

Information Society and Media

Direction General

GUIDE FOR APPLICANTS

(Specific information for the preparation of proposals for the call for proposal /2008/1 published in the Official Journal of the European Union on 4 April 2008).

Call identifier "Preparatory Action "MEDIA International" /2008/1"

***Preparatory Action
"MEDIA International" 2008***



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I. PREFACE

This Guide for applicants describes how to prepare a proposal for the Preparatory Action "*MEDIA International*" call 2008/1. It contains the instructions, forms and information required to prepare a complete proposal.

Documents that constitute, together with this Guide, the Information package for the Preparatory Action "MEDIA International" call 2008/1, and which you need to consult during the preparation of your proposal, are:

1. **The Preparatory Action "MEDIA International" Work Programme 2008** provides a detailed description of the objectives and the aims of the Preparatory Action "*MEDIA International*" Call for Proposals. The eligibility, selection and award criteria along with the scoring for the latter are equally described in detail.
2. **The Call for Proposals**, as published in the Official Journal of the European Union (in all official languages) and on the EUROPA web site.
3. **The Evaluation Guide** which lays out the evaluation process based on the criteria as defined in the **Preparatory Action "MEDIA International" Work Programme**.
4. **The model grant agreement, with annexes**, which specify the terms and conditions to which your consortium will be expected to agree if your proposal is selected for funding. The basic model grant agreement is not negotiable.

This Guide for candidates assumes that the reader has fully acquainted himself with the Preparatory Action "MEDIA International" Work programme 2008 and the Call for Proposals.

All these documents are available at the EUROPA site:

<http://ec.europa.eu/media>

DISCLAIMER: This Guide for Applicants is intended to help applicants prepare their submissions. It does not supersede the rules and conditions laid out, in particular, in the Preparatory Action "MEDIA International" Work Programme 2008, the Call for Proposals and in the Financial Regulation applicable to the General Budget of the European Communities¹ as well as its Implementing Rules².

¹ Council Regulation (EC, Euratom) No 1605/2002 of 25 June 2002 (OJ L 248, 16.09.2002, p. 1) as amended by Council Regulation (EC, Euratom) No 1995/2006 of 13 December (OJ L 390, 30.12.2006, p.1).

² Commission Regulation (EC, Euratom) No 2342/2002 of 23 December 2002 (OJ L 357, 31.12.2002), as last amended by Commission Regulation (EC, Euratom) No 478/2007 of 23 April 2007 (OJ L 111, 28.04.2007, p. 13).

II. INTRODUCTION

II.1 General Information

The submission of a proposal to a call for proposals involves a considerable amount of work, especially for the coordinator, and should not be entered into without full consideration of the necessary resources.

The coordinator leads the group and has the responsibility to keep all of the applicants informed of the group's progress and intentions. Prior to any commitment to submit a proposal, the group must discuss, decide, identify and commit to roles; realistically estimate required personnel and finance; and define a realistic target that addresses a real need. After agreement the proposal is drafted and circulated to all applicants until a final version is agreed. All applicants must be committed to the submission and to the participation in the project.

All partners in a consortium must have the necessary financial and operational resources to participate in the proposed project. All partners in the consortium must agree to the submission of the proposal and to participate in the project, should it be selected for funding.

Using the format described in this guide, the proposals must be prepared and submitted as indicated in this guide.

By submitting the proposal the coordinator declares that (s)he is acting on behalf of the consortium, all of whom:

- are aware of the proposal;
- agree with its content and submission;
- have the necessary internal authorizations to participate;
- are **not** in one 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 have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;

(c) they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify;

(d) they have not fulfilled 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 contracting authority or those of the country where the grant agreement is to be performed;

(e) they have been the subject of a judgment which has the force of res judicata for fraud, corruption,

involvement in a criminal organisation or any other illegal activity detrimental to the Communities' financial interests;

(f) they are currently subject to an administrative penalty imposed by the Community in accordance with Article 96(1) of the Financial Regulation;

(g) they are subject to a conflict of interest;

(h) they have made false declarations in supplying information required by the Community as a condition of participation in a procurement procedure or grant award procedure or fail to supply this information.

Applicants must certify/declare on their honor that they are not in one of the situations listed above (Article 93(1) and 94 of the Financial Regulation). The authorising officer responsible may, depending on his risk analysis, request the evidence referred to in Article above.

The European Commission reserves the right in case of non-compliance with these conditions to eliminate the proposal at any time from the evaluation or negotiation process.

II.2 Scope of the Call

The Preparatory Action "MEDIA International" is aimed at strengthening cooperation between the audiovisual industries of EU Member States and those of third countries. It also aims to encourage the reciprocal circulation of cinematographic works. This preparatory action falls under the aegis of the Convention of UNESCO on cultural diversity, the MEDIA 2007 programme and the provisions on cultural cooperation in the free trade agreements and other existing or currently negotiated agreements.

The preparatory action is based on the principle of reciprocity between European countries and third countries and it will consist of three separate lots. (Note: The **Preparatory Action "MEDIA International" Work Programme 2008** provides a detailed description of the objectives and the aims of the Preparatory Action "MEDIA International" Call for Proposals).

The **maximum** available budget for co-financing projects under the present Call for Proposals is **1, 98 Millions €**

The Commission reserves the right not to allocate the entire budget.

Activities must start between 01/01/09 and 31/12/2009 and be completed by 31/03/10.

The maximum duration of projects for each batch is 12 months. No application will be accepted if the activities extend 12 months.

Lot N° 1: Continuous Training for professionals in the audiovisual sector

Proposals should address continuous training for professionals in the audiovisual sector. These trainings should provide detailed information on the operating conditions, on the legal framework and on the financing mechanisms of the audiovisual markets in all the countries taking part in the proposed project.

The applications should be submitted by a group/consortium, the coordinator of which has its head office in a Member State of the European Union. The applicant group/consortium should include at least one organisation/company linked to the audiovisual industry (institutional organisation, production company, distribution company, exporter of cinematographic or audiovisual works, broadcaster co-financing cinematographic production, etc.) with its head office in a third country.

The proposed projects should include a minimum percentage of nationals of the third country belonging to the applicant group/consortium, both among the participants and the trainers.

Projects consisting of offering continuous training supported by MEDIA 2007 (under the award decisions made as part of the call for proposals [EACEA/04/2008](#)³) to professionals from third countries are allowed. The eligibility of this type of project is subject to its meeting the following criteria:

- at least 20% of the total number of participants must be third country nationals,
- the professionals from third countries should preferably come from at least three of the following geographic areas, with a good balance between the number of professionals from each of the areas :

North America (United States + Canada), Central America, South America, the MEDA area, South Asia and South-East Asia⁴, North-East Asia⁵, the rest of the world.

Budget estimated in 2008 for Lot N° 1

580 000 €

³ http://ec.europa.eu/information_society/media/training/forms/cont/index_en.htm

⁴ For a detailed list of the countries in this zone, see the classification adopted by DG RELEX: http://ec.europa.eu/external_relations/asia/reg/index.htm.

⁵ For a detailed list of the countries in this zone, see the classification adopted by DG RELEX: http://ec.europa.eu/external_relations/asia/reg/index.htm.

Lot N° 2: Promotion of cinematographic works

Proposals should address distributors, exporters or rights holders of cinematographic works. In particular, proposals should encourage the conclusion and consolidation of artistic and industrial cooperation agreements and networks between European distributors/exporters/rights holders and third-country distributors/exporters/rights holders.

Budget estimated in 2008 for Lot N° 2

700 000 €

Definition:

European film

Any recent work of fiction (including animated films) or documentary, with a minimum duration of 60 minutes, complying with the following conditions:

- the work has been produced or co-produced primarily by one or more European companies;
- the work must be produced with the "significant participation" of professionals who are nationals/residents of European countries. "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):

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

Lot N° 3: Cinema Networks

Proposals should address cinema operators in both third countries and in EU countries for creation of cinema networks. Proposals should encourage these operators to increase reciprocally their programming of first release films of their partners and screening conditions (duration and minimum number of showings).

Budget estimated in 2008 for Lot N° 3

700 000€

Definition:

European film

Any recent work of fiction (including animated films) or documentary, with a minimum duration of 60 minutes, complying with the following conditions:

- the work has been produced or co-produced primarily by one or more European companies;
- the work must be produced with the "significant participation" of professionals who are nationals/residents of European countries. "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):

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

II.3 Evaluation and selection timetable

The evaluation process of proposals received in response to the 2008 call is planned to start after the closing date. The evaluation results for each proposal in the format of Evaluation Summary Result Form (ESRs) will be sent to its coordinator. This notification does not imply or prejudice in any way a decision on funding or rejection. It will be sent for feedback only.

The selection process following the evaluation should be completed by the end of September 2008. Contract signature of successful proposals will therefore begin in September 2008 with grants targeted to being signed before end December 2008.

All coordinators will be informed in writing about the decision of the Commission on their proposal.

II.4 Structure of a proposal

A proposal has two parts. Full details about preparing these parts are described in Annexes 1 and 2 of this guide.

Part A is a set of forms which collect essential information about the proposal and the applicants, e.g. names and addresses of applicants, brief description of the work, total funding requested, etc. By submitting the proposal, the consortium agrees that this information may be encoded in a structured database for further computer processing to produce statistics, evaluation reports, etc., to support the evaluators and the Commission services during the evaluation process, and also to generate reports for negotiation.

Part B contains a description of the proposed project. It contains five mandatory sections:

- A. Title page
- B. Project profile
- C. Information on the consortium
- D. Project management
- E. Results viability and dissemination

All information that the applicants wish to be taken into consideration in the evaluation must be contained in Parts A and B.

II.5 Consortium/Group Composition

Consortia/Groups must consist of a minimum of two independent, legal entities:

- the coordinator who must be a legal person registered in one of the 27 EU Member States;
- at least one organization/company who must be a legal entity registered in any third country other than Liechtenstein, Norway, Iceland, Switzerland, Croatia. Other beneficiaries could be any legal entity from the 27 EU Member States or from any third country.

Legal entities are:

- Legal persons.
- Natural persons; they may, however, participate only in so far as required by the nature or characteristics of the action.

Exceptionally, entities which do not have legal personality under the applicable national law may participate, provided that their representatives have the capacity to undertake legal obligations on their behalf and assume financial liability. Subject to these conditions, such entities will be considered as legal entities for the purpose of the Preparatory Action "MEDIA International" Work Programme 2008.

The **Preparatory Action "MEDIA International" Work Programme 2008** provides further information about the consortium/group composition requirements for each lot.

II.6 Roles of Participants and relationships among them.

The participants (beneficiaries) in a project may take the following roles:

- Coordinating beneficiary (coordinator)
- Co-beneficiary

The coordinator is the leader of the consortium and bears overall project management responsibility. S/he has overall responsibility for the management of the project aided by a common commitment of all the beneficiaries/participants to the successful management of the project.

The co-coordinator acts as the conduit for all communications between the Commission and the proposal/project from its submission to its conclusion. The coordinator organises and manages the submission of a proposal. S/he coordinates the discussions within the consortium that leads to the preparation of the proposal. S/he collects all of the documents needed and ensures that the decision makers in each of the participants have read the proposal; agree to its content and are aware and in agreement that the proposal will be submitted to the Commission.

The coordinator is a beneficiary, who is subject to supplementary rights and obligations towards the Commission, due to his functions as liaison between the participants and the Commission, being responsible for collecting, integrating and submitting project deliverables, and e.g. for distributing the funds received from the Commission.

The co-beneficiaries are the partners in the consortium in terms of technical and financial contribution to the work and signatories to the grant agreement with the Commission. They are responsible towards the Commission for carrying out the work under the grant agreement. They must mandate the coordinator to sign on their behalf the grant agreement with the Commission using the template available as an annex to the draft grant agreement.

Beneficiaries can conclude contracts with **subcontractors** to carry out a limited part of the action. Costs for subcontracting can be eligible for funding, if in accordance with the grant agreement in force. The consortium cannot depend upon a subcontractor for a key competence or critical contribution to the project. Subcontracting of project coordination tasks is **not** allowed.

Relationships among consortium partners may be regulated by means of a **Consortium agreement**. **Consortium agreement** should be concluded between the participants if they deem it necessary for the completion of the work. The consortium agreements may not infringe on the rights and obligations set out in the Commission grant agreement. Consortium agreements normally cover those areas in regard to the project, which are not specifically defined in the grant agreement, e.g.: the exploitation of the results arising from the project. Consortium agreements can be particularly useful in projects involving a large number of participants. The Commission must be informed of

the existence of consortium agreements. If participants choose not to conclude a consortium agreement, they are nevertheless required to agree upon appropriate arrangements between themselves for the proper performance of the action.

II.7 Funding Principles

Eligible Costs

Eligible costs are actual costs incurred for the work under the project. In general, these are the costs necessary for the achievement of the aims of the project and incurred within its duration. They must be reasonable and justified, actually incurred by the beneficiaries and recorded in their accounts in accordance with the applicable accounting principles, and must be identifiable and verifiable. The costs must be generated during the lifetime of the project. The Commission will examine whether costs declared by the participants are acceptable on the basis of the provisions of the grant agreement. For detailed information about and examples of what eligible costs are you must consult the Preparatory Action Work Programme (paragraphs: 2.1, 2.2 and 2.3) and the Annex I to this Guide.

Ineligible Costs

The following costs are considered ineligible:

- costs not directly linked to the project,
- unidentifiable or unverifiable costs,
- capital investment costs,
- debts,
- contingency provisions (for debts, future losses etc.),
- bad debts,
- exchange losses,
- accumulated losses,
- discounts, credit notes, rebates or allowances,
- VAT unless the beneficiary can show that he is unable to recover it,
- costs declared and supported in the framework of another action or under another Community grant,
- unjustifiably high expenses.

The application of the funding rules forms part of the evaluation process. Consequently proposals must contain costs which are detailed and supported by explanations on the methods applied to calculate them, so that it is possible for the Commission and the experts during the evaluation to verify that they are based on sound principles.

Commission contribution

The Commission contribution normally will be as follows:

- For support for training:

- up to 50% of the direct eligible costs if the project coordinator is from the one of the following Member States: Germany, Spain, France, Great Britain, Italy
- up to 75% of the direct eligible costs if the project coordinator is from one of the 22 other Member States,
- up to 80 % of the direct eligible costs if the training (even partially) takes place in any third country.

In the case of a project consisting of offering continuous training supported by MEDIA 2007 (under the award decisions made as part of the next call for proposals published during February 2008) to professionals from third countries, the eligible costs are limited to costs connected with the applicant taking on professionals from third countries. The amount of aid granted may not exceed 80% of these eligible costs.

- For support for promotion and support for the development of cinemas networks:
 - up to 50% of the direct eligible costs if the project coordinator is from the one of the following Member States: Germany, Spain, France, Great Britain, Italy,
 - up to 75% of the direct eligible costs if the project coordinator is from one of the 22 other Member States.

In the event that the organisation is unable to reclaim amounts of VAT related to the expenditure of the project, then these charges may be included in the budget summary form provided that they are detailed and duly justified. The Applicant must specify whether the amounts stated throughout the budget (revenue and expenditure) are calculated with or without VAT.

II.8 Proposal Language

Proposals may be prepared in English or French.

III. SUBMISSION OF PROPOSALS

III.1 General

The main work of a consortium in preparing a proposal will be the agreement on the description of the work and the allocation of tasks within the consortium. The coordinator must coordinate and check all input, e.g. that the personnel efforts and costs are reasonable for the different tasks, etc.

III.2 The Proposal

Both part A and part B of the proposal must be submitted. Incomplete proposals are ineligible and will not be evaluated.

Proposal Part A must be prepared with a word processor following the template provided in the Annex 1 of this Guide. **Proposal Part B** must be prepared with a word processor following the template provided in Annex 2 of this Guide.

III.3 Pre-registration

Pre-registration of proposals is recommended in order to help the Commission services to prepare the evaluation.

The pre-registration should be done by e-mail to the address below. The pre-registration should include the name of the contact person for the proposal, the acronym of the proposal, the full title of the proposal and the language in which the full proposal will be submitted.

Applicants are kindly requested to submit their pre-registration, by 1st of June 2008 at the latest, to the following email address: info-MEDIAinternational@ec.europa.eu

An acknowledgement of receipt of the pre-registration will be sent by the Commission Services.

III.4 Proposal Submission

Proposals must be submitted to the Commission within the deadline

For the Call for Proposals 2008/1, the deadline for sending by mail proposals to the Commission is 13 June 2008.

Applicants are reminded that it is their own responsibility to ensure the timely submission of their proposal.

One original and 3 copies of the proposals should be submitted in paper, to the address below:

Ms Aviva Silver
European Commission
Directorate General Information Society and Media
Directorate A – Audiovisual, Media and Internet
Unit A2 – MEDIA programme and media literacy
Office BU33 02/005
B-1049 Brussels
Belgium

III.5 Legal and financial documents

These documents do form part of the actual proposal and should be submitted to the Commission.

The coordinator must collect:

From each participant (beneficiary):

- A copy of the legal registration document or other proof of legal status, if no legal registration document exists (e.g. for public authorities, universities etc.), translated in English or French if the original documents is in a non-European language.
- A duly completed and signed Legal Entity form, to be found at: http://ec.europa.eu/budget/execution/legal_entities_en.htm
- A written commitment (signed by an authorised legal representative) to participate in the project and explicitly declaring the organisation is not in one of the situations described in section II.1 – General Information.

Applicants making false declarations expose themselves to financial penalties or exclusion from grants and contracts⁶.

And, in addition, from each beneficiary, which is not a public institution:

- Audited financial accounts for the previous two years, if they exist (e.g. in the case of a start-up company this might not be the case)

Exemption

Financial capacity is not verified in the case of public bodies. If the coordinator of the applicant consortium is a public body, this should be specified (in a sworn statement) as part of the application.

From the coordinator:

- A duly completed and signed Financial Identification form, certified by the bank to be found at: http://ec.europa.eu/budget/execution/ftiers_fr.htm

III.6 Acknowledgement of receipt

Within two weeks after the close of call, the Commission will dispatch an Acknowledgement of Receipt by e-mail to the proposal co-coordinator (the individual named as “person in charge” on the A2 form of the Annex I of this guide). **Please verify that her/his e-mail address is correct.**

The sending of an Acknowledgement of Receipt by the Commission does not imply that a proposal has been accepted as eligible for evaluation.

Applicants, who have not received an Acknowledgement of Receipt by the end of June 2008, should urgently contact the Commission.

⁶ Art. 175 of Commission Regulation (EC, Euratom) No. 2342/2002 of 23 December 2002 (OJ L 357, 31 December 2002).

ANNEX 1: PROPOSAL FORMS A1-A4 AND INSTRUCTIONS

Proposal Submission Forms



Preparatory Action "MEDIA
International" - 2008

A1

Proposal Number⁰

Proposal Acronym⁰

GENERAL INFORMATION ON THE PROPOSAL

<i>Proposal Title⁰</i> <i>(max. 200 char.)</i>		<i>Training</i> <input type="checkbox"/>
		<i>Promotion</i> <input type="checkbox"/>
		<i>Cinema network</i> <input type="checkbox"/>
<i>Project duration⁰</i> <i>(maximum 12 months)</i>		<i>Project cost⁰</i>
<i>Requested EC Contribution in EUR⁰</i>		
<i>Abstract⁰ (max. 2000 char.)</i>		

By submitting the proposal **the coordinator declares** that (s)he is acting on behalf of the consortium, all of whom 1) are aware of the proposal 2) agree with its content and submission 3) have the necessary internal authorizations to participate 4) are not in any of the situations indicated in the Work Programme 2007, under eligibility criteria, on page 9. The European Commission reserves the right in case of non-compliance with these conditions to eliminate the proposal at any time from the evaluation or negotiation process.

⁰ Explanations of those fields in pages 21, 22 & 23

Proposal Submission Forms



Preparatory Action "MEDIA
International" - 2008

A2

<i>Proposal Number</i> ⁰		<i>Proposal Acronym</i> ⁰	
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INFORMATION ON PARTICIPANTS

<i>Participant number</i> ⁰							
Participant organisation							
<i>Organisation legal name</i> ⁰							
<i>Organisation short name</i> ⁰							
<i>Legal address</i> ⁰							
<i>PO Box</i>		<i>Postal Code</i>		<i>Cedex</i>			
<i>Street name and number</i>							
<i>Town</i> ⁰		<i>Country</i> ⁰					
<i>Internet homepage</i>							
<i>Legal Status GOV, INO, PUC, PRC, EEIG, PNP</i> ⁰		<i>Number of employees</i> ⁰		<i>Annual turnover</i> ⁰		<i>Annual Balance sheet total</i> ⁰	

Person in charge ⁰							
<i>Name</i>		<i>First name(s)</i>					
<i>Title</i> ⁰							
<i>Department/Faculty/Institute/Laboratory name</i>							
<i>Address (if different from above)</i> ⁰							
<i>PO Box</i>		<i>Postal Code</i>		<i>Cedex</i>			
<i>Street name and number</i>							
<i>Town</i> ⁰		<i>Country</i> ⁰					
<i>Phone 1</i> ⁰		<i>Phone 2</i> ⁰					
<i>e-mail</i>		<i>Fax</i> ⁰					

<i>Previously submitted similar proposals?</i> ⁰	YES/NO	<input type="checkbox"/>	<input type="checkbox"/>
<i>If yes, programme name(s) and year</i>			
<i>If yes, proposal number(s) or contract number</i>			
<i>Budget</i>			

<i>Previously submitted signed contracts?</i> ⁰	YES/NO	<input type="checkbox"/>	<input type="checkbox"/>
<i>If yes, programme name(s) and year</i>			
<i>If yes, proposal number(s) or contract number</i>			
<i>Budget</i>			

⁰ Explanations of those fields in pages 21, 22 & 23

Proposal Submission Forms



Preparatory Action "MEDIA
International" - 2008

A4

*Proposal Number*⁰

*Proposal Acronym*⁰

As coordinator on behalf of all proposers I take note of the following statement

'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 Community institutions and bodies and on the free movement of such data (Official Journal L 8, 12.01.2001). Such data will be processed solely in connection with the assessment of the proposal by the Commission department responsible for the Preparatory Action "MEDIA International". On request, proposers may obtain access to their personal data and correct or complete them. Any questions relating to the processing of these data can be addressed to the following contact person: INFSO-DATA-PROTECTION-COORDINATOR@ec.europa.eu by indicating the reference of the call. Proposers may lodge a complaint against the processing of their personal data with the European Data Protection Supervisor at any time.'

Name:

Function:

Date:

Stamp of organisation:

Signature:

⁰ Explanations of those fields in pages 21, 22 & 23

How to complete the proposal submission forms A1-A4

Introduction

This section provides guidance on how to complete the attached administrative forms. These forms will be an integral part ('Part A') of your proposal.

How to complete the forms

- The coordinator fills in forms A1, A3 and A4
- Each applicant (coordinator and co-beneficiaries) fills in one A2 form each.
- Subcontractors are not required to complete any form, however a declaration of availability to carry out the tasks specified in the proposal should be submitted with the application.

Forms A1-A4: Explanations

Proposal number

The proposal number will be assigned by the Commission on submission so **please leave the field empty**.

Proposal Acronym

Provide a short title or acronym of no more than 20 characters, to be used to identify the proposal. The same acronym should appear on each page of the proposal (part A and part B) in order to prevent errors during its handling.

Proposal Title

Give a title no longer than 200 characters that should be understandable also to the non-specialist in your field.

Project Type

Tick in the corresponding box for Training, Promotion or Cinema network.

Project duration

Please insert the duration of your project in months.
Maximum duration is 12 months.

Project cost

Please insert the estimated project cost for your project. The cost should be expressed in EUR, rounding up to the nearest EUR.

Requested EC contribution in EUR

Please insert the EC contribution requested for your project. The cost should be expressed in EUR, rounding up to the nearest EUR.

Abstract

You should not use more than 2000 characters, including spaces and punctuation. The abstract should, at a glance, provide the reader with a clear understanding of the objectives of the proposal and how the objectives will be achieved and their relevance to the objectives specified in the Preparatory Action "*MEDIA International*" 2008. It should describe what the proposed tool and/or service is, who are the users, who will implement it and what is the

technology used.

The abstract will be used as the short description of the proposal in the evaluation process and other interested parties. It must therefore be short and precise. Please use plain typed text, avoiding formulae and other special characters.

Organisation legal name

Please insert the official name of participant organisation, i.e. the name under which the participant is registered in the official trade register, in the language it is registered.

Organisation short name

This refers to the short name chosen by the participant for this proposal (and other EU-funded projects, if appropriate). This short name should normally not be more than 20 characters and should be used in all documents relating to this proposal.

Legal address

Fill in only the fields forming your complete postal address (e.g. if the P.O. Box is sufficient, you do not have to give a street name). If your address is specified by an indicator of location other than a street name and number, please insert this instead.

Town and Country

Insert the name of the town and country as commonly used.

Legal status

Please choose one of the abbreviations from the list below, according to the following explanations:

GOV: Governmental

(local, regional, national, public or governmental organisations, e.g. libraries, hospitals, schools, Parliaments, Ministries);

INO: International Organisation

(i.e. an international organisation established by national governments);

PUC: Public Commercial Organisation

(i.e. commercial organisation established and owned by a public authority);

PRC: Private Commercial Organisation including Consultant

(i.e. any commercial organisations owned by individuals either directly or by shares);

EEIG: European Economic Interest Group;

PNP: Private Organisation, Non Profit

(i.e. any privately owned non-profit organisation).

Number of employees

Please indicate the number of employees in full-time equivalent in your organisation at the moment of the proposal submission.

Annual turnover

This field does not have to be filled out by universities or other public organisations. For other organisations, information from the most recent accounting year should be used. Please express the annual turnover in whole EUR. The figure should be for the legal organisation as a whole, not just the department carrying out the work.

Annual Balance Sheet total

This field does not have to be filled out by universities or other public organisations. For other organisations, please indicate the total assets or total liabilities according to the latest balance sheet of your organisation. The figure should be for the legal organisation as a whole, not just the department carrying out the work.

Person in charge

Please insert in this section the data of the main project manager or team leader in charge of the proposal for the participant. For participant number 1 (the coordinator), this will be the person the Commission will contact on all issues concerning this proposal. This person must be authorized by the organisation he represents to coordinate the proposal and to commit the organisation.

Title

For example: Prof., Dr., Mr., Ms., etc.

Phone and fax numbers

Please insert the full numbers including country and city/area code (example +32-2-2991111).

Previously submitted proposals or signed contracts

If your organisation has

- previously submitted a similar proposal to other Community programmes
- participated (or still participates) in a similar project with other Community programme

then the programme name and year and proposal numbers or contract numbers must be indicated.

Participant number

The number allocated by the consortium to the participant for this proposal. The **coordinator** of a proposal is always **number one**.

Participant Role

If the organisation is

- The coordinator use CO
- Other beneficiary use BE

Specific information for A3 form

(see also the following pages for specific information for each lot)

Personnel

(Common rules)

- Personnel costs should not exceed 25% of the total eligible costs.
- The maximum number of days per year per person is 220.
- Senior employees and directors shall be identified by name in the Note to the Forecast Budget.

Personnel costs must correspond to real costs including social security contributions and other statutory wage costs. A statement must be provided detailing the qualifications of each staff member concerned, the corresponding unit cost and the number of days/months of work scheduled. (If the applicant / associate third party is a public sector body or is subsidised by the State, any civil servants assigned to the action whose salaries are paid from the state budget are to be considered as being financed by the applicant / associate third party or by an external sponsor.)

Travel and subsistence costs

(Common rules)

The costs specified under this heading are related to

- Travel and subsistence costs for the promoter's employees
- Travels directly linked to the *Project* and corresponding to specific and clearly identifiable activities.

The destination of the travel costs as well as the number of days forecast and the name of the persons travelling should be mentioned in the note to the Forecast Budget.

The number of journeys and the number of days spent travelling must be reasonable with regard to the objectives of the promoter for the proposed project. It will be considered as reasonable a stay of no more than 4 days, unless duly justified by the promoter.

Accommodation and subsistence costs can not be in excess of the scales accepted by the Commission and published on the following website:

http://ec.europa.eu/europeaid/work/procedures/implementation/per_diems/index_en.htm

If there is no overnight stay, the amounts are reduced by 50%.

Common rules:

- Air travel: only economy class tickets will be eligible
- Car travel: the eligible amount will be limited to the amount corresponding to the price of a 1st class train ticket.

These conditions apply also for travel and subsistence costs for participants and trainers.

Equipment

(Common rules)

The costs specified under this heading must be written off in accordance with the tax and accounting rules which apply to the applicants. Only the portion of the equipment's depreciation corresponding to the duration of the action is eligible.

Others***(Common rules)***

This item may include costs arising directly from requirements imposed by the Commission (dissemination of information, specific evaluations, audits, translations, reproduction, costs of financial guarantees or of opening a specific account, etc.)

Indirect costs (overheads)***(Common rules)***

This figure may be determined on the basis of a flat-rate sum fixed at not more than 7% of total eligible costs, unless the call for proposals provides otherwise; not eligible if the applicant is already receiving an operating grant from the Commission during the reference period.

Specific financial provision for Training

Equipment

With regard to expenses for audiovisual, computing and technical equipment, only the cost of rental, leasing and depreciation of such equipment for the specific duration of the training activity will be considered eligible.

Consumables (*examples*)

- Learning tools

Costs for didactic materials may comprise all expenditure other than the development costs for preparing and updating the didactic material and may be linked to the reproduction of printed, and/or electronic forms of teaching material. These costs shall be duly substantiated and the direct link with the execution of the Project must be clearly established. Up-dates of existing didactic material are allowed and must be mentioned as such.

- Distance learning tools

Costs related to distance learning activities directly related to the execution of the project. These costs cover connection time, consultation of or links to databases and acquisition of software. These costs are directly relevant to the project. Certain hardware costs, provided they concern rental, leasing and depreciation of equipment, may be admissible.

- Costs for computers and internet use etc.

Others (*examples*)

- Scholarships

Scholarships awarded to Participants and covering their travel and subsistence.

- Advertising and promotion

Costs related to advertising and promotion of the project through the appropriate media. Advertising costs may comprise all expenditure linked to design, lay-out and publication as well as to the buying of advertising space in the professional press and on the Internet.

- Dissemination of results

The costs related to the publication of the results of the Training Activity.

Specific financial provision for Promotion

Personnel costs

They will also include costs relating to the provision of services by persons who are neither employees of the applicant's organisation or company, nor individuals contracted for the whole duration of the project (for example:

- Expenditure relating to persons taken on exclusively for the duration of the event, such as interpreters, press attaches publicists, hostesses, etc.
- Any fees and expenditures relating to the provision of consultancy services (on a short term basis) by experts in audio-visual matters to professionals participating in the event to which the project relates.
- Costs should be calculated with reference to the amount of the remuneration paid to any third parties by the applicant.

Records of the time devoted to the project by third parties should be detailed clearly according to the type of service provided, the period during which they have been charged to the project and their cost per head (duration, number, individual cost).

Travel costs

They also include those of:

- Decision-makers (commissioning editors, buyers, financiers, etc.), invited to take part in the event to which the project relates with the aim of fostering the financing/production/promotion and circulation of works presented at the event.
- Journalists and other persons invited to attend with the aim of enhancing the exposure given to the activities of the professionals participating in the event to which the project relates.

Costs relating to the travel and subsistence of third parties, decision-makers, journalists and A/V professionals should be detailed under the present cost category and calculated according to the provisions of common rules describe above. In particular, expenditure must be detailed according to the number of such persons foreseen and their cost per head in terms of travel to and subsistence during the event.

Under the present action line, are considered as decision-makers the persons who can have a significant role in the promotion/circulation of audiovisual works presented in the frame of the proposed project. Any transportation and subsistence cost linked to other professionals of the audiovisual sector cannot be encompassed in the budget unless their role within the project is clearly described, demonstrated and justified.

Equipment (examples)

The nature and breakdown of each cost included under this heading must be detailed separately according to the type of expenditure foreseen and the period during which it has been charged to the project:

a) Rental of surface-area:

Expenditure concerning the rental of spaces and/or venues during the event to which the project relates. The size of the surfaces rented should be mentioned.

b) Stand costs / Equipment costs:

Expenditure relating to:

- The working and exhibition areas set aside for the promotion of the activities of audio-visual professionals participating in the project over the duration of the event to which the project relates,
- The logistic and professional service-structure provided by the applicant to such participants, in particular in the form of screening booths, projections rooms and promotional tools such as display units,
- Furniture, furnishings, as well as audio-visual, computing and technical equipment and other items purchased or leased for the duration of the event to which the project relates may also be included under this heading in so far as such items have not been specifically charged under any other category of cost (e.g. as consumables),
- Rental or leasing of equipment is permitted provided that the costs are reasonable, have been properly examined and do not exceed the equivalent purchase costs,

Others (examples)

a) Advertising costs

Publicity Material : design, layout and printing of the posters, slides and photographs, production of advertising spots for radio and TV, flyers, design and layout of press advertising, ...Publicity Space: placing of the cinema trailers, purchase of advertising spaces (poster, TV, Radio, Press), distribution of flyers / postcards and mailing.

b) Publication cost

Expenditure linked to the development, translation and publication, in printed and/or electronic form of brochures and catalogues intended for dissemination and/or consultation during the period of implementation of the project.

Each item must be detailed separately according to the type of expenditure foreseen. For publication costs, details should also be given of the number of copies to be printed/made.

c) Promotional and public relations activities:

Expenditure relating to:

- The preparation, organisation and holding of any press conferences, professional meetings and in general all promotional activities, including social events, designed to enhance the exposure given to the activities of professionals participating in the project over the duration of the event to which the project relates. Specify the type of promotional event to be organised.
- The elaboration and production of promotional material (press dossiers, organisation of press screenings, premieres or receptions for launching the film/presenting the event in the territory, organisation of test screenings, travel and accommodation of the director / cast of the film in the distribution territory for the promotion of the film, design and construction of a web site / homepage for the promotion of the film/event ...) designed to enhance the exposure given to the activities/films of professionals participating in the project.

d) Copyright and Screening fees of prints

Actual costs relating to the acquisition of the right to exhibit films as part of the project, including any standard distribution charge. Nevertheless, costs of possible screening fees, charged by the licensor of the films, are not eligible.

e) Optical Costs

These costs include the costs related to the optical manufacturing and circulation of the prints for the exploitation of the film in the cinemas: striking of an internegative and prints of the film, dubbing and subtitling the prints of the film, insurance, transport and taxes, prints maintenance, costs for the national systems of certification of the film.

f) Digital Costs

These costs include the costs related to the optical manufacturing and circulation of the digital copies for the exploitation of the film in the cinemas: mastering and duplication of the digital copies, dubbing and subtitling of the digital copies of the film, insurance, transport and taxes, prints maintenance, costs for the national systems of certification of the film.

DVD or Digital Beta for promotional purposes are to be included Promotion Costs. If the digital costs are eligible according to the list above, the different digital services should be detailed relating to the following:

- Master (Digital Source Master (DSM), Digital Cinema Distribution Master (DCDM), specific colour grading for digital release...);
- Digital copies : specify what kind of digital copy you use;
- Dubbing and subtitling.

Specific financial provision for Cinema network

According to the structure of the network, the main categories of eligible costs have to be distinguished have in the following way:

- Network Administrative costs;
- Costs related to Network common activities;
- Costs related to Member cinemas activities.

Personnel

Network administrative costs

Costs will be accounted for on the basis of the actual time spent by the coordinating entity's staff for the monitoring of the project and of the activities of the member cinemas, and on the basis of real salaries plus social security charges and other remuneration-related costs, excluding any profit (such as bonuses, incentive payments and/or profit-sharing schemes).

The time spent to the monitoring of the project will be indicated for each member of personnel and for each category of personnel (senior / management, technicians and clerical staff).

Network common activities

These costs will be accounted for on the basis of the actual time spent by the coordinating entity's staff for the conception and organisation of common activities for the member cinemas, and on the basis of real salaries plus social security charges and other remuneration-related costs, excluding any profit (such as bonuses, incentive payments and/or profit-sharing schemes).

The time spent to the monitoring of the project will be indicated for each member of personnel and for each category of personnel (senior / management, technicians and clerical staff).

Travel

Network administrative costs

Eligible costs for travel and subsistence of the coordinating entity's staff are those linked to journeys undertaken for the monitoring of the network.

In the case of seminars or experts groups, remuneration and travel costs for experts are eligible only if they are directly related to the implementation of the project. Travel and subsistence costs for experts shall be calculated under the same conditions as those defined for the staff of the coordinating entity.

Network common activities

In the case of the meetings of the representatives of the cinemas of the network, travel and subsistence costs for participants shall be calculated under the same conditions as those defined for the staff of the coordinating entity.

Equipment

Network Administrative costs

Costs relating to the seminars / experts meetings will also include the costs relating to the preparation and organisation of the meetings (ex: rental of equipment).

Network common activities;

Costs relating to the preparation and organisation of the meetings of the representatives of the cinemas of the network (rental of equipment).

Others

Network common activities

Information, publicity, and communication for and between the members of the network. This category includes:

- The costs related to the design, lay-out, production and dissemination towards the member cinemas of material promoting their participation in the network. Such material may include posters, flyers, stickers, or 35 mm - trailer to be screened in the member cinemas.
- The costs related to the design, lay-out, production and dissemination of information and exchange tools between the members of the network, such as newsletters of Internet / Intranet services.
- The costs related to the design, lay-out, production and dissemination of publications (in printed, on-line or off-line formats) aiming at the dissemination of the results of the network activities.

Member cinemas activities.

The following costs shall be admissible as the cinemas' investment:

- Cost of programming of European films for cinemas located in third countries (or films from third countries for European cinemas): costs related to the payment of minimum guarantees or rental of European/non European films, as negotiated contractually with the films' distributors.
- Education and awareness-raising activities: costs related to the organisation of premières with the director / cast of the film, of conferences / debates with the audience for the screening of a European film in a cinema located in a third country (or of a non European movie in an European cinema, advertising costs for films screened, publications produced by the cinemas for the audience on the films screened, in particular European films in third countries or non European films in European cinemas.

ANNEX 2: TEMPLATES FOR PART B

Part B must be generated following this template.

Each page of part B **must** be

- numbered (in the format “page X of Y”)
- headed with the acronym you have chosen for your proposal.

Each section (A-E) must be started on a new page

Part B consists of the following main sections:

Section I. Lot n° 1: Continuous Training

- F. Title page
- G. Project profile
- H. Information on the consortium
- I. Project management
- J. Results viability and dissemination

Section II. Lot n°2: Promotion of cinematographic works

- A. Title page
- B. Project profile
- C. Information on the consortium
- D. Project management
- E. Results viability and dissemination

Section III. Lot n°3: Cinema Networks

- A. Title page
- B. Project profile
- C. Information on the consortium
- D. Project management
- E. Results viability and dissemination

Section I. Continuous Training

A: Title page

A separate page with the following information:

PROPOSAL PART B

Preparatory Action "MEDIA International" /2008/1

Proposal acronym: _____

Proposal full title: _____

Section I. Continuous training

B: Project profile

(Short, precise, verifiable) – maximum 5 pages

Content of the activity
Briefly describe the objectives of your project and the manner in which these objectives are implemented
Describe the innovative and distinctive nature of the proposed project
Describe <ul style="list-style-type: none">▪ The target group and why this specific target group was chosen (the level of skills and track record of participants must be described);▪ The professional benefits the target group will gain from the training project proposed;▪ The long or short term effects of the training in the professional practice of the participants.
Describe format and methodology (clearly explain how the proposed training will be delivered): <ul style="list-style-type: none">▪ Long-term or short-term training, type and number of modules.▪ Workshops (residential or not), consulting sessions and/or internships, on-line sessions and/or on-line consulting;▪ Lectures, case studies, role plays, group sessions, one-to-one meetings, screenings;▪ Training targeted at teams of professionals or individuals;▪ The size of the participant group and how the number of participants affects the proposed concept;▪ The role of the trainers/tutors (how are the trainers/tutors involved in the project?) The explanations on the recruitment of trainers and tutors.
Describe partnership with the audiovisual industry <p>Partnerships between training institutions and the audiovisual industry are mandatory. Applicants are required to clearly explain the involvement of the audiovisual industry in the proposed training activity. Involvement of the industry can be demonstrated in particular through:</p> <ul style="list-style-type: none">▪ Evidence of a financial partnership. Co-financings from the audiovisual sector (whether from public funds or private companies) are indeed considered as proof that the training project is regarded as relevant by the industry;▪ Evidence of a pedagogical partnership;▪ An invitation to a festival or a co-production market (sponsoring of a stand or a specific event, etc.);▪ The participation of decision makers at pitching sessions, organised at the end of a training activity;▪ The co-financing and broadcasting/screening of short films/pilots produced during a training activity.

Section I. Continuous training

C: Information on the consortium/group

Information on the consortium/group
<p>What are the qualification level and professionalism of the members of the consortium/group? (evaluated on the basis of the responsible person(s) curriculum vitae)</p> <p>Does the consortium/group have of a wide international contact network with the audio-visual industry?</p> <p>Does the consortium/group have a solid experience in the organisation?</p>
<p>What is the number and economic potential of the audio-visual markets of the third countries taking part in the consortium/group?</p> <p>What is the number of trainers and tutors from third counties?</p>
<p>What are the fields covered by the members of the consortium/group? (Examples: methods of the international co-productions, functioning of the audiovisual markets, access to the foreign markets?)</p>

Section I. Continuous training

D: Project Management

This section describes the project’s organisational structure, and indicates the work plan. The work plan should be complete and realistic, describing all the necessary tasks and their relationship to the objectives. It should contain only the necessary tasks, and show how the estimates for the effort for each of the tasks are produced. It should provide a realistic timetable for the project and describe clearly the distribution of tasks and responsibilities between the partners. A clear role should be assigned to each of the partners in the project. The planning should be sufficiently detailed to justify the proposed effort and allow progress monitoring by the Commission.

The results of the project are called ‘deliverables’. These may be physical (workshops; reports, etc.); operational (attainment of a deadline, inclusion of an additional partner, etc.); or other (publication of a web site, a consortium decision, etc.).

Project Management
<p>Describe:</p> <ul style="list-style-type: none">▪ Management approach: project’s organisational structure, partner roles the decision-making mechanisms▪ Planning and timetable: Include a graphic representation e.g. GANTT chart or similar of the planning, resources and timing for the whole duration of the project. Timing should be relative, expressed in months (e.g. project month 3, project month 12 etc.). Month 1 is the month that starts at the start date of your grant agreement.▪ Deliverables list: Tabular listing of deliverables indicating deliverable number, deliverable title, participant leading production of deliverable, estimated effort attributed to the production of the deliverable, nature of deliverable, date to be delivered to Commission. The template for this table is appended (Annex 1).

Appendix to Annex 2

List of Deliverables

Del. No. ⁷	Deliverable title	Lead beneficiary	Estimated indicative cost	Nature ⁸	Dissemination level ⁹	Delivery date ¹⁰

⁷ Deliverable numbers in order of delivery dates

⁸ Please indicate the nature of the deliverable using one of the following codes:

R = Report, **E** = Event, **O** = Other

⁹ Please indicate the dissemination level using one of the following codes:

PU = Public

PP = Restricted to other participants in the preparatory action (including the Commission Services).

RE = Restricted to a group specified by the consortium/group (including the Commission Services).

CO = Confidential, only for members of the consortium/group (including the Commission Services).

¹⁰ Month in which the deliverables will be available. Month 1 marking the start date of the project, and all delivery dates being relative to this start date.

Section I. Continuous training

E: Results viability and dissemination

The dissemination of results of the training activity is an essential element of the project.

Project Results
<p>Describe</p> <ul style="list-style-type: none"><li data-bbox="284 517 1404 591">▪ How a multiplier effect will be achieved. For instance, beneficiaries must ensure the follow-up of their participants after the training activity.<li data-bbox="284 629 1404 768">▪ Project shall have a website dedicated to the supported training activity. This website will be used as an information tool enabling participants as well as other professionals belonging to the audiovisual industry to benefit from the content of the training.

Section II. Promotion of Cinematographic Works

A: Title page

A separate page with the following information:

PROPOSAL PART B

Preparatory Action "MEDIA International" /2008/1

Proposal acronym: _____

Proposal full title: _____

Section II. Promotion of Cinematographic Works

B: Project profile

(Short, precise, verifiable) – maximum 5 pages

Content of the activity
Briefly describe the objectives of your project and the manner in which these objectives are implemented. In which way your project could enhance cooperation between distributors, exporters, or rights holder from European Union and third countries.
Describe the innovative and distinctive nature of the proposed project
Where applicable, please give a detailed list of hosting event(s) for your project and justify the choice retained (nature of event(s), localisation, the nationality of firms involved, the activity of firms involved (number and title of films produced or distributed in 2007, description of the catalogue, territories covered, see tables 1, 2, 3)
Please describe, where applicable, how the circulation, promotion or audience of European cinematographic works can be enhanced in third countries (and reciprocally of non European cinematographic works in European union) through your project
Where applicable, present the methodology and guidelines applied for selection of the European cinematographic works to be promoted outside European Union, and reciprocally for selection of non European cinematographic works to be promoted in Europe
Where applicable, describe precisely the strategy developed by the coordination entity for the distribution and monitoring of the financial support
Describe, where applicable, the results achieved after last editions of the project (international co-production, foreign pre-sales, reciprocal distribution agreements, gross box-office of the films in theatres of countries involved in the project ...)

Table 1: structure of the catalogue of distributors involved in the project

Name of the company:

Location of the company:

Original Title of the film	Director	Year of production (year of copyright)	Nationality

Table 2: International sales of exporters involved in the project, only mention films for which the theatrical rights were sold between 01/01/04 and 31/12/2007

Name of the company:

Location of the company:

Name of the film	Nationality	Director	Countries included in the exporters contract with the producer <i>(only mention non-European countries in the case of an European film, and European countries in the case of a non-European film)</i>	Name of the licensee distributor
Film A	A	A	A	A
			A	A
			A	A
Film B	B	B	B	B
			B	B
			B	B
			B	B

Table 3: Details of the exporter’s long term agreements or contracts with:
(only mention agreements with non-European firms in the case of an exporter of European films, or agreements with European firms in the case of exporters of non-European films)

Name of the company:

Location of the company:

For each of the following categories, please indicate the territories covered by the agreement or contract

a producer
.....
a theatrical distributor
.....
a video publisher
.....
a broadcaster
.....

Section II. Promotion of Cinematographic Works

C: Information on the group

Information on the group
<p>What are the qualification level and professionalism of the firms involved in the group? (evaluated on the basis of the responsible person(s) curriculum vitae, and information given in tables 1, 2, 3 above)</p> <p>Does the group have of a wide international contact network with the audio-visual industry?</p> <p>Does the co-coordinator have a solid experience in the organisation?</p>
<p>What is the number and economic potential of the audio-visual markets of the third countries taking part in the group?</p>
<p>What are the complementarities of the members involved in the group in regards with the satisfaction of the aims pursued by this action line?</p>

Section II. Promotion of Cinematographic Works

D: Project Management

This section describes the project's organisational structure, and indicates the work plan. The work plan should be complete and realistic, describing all the necessary tasks and their relationship to the objectives. It should contain only the necessary tasks, and show how the estimates for the effort for each of the tasks are produced. It should provide a realistic timetable for the project and describe clearly the distribution of tasks and responsibilities between the partners. A clear role should be assigned to each of the partners in the project. The planning should be sufficiently detailed to justify the proposed effort and allow progress monitoring by the Commission.

The results of the project are called 'deliverables'. These may be physical (workshops; reports, etc.); operational (attainment of a deadline, inclusion of an additional partner, etc.); or other (publication of a web site, a group decision, etc.).

Project Management

Describe:

- **Management approach:** project's organisational structure, partner roles the decision-making mechanisms
- **Planning and timetable:** Include a graphic representation e.g. GANTT chart or similar of the planning, resources and timing for the whole duration of the project. Timing should be relative, expressed in months (e.g. project month 3, project month 12 etc.). Month 1 is the month that starts at the start date of your grant agreement.
- **Deliverables list:** Tabular listing of deliverables indicating deliverable number, deliverable title, participant leading production of deliverable, estimated effort attributed to the production of the deliverable, nature of deliverable, date to be delivered to Commission. The template for this table is appended (Annex 1).

Appendix to Annex 2

List of Deliverables

Del. No. <small>11</small>	Deliverable title	Lead beneficiary	Estimated indicative cost	Nature ¹²	Dissemination level <small>13</small>	Delivery date ¹⁴

¹¹ Deliverable numbers in order of delivery dates

¹² Please indicate the nature of the deliverable using one of the following codes:

R = Report, **E** = Event, **O** = Other

¹³ Please indicate the dissemination level using one of the following codes:

PU = Public

PP = Restricted to other participants in the preparatory action (including the Commission Services).

RE = Restricted to a group specified by the group (including the Commission Services).

CO = Confidential, only for members of the group (including the Commission Services).

¹⁴ Month in which the deliverables will be available. Month 1 marking the start date of the project, and all delivery dates being relative to this start date.

Section II. Promotion of Cinematographic Works

E: Results viability and dissemination

The dissemination of results is an essential element of the project.

Project Results	
Describe	<ul style="list-style-type: none">▪ How a multiplier effect will be achieved.▪ How appreciate the long-term viability and impact of your project

Section III. Cinema networks

A: Title page

A separate page with the following information:

PROPOSAL PART B

Preparatory Action "MEDIA International" /2008/1

Proposal acronym: _____

Proposal full title: _____

Section III. Cinema networks

B: Project profile

(Short, precise, verifiable) – maximum 5 pages

Content of the activity
Please give a short description of the project for which support is sought, including the content (with quantitative figures), target audience, main objectives and expected outcome. How the circulation or audience of European cinematographic works can be enhanced in third countries (and reciprocally of non European cinematographic works in European union) through your project.
Please describe the concrete mechanisms put in place to ensure the implementation of the project and of its targeted results.
Please describe precisely the strategy developed by the coordination entity for the distribution and monitoring of the financial support between the cinemas belonging to the network. According to the aims devoted to this action line, this methodology must be based upon precise and objective criteria such as: *The proportion of European films screened by cinemas located in third countries (and reciprocally of films from third countries screened by cinemas located in European countries). *The capacity of the cinema located in a third country to create an audience for European films (and reciprocally the capacity of the cinema located in European Union to create and audience for films from third countries). *Education activities developed by the European cinemas aiming at raising awareness of non-European cinema among young cinema-goers (and reciprocally activities developed by the cinemas located in third countries aiming at raising awareness of European cinema among young cinema-goers).
Please describe the common actions made by the coordination entity and their added value for the member cinemas, especially in the way to create networks between distributors of films from third countries and European cinemas on one hand, and distributors of European films and cinemas from the third countries on the other.
Please indicate the number and geographical balance of the European cinemas belonging to the network, see table 1. For the European part of the network, could you also please indicate in a aggregate way (see table 2): - the total number of screenings (2007), - the number of first-run screenings (2007), - the total number of admissions (2007), - the gross box office (2007).

Please indicate the number and geographical balance of the cinemas from third countries belonging to the network, see table 3. For each cinema, could you also please indicate (see table 4):

- the city of location,
- the number of screens,
- the total number of screenings (2007),
- the number of first-run screenings (2007),
- the total number of admissions (2007),
- the gross box office (2007).

Table 1: European cinemas of the network

Countries	Cinemas	Screens
Austria		
Belgium		
Bulgaria		
Cyprus		
Czech Republic		
Denmark		
Estonia		
Finland		
France		
Germany		
Greece		
Hungary		
Ireland		
Iceland		
Italy		
Latvia		
Lithuania		
Luxembourg		
Malta		
Netherlands		
Poland		
Portugal		
Romania		
Slovakia		
Slovenia		
Spain		
Sweden		
United Kingdom		
TOTAL		

Table 2: Economic weight of the European component of the network (year, 2007)

Total number of screenings	
Number of first-run screenings	
Total number of admissions	
Gross box office	

Table 3: Economic weight of the non-European component of the network (year, 2007)

	Central America	South America	MEDA area	South Asia and South-East Asia ¹⁵	North-East Asia ¹⁶	North America	Others
Total number of screenings							
Number of first-run screenings							
Total number of admissions							
Gross box office							

Table 4: For each cinema of the network located in a third country, could you please fill in the following table

Name of the cinema	
City of location	
Number of screens	
Total number of screenings (2007)	
Number of first-run screenings (2007)	
Total number of admissions (2007)	
Gross box office (2007)	

¹⁵ For a detailed list of the countries in this zone, see the classification adopted by DG RELEX: http://ec.europa.eu/external_relations/asia/reg/index.htm.

¹⁶ For a detailed list of the countries in this zone, see the classification adopted by DG RELEX: http://ec.europa.eu/external_relations/asia/reg/index.htm.

Section III. Cinema networks

C: Information on the group

Information on the Group
What are the qualification level and professionalism of members of the coordinating body? (evaluated on the basis of the responsible person(s) curriculum vitae)
Does the coordinator have a solid experience in the organisation?
What is the capacity of the coordinating body of checking the veracity of the data supplied by the cinema owners (number of screenings, number of weeks of scheduling, number of films, level of admissions, total takings, etc.)
What is the number and economic potential of cinemas located in third countries taking part in the group?

Section III. Cinema networks

D: Project Management

This section describes the project's organisational structure, and indicates the work plan. The work plan should be complete and realistic, describing all the necessary tasks and their relationship to the objectives. It should contain only the necessary tasks, and show how the estimates for the effort for each of the tasks are produced. It should provide a realistic timetable for the project and describe clearly the distribution of tasks and responsibilities between the partners. A clear role should be assigned to each of the partners in the project. The planning should be sufficiently detailed to justify the proposed effort and allow progress monitoring by the Commission.

The results of the project are called 'deliverables'. These may be physical (workshops; reports, etc.); operational (attainment of a deadline, inclusion of an additional partner, etc.); or other (publication of a web site, a group decision, etc.).

Project Management

Describe:

- **Management approach:** project's organisational structure, partner roles the decision-making mechanisms
- **Planning and timetable:** Include a graphic representation e.g. GANTT chart or similar of the planning, resources and timing for the whole duration of the project. Timing should be relative, expressed in months (e.g. project month 3, project month 12 etc.). Month 1 is the month that starts at the start date of your grant agreement.
- **Deliverables list:** Tabular listing of deliverables indicating deliverable number, deliverable title, participant leading production of deliverable, estimated effort attributed to the production of the deliverable, nature of deliverable, date to be delivered to Commission. The template for this table is appended (Annex 1).

Appendix to Annex 2

List of Deliverables

Del. No. <small>17</small>	Deliverable title	Lead beneficiary	Estimated indicative cost	Nature ¹⁸	Dissemination level <small>19</small>	Delivery date ²⁰

¹⁷ Deliverable numbers in order of delivery dates

¹⁸ Please indicate the nature of the deliverable using one of the following codes:

R = Report, **E** = Event, **O** = Other

¹⁹ Please indicate the dissemination level using one of the following codes:

PU = Public

PP = Restricted to other participants in the preparatory action (including the Commission Services).

RE = Restricted to a group specified by the group (including the Commission Services).

CO = Confidential, only for members of the group (including the Commission Services).

²⁰ Month in which the deliverables will be available. Month 1 marking the start date of the project, and all delivery dates being relative to this start date.

Section III. Cinema networks

E: Results viability and dissemination

The dissemination of results is an essential element of the project.

Project Results	
Describe	<ul style="list-style-type: none">▪ How a multiplier effect will be achieved.▪ How appreciate the long-term viability and impact of your project

CHECKLIST

1. Can all of the eligibility criteria be fulfilled?

(You must be able to give YES Answer to each of the points and sub-points)

1. Was the proposal sent within the time indicated in the Guidelines?
2. Does the composition of the consortium comply with the rules of eligibility?
 - a. Are none of the candidates in one of the cases of exclusion provided for by the financial Regulation (Title V, Chapter 1, Articles 93 and 94)?
 - b. Is the coordinator legally registered in a Member State of the European Union?
 - c. Is at least one the beneficiaries legally registered in any third country other than Liechtenstein, Norway, Iceland, Switzerland, and Croatia? (Not applicable for proposals consisting of an opening to professionals of third countries of a continuing training supported already by the MEDIA 2007 programme)
3. Does the required contribution not exceed 50% or 75% or 80% of the total of the eligible costs of the project?
 - a. For support for training:
 - up to 50% of the direct eligible costs if the project coordinator is from one of the following Member States: Germany, Spain, France, Great Britain, Italy
 - up to 75% of the direct eligible costs if the project coordinator is from one of the 22 other Member States,
 - up to 80 % of the direct eligible costs if the training (even partially) takes place in any third country.

In the case of a project consisting of offering continuous training supported by MEDIA 2007 (under the award decisions made as part of the next call for proposals published during February 2008) to professionals from third countries, the eligible costs are limited to costs connected with the applicant taking on professionals from third countries. The amount of aid granted may not exceed 80% of these eligible costs.
 - b. For support for promotion and support for the development of cinemas network:
 - up to 50% of the direct eligible costs if the project coordinator is from the one of the following Member States: Germany, Spain, France, Great Britain, Italy,
 - up to 75% of the direct eligible costs if the project coordinator is from one of the 22 other Member States.
4. Is the proposal complete (parts A and B in the correct format)? The candidature forms are all filled in and signed?
5. Does the project for which support is required correspond to at least one of the lots described in the Work Programme?

2. Can all of the selection criteria be sufficiently addressed based only on the text of the proposal?

(Answer each of the sub points with at least one sentence and then check that these issues are all described in sufficient detail and with supporting evidence in Part B of the proposal.)

1. Does the consortium/group have relevant human and technological resources (curriculum vitae basis of the responsible person (s))?
2. Does the consortium/group have a wide international contact network with the audio-visual industry?
3. Does the coordinator have adequate financial and human resources suitable for carrying out the project technically? (Are the profit and loss accounts of the consortium coordinator, and the complete assessment of the last financial year for which accounts were enclosed?) (Is the banking identification sheet certified by the bank included?)

3. Can all award criteria be sufficiently addressed based only on the text of the proposal?

(The award criteria as set out "MEDIA International" Work Programme 2008 are grouped in three categories described below. Answer each of the point of the category of your proposal only with at least one sentence and then check that these issues are all described in sufficient detail and with supporting evidence in Part B of the proposal.)

1. Award criteria for *support for training*:

- a. What are the qualification level and professionalism of the members of the consortium?
- b. What is the trainers' expertise?
- c. What is the number and economic potential of the audio-visual markets of the third countries taking part in the consortium?
- d. What are the fields covered by the training course?
- e. What is the cost /benefit impact of the project?

2. Award criteria for *support for promotion*

- a. What are the conomic weight and importance of the level of activity of the companies party to the agreement on mutual distribution ?
- b. What are the appeal and economic potential of the cinematographic markets of the third countries participating?
- c. What are the quality and professionalism of the proposed plans for distribution (engagement in terms of weight of support for promotion costs, variety of media used for promotion, etc.)?
- d. What is the capacity to set up sustainable artistic, commercial and industrial networks between distributors from Europe and from third countries
- e. What is the cost /benefit impact of the project?

3. Award criteria for *support for the development of cinemas network*

- a. What is the number of third countries covered?
- b. What are the appeal and economic potential of the cinematographic markets of the third countries participating?
- c. What is the level of commitments made with regard to showing European films by the cinema owners from the third countries and with regard to showing films from the third countries participating in the project by the European cinema owners (setting of a minimum period for showing the films and a minimum number of screenings)?
- d. What are the quality and inventiveness of the measures for raising the awareness of young people of the partners' cinematography?
- e. What is the capacity of the coordinating body to check the veracity of the data supplied by the cinema owners of the third countries with regard to scheduling (number of screenings, number of weeks of scheduling, number of films, level of admissions, total takings, etc.) of European works?
- f. What is the capacity to create networks between distributors of films from third countries and European cinema managers on one hand, and distributors of European films and cinema managers from the third countries on the other?
- g. What is the cost effectiveness of the project?