

# European Co-development



Info session

*European Education and Culture  
Executive Agency*

*1 July 2021*



# Creative Europe 2021-2027

## MEDIA

### Supporting

Europe's audio-visual  
and film sectors

### Audience

New distribution channels  
and strengthened audience  
development

### Policy

Promoting discussion  
and exchange

**PUSH BOUNDARIES**

**Budget**  
1.427 billion

### Content

Collaboration and  
innovation for high  
quality works

### Business

Boosting innovation,  
competitiveness and  
talent

co-funded by  
the European Union



Creative  
Europe  
MEDIA

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European  
Commission

# Content cluster: Introduction

The actions in the Content cluster contribute to the objective of the Creative Europe MEDIA Strand to:

- ❖ Encourage **collaboration** and **innovation** in the creation and production of high quality European audiovisual works
- ❖ Focus on actions with a strong **European added value**, encouraging **cross-border cooperation** among producers and content developers and **stimulating innovation** in terms of content
- ❖ Support cooperation amongst producers from different territory sizes and linguistic areas to ensure a **level playing field**, **foster talent**, whilst preserving and stimulating **cultural diversity**

# Content cluster: Introduction



**European slate  
development  
+  
European mini-slate  
development**



**European co-  
development**



**Video games and  
immersive content  
development**



**TV and online  
content**



# European co-development

**Towards re-inforcing the European added value of support to the development of individual projects**

# Co-development: Background

- MEDIA to focus on **transnational cooperation**, where support from national programmes is limited
- European collaboration allows projects to **scale up** and to reach audiences across borders
- The majority of past applications were already envisaged as European co-productions
- Costs from other partners were already included at development stage -> eligibility problem

# Co-development: Objectives – Funded activities

- Support the **cooperation** among European production companies that are developing works with a strong international audience potential
- Development of a **single** animation, creative documentary or fiction project with
  - high creative value and cultural diversity
  - wide cross-border exploitation potential
  - intended for commercial exploitation: cinema release, TV broadcasting or exploitation on digital platforms (or multi-platform)

# Co-development: Funded activities

- The project must be:
  - **co-developed** by min. 2 European independent audiovisual production companies
  - having signed a **co-development agreement** specifying the division of tasks and the collaboration on creative aspects



# Co-development: Funded activities

- Applicants are encouraged to:
  - develop **strong and innovative collaborations** at creative and financing level
  - develop **strategies for marketing and distribution** from the outset to improve the audience reach
  - develop adequate strategies to ensure a more **sustainable** and more environmentally-respectful industry + to ensure gender balance, inclusion, **diversity** and representativeness

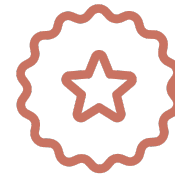
# Co-development: Expected impact

- Increased collaboration at development stage between European production companies from ≠ countries and from ≠ markets and hence an increased number of co-productions
- Stronger position on European and international markets for companies selected for funding

- Increased

- quality
- feasibility
- cross-border potential
- market value

for supported projects



# Co-development: Timetable and budget

- Deadline: 17 November 2021
- Results: May 2022
- Budget: 5M EUR



# Co-development: Eligible participants

- Independent
- European
- audiovisual production companies

## Consortium (multi-beneficiary):

- ❖ Project leader (coordinator) and minimum one eligible partner
- ❖ Minimum 2 entities having their legal seat in at least 2 MEDIA countries
- ❖ Cannot be affiliated entities (but costs of affiliated entities are eligible!)
- ❖ Coordinator can only submit one application for either Slate, Mini-slate or Co-development (can be partner in co-development)

# Co-development: Eligible participants

- Independent: no majority control by an audiovisual media service provider, either in shareholding or commercial terms
  - Majority control: more than 25% of share capital held by a single AVMS provider (50% in case of several AVMS providers)
- European: established in one of the MEDIA countries
  - and owned directly or by majority participation by nationals from MEDIA countries
  - for publicly listed companies: location of the stock exchange determines the nationality
- Audiovisual production companies: the company's main objective and activity is audiovisual production

# Co-development: Eligible participants

- Applicant (coordinator) must demonstrate recent experience in producing internationally distributed works:
  - produced 1 previous works since 2014 that respect:
    - ✓ an ANI, FIC or DOC (one-off or series) of min. 24 minutes (non-linear format: no minimum)
    - ✓ actually released in cinema, broadcast on TV or made available on digital platforms in at least 3 countries other than their own before the deadline for submission (linear broadcast: 3 different broadcasters needed)
    - ✓ all releases were of a commercial nature (i.e. no screenings during festivals)
  - The company was
    - ✓ the sole production company
    - ✓ in case of co-production, the major co-producer in the financing plan or the delegate producer
    - ✓ or, personal onscreen credit as producer or delegate producer (only CEO or shareholder)

# Co-development: Eligible participants

- Previous work must be detailed in the MEDIA Database (just as the submitted work)
- If the previous work is ineligible = application is ineligible (i.e. no other works will be considered)
- The information provided in the MEDIA Database must be **CORRECT** and **PROOF** must be available upon request (consequences in case of false/incorrect statements – see exclusion)

# Co-development: Eligible activities

- Co-development of a **single** project
- Eligible works: Animation (ANI), creative documentary (DOC) or fiction (FIC) projects (one-off or series) for commercial exploitation

Primarily intended for:	Cinema	TV/digital platform	Interactive, non-linear projects
ANI	Min. 60 minutes	Min. 24 minutes	No minimum
DOC		Min. 50 minutes	
FIC		Min. 90 minutes	

- First day of principal photography: min. 10 months after deadline



# Co-development: Eligible activities

- First day of principal photography: min. 10 months after deadline
- Why?
  - Fin. Reg., Art. 193: '3. Grants shall not be awarded retroactively for actions already completed'
  - 1st day of principal photography = completion of development = action completed
  - Target for signing Grant Agreement: 9 months after deadline
  - 10 months: legal certainty + feasible
  - Survey: for DOC 19.5/23 months average
  - Definition 1st day of PP for DOC: allows for preliminary shooting and research

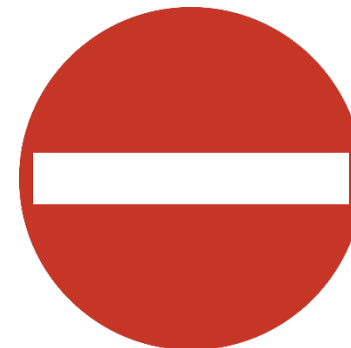
# Co-development: Eligible activities

- The coordinator **or** (one of) the partner(s) must own the majority of rights (incl. rights of adaptation if relevant) to the project through a signed contract (**equal sharing** of rights between coordinator and/or eligible partner(s) is **accepted**)
- Duration: normally not more than 30 months (extensions possible if justified and requested through an amendment)
- Start of the action:
  - Default: after signature of the Grant Agreement
  - Retroactivity to date of submission with justification + approval

# Co-development: Eligible activities

- Ineligible projects

- Live recordings, TV games, talk shows, cooking shows, magazines, TV-shows, reality shows, educational, teaching and « how to » programmes
- Documentaries promoting tourism, « making-of », reports, animal reportages, news programmes and « docu-soaps »
- Projects including pornographic or racist material or advocating violence
- Works of a promotional nature
- Institutional productions to promote a specific organisation or its activities
- Music videos and video-clips
- Video games, e-books and interactive books
- Student films and graduation works



# Co-development: Financing

- **Customised lump sum:** output-based lump sum established after applying a **max. 50% co-financing rate** to a verified and approved detailed budget
- Both the coordinator and the partner(s) (and their affiliated entities) can incur eligible costs and receive part of the EU grant

# Co-development: Financing

- **Affiliated entities:**

- any legal entity that is
  - ✓ under the direct or indirect control of a participating beneficiary
  - ✓ OR under the same direct or indirect control as the participating beneficiary
  - ✓ OR directly or indirectly controlling a participating beneficiary
- entities linked to a beneficiary which participate in the action with similar rights and obligations, but do not sign the GA and hence do not become beneficiaries themselves
- they will get a part of the EU grant and must hence comply with the call conditions and be validated, but they do not count towards the minimum eligibility criteria for consortium composition

# Co-development: Financing

- Max. EU grant per coordinator and eligible partner: EUR 60 000 (EUR 100 000 in case of TV series with intended production budget of EUR 20M or above)
- Pre-financing: normally 70% (all payments via coordinator)
  - The division of the EU grant and how to make payments could be defined in the co-development agreement

# How are proposals assessed?



# How are the proposals assessed?

## ADMISSIBILITY CRITERIA

- ▶ Submission requirements

## ELIGIBILITY CRITERIA

- ▶ Eligible participants
- ▶ Eligible activities

## FINANCIAL AND OPERATIONAL CAPACITY AND EXCLUSION

- ▶ Expertise and solvency
- ▶ Situations of exclusion (eg bankruptcy)

## AWARD CRITERIA

- ▶ Evaluation of the quality of the proposal



# Admissibility criteria

- Submit **before** the deadline (**No late submissions**)
  - **BUT:** you can resubmit revised versions up till the deadline
- Submit **electronically** via the Funding & Tenders Portal Electronic Submission System (**No applications by email/on paper**)
- Submit using the **templates** provided in the Submission System (**Not the templates on the topic page -> for info only**)
- Submission only possible when **complete** (**all mandatory parts and mandatory annexes**)
- Respect the page limitations (Part B, Creative dossier)

# Financial and operational capacity

- Financial capacity: have stable and sufficient resources to implement the project and contribute their share
  - Based on annual accounts (to be uploaded in Participant Portal in case of selection)
- Operational capacity: have the know-how, qualifications and resources to implement the project
  - evaluated based on 'project management' criterion

# Exclusion - declaration

## Application forms

[Table Of Contents](#)[Validate Form](#)[Save](#)[Save&Close](#)

Proposal ID 101048379

Acronym GillNetTest

## Declarations

[?](#)

Field(s) marked \* are mandatory to fill.

- 1) We declare to have the explicit consent of all applicants on their participation and on the content of this proposal. \*
- 2) We confirm that the information contained in this proposal is correct and complete and that none of the project activities have started before the proposal was submitted (unless explicitly authorised in the call conditions).
- 3) We declare:
  - to be fully compliant with the eligibility criteria set out in the call
  - not to be subject to any exclusion grounds under the [EU Financial Regulation 2018/1046](#)
  - to have the financial and operational capacity to carry out the proposed project.
- 4) We acknowledge that all communication will be made through the Funding & Tenders Portal electronic exchange system and that access and use of this system is subject to the [Funding & Tenders Portal Terms and Conditions](#).
- 5) We have read, understood and accepted the [Funding & Tenders Portal Terms & Conditions](#) and [Privacy Statement](#) that set out the conditions of use of the Portal and the scope, purposes, retention periods, etc. for the processing of personal data of all data subjects whose data we communicate for the purpose of the application, evaluation, award and subsequent management of our grant, prizes and contracts (including financial transactions and audits).

The coordinator is only responsible for the information relating to their own organisation. Each applicant remains responsible for the information declared for their organisation. If the proposal is retained for EU funding, they will all be required to sign a declaration of honour.

**False statements** or incorrect information may lead to administrative sanctions under the EU Financial Regulation.

Exclusion criteria are based on a declaration in Part A of the application.  
Read each declaration carefully

Amongst others: if the applicants misrepresented information required as a condition for participating or failed to supply that information

# Co-development: Award criteria

- Common structure
  1. **Relevance (40 points)**
  2. **Quality of content and activities (20 points)**
  3. **Project management (25 points)**
  4. **Dissemination (15 points)**
- Overall threshold: 70/100



# Co-development: Award criteria

## 1. Relevance (40 points)

- a) Added value of the co-development approach, in particular with regards to the nature of the project and the complementarity of the background and experience of the partners (10 points)
- b) Level of collaboration between the production companies in terms of joint development on creative aspects and storytelling (10 points)
- c) European dimension of the collaboration, in particular concerning the cooperation between countries with different market sizes, and including a partner from LCC Group A or Group B, as well as the linguistic and geographical diversity (10 points)

# Co-development: Award criteria

- d) Adequacy of the strategies presented to ensure **a more sustainable and environmentally-respectful industry** (5 points)
- e) Adequacy of the strategies to **ensure gender balance, inclusion, diversity and representativeness**, either in the project/content or in the way of managing the activity (5 points)



# Co-development: Award criteria

## 2. Quality of content and activities (20 points)

- a) **Quality and creative potential** of the work (10 points)
- b) **Potential to reach audiences** at European and international level (10 points)

# Co-development: Award criteria

## 3. Project management (25 points)

- a) Distribution of the roles and responsibilities within the project, including the division of tasks, the budget split, the administrative cooperation and risk management (5 points)
- b) Quality of the **development strategy** (10 points)
- c) Quality of the **financing strategy** (10 points)



# Co-development: Award criteria

## 4. Dissemination (15 points)

- a) The **marketing strategy** allowing to reach audiences at an early stage (5 points)
- b) Relevance of the European and international **distribution strategy** (10 points)

# Co-development: How to apply

- Any application must consist of:
  - Part A: Administrative information (but also duration and max. EU grant)
  - Part B: ‘Technical’ description of the project (information that allows to assess the award criteria) + definition of work packages and deliverables
  - Part C: KPI-related data linked to the applicants
  - PDF with information about film(s)/work(s) to be generated via the MEDIA Database: data related to the previous work(s) and works submitted for funding
  - Mandatory annexes (downloaded together with Part B)

# Co-development: How to apply

- Mandatory annexes:
  - ✓ Detailed budget table (mandatory template)
  - ✓ Creative dossier of the project submitted for funding (mandatory template)
  - ✓ Co-development agreement signed by the partners
  - ✓ Proof of ownership of rights (and rights of adaptation) for the project
  - ✓ Supporting documents of co-production, distribution and financing
  - ✓ Declaration on ownership and control: breakdown of shareholding per company (mandatory template)

# Co-development: How to apply

- Co-development agreement:
  - must detail amongst others:
    - how they will collaborate on the joint development of creative aspects and storytelling
    - the distribution of roles and responsibilities within the project, including the division of tasks, the budget split, the administrative cooperation and risk management
  - no template available
  - must be updated (as a deliverable)

# Co-development: How to apply

- Part B: A correct definition of work packages and deliverables are crucial elements in order to obtain the full EU grant
- Work package structure:
  - WP1: Project management and common activities
  - WP 2: Coordinator development activities
  - WP 3: Partner 1 development activities
  - WP 4: Partner 2 development activities (if more than 1 partner)
  - Etc.

# Co-development: How to apply

- Deliverables:
  - Will need to be submitted during the lifetime of the project
  - Applicants need to be realistic: reduction of EU grant in case of partial implementation (request amendment if needed)
  - Identify deliverables per partner, depending on the work division
  - Mandatory deliverables:
    - WP1: Further planning of co-development activities up to entry into production of the project
    - WP 2 and following: Updated creative, financing and marketing materials
    - Interoperable standard identifier

# Co-development: How to apply

- Updated creative, financing and marketing materials:
  - Could consist of:
    - Updated creative development
    - Update on research work undertaken and visual material
    - Update on key artistic crew/casting
    - Updated financing and production budgets and schedule
    - Updated distribution and marketing strategies
    - Link to the final work, if produced



# Content questions?

Creative Europe desks:

<https://ec.europa.eu/culture/resources/creative-europe-desks>

EACEA functional mailbox:

[EACEA-MEDIA-CODEV@ec.europa.eu](mailto:EACEA-MEDIA-CODEV@ec.europa.eu)





# Technical (IT) questions?

IT related individual questions regarding the Portal Submission System: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/helpdesks/contact-form>

F&TP support section: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/support>

# Thank you



Creative Europe  
2021-2027

**PUSH BOUNDARIES**



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