

## **2) DEVELOPMENT OF AUDIOVISUAL CONTENT - SINGLE PROJECTS (CALL EACEA 22/2018)**

### **1. INTRODUCTION – BACKGROUND**

See Part A.

### **2. OBJECTIVES – PRIORITIES**

#### **2.1 Objectives**

Within the specific objective of reinforcing the European audiovisual sector's capacity to operate transnationally and internationally, one of the priorities of the MEDIA Sub-programme is to:

- increase the capacity of audiovisual producers to develop projects with the potential to circulate throughout Europe and beyond, and to facilitate European and international co-production.

The MEDIA Sub-programme shall provide support for the following measures:

- the development of European audiovisual works, in particular films and television works such as fiction, documentaries, children's and animated films, as well as interactive works such as videogames and multimedia with enhanced cross-border circulation potential;
- activities aiming to support European audiovisual production companies, in particular independent production companies, with a view to facilitating European and international co-productions of audiovisual works including television works.

Under this support scheme, the applicant submits a proposal with a view to developing audiovisual content in the form of a Single Project for commercial exploitation intended for cinematic release, television broadcasting or commercial exploitation on digital platforms or a multi-platform environment in the following categories: animation, creative documentary and fiction.

#### Expected results:

- Increased quality, feasibility, cross-border potential and market value of selected projects.

#### **2.2 Targeted projects**

The MEDIA Sub-programme supports European audiovisual production companies with proven experience interested in developing content in the form of a Single Project presenting:

- high creative value and cultural diversity,
- wide cross-border exploitation potential,
- enhanced audience reach at a European and international level, based on strategies for marketing and distribution envisaged as from the development phase.

The support also pursues:

- greater cooperation between operators from different countries participating in the MEDIA Sub-programme,
- the strengthening of competitiveness by consolidating the companies' capacity for investment in the development phase.

If the project for which support is being sought has an interoperable standard identifier, such as ISAN or EIDR, it must be indicated in the application. In any case, if the project is selected for funding, such an identifier must be created before the end of the action.

### 3. TIMETABLE

Stages	Date and time or indicative period	
	<i>1<sup>st</sup> deadline</i>	<i>2<sup>nd</sup> deadline</i>
Deadline for submitting applications	18 December 2018 – 12:00 (noon, Brussels time)	24 April 2019 - 12:00 (noon, Brussels time)
Evaluation period	January 2019 – May 2019	May – September 2019
Information to applicants	June 2019	October 2019
Signature of grant decision/agreement	July - August 2019	November-December 2019
Starting date of the action	Date of the signature of the grant agreement or notification of the grant decision or the date of submission of the application (see section 6.3)	Date of the signature of the grant agreement or notification of the grant decision or the date of submission of the application (see section 6.3)
Duration of the action	30 months from the starting date of the action	30 months from the starting date of the action

### 4. BUDGET AVAILABLE

The total budget earmarked for the co-financing of projects is estimated at EUR 5.4 M.

An indicative amount of 2.7M€ is available for each of the two deadlines.

The contribution per action under these guidelines is:

- a lump sum of EUR 60.000 in case of animation,
- a lump sum of EUR 25.000 in case of creative documentary,
- a lump sum of EUR 50.000 in case of fiction if the estimated production budget is equal/above EUR 1.5 M
- a lump sum of EUR 30.000 in case of fiction if the estimated production budget is below EUR 1.5 M.

The indicative split of the available budget between the different genres (animation, creative documentary and fiction) will be established according to the proportional share of the support requested by the received applications.

A minimum of 27% of the budget allocated under this scheme will be earmarked to applications originating from countries with a low production capacity<sup>7</sup>, provided that the applications reach a minimum score under the award criteria of 75/100.

## 5. ADMISSIBILITY REQUIREMENTS

See Part A.

The artistic material related to the project must be included in 'Annex 1 – Detailed description of the project' itself and cannot be provided under the form of downloadable documents through internet links.

## 6. ELIGIBILITY CRITERIA

Applications which comply with the following criteria will be subject of an in-depth evaluation.

### 6.1 Eligible applicants

**This call for proposals is open to independent European audiovisual production companies which have been legally constituted for at least 12 months prior to the submission date and that can demonstrate a recent success.**

A **European company** is a company owned, whether directly or by majority participation (i.e. majority of shares), by nationals of Member States of the European Union or nationals of the other European countries participating in the MEDIA Sub-programme and registered in one of these countries.

For information on the countries participating in the MEDIA Sub-programme, see Part A, Section 6.1. An updated list of the countries can be found on the following link:

[http://eacea.ec.europa.eu/creative-europe/library/eligibility-organisations-non-eu-countries\\_en](http://eacea.ec.europa.eu/creative-europe/library/eligibility-organisations-non-eu-countries_en).

An **independent company** is a company which does not have majority control by a television broadcaster, either in shareholding or commercial terms. Majority control is considered to occur when more than 25% of the share capital of a production company is held by a single broadcaster (50% when several broadcasters are involved).

An **audiovisual production company** is a company whose main object and activity is audiovisual production.

A **legally constituted company** is a company which has been founded by a legal act compliant with the relevant legislation.

A **company with a recent success** is understood as follows: The applicant must prove it has produced a previous eligible work, as described in section 6.2, in the five years preceding the submission of the

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<sup>7</sup> The low production capacity countries are all MEDIA participating countries **except** France, Germany, Italy, Spain, UK (i.e. the high production capacity countries) and Austria, Belgium, Denmark, Finland, Ireland, Norway, the Netherlands, Poland, Sweden, Switzerland (the medium production capacity countries).

application that has been released or broadcast in at least one country other than that of the applicant after 1/01/2016 and before the date of submission of the application.

The date taken into account in verifying that commercial exploitation has taken place during the reference period (after 1/01/2016 and before the date of submission of the application for funding) is the date on which the international commercial exploitation took place (date of official release in cinema or broadcast date). Commercial distribution online and distribution from international sales agent are accepted only if duly documented by a revenues report related to the reference period. In the case where no revenue reports are contractually available, the original agreement/proof of sale will be accepted.

Concerning the production of an eligible recent success work, the applicant must prove in any case:

- that it was the sole production company; or
- that it was, in the case of a co-production with another production company, the major co-producer in the financing plan or the delegate producer; or
- that its Chief Executive or one of its shareholders has a personal onscreen credit on the work as producer or delegate producer.

Applicants must provide the requested information about the previous eligible work in the dedicated section of the electronic application form. In case the previous work in the application form is not eligible, the application will be ineligible even if the applicant is able to provide information on another previous work that respects the eligibility criteria.

**The company must also own the majority of rights related to the project.** No later than on the date of submission, the applicant must have a duly dated and signed contract covering the rights to the artistic material included in the application. This must include at least: concept, subject, treatment, script or bible. The contract<sup>8</sup> must be duly dated and signed by the author(s).

If the project is an adaptation of an existing work (novel, biography etc.), the applicant must also hold the majority of the rights relating to the rights of adaptation to this work with an option agreement or transfer of rights contract duly dated and signed.

## 6.2 Eligible activities

**Only the development activities for the following projects are eligible:**

- Feature films, animations and creative documentaries of a minimum length of 60 minutes intended primarily for *cinematic release*;
- Fiction projects (one-off or series) of a total duration of minimum 90 minutes, animation (one-off or series) of a total duration of minimum 24 minutes and creative documentaries (one-off

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<sup>8</sup> The following types of contracts will be accepted:

- an option agreement concerning the transfer of rights between the author and the applicant company, of an adequate duration to cover the whole development schedule and clearly setting out the conditions for exercising the option; or
- a contract transferring the rights from the author to the applicant company.

The option agreement or transfer of rights contract can be replaced by:

- a unilateral declaration of the transfer of rights to the applicant company where the author is the producer, a shareholder or an employee of the company;
- a co-production or co-development agreement duly dated and signed by the parties and clearly showing that the applicant company holds the majority of the rights at the date of the application.

or series) of a total duration of minimum 50 minutes intended primarily for the purposes of *television*;

- Fiction projects of a total duration or user experience of minimum 90 minutes, animation of a total duration or user experience of minimum 24 minutes and creative documentaries of a total duration or user experience of minimum 50 minutes intended primarily for the purposes of *digital platform exploitation*. For projects presenting a user experience in a non-linear format (e.g. Virtual Reality), these minimums do not apply. The digital platform is addressing the following types of projects: animation, creative documentaries and fiction projects intended for multiple screen-based devices, interactive projects, linear and non-linear web-series and narrative virtual reality projects.

**The day of principal photography<sup>9</sup> (or equivalent) of the submitted project must not be scheduled to occur within 8 months from the date of submission of the application.**

**The following projects are ineligible:**

- live recordings, TV games, talk shows, reality shows or educational, teaching and 'how-to' programmes;
- documentaries promoting tourism, "making-of", reports, animal reportages, news programmes and "docu-soaps";
- projects including pornographic or racist material or advocating violence;
- works of a promotional nature;
- institutional productions to promote a specific organisation or its activities;
- music videos and video-clips;
- video games, e-books and interactive books;
- student films and graduation works.

### **6.3 Eligible applications**

In order to be eligible, applications must respect the co-financing principle, i.e. the EU grant requested may not be higher than the development budget for the project.

A company that has an on-going Slate Funding grant **cannot apply** for support for a Single Project.

Creative Europe MEDIA publishes calls for proposals for Single Projects and Slate Funding annually. **Applicants may make only one application** either for Slate Funding (call for proposals EACEA 23/2018) or for one of the two deadlines of the Single Project Call (call for proposals EACEA 22/2018).

Activities may not start before the date of signature of the grant agreement or notification of the grant decision. However, according to Article 193 of Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council, in duly justified cases if the development process for the project for which support is being sought is already ongoing and cannot be put on hold for the duration of the selection procedure for reasons inherent to the nature of the development process, the period of eligibility of costs related to the project will start on the date of submission of the application.

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<sup>9</sup> For creative documentary the first day of principal photography can be defined as the day on which the filming starts, with the contracted crew present on set/location, within the framework of an established period of employment, as stated and confirmed in written agreements. Activities aimed at the acquisition of footage and preliminary shooting are eligible.

Activities must end at the latest 30 months after the start date. If the project enters into production before the end of this period, the action ends on the date of entry into production of the project.

However, if after the signing of the decision/agreement and the start of the project it becomes impossible for the beneficiary, for fully justified reasons beyond its control, to complete the project within the scheduled period, an extension of the action and the eligibility period may be granted. A maximum extension of 6 additional months will be granted, if requested before the deadline specified in the decision/agreement. The maximum duration will then be 36 months after the start date of the action.

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.

## **7. EXCLUSION CRITERIA**

### **7.1 Exclusion from participation**

**See Part A.**

### **7.2 Rejection from the award procedure**

**See Part A.**

### **7.3 Supporting documents**

**See Part A.**

## **8. SELECTION CRITERIA**

**See Part A.**

### **8.1 Financial capacity**

**See Part A.**

The applicants' financial capacity will be assessed on the basis of the following supporting documents:

- a declaration on their honour.

### **8.2 Operational capacity**

**See Part A.**

## 9. AWARD CRITERIA

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

	<b>Criteria</b>	<b>Definitions</b>	<b>Max. Weighting</b>
1	Relevance and European added-value	Quality of the project and the potential for European distribution and audience reach	55
2	Quality of the content and activities	Quality of the development strategy	10
3	Dissemination of project results	The European and international distribution and marketing strategy	25
4	Impact and sustainability	Quality of the financing strategy and feasibility potential of the project	10

Additional points (only for fiction and creative documentary, not for animation):

<b>Description</b>	<b>Extra points</b>
A project specifically targeted at young audience, i.e. up to 16 years old, as evidenced by the content being suitable for and the marketing strategy being specifically targeted at this age group	5

Detailed description of the award criteria and breakdown of points:

<b>1. Quality of the project and the potential for European distribution and audience reach</b>	<b>55 points</b>
Fiction and animation: 1a) Quality, premise, strength and distinctiveness of idea and dramatic potential of the project	10 points
Creative documentary: 1a) Strength and distinctiveness of the subject matter, purpose and quality of the project	
1b) Quality of the writing, narrative choices, character development and the world of the story	10 points
Fiction and Creative documentary: 1c) Creative potential of the project	10 points
Animation: 1c) Quality of the visual approach and art work as well as creative potential of the project	
1d) Potential to reach audiences at European and international level <ul style="list-style-type: none"> <li>• Transnational appeal of the concept/subject of the project</li> <li>• Potential to cross borders taking into account <ul style="list-style-type: none"> <li>- the creative team,</li> <li>- the cast,</li> <li>- the proposed execution and the strategies and collaboration methodology presented, especially with non-national co-production partners</li> </ul> </li> </ul>	25 points
<b>2. Quality of the development strategy</b>	<b>10 points</b>
<ul style="list-style-type: none"> <li>• Adequacy of the development plan and development budget to the needs of the project,</li> <li>• Sufficiency of detail,</li> <li>• Adequacy of development schedule planned</li> </ul>	
<b>3. The European and international distribution and marketing strategy</b>	<b>25 points</b>

3a) The European and international distribution strategy <ul style="list-style-type: none"> <li>• Relevance of the distribution strategy regarding <ul style="list-style-type: none"> <li>- the identified target audience,</li> <li>- distribution methods foreseen,</li> <li>- partners in place or envisaged,</li> <li>- awareness of the markets, European/international vision,</li> <li>- relevance of choice of territories (neighbouring countries and regions, Europe, other continents)</li> </ul> </li> </ul>	15 points
3b) The European and international marketing strategy <ul style="list-style-type: none"> <li>• Relevance of the marketing strategy in terms of <ul style="list-style-type: none"> <li>- the distribution strategy,</li> <li>- segments targeted,</li> <li>- unique selling points,</li> <li>- the marketing channels,</li> <li>- the benefits to the selected market,</li> <li>- the promotional activities planned</li> </ul> </li> <li>• Adequacy of the communication and marketing plan and tools</li> </ul>	10 points
<b>4. Quality of the financing strategy and feasibility potential of the project</b>	<b>10 points</b>
<ul style="list-style-type: none"> <li>• Awareness of suitable potential partners and territories targeted, especially from countries with a different language</li> <li>• Sufficiency and realism of the financing plan</li> <li>• Adequacy of the production costs to the project and to the development budget</li> <li>• Adequacy of the financing strategy compared to the estimated production costs</li> <li>• Level of commitment and share of non-national funding</li> </ul>	

## 10. LEGAL COMMITMENTS

See Part A.

The general conditions applicable to the decision (General Conditions II.b) are available in the 'Documents register' of the Agency website: [https://eacea.ec.europa.eu/sites/eacea-site/files/conditions\\_ii\\_b.pdf](https://eacea.ec.europa.eu/sites/eacea-site/files/conditions_ii_b.pdf).

## 11. FINANCIAL PROVISIONS

### 11.1 General principles

a) Non-cumulative award

See Part A.

b) Non-retroactivity

See Part A.

c) Co-financing

See Part A.

d) Balanced budget

**See Part A.**

e) Implementation contracts/subcontracting

**See Part A.**

f) Financial support to third parties

The applications may not envisage provision of financial support to third parties.

## **11.2 Funding forms**

The EU grant is based on lump sums for the different genres of projects for which the support is sought for and established by way of Commission decision<sup>10</sup>.

### **➤ Maximum amount requested**

The grant requested is calculated on the basis of the genre of the project:

- a lump sum of EUR 60.000 in case of animation;
- a lump sum of EUR 25.000 in case of creative documentary;
- a lump sum of EUR 50.000 in case of fiction if the estimated production budget is equal/above EUR 1.5 M
- a lump sum of EUR 30.000 in case of fiction if the estimated production budget is below EUR 1.5 M.

The amount requested must be based on the list above, in accordance with the activities/deliverables planned in the application.

The grant amount may not exceed the amount requested. Amounts are indicated in euros. 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.

### **➤ Calculation of the final grant amount**

The final amount of the grant to be awarded to the beneficiary is established after completion of the action, upon:

- approval of a payment request accompanied by a final report providing details of the implementation and results of the action;
- verification of the implementation of the activities and/or of the production of the deliverables planned in the application.

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<sup>10</sup> Commission Decision C(2013)9199 of 18.12.2013 authorising the use of lump sums under the Media Sub-programme within the Creative Europe Programme, as amended by the Commission Decision C(2017)6118 of 14.09.2017

In the event of non-execution or clearly inadequate execution of an activity planned in the application attached to the funding decision/agreement, the final grant will be reduced accordingly.

Whereas the beneficiary delivers outputs in both categories of Creative Development and Financing and Marketing Research, and that the total reaches

- at least 70% of the outputs as weighted below, 100% of the grant shall be paid;
- between 50 and 69% of the outputs as weighted below, 70% of the grant shall be paid.

Under this threshold and/or if the applicant delivers outputs in only one of the two categories below (even if in full), the beneficiary is deemed to have failed to prove the proper implementation of the corresponding tasks or part of the action, and the Agency reserves the right to terminate the grant agreement/decision.

OUTPUTS to be delivered:

WEIGHTING (%)	
<b>1. CREATIVE DEVELOPMENT</b>	
Updated creative development (treatment, script, bible, episodes outline or others)	50%
Research work undertaken and visual material	10%
Key artistic crew/casting involved	10%
<b>2. FINANCING AND MARKETING RESEARCH</b>	
Updated financing and production budgets and schedules	10%
Distribution and marketing strategies described	20%

**11.3 Payment arrangements**

A pre-financing payment corresponding to 70% of the grant amount will be transferred to the beneficiary within 30 days either of the date when the last of the two parties signs the agreement, or of the notification of the grant decision, provided all requested guarantees have been received.

The Agency will establish the amount of the final payment to be made to the beneficiary on the basis of the calculation of the final grant amount (see section 11.2 above). If the total of earlier payments is higher than the final grant amount, the beneficiary will be required to reimburse the amount paid in excess by the Agency through a recovery order.

**11.4 Pre-financing guarantee**

Not applicable

**12. PUBLICITY**

**12.1 By the beneficiaries**

See Part A.

Next to the requirement to give prominence to the name and logo of the Creative Europe - MEDIA Sub-programme on all publications, posters, programmes and other products realised under the co-financed project, the applicant must also include a mention of the development support on onscreen credits of the final produced project when applicable.

## **12.2 By the Agency and/or the Commission**

**See Part A.**

## **12.3 Communication and dissemination**

**See Part A.**

## **13. DATA PROTECTION**

**See Part A.**

## **14. PROCEDURE FOR THE SUBMISSION OF PROPOSALS**

### **14.1 Publication**

The call for proposals is published on the Internet site of the Agency at the following address: [https://eacea.ec.europa.eu/creative-europe/funding/support-for-development-single-project-2019\\_en](https://eacea.ec.europa.eu/creative-europe/funding/support-for-development-single-project-2019_en)

### **14.2 Registration in the Participant Portal**

**See Part A.**

Details on the supporting document that need to be uploaded in the portal can be found on the following link (under the heading 'How to apply'): [https://eacea.ec.europa.eu/creative-europe/funding/support-for-development-single-project-2019\\_en](https://eacea.ec.europa.eu/creative-europe/funding/support-for-development-single-project-2019_en)

### **14.3 Submission of the grant application**

**See Part A.**

### **14.4 Rules applicable**

**See Part A.**

### **14.5 Contacts**

For any further information please contact your Creative Europe desk: [http://ec.europa.eu/culture/tools/creative-desks\\_en.htm](http://ec.europa.eu/culture/tools/creative-desks_en.htm)

Contact within the Agency: [EACEA-MEDIA-DEVELOPMENT@ec.europa.eu](mailto:EACEA-MEDIA-DEVELOPMENT@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](mailto:EACEA-HELPDESK@ec.europa.eu)

**Annexes:**

All the annexes are available on the EACEA/MEDIA website: [https://eacea.ec.europa.eu/creative-europe/funding/support-for-development-single-project-2019\\_en](https://eacea.ec.europa.eu/creative-europe/funding/support-for-development-single-project-2019_en)

For details on the annexes to be attached to the online application form and the documents to be uploaded to the Participant Portal, please consult, the Guide for Applicants, available on the call webpage: [https://eacea.ec.europa.eu/creative-europe/funding/support-for-development-single-project-2019\\_en](https://eacea.ec.europa.eu/creative-europe/funding/support-for-development-single-project-2019_en)

**Annexes to be included in the application form:**

- Annex 1 - Detailed description of the project  
(A word or pdf document containing the artistic material related to the project must be attached to the eForm)
- Annex 2 - Declaration on applicant's honour  
(The declaration on the applicant's honour on the standard template must be attached to the eForm)
- Annex 3 – Detailed budget and sources of financing  
(The budget form on the standard template must be attached to the eForm)
- Annex 4 - Track record of the applicant company/producer  
(The track record of the applicant company on the standard template must be attached to the eForm)
- Annex 5 – Relevant supporting documents of co-production and financing, and proof of production and international commercial distribution of previous work(s)  
(The relevant supporting documents must be attached to the eForm)

**Additional annexes published with the call:**

Expert guide

Sample Grant agreement/decision