CREATIVE EUROPE (2014-2020)

MEDIA SUB-PROGRAMME

CALL FOR PROPOSALS

CALL FOR PROPOSALS – EAC/S31/2013: SUPPORT FOR CONCEPT AND PROJECT DEVELOPMENT OF VIDEO GAMES

WARNING:

The present call for proposals is subject to:

- the final adoption of the Regulation of the European Parliament and of the Council on establishing the Creative Europe Programme (2014-2020) hereafter referred to as 'the programme' by the legislative authority without significant modification,
- a positive opinion or lack of objection by the committee established according to Article 23 of the Regulation on establishing the Creative Europe Programme,
- the availability of the appropriations provided for in the draft budget for 2014 after the adoption of the budget for 2014 by the budgetary authority or as provided for in the system of provisional twelfths

1. OBJECTIVES AND DESCRIPTION

This notice of a call for proposals is based on the Regulation of the European Parliament and of the Council on establishing the Creative Europe Programme (2014-2020).

Within the field of reinforcing the audiovisual sector's capacity, one of the priorities of the MEDIA Sub-programme shall be to:

- increase the capacity of audiovisual operators to develop European audiovisual works with a potential to circulate in the Union and beyond and to facilitate European and international co-production, including with television broadcasters.

The MEDIA Sub-programme shall provide support for:

- 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.

2. ELIGIBLE APPLICANTS

This notice of a call for proposals is aimed at European companies whose activities contribute to the attainment of the above objectives, and in particular to production companies that can demonstrate a proven track record.

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 negotitations with the country:

- EU Member States;
- Acceding 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.

Proposals from applicants in non EU countries may be selected, 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.

3. ELIGIBLE ACTIONS

Only the development activities for the following projects are eligible:
digital video games regardless of platform or expected distribution method. In all cases the game must be intended for commercial exploitation.

The Call for Proposals has one deadline: the application for support must be submitted between the date of the publication of the Call for Proposals and 28/03/2014.

The maximum duration of the project is until 30 months from the date of submission.

4. AWARD CRITERIA

Points will be allocated out of a total of 100 on the basis of the following weighting:

Relevance and European added-value (20 points)

- Quality of development strategy and potential for European and international exploitation

Quality of the content and activities (10 points)

- Quality of the content, originality of the concept against existing works and quality of the financing strategy for development and production

Dissemination of project results (20 points)

- Quality of the distribution and marketing strategy and suitability for the target audience

Quality of the project team (10 points)

- Potential, experience and adequacy of the creative team

Impact and sustainability (10 points)

- Feasibility potential of the project

Innovative character (30 points)

- Innovation, appropriateness of the techniques used in the work and quality of the gameplay

Additional "automatic" points for:
1) an applicant company established in a country with low production capacity (5 extra points)
2) for projects targeted for young audience (10 extra points)
3) for projects intended for co-production with an operator established in a participating country which does not have a common official language (10 extra points)

5. BUDGET

The total budget available is 2.5M €. The financial contribution awarded is a subsidy.

The contribution is:
- between EUR 10.000 and EUR 50.000 for concept development (supporting activities to the point that a playable game concept is realised).
- between EUR 10.000 and EUR 150.000 for project development (supporting activities to the point that the concept can be clearly expounded as a playable prototype)

The financial contribution awarded will in no event exceed 50% of the eligible costs submitted by the producer.

6. DEADLINE FOR SUBMISSION OF APPLICATIONS

Applications must be submitted to the Executive Agency (EACEA) using the online application form (eForm) no later than **28/03/2014 at 12.00 noon** (midday Brussels time).

No other method of submission of an application will be accepted.

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

7. FULL DETAILS

The full text of the guidelines together with the application forms, can be found at the following Internet address: http://ec.europa.eu/culture/media/fundings/creative-europe/call_11_en.htm

Applications must comply with all the terms of the guidelines and be submitted on the forms provided.