

## **13) SUPPORT TO FESTIVALS (CALL EACEA 32/2018)**

### **1. INTRODUCTION – BACKGROUND**

See Part A.

### **2. OBJECTIVES – THEMES – PRIORITIES**

#### **2.1 Objectives**

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

- support 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 the following measures:

- support initiatives presenting and promoting a diversity of European audiovisual works;
- support activities aiming at increasing knowledge and interest of audiences in European audiovisual works.

#### Expected results:

The result will be the annual support of film festivals which will stimulate interest for European audiovisual works, having as expected results and impact:

- To increase the effectiveness and professionalization of festivals in Europe
- To increase presentation of European non-national works
- To enlarge the audience for European film and in particular non-national films
- To increase the circulation of European films

#### **2.2 Targeted projects**

The MEDIA Sub-programme encourages European audiovisual festivals taking place in countries participating in the MEDIA Sub-programme which:

- demonstrate strong efficiency in audience development (especially toward young audience) by implementing activities before, during or after the event including such as: year-long activities and/or decentralisation to other cities (with smaller partner festivals nationally and/or cross-border) and/or any efficient outreach activities towards non-core film festival audience;
- demonstrate a commitment to innovative actions especially in the areas of outreach and audience development using the latest digital technologies and tools such as social media and online activities in order to create a permanent community; amplify innovative approaches beyond expanding their reach (for instance cross-platform programmes etc);
- organize initiatives for film literacy (for example film education) in close cooperation with schools and other institutions throughout the year;
- place strong emphasis on European films in general and especially films from countries of low audiovisual production capacity;

- place strong emphasis on non-national European programming and geographic diversity of non-national European programming;
- demonstrate interest to further develop collaboration and partnerships with other European film festivals across borders to increase resource efficiency including subtitling/dubbing, online viewing platforms etc.

### 3. TIMETABLE

The indicative timetable is the following:

| Stages   | Date and time or indicative period              |   |
|--|---|---|
| Deadline for submitting applications                           | 20 December 2018<br>12:00 (noon, Brussels Time) | 7 May 2019<br>12:00 (noon, Brussels Time) |
| Evaluation period  | January 2019 - April 2019                       | May - September 2019                      |
| Information to applicants                                      | April 2019                                      | September 2019                            |
| Signature of grant agreement or notification of grant decision | April 2019                                      | October 2019                              |
| Starting date of the activities                                | Between 1 May and 31 October 2019               | Between 1 November 2019 and 30 April 2020 |
| Duration of the action   | 12 months                                       | 12 months                                 |

### 4. BUDGET AVAILABLE

The total budget earmarked for the co-financing of projects is estimated at EUR 3.2 M.

An indicative amount of 1.6M€ is available for each of the two deadlines.

This amount is subject to the availability of the funds after the adoption of the budget for 2019 by the budgetary authority.

The EU financial contribution will take the form of a lump sum. See details in section 11.2 of Part B.

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

### 5. ADMISSIBILITY REQUIREMENTS

See Part A.

### 6. ELIGIBILITY CRITERIA

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

## 6.1 Eligible Countries

See Part A.

## 6.2 Eligible applicants

This call for proposals is open to European entities (private companies, non-profit organisations, associations, charities, foundations, municipalities/Town Councils, etc.) established in one of the countries participating in the MEDIA Sub-programme (see section 6.1 of Part A) and owned directly or by majority participation, by nationals from such countries.

In order to assess the applicants' eligibility, the following supporting documents are requested:

- **private entity:** extract from the official journal, copy of articles of association, extract of trade or association register, certificate of liability to VAT (if, as in certain countries, the trade register number and VAT number are identical, only one of these documents is required),
- **public entity:** copy of the resolution or decision establishing the public company, or other official document establishing the public-law entity.

## 6.3 Eligible activities

Only applications submitted by eligible entities organising audiovisual festivals in countries participating in the MEDIA Sub-programme will be accepted.

By audiovisual festival is understood an event:

- programming eligible films (fiction, documentaries or animation), that are being screened to wide audiences including general public as well as accredited international audiovisual professionals and press;
- taking place over a specific period of time, in a prior defined city;
- having a clear regulation/selection procedure.

A minimum of 70% of the eligible programming presented to the public during the festival OR a minimum of 100 feature films (or 400 short films – in case of short film festivals) must originate from countries participating in the MEDIA Sub-programme (see section 6.1) hereinafter referred to as “European Films”.

Within this "MEDIA Sub-programme countries" programming:

- At least 50% of the films must be non-national.
- At least 15 such countries must be represented.

Activities must start during the following periods:

|   | Activity starting date           | Duration of the action |
|---|----------------------------------|------------------------|
| Proposals submitted on 20 December 2018 | Between 1/05/2019 and 31/10/2019 | 12 months              |
| Proposals submitted on 7 May 2019       | Between 1/11/2019 and 30/04/2020 | 12 months              |

The duration of actions is 12 months.

However, if after the signing of the agreement or notification of the decision and the start of the action it becomes impossible for the beneficiary, for fully justified reasons beyond his control, to complete the action within the scheduled period, an extension to the eligibility period may be granted. 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.

The following events are not eligible:

- Festivals dedicated to works that are not considered as eligible, such as commercials, live-broadcast events, TV series, music videos, video games, amateur films, mobile phone films, trailers and non-narrative artistic works.
- Thematic Festivals such as cultural events or art/technology/science-related events, as well as highly specialized festivals dealing with specific topics (for example: tourism, sport, ecology, nature, environment, gastronomy, fashion, health etc.) are not eligible.

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.**

### **8.2 Operational capacity**

**See Part A.**

Applicants applying for a grant above EUR 60.000 must provide the following supporting documents:

- a summary of the activities of the applicant over the last two years (if not fully available, an organisation chart of the applicant showing the structure of the organisation and the functions of the main staff).

## 9. AWARD CRITERIA

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

|   | <b>Criteria</b>   | <b>Definitions</b>   | <b>Max. points</b> |
|---|---|--|--------------------|
| 1 | Relevance   | This criterion assesses the activity towards the audience and in particular outreach mechanisms, including online activities, the use of the latest digital technologies and tools such as social media and film literacy actions of the project.                | 30                 |
| 2 | Quality of the content and activities                       | This criterion assesses the European dimension of the programming including its cultural and geographic diversity as well as the quality of the collaboration and partnerships with other European film festivals across borders.                                | 35                 |
| 3 | Dissemination of project results, impact and sustainability | This criterion assesses the size of the audience and professional community and the impact on the promotion and circulation of European audiovisual works (the use of digital technologies and mechanisms to facilitate commercial or alternative distribution). | 30                 |
| 4 | Organisation of the Team                                    | This criterion assesses the distribution of the roles and responsibilities of the Team vis-à-vis the specific objectives of the proposed action.   | 5                  |

Detailed description of the award criteria and breakdown of points:

### **Relevance (30 points)**

This criterion will take into account:

- Consistency of the quality of activities towards the audience, taking into account the applicant's definition of existing/potential audience (10 points)
- Efficiency of the festival's outreach mechanisms including online activities, the use of the latest digital technologies and tools such as social media (10 points)
- Effectiveness of the film education initiatives, including actions for young audiences (10 points)

### **Quality of the content and activities (35 points)**

This criterion will take into account:

- The quality and impact of actions put in place towards collaboration and partnerships with other European film festivals across borders (20 points).
- The European dimension and the festival's strategy to put forward/ highlight the programming devoted to European non-national films and the programming originating from countries with low audiovisual production capacity (10 points)
- The geographic diversity and the festival's strategy to extend the number of eligible countries represented (5 points)

## **Dissemination of project results, and impact and sustainability (30 points)**

This criterion will take into account:

- The size of the audience taking into account the overall size of the festival and the potential audiences (10 points)
- The level of participation of the professional community, the efficiency of the mechanisms facilitating commercial or alternative circulation of the featured European films and the use of digital technologies (10 points)
- The efficiency of the actions implemented to promote the programming and the European talents beyond the event (10 points)

## **Organisation of the team (5 points)**

This criterion will take into account:

- The festival's organisation structure and the relevance of the distribution of the roles and responsibilities of the team in the activities described in the application (5 points)

## **10. LEGAL COMMITMENTS**

**See Part A.**

## **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/sub-contracting

**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

In relation to the options described in Part A, the Festivals scheme applies the grants financed through lump sums

- ✓ General provisions

Under this system, approved by Commission Decision n° C(2013)9199 of 18 December 2013<sup>38</sup>, the grant is calculated on the basis of the following criteria: the number of European films in the programming, considering that 4 short films equal one long film.

- ✓ Calculation of the grant
  - For **all** film festivals (except short films festivals):

A lump sum is set according to the number of European films in the programming, considering that 4 short films (films of less than 50 minutes) equal to one long film.

The grant is calculated on the basis of the following grid:

| <b>Number of European films</b> | <b>Lump Sum in Euros</b> |
|---------------------------------|--------------------------|
| <b>&lt; 40 European films</b>   | 27.000                   |
| <b>40 - 60 European films</b>   | 35.000                   |
| <b>61 - 80 European films</b>   | 41.000                   |
| <b>81 - 100 European films</b>  | 46.000                   |
| <b>101 - 120 European films</b> | 55.000                   |
| <b>121 - 200 European films</b> | 63.000                   |
| <b>&gt; 200 European films</b>  | 75.000                   |

- For **short** film festivals:

A lump sum is set according to the number of European short films in the programming.

The grant is calculated on the basis of the following grid:

| <b>Number of European films</b> | <b>Lump Sum in Euros</b> |
|---------------------------------|--------------------------|
| <b>&lt; 150 European films</b>  | 19.000                   |
| <b>150 - 250 European films</b> | 25.000                   |
| <b>&gt; 250 European films</b>  | 33.000                   |

The amount requested must be based on the above formulas, 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.

---

<sup>38</sup> Amended by Commission Decision n° C(2017)6118 of 14 September 2017.

- ✓ 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:

- Reception of the final report on the implementation of the action and related documentation, including the festival's latest official, printed catalogue and programme, and any other additional evidence that the Agency might request in order to validate the final report and determine the final grant;
- Verification of the implementation of the action which will be focused on the number of European films in the programming and the conditions mentioned in section 6.2.

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

### **11.3 Payment arrangements**

In addition to the rules described in Part A., the following specific rules shall apply:

If specified in the grant decision/agreement, a pre-financing payment corresponding to 50% 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 grant 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 Commission through a recovery order.

### **11.4 Pre-financing guarantee**

**See Part A.**

## **12. PUBLICITY**

### **12.1 By the beneficiaries**

**See Part A.**

In addition to the rules described in the part A, the following specific rule shall apply:

The animated logo is available at [https://eacea.ec.europa.eu/creative-europe-media-animated-logo\\_en](https://eacea.ec.europa.eu/creative-europe-media-animated-logo_en). It must be shown at least at the Festival opening and closing events.

### **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 being published on the Internet site of the EACEA Agency at the following address: [https://eacea.ec.europa.eu/creative-europe/funding/support-festivals-2019\\_en](https://eacea.ec.europa.eu/creative-europe/funding/support-festivals-2019_en)

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

**See Part A.**

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

**See Part A.**

#### **14.4 Rules applicable**

**See Part A.**

#### **14.5 Contacts**

**See Part A.**

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

Contact within the Agency: [EACEA-MEDIA-FESTIVALS@ec.europa.eu](mailto:EACEA-MEDIA-FESTIVALS@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-festivals-2019\\_en](https://eacea.ec.europa.eu/creative-europe/funding/support-festivals-2019_en)

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

- Annex 1 - Detailed description of the action (must be attached to the E-Form)
- Annex 2 - Declaration on applicant's honour (must be attached to the E-Form)
- Annex 3 - Detailed budget and sources of financing (must be attached to the E-Form)

#### **Additional annexes published with the call:**

Expert Guide

Sample Grant agreement/decision