CALL FOR PROPOSALS — EACEA/31/12

MEDIA 2007 — Development, distribution, promotion and training

Support for the development of production projects — Animation, creative documentaries and drama — Single Projects, Slate Funding and Slate Funding second stage

(2012/C 300/08)

1. Objectives and description

This notice of a call for proposals is based on Decision No 1718/2006/EC of the European Parliament and of the Council of 15 November 2006 concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007).

One of the objectives of the programme is to promote, by providing financial support, the development of production projects intended for European and international markets presented by independent European production companies in the following categories: animation, creative documentary and drama.

2. Eligible applicants

This notice is aimed at European companies whose activities contribute to the attainment of the above objectives, and in particular to independent production companies.

Applicants must be established in one of the following countries:

— the 27 countries of the European Union,

— the EEA countries, Switzerland and Croatia,

— Bosnia and Herzegovina (under the condition of the finalisation of the negotiation process and the formalisation of the participation of this country to the MEDIA programme).

3. Eligible actions

The development activities for the following audiovisual works (one-offs or series) are eligible:

— drama projects intended for commercial exploitation of no less than 50 minutes,

— creative documentaries intended for commercial exploitation of no less than 25 minutes (duration per episode in case of series),

— animation projects intended for commercial exploitation of no less than 24 minutes.

The development and production activities for the following categories of work are ineligible:

— live recordings, TV games, talk shows, reality shows or educational, teaching and 'how-to' programmes,

— documentaries promoting tourism, 'making-of', reports, animal reportages, news programmes and 'docu-soaps',

— projects promoting, directly or indirectly, messages that are at odds with the policies of the European Union. For example, projects that may be contrary to the interests of public health (alcohol, tobacco, drugs), respect for human rights, people's security, freedom of expression, etc.,

— projects promoting violence and/or racism and/or with a pornographic content,

— works of a promotional nature,

— institutional productions to promote a specific organisation or its activities.

The call for proposals 31/12 has two deadlines. To be included in the first deadline, the application for support must be sent to the Agency between the date of the publication of the call for proposals and 23 November 2012. To be included in the second deadline, the application for support must be sent to the Agency between 24 November 2012 and 12 April 2013, the date of closure of the call for proposals.

The maximum duration of the project is until 30 June 2015 for requests for support submitted within the first deadline and until 30 November 2015 for those requests submitted within the second deadline or until the date of entry into production of the project, whichever is the earliest.

4. **Award criteria**

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

For Single Project

— criteria relating to the applicant company (40 points):

  — quality of the development strategy (10),

  — consistency of the development budget (10),

  — quality of the financing strategy (10),

  — quality of the distribution strategy (10).

— criteria relating to the submitted project (60 points):

  — quality of the project (40),

  — potential for production and the feasibility of the project (10),

  — potential for European and international distribution (10).

For Slate Funding and Slate Funding second stage

— criteria relating to the applicant company (60 points):

  — capacity of the company to develop and produce at a European level (15 points for Slate Funding — 30 points for Slate Funding second stage),

  — quality of the development strategy and consistency of the development budget (15 points for Slate Funding — 10 points for Slate Funding second stage),

  — quality of the financing strategy (15 points for Slate Funding — 10 points for Slate Funding second stage),

  — quality of the distribution strategy (15 points for Slate Funding — 10 points for Slate Funding second stage).

— criteria relating to the submitted projects (40 points):

  — quality of the projects (10),

  — potential of the creative team (10),

  — potential for production and the feasibility of the project (10),

  — potential for European and international distribution (10).

5. **Budget**

The total budget available is EUR 18,25 million. The financial contribution awarded is a subsidy.

The maximum financial contribution which may be awarded for Single Project is between EUR 10 000 and EUR 60 000 except for feature-length animations for theatrical release, for which the maximum is EUR 80 000. The financial contribution awarded will in no event exceed 50 % of the eligible costs submitted by the producer (60 % for projects presenting an interest in promoting European cultural diversity).

The maximum financial contribution which may be awarded for Slate Funding and Slate Funding second stage is between EUR 70 000 and EUR 190 000. The financial contribution awarded will in no event exceed 50 % of the eligible costs submitted by the producer.

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

6. **Deadline for submission of applications**

Applications must be submitted to the Executive Agency (EACEA) using the online application form and the application package must be sent no later than **23 November 2012 and 12 April 2013** (see point 3) to the following address:

Education, Audiovisual and Culture Executive Agency (EACEA) — MEDIA
BOUR 3/30
Avenue du Bourget/Bourgetlaan 1
1140 Bruxelles/Brussel
BELGIQUE/BELGIË

Only applications submitted on the official application form, duly signed by the person entitled to enter into legally binding commitments on behalf of the applicant organisation will be accepted.

Applications sent by fax or e-mail will be rejected.

7. **Full details**

The full text of the guidelines together with the application forms can be found at the following Internet address:

http://www.ec.europa.eu/media

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