



Information session

European co-development

26 April 2022

This info session will be recorded using WebEx for the purpose of publication on EACEA's website. Only the presentations will be recorded: the Q&A sections will not be recorded

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European co-development 2022 Call for proposals

*European Education and Culture
Executive Agency*



Info session

26 April 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

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: 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**

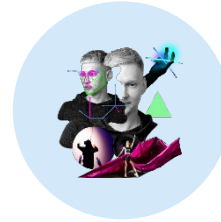
Content cluster



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 co-development

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

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

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)

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

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

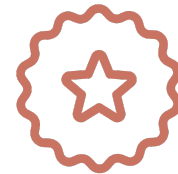
Expected impact

- 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



Timetable and budget

- Deadline: 8 September 2022
- Results: February 2023
- Budget: 6M EUR



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, Video games and immersive content development or Co-development (can be partner in 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

Eligible participants

- Applicant (coordinator) must demonstrate recent experience in producing internationally distributed works:
 - produced 1 previous works since 2015 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)

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)

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

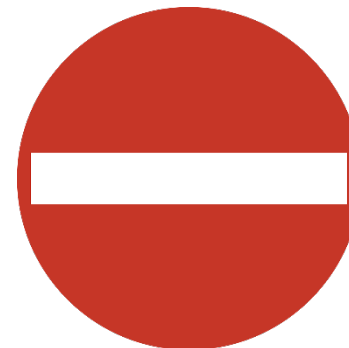
Eligible activities

- 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

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

- **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

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

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), representing max. 50% of the eligible budget
- 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

Q&A





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

BACK AT 15:25



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

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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 (40 points)**
 2. **Quality of content and activities (20 points)**
 3. **Project management (25 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 (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)

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)



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)

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) Adequacy of the **development strategy** (10 points)
- c) Adequacy of the **financing strategy** (10 points)

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)

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 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)

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
 - ✓ Information on independence and ownership and control: breakdown of shareholding per company, including affiliated entities (mandatory template)

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)

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.

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:
 - should 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

Common errors in applications



Common errors in applications

- **Acronym and short summary** (to be encoded when starting the application)
 - Acronym: helpful if it refers to the company/project (i.e. not CODEV2022 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 errors in Part A


- **Partners not or incorrectly encoded in Part A**
 - Only COO encoded in Part A, whilst in budget and Part B a co-production partner is identified as co-beneficiary
 - Partner encoded as affiliated entity whilst it is not an AE of the COO or identified partners
 - Partner encoded in Part A but with 0 EUR budget (is it a co-beneficiary?)


Ensure coherence between Part A, Part B
and estimated budget at all times!



Key actors in the application

- Coordinator (COO): main applicant
- Partner (PA): co-beneficiary of the grant
- Affiliated entity: entity linked to one of the applicants (COO or PA) and taking part in the action – to be encoded at the level of either the COO or the PA (the linked entity)
- Submission: only by main contact and other contact with full access right of the COO

Number of participants: 1 ⓘ

 Coordinator

1 

- Main  

PIC:

For both COO and PA, a main contact (intermediary with our services) needs to be identified. Other contacts (either with full access or read-only access) can be added

Common errors in Part A

- **Budget (EU grant requested) incorrectly encoded in Part A**
 - Whole production budget instead of EU grant requested
 - Different amounts than in the budget, either with same total (but different repartition) or with different total
 - Entire EU grant requested for COO, 0 for PA
 - Zero(s) too much or too little (e.g. 600k instead of 60k)

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

		TOTAL COSTS (A+B+C+D+E)		MAX EU CONTRIBUTION = 15 % of 10.138.199 € or 1.000.000 €		Your maximal EU contribution corresponding to your budget = 1.000.000 €	
				Max EU CONTRIBUTION		Requested EU - CONTRIBUTION	
		MFA	9.689.938	955.785	955.785	✓	✓
		NFD	448.261	44.215	44.215	✓	✓
TOTAL		Consortium	10.138.199	1.000.000	1.000.000	✓	✓

Common errors in estimated budget

- Max. grant amount and max. co-financing rate incorrectly encoded in 'Instructions' sheets → incorrect calculation of the max. EU contribution in the 'Proposal Budget' sheet → incorrect requested EU grant !!!!
- Do not forget to break the type of employees down

FILL IN THE BELOW VALUES BEFORE STARTING:	
Insert the name of your call :	TVONLINE
Insert the acronym of your project :	acronym
Maximum amount for the EU CONTRIBUTION :	500.000,00 €
Co-financing rate :	20,00%

PRINT PDF

Double-Click to activate

A1. Employees (or equivalent) man days (you can change the types based on your structure)
Producteur et personnel du producteur
Techniciens cadres et réalisateurs
Techniciens non cadres
Comédiens
Stagiaires

For elements to be encoded in 'Instructions', check section 10 of the Call

Max. grant amount = EUR 60.000/EUR 100.000 per partner, so multiply by the number of partners

Max. co-financing rate = 50%

Common errors in estimated budget

- Encode partners correctly and **apply changes!**
- Encode work packages correctly and **apply changes!**

List of Beneficiaries and Affiliated Entities				Actions (double-click to activate)	
BE NR/AE	BE/TP name	Acronym	Country	APPLY CHANGES	Add a Beneficiary
BE 001	Coordinator	COO	be	Remove this Beneficiary	Add an Affiliated Entity
BE 002	Partner 1	PA1	at	Remove this Beneficiary	
BE 002 / AE 001	AE of PA1	AEPA1	de	Remove this Affiliated Entity	Add an Affiliated Entity

List of Work Packages	
WP Nbr	WP Label
WP 001	Project management and coordination
WP 002	Pre-production
WP 003	Production
WP 004	Post-production, prints and delivery
WP 005	Communication and dissemination

Partnership in Part A

Work packages in Part B

MANDATORY

Common errors in estimated budget

- Only encode **eligible costs!** (\neq entire production budget)
- When encoding the budget, clarify the units used via the 'Any comments' sheet

Any comments	
nr	Comments
A1	Production Staff : Direction de production à 10% moyenne sur 12 mois pour superviser la bonne gestion de l'avancement du développement
A1	Directors (1 pris en charge par chacun des bénéficiaires): à 10% moyenne sur 12 mois pour superviser l'avancement technique et artistique du développement
C1	Travel: Voyages producteurs durant la phase de développement (recherches financements, Cartoon movie, MIFA, Rdv CNC...)
C3	Services for Meetings, Seminars, Events: Accréditations Cartoon Movie et MIFA (producteurs et réalisateurs)
A1	Production staff: Chargé(e)s de production à 10% moyenne sur 60 jours pour assurer le suivi de fabrication des tests
A1	Technical staff: 2 infographistes model et rig props sur 40 jours, 2 infographistes lumière, rendu, texture sur 40 jours, 1 infographiste clean et rig 2D cut-out sur 20 jours, 1 infographiste lay-out posing sur 40 jours, 1 animateur 2D cut-out sur 5 jours, 1 animateur traditionnel et fx sur 45 jours, 1 opérateur compositing et fx sur 40 jours
A1	Directors: à 10% moyenne sur 60 jours pour superviser et valider la fabrication des tests
C3	Other: coût logiciels de production/journée de travail (moyenne constatée)
A1	Technical Staff : Salaire ingénieur du son pour l'enregistrement voix témoins
A1	Cast music and voices: rémunération musiciens et comédiens voix témoins
A1	Other: Contrat option Compositeur musique
A2	Natural persons under direct contract: Dialoguistes pour les différentes adaptations du scénario
C1	Travel, accomodation, subsistence : Frais inhérents à l'enregistrement des voix témoins, à la recherche musicale et à la communication

Common errors in estimated budget

- Do not forget to fill in the **Requested EU Grant Amount** and make sure that it corresponds to the budget in Part A

[Click here to go to the column Requested EU Grant Amount](#)

		TOTAL COSTS (A+B+C+D+E)	MAX EU CONTRIBUTION = 20 % of 12.456.940 € or 500.000 €	Your maximal Requested EU Grant Amount, corresponding to your budget, = 500.000 €		TOTAL COSTS (A+B+C+D+E)	MAX EU CONTRIBUTION = 20 % of 12.456.940 € or 500.000 €	Your maximal Requested EU Grant Amount, corresponding to your budget, = 500.000 €	
			Max EU CONTRIBUTION	Requested EU Grant Amount			Max EU CONTRIBUTION	Requested EU Grant Amount	
Coordinator	COO	10.914.000	438.069		✓	10.914.000	438.069	438.069	✓
Partner 1	PA1	1.457.340	58.495		✓	1.457.340	58.495	58.495	✓
AE of PA1	AEP1	85.600	3.436		✓	85.600	3.436	3.436	✓
TOTAL	Consortium	12.456.940	500.000		✗	12.456.940	500.000	500.000	✓

Amounts in Part A

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
- Ensure that the info is coherent with the rest of the documents in the application
- Ensure that it is readable

Common errors in shareholding

- First encode all the applicant **companies** (i.e. not natural persons) in the 'Instructions' sheet, also affiliated entities (must respect eligibility conditions!)
- Encode the entire shareholding of the different companies 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 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

Common errors in applications - Other

- Do not forget to **encode the work(s) in the MEDIA Database** – may render the application ineligible (especially for DEV)!
- 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)
- Do not forget to upload the **signed co-development agreement**

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

Common errors in applications - Other

- **Make sure to upload the annexes in the right slot!!!**
- **Do not add documents that are not requested**
- **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 mailbox:

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



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