



EUROPEAN EDUCATION AND CULTURE EXECUTIVE AGENCY (EACEA)

EACEA B: Creativity, Citizenship and Joint Operations

B2 : MEDIA

REPORTING GUIDE for beneficiaries

SALES AGENTS AUTOMATIC SUPPORT 2020

Creative Europe- EACEA22/2019 (Action 2)

CREATIVE EUROPE (2014 - 2020) MEDIA Sub-programme

Disclaimer:

The present guide intends to provide useful information for beneficiaries. It does not replace or overrule the official Guidelines or grant agreement.



This Guide for beneficiaries provides practical guidance on how to submit reports to the Call for proposals of the Sales Agents Scheme launched under the Creative Europe MEDIA Sub-programme.

Before submitting a report, please ensure that you have carefully read the grant agreement that you signed with EACEA and the Call Guidelines of the Sales Agents Scheme. We strongly recommend that you read the **e-reports user guide** "How to complete and submit a project report using e-Reports" [Distribution and Sales Agents Automatic Support 2020 \(europa.eu\)](https://europa.eu)



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1. IMPLEMENTATION PERIOD OF THE AGREEMENT

The action and the implementation period of the agreement start on the “starting the date of the action” set out in Article I.2.2 of the grant agreement and last 18 months from that date.

This period can be extended in principle with a maximum duration of six months as per section 6 of the guidelines. Upon acceptance by the Agency, an amendment to the grant agreement will be issued. (see section 8. Amendments of this Reporting Guide).

2. MAXIMUM GRANT

The maximum grant is stated in article I.3 of the grant agreement. The final grant will be either this maximum grant or 60% of the total eligible costs, whichever is the lower.

3. ELIGIBLE COSTS OF THE ACTION

Information on eligible costs can be found in the call guidelines (section 11.2) and in the grant agreement (article II.19).

Staff costs, travel and subsistence allowances and purchase costs of equipment, all related to the action, are not eligible.

Important:

- **For all films declared to be eligible: the international sales contract/ agreement must be signed during the implementation period of the agreement.**

4. PAYMENTS

Up to three payments can be made under the grant agreement. Please check article I.5.1 of the grant agreement.

- First pre-financing (if applicable)
- Second pre-financing (if applicable)
- Final payment of the balance.

Period of payments:

- The first pre-financing payment is made within 30 calendar days from the date of signature of the grant agreement.



- The second pre-financing is made within 60 calendar days from the date of submission of the progress report.
- The final payment of the balance is made within 60 calendar days from the date of submission of the final report.

Amount of payments:

- First pre-financing: upon signature of the grant agreement: 60% of the maximum grant;
- Second pre-financing: upon submission of the progress report: 20% of the maximum grant; if the statement on the use of the previous pre-financing instalment submitted in accordance with Article I.4.2 shows that less than 70 % of the previous pre-financing instalment paid has been used to cover costs of the *action*, the amount of the new pre-financing to be paid must be reduced by the difference between the 70 % ceiling and the amount used.
- Final payment of the balance:
 - If the total pre-financing payments are lower than the final grant: payment of the balance.
 - If the total pre-financing payments exceed the final grant: recovery of the difference.

Payments are made in EUR.

The Agency will send you a notification letter for the second pre-financing and the final payment. In the first case, the notification will specify the amount due as second pre-financing; in case of the balance, the total cost of the project and the final EU grant will be stated.

In the event that the grant agreement does not foresee pre-financing payments (art I.1.5), only one final payment will be paid after the submission and approval of the final report.

5. REPORTS

All reporting is done electronically through the Funding and Tendering Opportunities in the Single Electronic Data Interchange Area (SEDIA) <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home> which is a single entry point also for the management of your grants.

In order to ensure that your costs are eligible, we strongly recommend, as you move along with your project, to submit your films for qualification and to check the status of the films you report on (see section 11. Film Qualification).

We also recommend that you carefully read the user guide "How to complete and submit a project report using e-Reports [Distribution and Sales Agents Automatic Support 2020 \(europa.eu\)](#)

PROGRESS REPORT ON THE IMPLEMENTATION OF THE ACTION



To request a second pre-financing payment, a **progress report** must be submitted.

This must be done at the end of reporting period 1 (month 14). You have 60 days to submit your progress report to the Agency .

The progress report consists of:

1. **a costs statement** (=statement on the use of the previous pre-financing instalment), following the structure of the forecast budget in the grant agreement (Annex III), where you state the costs made, up to the moment of submission of the Progress Report.
2. **a progress activity report** (= technical report on progress), where you describe the progress of the action, films acquired promoted/advertised, etc. and any changes to the strategy as submitted with the application.
3. **a second pre-financing payment request**, to be downloaded from the beneficiaries' space on the Creative Europe website.

Important:

- Films must qualify as European non-national (status “processed” in the Creative Europe MEDIA Database) in order to be declared in the progress report (see section 11. Film Qualification).
- Reporting can be made on a maximum of 5 different eligible non-national films. Reinvestment on the same film in different categories of costs is allowed, but reinvestment on the same film for the same category of costs under different calls for proposals is not possible.
- Fill out the interoperable standard identifier (ISAN or EIDR) (see section 12 below).
- Changes to the global budget should be explained and a request for an amendment should be made if necessary (For example, if you have costs in a heading where initially no amount was forecast – see 6. Budget and 7. Amendments)



FINAL REPORT ON THE IMPLEMENTATION OF THE ACTION

To request the payment of the balance, a **Final Report must be submitted**, at the latest 60 days after the end of the implementation period of the action.

The final report consists of:

1. **a costs statement** (= final financial statement), following the structure of the forecast budget in the grant agreement (Annex III), where final costs of the action are declared, from the beginning to the end.
2. **a final activity report**, (=final technical report) which details the results of the action, the films acquired and promoted/advertised, and how the strategy as submitted with the application has evolved.
3. **a final payment request**, to be downloaded from the beneficiaries' space on the Creative Europe website.

Important:

- films must qualify as European non-national (status "processed" in the Creative Europe MEDIA Database) in order to be declared in the final report (see section 11. Film Qualification)
- reporting can be made on a maximum of 5 different eligible non-national films. Reinvestment on the same film in different categories of costs is allowed. Please note that reinvestment on the same film for the same category of costs under different calls for proposals is not possible.

Costs related to film financing (Heading 1 of the budget) can be eligible up to 75% of the total direct reinvestment budget ("total direct costs" of the budget form). This means that the projects must allocate a minimum of 25% of the support to prints and advertising costs (Heading 2 of the budget form)

- for all films submitted, please submit the international sales agreement, for each submitted contract, please fill out the Excel "Summary of international sales agreement information", downloadable from the reporting section on the Beneficiaries' space.
- fill out the interoperable standard identifier (ISAN or EIDR) (see section 12 below).
- Changes to the global budget should be explained. A request for an amendment should be made if necessary (for example, if you have costs in a heading where initially no amount was forecast – see sections 6. Budget and 7. Amendments). This request for amendment must be made and approved before the submission of the final report (and requested at the latest one month before the end of the implementation period of the agreement).



- Once the final report has been submitted, amendments are no longer possible (see section 7. Amendments)

Where the grant is more than EUR 60.000 and less than EUR 750.000, the final report must be accompanied by the Report of Factual Findings on the Final Financial Report – Type I. See the guidance notes: [Microsoft Word - Annex III - Guidance notes audit type I 03.2014 EN.doc \(archive-it.org\)](#)

EACEA Documents Register / Audit procedure type I and II / For grant agreement/grant decision signed as from 01/04/2014 / Type I - Audit Certificate on Final Financial Report

Where the grant is equal to or more than EUR 750.000, the final report must be accompanied by the Report of Factual Findings on the Final Financial Report – Type II. See the guidance notes: [Microsoft Word - Annex IV - Guidance notes audit type II 03.2014 EN.docx \(archive-it.org\)](#)

EACEA Documents Register / Audit procedure type I and II / For grant agreement/grant decision signed as from 01/04/2014 / Type II - Audit Certificate on Final Financial Report

As stated in the guidance notes, the Report of factual findings is composed of the following documents:

- *Cover letter (according to the mandatory text)*
- *Annex 1 – Information about the Grant Agreement/Decision;*
- *Annex 2 – Specific procedures to be performed;*
- *Annex 3 – Compulsory report Format and procedures to be performed.*
- **AND** *the cost breakdown relating to the Action, compiled, dated and signed by the beneficiary and countersigned by the auditor (or competent public officer).*

Where the grant is less than or equal to EUR 60.000, there is no audit certification needed but, upon the analysis of the final report, the Agency may ask you:

- **For heading 1 - film financing:**
 - specified invoices and /or a copy of the proofs of payments, withholding tax, and/or offsetting.
- **For heading 2 –Prints and advertising:**
 - A breakdown of costs, specified invoices, promotion materials.



6. BUDGET

Please read carefully the explanatory note at the end of the Estimated budget (annex III of the grant agreement). As indicated in the note, additional headings (where no amount initially forecast) can be added but only after prior approval by the Agency by amendment to the initial estimated budget.

In the e-report, the total costs and the total income must be balanced. This means that the total of your costs must be equal to the total of your income.

7. RECONCILIATION OF COSTS IN THE FINAL REPORT

It is of great importance that you are able to reconcile the costs declared in the final report.

At any time, during the desk review of your final report, or in case of an audit, you might be asked to deliver proof of the amounts declared. In this case, the Agency will only accept a clear breakdown of the invoices.

8. AMENDMENTS

The Agency can make an amendment to the grant agreement, in the case of change of legal representative, bank account, legal address, contact details, budget and implementation period. Any request for an amendment must be done by letter and signed by the legal representative. A scan of the signed letter can be sent by email to EACEA-DISTRIBUTION-SALESAGENTS@ec.europa.eu. It must be submitted **at the latest 1 month before the end of the period of the action**.

9. EXCHANGE RATE

Beneficiary and affiliated entities with general accounts in a currency other than the euro must convert costs incurred in another currency into euros at the average of the daily exchange rates published in the C series of the *Official Journal of the European Union* (available at <http://www.ecb.europa.eu/stats/exchange/eurofxref/html/index.en.html>), determined over the corresponding reporting period (i.e. from the starting date of the implementation period until the date of submission of the report).

If no daily euro exchange rate is published in the *Official Journal of the European Union* for the currency in question, conversion must be made at the average of the monthly accounting rates established by the Commission and published on its website (http://ec.europa.eu/budget/contracts_grants/info_contracts/infoeuro/infoeuro_en.cfm), determined over the corresponding reporting period.



The beneficiary with general accounts in euros must convert costs incurred in another currency into euros in accordance with their usual accounting practices.

IMPORTANT! This exchange rate must be applied on the amounts stated in the invoices! Not on the amounts paid!

10. VISIBILITY OF THE PROGRAMME

Since you are getting a grant from the European Union, you are required to contribute to the visibility of the Creative Europe -MEDIA programme.

1. The beneficiary is obliged to visibly put the static logo on its website as well as on all communication and publication about the action and promotion materials.
2. For trailers (in cinema and online): choice of use of the animated or static logo.
3. For electronic posters (animated or static): choice of use of the animated or static logo.

The logo can be downloaded from https://www.eacea.ec.europa.eu/about-eacea/visual-identity/creative-europe-media-visual-identity_en

IMPORTANT! In case you don't respect these rules on visibility, the Agency may apply a 20% reduction rate on the maximum amount of the grant. Please see Art I.10 of your grant agreement.

11. FILM QUALIFICATION

If in the progress report, a film is declared that is not yet qualified as European non-national (status "processed"), the costs for that film will be rejected immediately.

If in the final report a film is declared that is not yet qualified as European non national, you will be able to submit the proof. However if that film turns out to be ineligible (non-European or national), the costs for that film will be rejected and you will not be able to introduce new costs on another film.

Therefore it is strongly recommended that the films in the report are qualified at the time of submission of the reports.

Films must comply with the requirements as set out in the call guidelines in section 6.2 Eligible activities.

You must check the eligibility status of the films you want to report, in the Creative Europe MEDIA Database [Creative Europe MEDIA Database \(europa.eu\)](https://www.eacea.ec.europa.eu/creative-europe/media-database_en) :



-Submitted - film was submitted by a user for the review.

-Under processing - information provided is being reviewed by the EACEA staff

-Missing information - EACEA does not have all the elements to qualify the film. For more info, please contact EACEA-MEDIA-DB@ec.europa.eu

-Processed - film qualification request has been reviewed by the EACEA staff. You can now verify if the film nationality is eligible for your Call.

-Criteria not met - film qualification request has been reviewed by the EACEA staff. The film does not meet the criteria set by MEDIA.

You can use the following film financing plan template for your convenience. It must be signed by the lead producer.

https://wayback.archive-it.org/12090/20210125102924/https://eacea.ec.europa.eu/sites/eacea-site/files/750MB/sample_film_financing_plan_-_indicative_3.doc

Films will only be qualified once EACEA has received all the necessary information.

Only costs linked to eligible films will be accepted at the moment of the analysis of the progress and/or final report.

Any question related to the qualification of a film must be addressed at the following address: EACEA-MEDIA-DB@ec.europa.eu

12. INTEROPERABLE STANDARD IDENTIFIER

In the e-reports, you are asked to fill out the interoperable standard identifier of the film. We accept an ISAN or EIDR. ISAN and EIDR are identifiers for audiovisual works (like an ISBN for books).

You can find more info on the respective websites: <http://www.france-isan.org> and <https://eidr.org>

For you to see if a number was assigned, please consult:

ISAN: <https://web.isan.org/public/en/search>

EIDR: <https://ui.eidr.org/search>

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For you to see if a number was assigned, please consult:



ISAN: <https://web.isan.org/public/en/search>

EIDR: <https://ui.eidr.org/search>

What is an ISAN?

A random number consisting of 24 hexadecimal characters identifying the work, plus 8 characters identifying the version and two control keys, an ISAN is presented and broken down as follows:



The ISAN number may be allocated - in principle at the request of a producer or his authorized representative - to each audiovisual work of whatever nature ("ISAN-Work" whose last characters are then zero), within the framework of a voluntary registration system. It can also be attributed to each version of a work ("ISAN-Version" or V-ISAN), and this at the request of any type of third party (distributors, broadcasters, technical service providers, ...), according to their needs.

A predictive ISAN number (ISAN "In Dev") can also be assigned to a work in the project stage, from the beginning of its development. It will become an ISAN strictly speaking during the actual realization of the work (ISAN In Dev activated).

Each ISAN number (work, version, or In-Dev) is completed in the ISAN central database by the main descriptive information of the work or version (title, type of work, director, year of production, duration, main performers, features of the version, etc.). In the case of an ISAN In Dev, this descriptive information may be incomplete and modifiable.

What is an EIDR?

EIDR is a universal Digital Object Identifier (DOI) that uniquely identifies an audiovisual object. It is similar to a UPC code that is used to identify physical packaged goods. EIDR can be used for both physical and digital video objects that are part of the movie and television supply chain.

EIDR is an opaque ID with all information about the registered asset stored in a central registry. Its structure consists of a standard registry prefix, the unique suffix for each asset and a check digit.





EIDR is purely functional without any implication of ownership, making it persistent enough to remain the same despite any change in control or ownership of the underlying asset.

13. CREATIVE EUROPE PROJECT RESULTS PLATFORM

Since you received a grant, information about your project, such as project summary, duration, budget and partnership structure is shared in the Creative Europe Project Results Platform: <https://ec.europa.eu/programmes/creative-europe/projects/>.

Creative Europe PRP is the Dissemination and Exploitation platform that offers a comprehensive overview of projects funded under the Creative Europe programmes, as well as some projects funded under the previous programmes.

Once selected, you received an automated notification with the credentials to log on to your workspace, which is called "Beneficiary's Dashboard". During the course of your project, you are able to add information and results to your project.

In the final report, there will be a field in which you will update the project summary as it has taken its final form. Be as concrete as possible: detail your final project as well as its impact. Please be advised that this is your way of presenting your project to the public. Upon our approval of the final report, this description will replace the description in the Creative Europe Projects Results Platform.

Once your project has reached its end date or once you have submitted your final report, you will receive an automated notification informing you that you can submit your results for review. The status of your project will change into "Available for submission after all results uploaded". We would appreciate if you could include a link to your website and logo, as well as any material that you feel comfortable being made public, and links to the film web pages for the films declared in your report. Please make sure that you have uploaded all the results that you wanted before clicking on the "Submit for Review" button.

Be aware that in the event of non-submission or incomplete submission of the public summary and the project results on the platform, the Agency may suspend the time limit for payment of the balance.

The project results, as well as the final project summary, will be published on the Platform when your project is finalized i.e. once the final report of your project is approved by the Agency.

For information on how to proceed, please see the "Creative Europe Project Results Platform Guide for Beneficiaries" in the Beneficiaries Space on the Creative Europe Website.

14. PRACTICAL GUIDANCE IN FILLING OUT THE REPORTS

Section "IMPLEMENTED ACTIVITIES – Project description" (in the Final e-Report only):



The text entered here, will be made public in the Creative Europe Results Platform. The Creative Europe Results Platform helps in the dissemination and promotion of projects funded under the Creative Europe programme. As such, please elaborate on the films supported under Reinvestment for this call, including actions taken, for example reasons behind the acquisition of films, promotion material produced and campaigns activities, as well as results obtained (e.g success of the campaigns etc.).

Section “Reporting data”:

Interoperable standard identifier

Although this field might not appear as mandatory, please note that under the call guidelines (section 6.2 Eligible Activities) if the film has an interoperable standard identifier, such as ISAN or EIDR, it must be indicated in the e-Report.

Tick boxes indicated for headings

Please tick the boxes and fill in the relevant information **only** for the fields for which you are declaring costs in the financial statement part of the report.

Financial Statement

The “contractual” column reflects the estimated budget (Annex III of the grant agreement) and cannot be modified. The “declared” column should reflect the actual costs incurred up until the submission of the report, and that are being declared in the e-Report. The costs entered under the “declared” column can differ from the amounts entered in the “contractual” column.

The budget must be balanced. This means that the total amount of the costs declared must be equal to the total of the amount of income. If the budget is not balanced it is not possible to submit the eReport and an error message will appear.

“European Union grant requested”: For progress reports, enter the amount being requested for the 2nd pre-financing payment. This should be the same as the amount being requested in the 2nd pre-financing payment request document and can be more than 60% of the total budget at progress report stage. For final reports, enter the full amount you are requesting. This should be: the 1st pre-financing amount (where applicable) + the 2nd pre-financing amount (where applicable) + the balance being requested. The amount should be either the maximum grant amount stated in article I.3 of the grant agreement or 60% of the total eligible costs, whichever is the lower.

“Other EU support”/“Other public support”: please enter the amounts received, where applicable, and state the source of funding in the progress/final activity report document.

“Contribution financed by the sales agent” should be calculated as follows: “Total costs declared” - “European Union grant requested” - “Other EU support”/“Other public support” (if applicable) = “Contribution financed by the sales agent”.

Attachments:



“Progress/Final activity report”: Please use the templates linked to the call 22/2019 (Action 2), to be found in the beneficiaries’ space. [Distribution and Sales Agents Automatic Support 2020 \(europa.eu\)](https://europa.eu) Please respect the templates and do not delete any of the questions.

For costs declared under sub-heading 1.1, please provide information on the co- acquisitions, such as the strategy of how and why you acquired these films, expectations you have for their sales etc. If the films have already been sold, please also provide results obtained from the sales of the films.

For costs declared under heading 2, please elaborate on the results of the promotion, marketing and advertising activities and the campaigns of the films.

“Deliverables for headings 1 & heading 2: international sales agreement / deal memos”: For all films declared under heading 1 and heading 2 of the financial statement, at the submission of the final report, you must attach the international sales agreement(s) with the producer. These must be submitted, even if the field does not appear as mandatory.

For each submitted contract, please fill out the Excel “Summary of international sales agreement information”, downloadable from the reporting section on the Beneficiaries’ space.

Please attach the agreement(s) and the Excel table as a zip file

“Type I Audit certificate (in case of grants of more than EUR 60.000 and less than EUR 750.000)” / “Type II Audit certificate (in case of grants equal or more than EUR 750.000)”: This must be submitted as per the cases described, even if the field does not appear as mandatory. The following must be included: the cover letter signed by the legal representative and the auditor, Annex 1 – Information about the Grant Agreement/Decision, the report of factual findings signed by auditor and the cost breakdown relating to the Action signed by the legal representative and the auditor.

“Second Pre-financing/Final payment request”: Please use the templates linked to the call 22-2019 (Action 2), to be found in the beneficiaries’ space. [Distribution and Sales Agents Automatic Support 2020 \(europa.eu\)](https://europa.eu) .The amount requested must be the same as the amount requested in the financial statement of the e-Report under “European Union grant requested”, in the income section.

15. TECHNICAL PROBLEMS DURING THE COMPLETION AND SUBMISSION OF THE REPORTS

Please refer to the e-report user guide on the beneficiaries’ space.
