



## *eForm Operational User Guide*

### **MEDIA 2007(2007 – 2013) SUPPORT FOR THE DEVELOPMENT OF**

- SINGLE PROJECT
- SLATE FUNDING and SLATE FUNDING 2<sup>nd</sup> STAGE
- INTERACTIVE WORK

15 OCTOBER 2010

## INTRODUCTION

**Disclaimer:**

**The following is intended as useful information for applicants. It does not replace or overrule the criteria or any other conditions contained in the Guidelines.**

This document provides practical guidance on how to complete and send the application file, as well as information relevant to the application procedure that may be useful to applicants.

All parts of the application form must be filled in however this operational user guide provides information only for fields that need further clarification.

Before proceeding to completing and sending the application file, please ensure that you have carefully read the Guidelines.

# 1. HOW TO PREPARE THE APPLICATION DOCUMENTS FOR SUBMISSION

Applications for development support by the MEDIA Programme may only be submitted through the eForm. The online submission is considered to be the master copy. However, 1 paper copy must be sent by post together with additional annexes that are not attached to the eForm (application package).

## I – Electronic application form (eForm)

**1<sup>st</sup> deadline: 29 November 2010, 12:00 CET – 2<sup>nd</sup> deadline: 11 April 2011, 12:00 CEST:**

Applicants have to fill in the electronic application form and attach the following documents (see details in page 9):

1. Detailed description of the project(s);
2. Estimated development budget / sources of finance (in Microsoft Excel format);

The application form can be downloaded from the Agency's website at the following address:

[http://ec.europa.eu/culture/media/programme/producer/develop/index\\_en.htm](http://ec.europa.eu/culture/media/programme/producer/develop/index_en.htm)

Fields marked with symbol (\*) are mandatory to be filled in.

Please note that no other method of submission of an application will be accepted. Applications submitted in any other way will be automatically rejected.

Make sure that you have officially submitted your electronic application form and that you have received a confirmation e-mail. For more information please read the *eForm User Guide*.

In case of a technical problem, contact the HelpDesk **before** 29 November 2010 at 12:00 CET for the first deadline and before 11 April 2011 at 12:00 CEST for the second deadline. If the HelpDesk is contacted **after** 12:00 CET/CEST on the day of the deadline, your application will **under no circumstances** be accepted due to the principle of equal treatment (**see page 12 for contact details**).

When contacting the HelpDesk by e-mail, clearly describe the technical problem you are encountering. It is advisable to attach a document with print screens to illustrate the problem. Please also advise the Action (Single Project, Slate Funding / Slate Funding 2<sup>nd</sup> stage or Interactive Work) you are applying under.

## **II – Application package (printed copy of the eForm and additional documents)**

**1<sup>st</sup> deadline: 29 November 2010, 12:00 CET – 2<sup>nd</sup> deadline: 11 April 2011, 12:00 CEST:**

The application package must include (see details in page 10):

i) one printed copy of the eForm and its 2 attachments:

- Detailed description of the project(s)
- Detailed development budget and sources of finance dated and signed by the authorised signatory

ii) all additional annexes that are not included in the eForm:

1. A declaration of Honour dated and signed by the authorised signatory
2. Documents concerning the reference work of the applicant (evidence of major producer / personal credit and distribution document) and DVD
3. Rights' ownership
4. Letters of interest / respective agreements (optional)
5. Only if applicable:
  - Evidence that the project supported by MEDIA Development is completed
  - Certificate of participation in a MEDIA training activity clearly mentioning the title of the project which has been the subject of training

**ATTENTION:** your application will be considered complete only if all the above mentioned documents are sent by post by the deadline. A "how to apply" document and a check list can be found on the website at [http://ec.europa.eu/culture/media/programme/producer/develop/index\\_en.htm](http://ec.europa.eu/culture/media/programme/producer/develop/index_en.htm)  
Failing to send in all documents may result in the rejection of your application on the basis of the eligibility criteria.

Before sending your application package, please ensure that you have:

- i) submitted the electronic application form;
- ii) included all required Annexes;
- iii) signed the declaration on honour and the budget form.

## How to send the application package

The application package must be sent by registered mail or private courier postmarked no later than the closing dates of **29/11/2010** or **11/04/2011**, to the following address:

Education, Audiovisual and Culture Executive Agency (EACEA)  
Constantin Daskalakis  
BOUR 3/29  
Avenue du Bourget, 1  
BE-1140 Brussels  
Belgium

ENVELOPES SHOULD BE CLEARLY MARKED: "MEDIA 2007 - Development - Call for Proposals N° 25/2010 Single Project (animation, drama or creative documentary) / Slate Funding / Slate Funding 2<sup>nd</sup> stage" or "MEDIA 2007 – Development - Call for Proposals N° 26/2010 Interactive Work"

Do not forget to mark on the envelope the submission number of your application received right after the electronic submission.

## 2. APPLICATION FORM – “eForm”

### COVER PAGE

You must complete all fields in this first page before completing any other parts of the eForm. Selections you make on this page dictate the appearance and behaviour of the rest of the eForm.

#### **Action**

Choose the appropriate action corresponding to your project. The application will automatically “adapt” all fields to your action.

#### **Sub-action**

If Action is "Single Project", then choose the appropriate genre for your project (Animation, Creative Documentary, Drama). If Action is "Slate Funding/Slate Funding 2<sup>nd</sup> stage", then choose between Slate Funding and Slate Funding 2<sup>nd</sup> stage. If Action is "Interactive Work" this field does not apply.

#### **Phase/Round**

Choose the appropriate deadline: **29/11/2010** if you apply between 29/9/2010 and 29/11/2010 or **11/04/2011** if you apply between 30/11/2010 and 11/04/2011.

#### **Project title**

Insert the project title (no longer than 300 characters). If Slate Funding or Slate Funding 2<sup>nd</sup> stage application, then give the titles of all projects.

#### **Project acronym**

In case this does not apply, insert "N/A".

#### **Language used to complete the form**

The application forms must be completed in one of the official languages of the European Union. However, for practical reasons and to speed up the assessment procedure, it is recommended that applications be submitted in English.

## **PART A: IDENTIFICATION OF THE APPLICANT AND OTHER ORGANISATIONS PARTICIPATING IN THE PROJECT**

Should there be any changes in the applicant's contact details at any moment during the selection procedure, please communicate your new contact details immediately, clearly indicating your application submission number, to the following address: [EACEA-P8-development@ec.europa.eu](mailto:EACEA-P8-development@ec.europa.eu).

### **A.1 Organisation**

#### **Full name of the organisation**

Write the official name of the organisation as in the official trade register in your own language. If characters used are different from Latin alphabet please answer the next question as well. The same official name should be used in all documents relating to this application. In case you cannot enter the complete name of the organisation here insert an abbreviation.

#### **Acronym**

Write the short name of the organisation. The same short name should be used in all documents relating to this application. If not applicable write "N/A".

#### **Registered address**

Insert company's registered address as mentioned in the official trade register. If mailing address is different please select the relative option at A.2. Please use Latin characters.

### **A.2 & A.3**

Please use Latin characters. Contact person should give professional contact details (not personal).

#### **Title**

Please indicate the appropriate title (e.g. Mr., Ms.).

#### **Role in the organisation**

Please indicate the person's position in the organisation (e.g. President, Chief Executive Officer, Managing Director, etc).

#### **Phone and fax numbers**

Please insert the full numbers including country and city/area code (example +32-(0)2-2991111). As "Telephone 2" please insert a mobile number of the contact person.

## **PART B. ORGANISATION AND ACTIVITIES**

### **B.1 Structure Type of organisation**

Please choose between Profit and Non-Profit type of company

### **B.2 Aims and activities of the organisation**

Mandatory field but as details must be given at part D., applicant may insert "N/A" at both questions.

### **B.3 Other community grants**

Please provide information on community funding received for the past three years from MEDIA Programme. Indicate the Programme/Action (e.g. MEDIA 2007 – Development), the grant agreement number (e.g. 2008-0000), the beneficiary company and the project title.

If you have requested funding for the same project as the one for which you are filling in this application form from another Community Programme, please make sure you fill in these fields by indicating the Programme concerned and the amount requested.

## **PART C. DESCRIPTION OF THE PROJECT**

### **C.1 Information concerning the project**

Visual supporting material concerning the submitted project should be found on an internet address. Please provide the relevant URL address and the password to access the web site (if applicable).

### **C.3 Ownership of Rights**

If rights are assigned to the company in perpetuity, the field "To (dd/mm/yyyy)" at the question "Duration of ownership of rights or option" may not be answered.

If submitted work is based on adaptation and there is no agreement covering the rights because work belongs to public domain, please insert the same dates you already inserted regarding acquisition of rights on the submitted work.

## **PART D. TECHNICAL CAPACITY**

### **D.1 Shareholding and main activity**

Column "Main activity if legal person" applies only in case one of the shareholders is another company. Please precise the object of activities of this company. If this does not apply insert "N/A".

### **D.2 Previous experience of the organisation**

Applicant may choose more than one field regarding:

- 1) the evidence demonstrating the status of delegate producer and/or major production company and/or personal credit and
- 2) the evidence document of distribution.

Documents in the application package should correspond to the choices applicant made on the relevant fields of the eForm.

### **D.4 Track Record of the applicant company**

The maximum number of projects as track record of the applicant is twenty (20). Reference work as mentioned at D.2 could be included also in D.4. If text field "Name and nationality of Co-producers" does not apply please insert "N/A".



## ANNEXES

In order to facilitate the evaluation of your project you must provide some annexes that are attached to the eForm.

### 1. Detailed description of the project (in Word or Pdf format)

**For Single Project** this should be the synopsis of the project (in English); the note of artistic intent by the author/director and:

*If Drama:* a treatment of at least 10 pages + minimum one dialogue scene or a first draft preliminary script.

*If Creative documentary:* a treatment of at least 2 pages, comprising a description of the subject, the narrative structure, the visual approach and the creative nature.

*If Animation:* literary bible or treatment including the description of the subject, the narrative structure, the characters and the visual approach

**For Interactive Work** this should be the synopsis of the project in English; the note of artistic intent by the author/director; a treatment and a preliminary version of the flow chart (diagram/architecture/map-flow). Treatment must include information concerning interactivity, visual, sound and graphic elements, the interface conception, the interaction model, the digital technologies and software to be used, the studio work needed in order to complete the project and the key innovation aspects of the project compared to the existing.

**For Slate Funding/Slate Funding 2<sup>nd</sup> stage** this should comprise artistic material for EACH project of the slate sequentially in a single Word or Pdf document; the synopsis of the project in English; the note of artistic intent by the author/director AND

*If Drama:* a full detailed synopsis or a treatment as well as information relating to narrative structure, characters and visual approach

*If Creative documentary:* a treatment comprising a description of the subject, the narrative structure, the visual approach and the creative nature.

*If Animation:* literary bible or treatment including the description of the subject, the narrative structure, the characters and the visual approach.

### 2. Budget

The template document can be found on the website: [http://ec.europa.eu/culture/media/programme/producer/develop/index\\_en.htm](http://ec.europa.eu/culture/media/programme/producer/develop/index_en.htm)

The original signed version must be included in the application package sent by post.

The budget form for Slate Funding applications includes different buttons for each one of the projects (max.6), the total estimated budget and the total estimated sources of finance.

Please do not insert new lines into the template.

Please take sufficient time to prepare your budget. You need to do this before starting to fill in the eForm. All amounts must be given in € (euro). Applicants from countries outside the 'euro zone' must use the official EUR exchange rate (accounting rate) published by the Commission's Directorate-General, applicable at the beginning of the month of the application:

<http://ec.europa.eu/budget/inforeuro>.

## 3. APPLICATION PACKAGE

After filling in and submitting the eForm you must print it out together with its attachments and send it to our services together with a number of annexes before the submission deadline (29 November 2010 or 11 April 2011). Please note that in case any of these annexes are missing, your project could be considered as ineligible.

These documents are:

**1. A declaration of Honour dated and signed by the authorised signatory**

The document can be found on the website:

[http://ec.europa.eu/culture/media/programme/producer/develop/index\\_en.htm](http://ec.europa.eu/culture/media/programme/producer/develop/index_en.htm)

**2. Documents concerning the reference work of the applicant (evidence of major producer / personal credit and distribution document) and DVD**

When the application is for Single Project and Interactive Work then applicant has to provide a document showing that the previous work has been distributed during the period between 1 January 2008 and the date of submission. When the application is for Slate Funding then applicant has to provide a document showing that the previous work(s) had been distributed internationally in the 5 years preceding the application. The related documents are those referred into the application form – Part D.2.

If the reference work is a creative documentary then there are extra supporting evidence (author's statement of intent, press article, etc).

Applicant has also to provide evidence demonstrating the status of delegate producer and/or major production company and/or on-screen personal credit. Where the previous work has been produced by a company other than the applicant company, evidence of the position of the producer within the applicant company as Chief Executive or as shareholder (individual person) of the applicant company (extract of company's registration/memorandum of association or equivalent) or fulltime employee standing as producer for at least twelve months (proof of payments related to this period) must be provided.

Application should include also 1 DVD copy of the previous work(s).

**3. Rights' acquisition**

No later than on the date of submission, the applicant company must show that it holds the majority of the rights relating to the project for which support is being sought. The following types of contracts will be accepted:

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

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

- a unilateral declaration of the transfer of rights to the applicant company where the author is the producer, a shareholder or an employee of the company;

- a co-production or co-development agreement duly dated and signed by the parties and clearly showing that the applicant company holds the majority of the rights at the date of the application. If the project is an adaptation of an existing work (novel, biography etc.), the applicant company must also show that it holds the majority of the rights relating to the rights of adaptation to this work with an option agreement or transfer of rights contract duly dated and signed.

**4. Letter of interest and/or respective agreements for development support for the submitted project(s) (Optional):**

Applicant may send any letter(s) of interest for co-development or co-production, any letter showing pre-sales or possible distribution and/or respective agreements.

**5. The following documents / material (Only if applicable):**

- Evidence that the project supported by MEDIA Development is completed (in this case the DVD of the finished work)
- Certificate of participation in a MEDIA training activity clearly mentioning the title of the project which has been the subject of training.

## 4. COMMUNICATION WITH THE AGENCY

Candidates will find all information relating to Call 25/2010 and 26/2010 for Development Support on the website of the Executive Agency:

[http://ec.europa.eu/culture/media/programme/producer/develop/index\\_en.htm](http://ec.europa.eu/culture/media/programme/producer/develop/index_en.htm)

Information on latest developments will be provided on the same website. We recommend that you consult it at regular intervals.

All queries relating to the preparation and submission of proposals should be addressed to the MEDIA Desk or Antennae of your country:

[http://ec.europa.eu/culture/media/programme/overview/who/desks/index\\_en.htm](http://ec.europa.eu/culture/media/programme/overview/who/desks/index_en.htm)

For technical questions relating to the eForm, please consult the MEDIA eForm User Guide, which you can access via our website. If, after referring to this Guide you still have questions or technical problem, please contact the EACEA External HelpDesk.

Phone : +32 229 90705

Email : [eacea-external-helpdesk@ec.europa.eu](mailto:eacea-external-helpdesk@ec.europa.eu)

These services are available from Monday to Friday, from 09:30 to 12:30 and from 14:00 to 16:30 (CET/CEST).

Note that, in case of submission problems, the HelpDesk is contacted **after** 12:00 CET on the day of the deadline, your application will **under no circumstances** be accepted due to the principle of equal treatment.

At the end of the selection procedure, the results will be first announced on the website of the Executive Agency, following the adoption of a formal decision by the European Commission (Award Decision).

Selected proposals will be subject to a financial analysis, in connection with which the Executive Agency may ask for additional information and, if appropriate, guarantees. Selected applicants will subsequently receive a Grant Agreement for signature.

As far as non selected applicants are concerned, a letter will be sent informing them of the decision taken by the European Commission and stating the reasons why their application was not selected.

No applications will be returned to applicants at the end of the selection procedure.