 12 months.

However, if after the signing of the agreement and the start of the project it becomes impossible for the beneficiary, for dully justified reasons beyond his control, to complete the project within the scheduled period, an extension to the eligibility period may be granted by the way of an addendum. A maximum extension of 6 additional months will be granted, if requested before the deadline specified in the agreement. The maximum duration will then be 18 months.

6. EXCLUSION CRITERIA

6.1. Exclusion from participation

Applicants will be excluded from participating in the call for proposals procedure if they are in any of the following situations:

- (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 or persons having powers or representation, decision making or control over them have been convicted of an offence concerning their professional conduct by a judgment of a competent authority of a Member States which has the force of res judicata;
- (c) they have been guilty of grave professional misconduct proven by any means which the responsible authorising officer can justify including by decisions of the EIB and international organisations;
- (d) they are not in compliance with their obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the responsible authorising officer or those of the country where the grant agreement is to be performed;
- (e) they or persons having powers or representation, decision making or control over them have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation, money laundering or any other illegal activity, where such an illegal activity is detrimental to the Union' financial interests;
- (f) they are currently subject to an administrative penalty referred to in Article 109(1) of the Financial Regulation.

6.2 Exclusion from award

Applicants will not be granted financial assistance if, in the course of the grant award procedure, they:

- (a) are subject to a conflict of interests;
- (b) are guilty of misrepresentation in supplying the information required by the Agency as a condition of participation in the grant award procedure, or fail to supply this information.
- (c) find themselves in one of the situations of exclusion referred to in the above section 6.1.

Administrative and financial penalties may be imposed on applicants who are guilty of misrepresentation or are found to have seriously failed to meet their contractual obligations under a previous grant award procedure.

6.3 Support documents

Applicants for a grant exceeding EUR 60.000 must sign a declaration on their honour certifying that they are not in one of the situations referred to in the above sections 6.1. and 6.2, filling in the relevant form attach to the application form accompanying the call for proposals and available at http://ec.europa.eu/culture/media/fundings/creative-europe/call_1_en.htm.

7. SELECTION CRITERIA

The applicant must have stable and sufficient sources of funding to maintain their activity throughout the period during which the action is being carried out or the year for which the grant is awarded and to participate in its funding. They must have the professional competencies and qualifications required to complete the proposed action or work programme.

Applicants must submit a declaration on their honour, completed and signed, attesting to their status as a legal person and to their financial and operational capacity to complete the proposed activities.

7.1. Operational Capacity

In order to permit an assessment of their operational capacity, the coordinator and each of its beneficiaries applying for a grant above EUR 60.000 may be required to submit, together with their applications, such documents as:

- the curriculum vitae of the legal representative of the company/initiative and
- the curriculum vitae of the project leader.

7.2. Financial Capacity

Applicants must have stable and sufficient sources of funding to maintain their activity throughout the period during which the action is being carried out or the year for which the grant is awarded and to participate in its funding. The applicants' financial capacity will be assessed on the basis of the following supporting documents to be submitted with the application:

- a) Low value grants (\leq EUR 60 000):
 - a declaration on their honour.
- b) Grants $>$ EUR 60 000:
 - a declaration on their honour
 - the financial statements (including the balance sheet, the profit and loss accounts and the annexes) of the last two financial years for which the accounts have been closed
 - financial capacity form provided for in the application form, filled in with the relevant statutory accounting figures, in order to calculate the ratios as detailed in the form.
- c) Grants for an action $>$ EUR 750 000, in addition to the above:
 - an audit report produced by an approved external auditor certifying the accounts for the last financial year available.

In the event of an application grouping several applicants, the above thresholds shall apply to each applicant.

On the basis of the documents submitted, if the Agency considers that financial capacity is not satisfactory, it may:

- request further information;
- propose a grant agreement without pre-financing;
- propose a grant agreement without pre-financing but an interim payment based on expenses already occurred.
- propose a grant agreement with a pre-financing covered by a bank guarantee (see section 9.2 below);
- reject the application.

8. AWARD CRITERIA

Eligible applications will be assessed on the basis of the following criteria.

	Criteria	Definitions	Max. points
1	Relevance and European added value	<p>Relevance of the content of the action (including the European dimension) vis à vis the objectives of the Call for proposals</p> <p><i>in particular:</i></p> <ul style="list-style-type: none"> - Activity towards the audience such as: efficient outreach, activities towards non-core film audiences; - European dimension of the project; - Capacity of the project to reach audiences. 	20
2	Quality of the content and activities	<p>Adequacy of the methodology to the objectives (including : format, target group, selection methods, pedagogical method (for action 1); synergy/collaboration with other projects; feasibility; cost efficiency)</p> <p><i>in particular:</i></p> <ul style="list-style-type: none"> - Number, diversity, quality and complementarity of audiences/films/territories/activities covered by the action; - Quality of the strategies implemented in order to examine the effectiveness and complementarity of activities for example the use of different distribution platforms and promotion; - Degree of innovation of the action. 	40
3	Dissemination of project result, Impact and sustainability	<p>Size of the audience reached and impact on the promotion, circulation and interest in European audiovisual works</p> <p><i>in particular:</i></p> <ul style="list-style-type: none"> -Quality of the methodology proposed for collecting, analysing and putting into perspective the results obtained; -Dissemination of knowledge, impact and sustainability of the exchange of concepts/best practices (action 1). 	30
4	Quality of the project Team and the grouping	<p>International, technical and management expertise of the Team vis a vis the objectives of the action and the coherence and complementarity's of the grouping including tasks division and allocation within the grouping (action1).</p>	10

9. FINANCIAL CONDITIONS

An EU grant is an incentive to carry out activities that would not be possible without the support of the Union. It is based on the principle of co-financing. The EU grant supplements the applicant organisation's own financial involvement and/or any national, regional or private support it may have obtained.

Acceptance of an application by the Executive Agency does not constitute an undertaking to award a grant equal to the amount requested by the beneficiary. Furthermore, under no circumstances may the amount awarded exceed the amount requested.

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

9.1 Contractual provisions and payment procedures

In the event of definitive approval by the Agency, a grant agreement drawn up in euro and detailing the conditions and level of funding, will be sent to the beneficiary.

The Agency will offer a mono-beneficiary or multi-beneficiary contract to be concluded with the beneficiary

2 copies of the original agreement will be sent to the beneficiary for signature and must be returned to the Agency immediately. The Agency will sign them last.

A pre-financing payment of 70% will be transferred to the beneficiary within 30 days of the date when the last of the two parties signs the agreement. Pre-financing is intended to provide the beneficiary with a float. The account or sub-account indicated by the beneficiary must make it possible to identify the funds transferred by the Agency.

The Agency will establish the amount of the final payment to be made to the beneficiary on the basis of the final reports.

9.2 Guarantee

In the event that the applicant's financial capacity is not satisfactory, a pre-financing guarantee for up to the same amount as the pre-financing may be requested in order to limit the financial risks linked to the pre-financing payment.

The 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. When the beneficiary is established in a third country, the authorising officer responsible may agree that a bank or financial institution established in that third country may provide the guarantee if he considers that the bank or financial institution offers equivalent security and characteristics as those offered by a bank or financial institution established in a Member State. Amounts blocked in bank accounts shall not be accepted as financial guarantees.

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 interim payments or payments of balances to the beneficiary, in accordance with the conditions laid down in the grant agreement.

9.3 Double financing

Applicants may receive only one grant for action for the same application from the budget of the European Union.

To ensure this, they must give details in their application form of any other grant requests which they have submitted or intend to submit to the European Institutions stating in each case, the budgetary year, the budget heading, the European Union programme and the amount requested

9.4 Funding method

9.4.1 Lump Sum grant: Not applicable

9.4.2 Budget-based financing

✓ General provisions

Budget-based grants are calculated on the basis of a detailed estimated budget. The budget attached to the application form must be complete and in balance, i.e. total estimated expenditure must equal total revenue, including the Agency grant application. The budget must indicate clearly the costs that are eligible for EU funding. The EU grant is limited to a maximum co-financing rate of 60% of eligible costs.

The budget must be drawn up in euros. Applicants not based in the euro zone must use the exchange rate published in the Official Journal of the European Union on the date of the publication of this call for proposals. This exchange rate is available from the Creative Europe Desks and from the web site of the European Commission at <http://ec.europa.eu/budget/inforeuro>).

Part of the total estimated eligible expenses must be financed from sources other than the Union grant. Applicants must indicate the sources and amounts of any other funding received or applied for in the same financial year for the implementation of the project or work programme concerned.

The amount of the own resources indicated in the financing plan of the estimated budget is regarded as secured, and the amount, as a minimum, must be entered in the financing plan of the final account.

The allocated amount may not exceed the amount requested.

EU grants may not have the purpose or effect of producing a profit within the framework of the action of the beneficiary. **Profit shall be defined as a surplus of receipts over the eligible costs incurred by the beneficiary, when the request is made for payment of the balance.** In this respect, where a profit is made, the Agency shall be entitled to recover a percentage of the profit corresponding to the Union contribution to the eligible costs actually incurred by the beneficiary to carry out the action.⁴

✓ Eligible costs

Eligible costs of the action are costs actually incurred by the beneficiary, which meet the following criteria:

- they are incurred during the duration of the action as specified in the grant Agreement, with the exception of costs relating to final reports and certificates on the action's financial statements and underlying accounts;

⁴ This provision does not apply for grants which are lower than or equal to €60 000.

The period of eligibility of costs will start between the 1/07/2014 and the 30/06/2015 and will last 12 months.

- they are connected with the subject of the Agreement and they are indicated in the estimated overall budget of the action;
- they are necessary for the implementation of the action which is the subject of the grant;
- they are identifiable and verifiable, in particular being recorded in the accounting records of the beneficiary and determined according to the applicable accounting standards of the country where the beneficiary is established and according to the usual cost-accounting practices of the beneficiary;
- they comply with the requirements of applicable tax and social legislation;
- they are reasonable, justified, and comply with the requirements of sound financial management, in particular regarding economy and efficiency;
- they are directly linked to the distribution of the film concerned.

The beneficiary's internal accounting and auditing procedures must permit direct reconciliation of the costs and revenue declared in respect of the action with the corresponding accounting statements and supporting documents.

Eligible direct costs:

The eligible direct costs for the action are those costs which, with due regard for the conditions of eligibility set out above, are identifiable as specific costs directly linked to the performance of the action or the work programme and which can therefore be booked to it directly. In particular, the following direct costs are eligible, provided that they satisfy the criteria set out in the previous paragraph:

- the cost of staff assigned to the action/project, comprising actual salaries plus social security charges and other statutory costs included in their remuneration, provided that this cost does not exceed the rates corresponding to the usual remuneration policy of the beneficiary or, where applicable, its partners. NB: this cost must be actual cost incurred by the (co-)beneficiary, and staff cost of other organisations is eligible only if it is paid directly or reimbursed by the beneficiary;
- The corresponding salary costs of personnel of national administrations are eligible to the extent that they relate to the cost of activities which the relevant public authority would not carry out if the project concerned was not undertaken;
- subsistence allowances for staff taking part in the action/project (for meetings, European conferences, etc.) provided that they do not exceed the scales approved annually by the Commission;
- travel allowances for staff taking part in the action/project (for meetings, European conferences, etc.), provided that they are reasonable, justified, and that they comply with the principle of sound financial management, in particular regarding economy and efficiency;
- costs related to the presentation of films (e.g. print traffic, sub-titling & translation, screening fees
- purchase cost of equipment (new or second-hand), provided that it is written off in accordance with the tax and accounting rules applicable to the beneficiary and generally accepted for items of the same kind. Only the portion of the equipment's depreciation corresponding to the duration of the action/project and the rate of actual use for the purposes of the action may be taken into account by the Agency, except where the nature and/or the context of its use justifies different treatment by the Agency;
- costs of consumables and supplies, provided that they are identifiable and assigned to the action/project;
- costs entailed by other contracts awarded by the beneficiary or its partners for the purposes of carrying out the action/project, provided that the conditions laid down in grant agreement are met;
- costs arising directly from requirements linked to the performance of the action/project (dissemination of information, specific evaluation of the action/project, audits, translations, reproduction, etc.), including, where applicable, the costs of any financial services (especially the cost of financial guarantees).
- non deductible VAT unless it is related to activities of the public authorities in the Member States

Eligible indirect costs (Administrative costs)

A flat-rate amount, not exceeding 7% of the eligible direct distribution costs of the action is eligible under indirect costs, representing the beneficiary's general administrative costs which can be regarded as chargeable to the action (i.e. rent of company offices, insurance, maintenance costs, telecommunications, postal charges, heating, lighting, water, electricity, office supplies).

Indirect costs may not include costs entered under another budget heading.

Indirect costs are not eligible where the beneficiary already receives an operating grant.

✓ Ineligible costs

The following costs shall not be considered eligible:

- return on capital;
- debt and debt service charges;
- provisions for losses or potential future liabilities;
- interest owed;
- doubtful debts;
- exchange losses;
- costs declared by the beneficiary and covered by another action or work programme receiving an European Union grant;
- excessive or reckless expenditure;
- contributions in kind;

✓ Calculation of final award:

The Executive Agency will establish the final amount of the grant on the basis of the following documents:

- a final report providing details of the implementation and results of the action/work programme;
- the final financial statement of costs actually incurred,

In cases of grants for an action of less than EUR 750 000, the beneficiary is required to submit, in support of the final payment, a "Report of Factual Findings on the Final Financial Report - Type I" produced by an approved auditor or in case of public bodies, by a competent and independent public office.

The procedure and the format to be followed by an approved auditor or in case of public bodies, by a competent and independent public officer, are detailed in the following "Guidance Notes":

http://eacea.ec.europa.eu/about/documents/guidance-notes-audit-type-i_11.2012_en.pdf

The use of the report format set by the "Guidance Notes" is compulsory.

In cases of grants for an action of EUR 750 000 or more, when the cumulative amounts of request for payment is at least EUR 325 000, the beneficiary is required to submit, in support of the final payment, a "Report of Factual Findings on the Final Financial Report - Type II" produced by an approved auditor or in case of public bodies, by a competent and independent public officer. The certificate shall certify, in accordance with a methodology approved by the Agency, that the costs declared by the beneficiary in the financial statements on which the request for payment is based are real, accurately recorded and eligible in accordance with the grant agreement.

The procedure and the format to be followed by an approved auditor or in case of public bodies, by a competent and independent public officer, are detailed in the following "Guidance Notes":

http://eacea.ec.europa.eu/about/documents/guidance-notes-audit-type-ii_11.2012_en.pdf

The use of the report format set by the "Guidance Notes" is compulsory.

The calculation of the final grant amount by the Agency is based on a detailed final financial statement of the beneficiary, accompanied by supporting documentation for the incurred expenditure. If the eligible costs actually incurred by the beneficiary are lower than anticipated, the Agency will apply the rate of co-financing

stated in the grant agreement to the expenditure actually incurred. The Agency also reserves the right to reduce the amount of the grant if the organisation has not fully implemented the agreed project/work programme.

Where applicable, the beneficiary will be required to reimburse any excess amounts paid by the Agency in the form of pre-financing.

10. SUB-CONTRACTING AND AWARD OF PROCUREMENT CONTRACT

Where the implementation of the action or the work programme requires the award of procurement contracts (implementation contracts), the beneficiary must award the contract to the bid offering best value for money or the lowest price (as appropriate), avoiding conflicts of interests and retain the documentation for the event of an audit.

Sub-contracting, i.e. the externalisation of specific tasks or activities which form part of the action/work programme as described in the proposal and which cannot be performed by the beneficiary itself must satisfy the conditions applicable to any implementation contract (as specified above) and in addition to them the following conditions:

- it may only cover the implementation of a limited part of the action;
- it must be justified having regard to the nature of the action and what is necessary for its implementation;
- it must be clearly stated in the proposal or prior written authorisation from the Agency must be obtained.

11. PUBLICITY, COMMUNICATION AND DISSEMINATION

11.1 Publicity

All grants awarded in the course of a financial year must be published on the Internet site of the European Union institutions during the first half of the year following the closure of the budget year in respect of which they were awarded. The information may also be published using any other appropriate medium, including the Official Journal of the European Union.

The beneficiary authorises the Agency to publish the following information in any form and medium, including via the Internet:

- the beneficiary's name and locality,
- the amount awarded
-the nature and purpose of the grant

Upon a reasoned and duly substantiated request by the beneficiary, the Agency may agree to forgo such publicity, if disclosure of the information indicated above would threaten the safety of the beneficiaries or harm their business interests.

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 must appear on all publications, posters, programmes and other products created in relation to the co-financed action.

The logo of the Creative Europe Programme can be downloaded from the following address:
http://ec.europa.eu/dgs/education_culture/promo/creative-europe/eps/eps.zip

11.2 Communication and dissemination

To maximise impact, projects should have a clear and strong strategy for communication and dissemination of their activities and results, and applicants must provide enough time and resources to communicate and interact appropriately with peers, audiences and local communities as appropriate.

Beneficiaries will be required as stipulated in the grant agreement to produce a public summary/report in English providing information about their work and the results of their project. The public summary/report must be included in the final report submitted to the Agency. The report may be used by the Commission to provide information on the results of projects.

The Commission together with the Agency may identify good practices and prepare relevant dissemination materials to be shared within and across all participating countries and beyond.

Data and results from projects will be made freely available to be used by stakeholders, policy makers and others in a wide range of ways.

Beneficiaries may be required to attend and to participate in events organised by the European Commission or the Agency to share their experience with other participants and/or policy makers.

12. DATA PROTECTION

All personal data (such as names, addresses, CVs, etc.) will be processed in accordance with Regulation (EC) No 45/2001 of the European Parliament and of the Council of 18 December 2000 on the protection of individuals with regard to the processing of personal data by the European Union institutions and bodies and on the free movement of such data.⁵

Unless marked as optional, the applicant's replies to the questions in the application form are necessary to evaluate and further process the grant application in accordance with the specifications of the call for proposals. Personal data will be processed solely for that purpose by the department or Unit responsible for the Union grant programme concerned (entity acting as data controller). Personal data may be transferred on a need to know basis to third parties involved in the evaluation of applications or in the grant management procedure, without prejudice of transfer to the bodies in charge of monitoring and inspection tasks in accordance with European Union law. The applicant has the right of access to, and to rectify, the data concerning him or her. For any question relating to these data, please contact the Controller. Applicants have the right of recourse to the European Data Protection Supervisor at any time. A detailed Privacy statement, including contact information, is available on the Agency's website:

http://eacea.ec.europa.eu/about/documents/calls_gen_conditions/eacea_grants_privacy_statement.pdf

Applicants and, if they are legal entities, persons who have powers of representation, decision-making or control over them, are informed that, should they be in one of the situations mentioned in:

- the Commission Decision of 16.12.2008 on the Early Warning System (EWS) for the use of authorising officers of the Commission and the executive agencies (OJ, L 344, 20.12.2008, p. 125), or
- the Commission Regulation of 17.12.2008 on the Central Exclusion Database – CED (OJ L 344, 20.12.2008, p. 12),

their personal details (name, given name if natural person, address, legal form and name and given name of the persons with powers of representation, decision-making or control, if legal person) may be registered in the EWS only or both in the EWS and CED, and communicated to the persons and entities listed in the

⁵ Official Journal L 8, 12.1.2001.

above-mentioned Decision and Regulation, in relation to the award or the execution of a procurement contract or a grant agreement or decision.

13. PROCEDURE FOR THE SELECTION OF PROPOSALS

13.1 Publication

Following the adoption the Annual Work Programmes, the Calls for proposals will be published in the Official Journal of the European Union and will be accessible on the MEDIA Sub-programme website at the following address: http://ec.europa.eu/culture/media/fundings/creative-europe/call_1_en.htm.

13.2 Registration in the Participant Portal

Before submitting an electronic application, applicants and partners will have to register their organisation in the Education, Audiovisual, Culture, Citizenship and Volunteering Participant Portal and receive a Participant Identification Code (PIC). The PIC will be requested in the application form.

The Participant Portal is the tool through which all legal and financial information related to organisations will be managed. Information on how to register can be found in the portal under the following address: <http://ec.europa.eu/education/participants/portal>

The tool also allows applicants to upload different documents related to their organisation. These documents have to be uploaded once and will not be requested again for subsequent applications by the same organisation.

Details on the supporting document that need to be uploaded in the portal can be found on the following link: http://ec.europa.eu/culture/media/fundings/creative-europe/call_1_en.htm.

13.3 Submission of the grant application

For this action an online application system has been set up. Grant applications must be drawn up in one of the official EU languages, using the online form (eForm) specifically designed for this purpose. To facilitate the assessment of the application, an English or French translation of the documents relevant to the assessment of the project must be submitted

The eForm can be obtained on the Internet at the following address: <https://eacea.ec.europa.eu/PPMT/>

Proposals must be submitted by the deadline mentioned in the call for proposals and in Section "3. Timetable" of the present Guidelines **before 12:00 CET/CEST (Midday, Brussels time)**, using the online application form.

Please note that no other method of submission of an application will be accepted. Applications submitted in any other way will be automatically rejected. No exceptions will be made.

Make sure that you have officially submitted your eForm and that you have received an e-mail acknowledging receipt of your submission with a project reference number.

Applicants shall ensure that all the documents requested and mentioned in the eForms are provided electronically.

In addition, a set of compulsory annexes that cannot be submitted online have to be sent to the Agency by post.

The package must include the copy of the acknowledgment of receipt of the application, the paper annexes and a CD-Rom or USB stick containing all these documents (please see details in the Annexes and application guide).

The package must indicate:

the name of the company:
the title of the project:
the online form confirmation number:

Address to which the documents must be sent:

Education, Audiovisual & Culture Executive Agency
Creative Europe Programme (2014–2020)
MEDIA Sub-programme – Reference of Call for Proposals
Avenue du Bourget 1
BOUR 3/50
BE – 1049 Brussels
Belgium

No changes to the dossier can be made after the deadline for the submission of applications. However, if there is a need to clarify certain aspects, the Agency may contact the applicant for this purpose.

Only applications that fulfil the eligibility criteria will be considered for a grant. If an application is deemed ineligible, a letter indicating the reasons will be sent to the applicant.

13.4 Evaluation procedure

The eligible proposals will be ranked according to the award criteria defined and weighted in section 8 of the present Guidelines. Within the limit of the available budget, actions obtaining the highest scores will be selected.

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.

13.5 Award decision

Only after completion of the procedure mentioned above, is the selection process finalised and the award decision adopted by the Agency.

Applicants will be informed of the results of the selection within two weeks of the date of adoption of the award decision.

Unsuccessful applicants will receive a letter stating the reasons why their application was not selected.

Once applicants informed the list of selected proposals will be published on the websites of the Commission/Executive Agency: http://eacea.ec.europa.eu/creative-europe/selection-results_en.

13.6 Rules applicable

Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union (OJ L 298, 26.10.2012, p.1).

Commission Delegated Regulation (EU) No 1268/2012 of 29 October 2012 on the rules of application of Regulation (EU) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union (OJ L 362, 31.12.2012, p.1).

Regulation (EU) No 1295/2013 of the European Parliament and of the Council of 11 December 2013 establishing the Creative Europe Programme (2014 to 2020) concerning the implementation of a support Programme for the European creative sector (Creative Europe) (OJ L 347/221, 20 December 2013).

13.7 *Contacts*

For any further information please contact your Creative Europe desk:
http://ec.europa.eu/culture/creative-europe/creative-europe-desks_en.htm

Contact within the Agency:
EACEA-MEDIA-AUDIENCES@ec.europa.eu

If you encounter a technical problem in relation to the e-Form, please ensure that you contact the HelpDesk well in advance of the deadline for submission: eacea-helpdesk@ec.europa.eu