



European Slate and Mini-Slate Development

Creative Europe
2021-2027



**PUSH
BOUNDARIES**

#CreativeEurope

2022 Call for proposals

Info session

*European Education and Culture
Executive Agency*

15 March 2022

Agenda

1. Introduction: Policy context
2. Objectives and eligibility criteria
3. Q&A

BREAK

4. Assessment of proposals
5. How to apply – common errors
6. Q&A



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**

MEDIA: Cross-cutting priorities



EU Green Deal

A more sustainable and environmentally-respectful industry



EU Gender Equality Strategy

Gender-balance, inclusion, diversity and representativeness

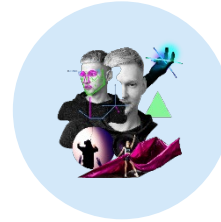
Content cluster



European (mini-)slate development



European co-development



Video games and immersive content development



TV and online content

Development

Production

Increase capacity of producers to develop projects with potential for wide circulation

Foster **competitiveness** of **European independent** production companies and **increase** their **economic weight** on the market

Support cooperation among production companies from different **MEDIA countries**

Support the development/production of **high quality European works** with wide cross-border exploitation potential

Strengthen the **independence** of producers in relation to broadcasters and digital platforms

Originality

Innovation

Commercial ambition



European slate and mini-slate development

Reduce risk, invest in talent & creativity and support growth

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

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

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 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	18 000 000	5 000 000
DEADLINE	27 April 2022	8 September 2022

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

Eligible participants

- Independent European audiovisual production companies
- with recent experience in producing internationally distributed works

- ❖ Only applications by **single applicants** (i.e. mono-beneficiary) and their affiliated entity if needed
- ❖ Only **one application** as applicant (i.e. coordinator) for either Slate, Mini-slate, Video games & immersive content or Co-development (can be partner in co-development)
- ❖ **Not beneficiary** of a (mini-)slate funding grant for **last year's Call**

Eligible participants

- Independent: no majority control, directly or indirectly, 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 company: the company's main objective and activity is audiovisual production

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 indirectly, wholly or by majority participation, **by nationals** from MEDIA countries
 - ✓ for **publicly listed** companies: location of the **stock exchange** determines the nationality

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

Group A
Group B

7 Associated countries

Iceland
Norway
Albania
Bosnia and Herzegovina
North Macedonia
Montenegro
Serbia

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)

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)

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)

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

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)

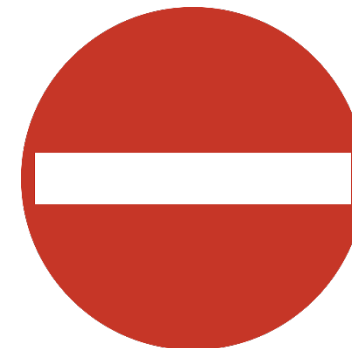
Eligible activities

- 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

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



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 State funding projects that were selected during the last programming period
- Pre-financing: If financial capacity is good, 70 %

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

Q&A





**STRETCH YOUR LEGS ...
TAKE A CUP OF COFFEE ...
BACK IN ...**



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

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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

Award criteria

- Common structure
 1. **Relevance (35 points)**
 2. **Quality of content and activities (30 points)**
 3. **Project management (20 points)**
 4. **Dissemination (15 points)**
- Overall threshold: 70/100



Consult breakdown of the criteria in the Call and keep all elements in mind when preparing your application

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 in relation to its: (15 points)
- ✓ co-production approach
 - ✓ partnership with players from different countries, including from countries with different production capacity
 - ✓ visibility at major film festivals and physical and online markets
 - ✓ capacity to increase the company's turnover
 - ✓ capacity to increase the number, ambition or size of projects in development

Award criteria

1. Relevance (35 points)

- 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 points)
- c) Adequacy of the strategies presented to ensure a more sustainable and environmentally-respectful industry** (5 points)
- 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 points)

Award criteria

2. Quality of content and activities (30 points)

- a) **Quality and creative potential** of the works in the slate (15 points)
- ✓ Strength and distinctiveness of idea/subject matter/project focus and dramatic potential
 - ✓ Quality of the writing, narrative choices, character development and the world of the story
 - ✓ Creative potential/quality of the visual approach and art work

Award criteria

2. Quality of content and activities (30 points)

b) **Potential to reach audiences** at European and international level (15 points)

- ✓ Transnational appeal, including for online audiences, of the concept/subject of the works
- ✓ Potential of the works to cross borders taking into account
 - the creative team
 - the intended cast or the international ambition with regard to the cast
 - the collaboration strategy with non-national partners

Award criteria

3. Project management (20 points)

- a) Adequacy of the **development strategy** (10 points): Adequacy of the development plan, schedule and development budget to the needs of each work
- b) Adequacy of the **financing strategy** (10 points)
 - ✓ Adequacy of the production costs of each work and to its development budget
 - ✓ Adequacy of the financing strategy
 - compared to the estimated production costs in terms of awareness of the suitable potential financial partners and territories targeted
 - in terms of diversity of sources of funding foreseen

Award criteria

4. Dissemination (15 points)

- a) The **marketing strategy** allowing to reach audiences at an early stage. This includes the definition of USP, target audiences and markets, innovative marketing and audience engagement tools, promotional activities(5 points)
- b) Relevance of the European and international **distribution strategy** regarding: (10 points)
 - ✓ the identified target audience
 - ✓ distribution methods foreseen
 - ✓ distribution partners in place or envisaged
 - ✓ awareness of the markets, European/international vision
 - ✓ relevance of choice of territories

How to apply?



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)

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
 - ✓ Information on independence and ownership and control: breakdown of shareholding of the company (mandatory template)

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:
 - ✓ Will need to be submitted during the lifetime of the project
 - ✓ Be realistic: reduction of EU grant in case of partial implementation (request amendment if needed)

How to apply

- Deliverables:
 - ✓ **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

Common mistakes in submission system

- **Acronym and short summary** (to be encoded when starting the application)
 - ✓ Acronym: helpful if it refers to the company (i.e. not Slate2022 for example)
 - ✓ Short summary (abstract): must deal with objectives, activities, type and number of persons benefiting from the project, expected results, type and number of outputs to be produced. **Do not include confidential info.** The **synopsis** of the **project** goes in the **MEDIA Database**

Common mistakes in Part A

- **Budget (EU grant requested) incorrectly encoded in Part A**
 - Entire production budget instead of EU grant requested
 - Different amount than in the lump sum calculator
 - Zero(s) too much or too little (e.g. 10M instead of 1M)

Application forms

Proposal ID **101048440**

Acronym **Test TV application**

3 - Budget

No	Name of Beneficiary	Country	Requested grant amount
1		FR	0
2		RO	0,00
Total			0,00



down menu)	Lump sums (EUR) (automatic)
	EUR 55.000
	EUR 35.000
≤5M	EUR 45.000
• 5M and ≤20	EUR 75.000
>5M	EUR 60.000
	EUR 10.000
	EUR 280.000

Common mistakes in lump sum calculator

- Do NOT change the amounts of the lump sums

Estimated EU contribution			
ATTENTION: The list of projects has to correspond with the list of work-packages described in part B. Please use the same order!			
1 PROJECT = 1 WORK-PACKAGE			
Project (Work Package) Number	Project title (manual input)	Type of project (manual selection from drop-down menu)	Lump sums (EUR) (automatic)
1	Project ABC	Animation one-off	EUR 55.000
2	Project DEF	Animation one-off	EUR 35.000
3	Project GHI	Animation series	EUR 45.000
4	Project JKL	Creative documentary one-off	EUR 75.000
5	Project MNO	Creative documentary series	EUR 60.000
6	Short	Fiction one-off, estimated production budget ≤5M	EUR 10.000
		Fiction one-off, estimated production budget >5M	
		Fiction series, estimated production budget ≤5M	
		Fiction series, estimated production budget > 5M and ≤20M	
			EUR 280.000

Common errors in Part B

- Use the template!!! (goes for all **mandatory** templates)
- Do NOT put it in another format
- Do NOT add other types of documents such as CVs
- Do NOT leave mandatory sections blank (no info = 0)
- Provide information in the correct section
- Follow the mandatory WP structure and insert appropriate deliverables
- Ensure that the info is coherent with the rest of the documents in the application
- Ensure that it is readable

Common errors in info on shareholding

- First encode the applicant **company** (i.e. not natural persons) in the 'Instructions' sheet, and – if any – the affiliated entity (must respect eligibility conditions!)
- Encode the entire shareholding of the company and make sure that it is coherent!
 - ✓ If the shareholder is a **company** → Legal person
 - ✓ If the shareholder is an **individual** → Physical person
- Do not forget to encode the nationality, i.e. either country where the company is registered or nationality of the physical person

Common errors in info on shareholding

- Main activity: **only** to be filled in for legal persons, i.e. companies!
- If the shareholder is a legal person, provide the **full chain** of shareholding as requested, with **all the necessary elements** (nationality!), until the level of physical persons (or stock market) is reached

	If any of the listed shareholders is a legal person/company, please describe below the full chain of its own shareholders, including percentage of shares and nationalities. If the company is publicly listed, provide the location of the stock exchange
%	

MAIN source of requests for additional information
Enormous workload which is easily avoidable

Frequent errors in applications - Other

- Do not forget to **encode the previous work(s) AND the works submitted for funding in the MEDIA Database** – may make the application ineligible!
- Do not forget to **upload the PDF generated** from the MEDIA Database in the application
- Do not forget to complete **Part C** (and detail the languages used in the application correctly)

If not all mandatory documents are there, the application can be considered **inadmissible**

Frequent errors in applications - Other

- Do not add documents that are not requested
- Respect the template and applicable limitations for the creative dossier
- Submit rights contracts (and rights of adaptation) for ALL projects (including the short film if applicable) and make sure that they are sufficiently long in terms of duration
- **Submit on time!**

The better applications are structured, the quicker the evaluation, the quicker the decision!

Q&A





Content questions?

Creative Europe desks:

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

EACEA functional mailboxes:

EACEA-MEDIA-DEVSLATE@ec.europa.eu

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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