



# European Slate and Mini-Slate 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**

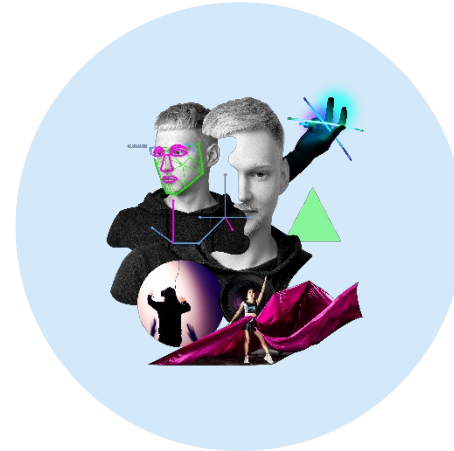
# Content cluster: Introduction



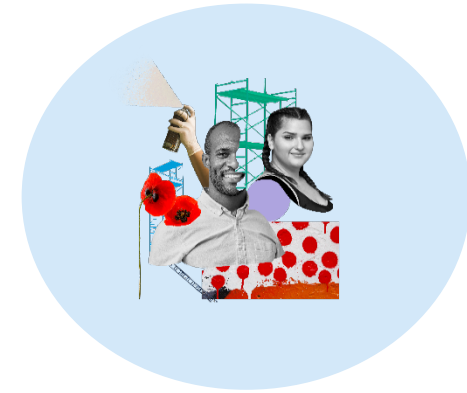
**European slate  
development  
+  
European mini-slate  
development**



**European co-  
development**



**Video games and  
immersive content  
development**



**TV and online  
content**





# European slate and mini-slate development

Reduce risk, invest in talent & creativity and support growth

# Slate and mini-slate: Background

- Slate funding as a safe and flexible basis for producers to work on several projects in parallel, following the rhythm of each project
- Allows producers to scale up, diversify, innovate and solidify their position in the market

# Slate and mini-slate: Main changes

- Mini-slate: specific scheme for countries with low audiovisual capacity
- From budget-based to fixed lump sums
- Minimum legal existence of 36 months removed
- Two previous works required for Slate (one for mini), BUT larger pool of works to draw from
- Eligible works: same criteria, but estimated 1st day of principal photography is 10 months

# Slate and mini-slate: Objectives

- Foster the **competitiveness** of European independent production companies and increase their **economic weight** on the market
- Increase the **capacity** of audiovisual producers to develop projects with **potential to circulate** throughout Europe and beyond
- Facilitate European and international **co-production**
- Give a possibility to **emerging talents** to direct a short film supported by experienced companies



# Slate and mini-slate: Funded activities

- Development of animation, creative documentary or fiction projects 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)
- Optional: development and production activities of a short film by an emerging director

# Slate and mini-slate: Funded activities

- Applicants are encouraged to:
  - develop **strategies for marketing and distribution** from the outset to improve the audience reach potential
  - **cooperate** ( incl. co-develop) with operators from different MEDIA countries
  - **strengthen** their **competitiveness** by consolidating their investment capacity in the development phase
  - **expand** their **activities** and their **innovation capacity** to explore new fields and markets
  - develop adequate **strategies** to ensure a more **sustainable** and more **environmentally-respectful** industry + to ensure **gender balance, inclusion, diversity** and **representativeness**

# Slate and mini-slate: Expected impact

- Stronger position on European and international markets for companies selected for funding
  - Increased
    - quality
    - feasibility
      - cross-border potential
      - market value
- for supported projects



# Slate vs. mini-slate

	SLATE	MINI-SLATE
NUMBER OF PROJECTS	3 to 5 + optional short	2 to 3 + optional short
ACCESS	open to all MEDIA countries	limited to LCC (A and B group)
PREVIOUS EXPERIENCE	2 previous works	1 previous work
BUDGET	15 097 288	4 000 000
DEADLINE	25 August	12 August

Everything else (eligibility & award criteria, lump sums) is EXACTLY the same



# Slate and mini-slate: Eligible participants

- Independent
  - European
  - audiovisual production companies
  - with recent experience in producing internationally distributed works
- ❖ Only applications by single applicants (i.e. mono-beneficiary)
  - ❖ Only one application as applicant (i.e. coordinator) for either Slate, Mini-slate or Co-development (can be partner in co-development)
  - ❖ Not beneficiary of a slate funding grant signed during a period of 12 months prior to the deadline

# Slate and mini-slate: 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)
- Audiovisual production companies: the company's main objective and activity is audiovisual production

# Slate and mini-slate: Eligible participants

- European: established in
  - Slate: one of the MEDIA countries
  - Mini-slate: one of the LLC group A or B 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

# Slate and mini-slate: Eligible participants

## 27 EU MS

Austria  
Belgium  
Bulgaria  
Croatia  
Cyprus  
Czechia  
Denmark  
Estonia  
Finland  
France  
Germany  
Greece  
Hungary

Ireland  
Italy  
Latvia  
Lithuania  
Luxembourg  
Malta  
Netherlands  
Poland  
Portugal  
Romania  
Slovakia  
Slovenia  
Spain  
Sweden

Norway  
Lichtenstein  
Albania  
Bosnia and  
Herzegovina  
North Macedonia  
Montenegro  
Serbia

Group A

Group B

**8 Associated  
countries**  
Iceland



# Slate and mini-slate: Eligible participants

- Companies that can demonstrate recent experience in producing internationally distributed works:
  - produced 1 (mini-slate) / 2 (slate) 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)

# Slate and mini-slate: Eligible participants

- Companies that can demonstrate recent experience in producing internationally distributed works:
  - 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)

# Slate and mini-slate: Eligible participants

Previous programme	Current programme
2 previous works for HCC, 1 for MCC and LCC	2 previous works for all Slate applications, 1 for Mini-slate applications
Produced in past 5 years	Produced in past 7 years
Minimum duration: <ul style="list-style-type: none"><li>- FIC, ANI, DOC for cinema: min. 60 minutes</li><li>- FIC for TV and online: min. 90 minutes</li><li>- ANI for TV and online: min. 24 minutes</li><li>- DOC for TV and online: min. 50 minutes</li><li>- Non-linear format: no min.</li></ul>	Minimum duration of 24 minutes (except for non-linear where there is no minimum)
Released or broadcast in 3 other countries in the period after 01/01/2018 and before date of submission	Released or broadcast in 3 other countries at any moment before the deadline

# Slate and mini-slate: Eligible participants

- Previous work(s) must be detailed in the MEDIA Database (just as the works submitted for funding)
- If the previous work(s) 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)



# Slate and mini-slate: Eligible activities

- Development of:
  - Slate: min. 3 and max. 5 eligible works
  - Mini-slate: min. 2 and max. 3 eligible works
- 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	

- Series with a joint distribution and marketing strategy have to be submitted as a series

# Slate and mini-slate: 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

# Slate and mini-slate: Eligible activities

- **OPTIONAL:** Development and production of a short film
  - Short ANI, DOC or FIC of **max. 20 minutes** (one-off or series of short formats)
  - No previews, advertising films, pilots, trailers, teasers or demos
  - The **director** must be an **emerging talent**, i.e. with some professional experience, but who has not yet directed a project that would be eligible for support, seeking guidance and support towards making their **first commercial** audiovisual work.
  - First day of principal photography: after the deadline
  - If ineligible, the application remains eligible (if all other conditions are fulfilled)

# Slate and mini-slate: Eligible activities

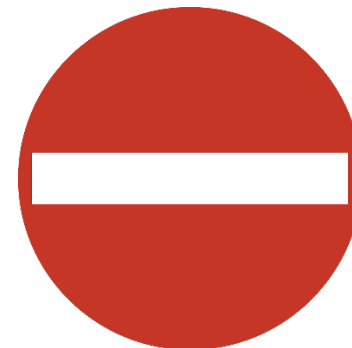
- The applicant company must own the majority of rights (incl. rights of adaptation if relevant) related to all projects through a signed contract (in case of **European** co-production, an equal sharing of rights is allowed)
- Duration: normally not more than 36 months (extensions possible if justified and requested through an amendment)
- Start of the action:
  - Default: after signature of the Grant Agreement
  - Retroactivity to date of submission with justification + approval



# Slate and mini-slate: 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



# Slate and mini-slate: Financing

- The lump sums per project depend on the genre, type and - for FIC - size of the projects
- Maximum EU grant = sum of lump sums that apply to the individual projects included in the application
- Lump sums based on data of Slate funding projects that were selected during the last programming period
- Pre-financing: If financial capacity is good, 70 %

# Slate and mini-slate: Financing

Format	Estimated production budget	ANI	DOC	FIC
One-off	≤ 5M	EUR 55 000	EUR 30 000	EUR 45 000
	> 5M			EUR 60 000
Series	≤ 5M	EUR 60 000	EUR 35 000	EUR 55 000
	> 5M and ≤ 20M			EUR 75 000
	> 20M			EUR 100 000

**Short film: EUR 10 000**

# 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

# Slate and mini-slate: Award criteria

- Very similar award criteria but organised differently and more concise wording
  1. **Relevance (35 points)**
  2. **Quality of content and activities (30 points)**
  3. **Project management (20 points)**
  4. **Dissemination (15 points)**
- Introduction overall threshold: 70/100 
- New transversal priorities on greening and diversity  
- Marketing: focus on strategy to reach audiences at an early stage

# Slate and mini-slate: Award criteria

## 1. Relevance (35 points)

- a) Relevance and added value of the proposed slate to **improve the company's position** on the European and international market (15)
- b) **Ability of the company to adapt** to a competitive and changing audiovisual landscape by being innovative in its activities in terms of genres, formats, platforms, emerging talents or new territories (10)
- c) Adequacy of the strategies presented to ensure **a more sustainable and environmentally-respectful industry** (5)
- d) 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)

# Slate and mini-slate: Award criteria

## 2. Quality of content and activities (30 points)

- a) **Quality and creative potential** of the works in the slate (15)
- b) **Potential to reach audiences** at European and international level (15)

## 3. Project management (20 points)

- a) Quality of the **development strategy** (10)
- b) Quality of the **financing strategy** (10)

# Slate and mini-slate: Award criteria

## 4. Dissemination (15 points)

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

# Slate and mini-slate: 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 applicant company
  - 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)



# Slate and mini-slate: How to apply

- Mandatory annexes:
  - ✓ Lump sum calculator: calculates max. EU grant based on projects included in the application (mandatory template)
  - ✓ Creative dossier of projects submitted for funding (mandatory template)
  - ✓ Proof of ownership of rights (and rights of adaptation) for all projects submitted for funding
  - ✓ Supporting documents of co-production, distribution and financing for all projects submitted for funding
  - ✓ Declaration on ownership and control: breakdown of shareholding (mandatory template)

# Slate and mini-slate: 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 packages: 1 per project (e.g. 4 DOC + short = 5 WP)
- Deliverables: updated creative, financing and marketing materials
- Milestones and deliverables will be:
  - Managed through the Portal Grant Management System
  - Reflected in Annex 1 of the Grant agreement
  - Deliverables will have to be submitted during the lifetime of the project

# Slate and mini-slate: How to apply

- Deliverables:
  - Applicants need to be realistic: reduction of EU grant in case of partial implementation (request amendment if needed)
  - Mandatory deliverable: interoperable standard identifier
  - Recommended deliverables:
    - ✓ 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 mailboxes:

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

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



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