



Creative
Europe
MEDIA



GUIDE FOR APPLICANTS

SUPPORT TO THE INTERNATIONAL SALES AGENTS OF EUROPEAN CINEMATOGRAPHIC FILMS

The "Sales Agents" Scheme

Call for Proposals EACEA/29/2018

**CREATIVE EUROPE (2014 - 2020)
MEDIA Sub-programme**

Disclaimer:

The present guide intends to provide useful information for applicants. It does not replace or overrule the official Guidelines.

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INTRODUCTION

This Guide for applicants provides practical guidance on how to apply to the Call for proposals of the Sales Agents Scheme launched under the Creative Europe MEDIA Sub-programme.

Before making an application, please ensure that you have carefully read the Call Guidelines of the Sales Agents Scheme. We also recommend reading the **eForm User Guide**: https://eacea.ec.europa.eu/creative-europe/funding/support-sales-agents-2019_en

Section 1 of this guide gives specific advice and instructions on **how to generate and complete the eForm and its attachments**.

Section 2 "Contact with agency" relates to the submission of the eForm and gives some tips on how to **communicate** with the Agency. It also deals with what to do **in case technical problems are encountered**.

SECTION 1 – GENERATING AND COMPLETING THE EFORM

1.1 Register your company in the participant portal

In order to submit an application, applicants must register their company in the Education, Audiovisual, Culture, Citizenship and Volunteering Participant Portal (Participant Portal: <http://ec.europa.eu/education/participants/portal>).

At the end of the registration process you will receive the Participant Identification Code (PIC, 9-digit number), serving as the unique identifier of your company in the Participant Register. This code is unique for each company and will be requested in the application form.

Upon communication of the applicant's PIC, the EU Validation Services (Research Executive Agency Validation Services) will contact the applicant (via the messaging system embedded in the Participant Register) and request the latter to provide the supporting documents necessary to prove the legal existence and status and the financial capacity of the company. All necessary details and instructions will be provided via this separate notification.

If you have additional queries regarding the Participant Portal, please consult the following FAQ: <http://ec.europa.eu/education/participants/portal/desktop/en/support/faq.html> or <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/faq>.

FAQ: What to do if your organization has already created a PIC?

You only need to create a PIC once. If your organization already created a PIC in order to apply for a previous Call for Proposals, the same PIC has to be used. However, please verify that all documents listed above are duly uploaded on the Participant Register (there is no need to upload them again) and that the information declared in the documents is still accurate. If any information related to your company changes (e.g. change in address, bank account n^o, etc.) after your registration, you must update your company details in the Participant Register and upload the relevant new documents.

1.2 Generating the electronic application form (eForm)

Once you have your PIC, the eForm can be generated by going to the Participant Partnership Management Tool: <https://eacea.ec.europa.eu/PPMT/>. **Applications can only be submitted through an eForm.**

Ensure that Adobe Reader 9 or higher is installed on your computer.

IMPORTANT

The eForm must be saved on your computer (or local network drive) before you can start filling it in.

For assistance, please refer to the eForm User Guide on the Call website.

1.3 Testing the eForm

On the top of the eForm, you will find instructions on how to test the eForm. Ensure that you test the eForm before submission!

1.4 Completing the eForm

This section provides specific advice and instructions on some fields in the eForm, it does not comment on each and every field in the eForm.

IMPORTANT

Every year, applicants miss the deadline due to a technical issue at their end and do not get the support.

We strongly recommend applicants to try and apply the day before the deadline and contact the helpdesk for assistance if necessary.

This will avoid undue stress and decrease the risk of having your application declared inadmissible.

Part A - Identification of the applicant

A.1. Organisation

The greyed-out areas in this section will be pre-filled with information coming from the Participant Portal.

A.2./A.3. Contact person & Legal representative

For each application, **a contact person** (i.e. the person responsible for the management of the application) and **a legal representative** (i.e. the person authorized to represent the organization in legally binding agreements) must be indicated. By default, these are the same in the eForm. If the contact person is a different person from the legal representative, please click on 'Check this box if the legal representative is different from the person responsible for the management of the application' and you will be able to encode details for the legal representative.

For the address of the Contact person & legal representative, check the box only if they have a different address from the registered address in section A.1. Please note that you should not enter a personal home address in this section.

Should the contact person or legal representative change during the selection procedure, please communicate this immediately, clearly indicating your application reference number, to the following address: EACEA-DISTRIBUTION-SALESAGENTS@ec.europa.eu

Part B – Organisation and activities

No comment.

Part C. - Description of the project or activities

C.1. Summary of the project or activities

Please provide a brief outline of your project/foreseen activities. This information is compulsory and will be used for public dissemination purposes in the framework of the European Commission project database for the Creative Europe Project Results platform: <http://ec.europa.eu/programmes/creative-europe/projects/> in case of selection of your project. The Creative Europe Project Results platform is the Dissemination and Exploitation platform that offers a comprehensive overview of projects funded under the Creative Europe programmes as well as some projects funded under the previous programmes.

C.2. Summary Budget

Verify that the amounts that you enter under *C.2. Summary Budget* correspond to the amounts in the headings of the Estimated budget (xls file) which must be attached to the eForm (see section 1.5 Attachments).

It is recommended to first prepare the Estimated budget (xls file), using the mandatory template, and then to copy/paste the amounts of the headings in Part C.2 of the eForm.

In case of discrepancy between the amounts encoded in Part C.2 of the eForm and the Estimated budget (xls file), the amounts encoded in Part C.2 of the eForm will prevail.

C.3 Calendar of the project

The Eform indicates action start date/action end dates **06/11/2018 – 05/11/2020**.

Don't pay attention to these dates, it is internal information related to the Eform and not to your application.

The action date starts from the signature of the agreement with the Commission or from the date of submission when justified (Retroactivity) and requested in" Annex III.2 Additional Mandatory information" and ends 24 months later.

D.2 Interoperable standard identifier (ISAN, EIDR, etc):

This information is not required at this stage of the application; however, it will be mandatory at reporting stage.

1.5 Attachments

The annexes mentioned below are mandatory and must be attached to the eForm. Failure to

comply with this requirement will lead to the rejection of the application.

1. Declaration on the applicant's honour (pdf)¹
2. List of Films and Budget form (xls)²
3. 1. Films information, 2. Additional Mandatory information, 3. Strategy/project, description.³
4. Financing plan for the films to be qualified for the generation phase. Consult the list of qualified films on the MEDIA film database:<https://eacea.ec.europa.eu/mediaPgm/>⁴

Templates for the above mentioned documents can be found on the call website (Annexes):
https://eacea.ec.europa.eu/creative-europe/funding/support-sales-agents-2019_en

IMPORTANT

There is a limit to the **total combined** size of your attachments of **10MB**, so make sure to scan documents in low resolution (but ensure that they are legible).
If you receive a message advising you that the total size of the documents exceeds the maximum allowed, please reduce the size as this will block submission.

The information to be provided in the Annexes **cannot** be provided in the form of **downloadable documents** (WeTransfer, Dropbox, etc.).

Declaration on the applicant's honour

Please make sure that the Declaration on the applicant's honour is filled out correctly.

Please pay attention to the following:

- On the first line, after "I, the undersigned, representing the following legal person/company" please fill in the legal name of the company (and not the name of the legal representative).
- The EU grant requested should be the same amount as the amount encoded under the contribution requested from the MEDIA Sub-programme in section C.2 of the eForm and in the Estimated Budget (xls file).
- At the bottom of the form: the name and the signature of the legal representative of the company should be the same as identified in Part A.3 of the eForm. If there is a proxy given to another person, this person can sign in place of the legal representative, but in this case we would need either:
 - a) an official document (e.g.: organisation's legal statutes, notarial act, etc.) stating the proxy information or
 - b) a proxy signed and dated by the legal representative.

List of Films and Budget form

Step 1

Step 1 can be prepared in advance, as from the publication of the Call.

¹ Entitled in the Eform: Declaration of Honour. PDF document only (pdf)

² Entitled in the Eform: Budget. Spreadsheet document only (xls, xlsx, ods)

³ Entitled in the Eform: Detailed description of the project (maximum 40.000 characters) in word format (doc, docx, odt) or in PDF document (pdf)

⁴ Entitled in the Eform: Financing plan (and sales agreement) (pdf, jpg, jpeg, tiff)

- **List of films**

This list must contain **at least 8 European films (of which one non-national)**, for which the applicant sales agent was the appointed sales agent between 01/01/2014 and 31/12/2018. The films must have their copyright established in 2014 at the earliest. Please verify copyright and film code: <https://eacea.ec.europa.eu/mediaPgm/>

At least 3 of these films must have been released in at least 3 countries participating in the MEDIA sub-programme outside the country of origin of the film, during the reference period, as substantiated by the distributor's declaration to the automatic scheme. Please verify the distributors declarations: the document is available on our website, on the Call for proposals' page: https://eacea.ec.europa.eu/creative-europe/funding/support-sales-agents-2019_en

Step 2

For Step 2, the admissions as declared by the distributors for the year 2018 will be published on our website end September/early October 2019.

International sales and calculation of step 2 (Film 1, Film 2, Film 3 etc)...

- For each film declared in the "List of films", you must detail in an individual Excel sheet (Film 1, Film 2 etc..) each territory in which the film was theatrically released during the reference period. Insert a "X" where the film was released.

- Once the number of admissions declared by distributors have been published on our website: https://eacea.ec.europa.eu/creative-europe/funding/support-sales-agents-2019_en , insert the number of admissions made from 01/01/2018 until 31/12/2018 by the films on the territory(ies) covered by the international sales contract.

Methodology:

1) Indicate the company name, original film title, film ID code and choose the film nationality in the drop down menu.

2) Simply report of the number of admissions in the column "Number of admissions declared by the distributors", the **calculation is made automatically**.

The preliminary result is stated in the total at the bottom of the document.

Latvia (LV)		0	0
Lithuania (LT)		0	0
Macedonia (MK)		0	0
Malta (MT)		0	0
Montenegro (ME)		0	0
Netherlands (NL)		0	0
Norway (NO)		0	0
Poland (PL)		0	0
Portugal (PT)		0	0
Romania (RO)		0	0
Serbia (RS)		0	0
Slovakia (SK)		0	0
Slovenia (SI)		0	0
Sweden (SE)		0	0
United Kingdom (UK)		0	0
Total			€ 0,00

* These admissions are as declared by the distributors and are not validated by EACEA.

** This is the maximum amount that can be taken into account for the calculation of the fund. It is subject to the eligibility and award criteria of calls 27/2018 and 29/2018

For more information on the details of the calculation of the preliminary results, please refer to section 9 of the guidelines Automatic Call 27/2018 (https://eacea.ec.europa.eu/creative-europe/actions/media/media-sub-programme-calls-for-proposals-work-programme-2019-guidelines/7-support-for-distribution-non-national-films-distribution-automatic-scheme-call-eacea-272018_en) and Sales Agents Call 27/2018 https://eacea.ec.europa.eu/creative-europe/actions/media/media-sub-programme-calls-for-proposals-work-programme-2019-guidelines/9-support-international-sales-agents-european-cinematographic-films-call-eacea-292018_en

Total potential fund

The Total Potential Fund is the addition of STEP 1 (20.000€) + STEP 2

For films 1 to 8, the preliminary result by film is reported automatically.

If more than 50 films need to be reported under STEP 2, add ligne(s) for each additional film for which a potential fund that may be available (there is no maximum number of films) in the column "Preliminary result(s) by film".

The Total Potential Fund will be calculated automatically (see example below)

TOTAL POTENTIAL FUND	
SALES AGENT:	
STEP 1:	€ 20.000,00
STEP 2:	Preliminary result(s)
Film 1	€ 1.066,56
Film 2	€ 186,48
Film 3	€ 1.786,56
Film 4	€ 106,56
Film 5	€ 1.866,48
Film 6	€ 1.869,12
Film 7	€ 1.865,76
Film 8	€ 1.858,56
Film*..	
Film..	
Film..	
Film..	
Film..	
Total potential Fund	€ 30.606,08
* add ligne(s) for each additional film(s) for which a potential Fund may be available (no maximum number)	

- **Budget form**

When drafting their budget, applicants must calculate the amount of the potential grant based on the parameters and thresholds set out under section 9 – award criteria of the call guidelines.

The following rules need to be taken into account:

- 1.. Fixed percentage per amount generated under the automatic call 27/2018 depending on the film nationality;
2. Films that generates less than 500€ under Step 2 will not be taken into account in the calculation of the fund;

FAQ: What happens if the sales agent makes a mistake when calculating the amount of the potential fund?

The amount of the grant the applicant has requested is a maximum.

However, following the evaluation, the amount of the grant may be reduced, for example:

- some eligibility or award criteria are not fulfilled,
- miscalculation by the applicant,
- the final potential grant is subject to the availability of the budget for the call (3,5 Mio).

Fill in the budget form

The estimated budget (.xls) must be balanced and correspond to the budget filled in the eForm.

- **financing plan:**

Contribution requested for the MEDIA programme = generated fund.

Other support must be declared.

The sales agent's contribution = the investment of the sales agent in the project (co-financing)

–Duration of the action - period of eligibility of costs

WARNING

Only costs incurred by the beneficiary during the period of eligibility of costs will be eligible.
The international sales agreement signed with the producer must be signed during this period of eligibility.

ELIGIBLE COSTS:

This part details how the fund will be spent during the action.

Each film-project must be carried out within the implementation period of the action:

- date of signature of the international sales agreement (long form agreement or deal memo, whichever was signed first).

The budget details the costs to be incurred during the implementation period of the action. These costs are justified by:

- Heading 1: invoices for the instalments (deposit, delivery ...), foreseen in the international sales agreement.
 - Any inconsistencies with the international sales agreement must be duly justified.
- Heading 2: invoices related to eligible promotion, marketing and advertising costs declared.
- Heading 3: invoices related to the auditing of the report (if applicable)

Reinvestment can be made on a maximum of 5 different eligible non-national European films (i.e. Film 1 to 5. Please do not insert new lines in the budget form!)

Reinvestment on the same film in different categories of costs is allowed.

However, reinvestment on the same film for the same category of costs under different Calls for proposals is not possible.

At application stage, film titles cannot be filled in. Film titles will be added at reporting stage(s).

Amounts can only be filled in at item level and must be given in € (euro). Subtotals and totals will be calculated automatically.

Audit costs are eligible if the MEDIA contribution is higher than 60.000EUR.

1. Films information, 2. Additional Mandatory information, 3. Strategy/project, description

1. Films information

You must tick one of the two options on page 1:

The films listed under the Summary "list of Films" have all been qualified.

Or

I enclose an Information form for each film that has not been qualified

If you tick the second option, you must fill in the film(s) information and attach the film(s) financing plan(s) signed by the producer. This is applicable only if the film(s) declared don't own an ID code (i.e qualified films), please check on the MEDIA film database whether the film has already been qualified: <https://eacea.ec.europa.eu/mediaPgm/>

2. Additional Mandatory information

You must fill carefully all requested information in section 3 Additional conditions (tick "X" if applicable). Make sure to tick the boxes where applicable:

Visibility of the support:

This box must be ticked in any cases!

In case of selection, you need to give visibility to the Creative Europe Media support in all promotion material, as per the Guidelines and the grant agreement.

Retroactivity:

The action and the period of eligibility of costs start at the date of signature of the grant agreement with the Agency. However, if for duly justified reasons inherent to the action's process the eligibility period must start on the date of submission of the application, **the retroactivity box must be ticked.**

Double funding :

Reinvestment in promotion, marketing and advertising costs cannot be cumulated with a support under the MEDIA Sub-programme Selective Scheme for the same film.

Subsidised actions may not benefit from other MEDIA-funded project funding for the same activity.

3. Strategy/project, description

The strategy is a **compulsory document** that will be assessed by the Evaluation Committee.

The template must be used and all questions must be answered.

In absence of a duly filled-in strategy, the Evaluation Committee may declare an application inadmissible.

Please note that – contrary to the 'Summary of the project or activities' (section C.1. *Summary of the project or activities*) – the strategy will not be made public.

Financing plan for the films to be qualified for the generation phase

For all films not yet qualified by the MEDIA Sub-programme, please provide a film financing plan, including the Total Production costs, certified by the lead producer and clearly identifying the (co)producer(s) (as officially credited), their nationality and their share in the (co)production.

In absence of the film financing plan, a film will not be qualified and its admissions will not be validated.

SECTION 2 – CONTACT WITH THE AGENCY

2.1. Help with preparing the application

The Agency cannot help you in preparing your application. All queries related to the preparation of an application should be addressed to the **Creative Europe Desk** in your country. A list of contacts to the Creative Europe Desks is available at: https://ec.europa.eu/programmes/creative-europe/contact_en.

2.2. Submitting the eForm

Once your eForm is complete and all mandatory documents have been attached, **you must validate and submit it.**

Before submitting the application, ensure that the e-mail address of the contact person is correct, as the submission confirmation (Acknowledgement of receipt) will be sent to this address immediately after a successful electronic submission.

If you have not received the submission confirmation, please first check that you have provided a correct e-mail address for the contact person in the eForm. If this is not the case, please notify EACEA-DISTRIBUTION-SALESAGENTS@ec.europa.eu quoting the reference number of the application, the name of the company and the correct email address of the contact person. If the e-mail address in the eForm is correct, **immediately** send a message to EACEA-DISTRIBUTION-SALESAGENTS@ec.europa.eu **before the deadline**, together with the complete and validated eForm in attachment.

2.3 Technical problems during the submission

For **technical problems** related to the eForm, please consult the eForm User Guide:

https://eacea.ec.europa.eu/creative-europe/funding/support-sales-agents-2019_en

In case of a technical problem **before the deadline** (e.g. you are not able to create the eForm, the eForm crashes or freezes, you encounter problems during submission, etc.), first consult the **Known issues'** on the following page: https://eacea.ec.europa.eu/documents/eforms_en. It explains, amongst others, what to do in case your submission is unsuccessful due to a '**Network Error**'.

After referring to these documents, if you still have questions or the technical problem has not been resolved, you may contact the EACEA Technical HelpDesk by e-mail (eacea-helpdesk@ec.europa.eu) so that there is a written trace of your question. When doing so, **attach your eForm** and clearly describe the technical problem. It is advisable to attach print screens (showing the date and time) to illustrate the problem. This must be done before the deadline.

Validated eForms sent after the deadline will be rejected.

FAQ: I have tested the connection, my eForm is fully valid and all documents are attached, yet I cannot submit my application. I receive a warning message stating a "submission error" mentioning that due to a technical problem, the submission process has failed.

*This type of message often appears when your security settings do not enable the sending of the eForm. You should first check your security settings and disable them by following the instructions to be found in the '**Known issues**' section of the following webpage;*
https://eacea.ec.europa.eu/documents/eforms_en

If the problem persists contact the EACEA Technical HelpDesk, as explained above.

IMPORTANT

It is the responsibility of the applicant to prepare its application sufficiently in advance and to test its IT security settings beforehand.