WELCOME to the information session on the Films on the Move (call CREA-MEDIA-2022-FILMOVE)

We will start promptly at 10.30 am
Please mute your microphone and switch off your camera

European Education and Culture Executive Agency
Films on the Move

Info Session 07/02/2022

European Education and Culture Executive Agency
Agenda of the meeting:

- Presentation of the call
- News and tips
- Description of the proposal content and submission tool
- Focus on budget & calculation of the requested amount
- Q&A
Presentation of the call FILMOVE 2022

✓ Globally CONTINUITY

⇒ No big changes regarding award criteria and main objective is still the same:

Support the **wider distribution on all platforms** (cinemas, but also online) of recent non-national European films by encouraging sales agents and theatrical distributors in particular to invest in promotion and adequate distribution.
Possibility to support theatrical distribution and also online distribution

“The activities to be funded are campaigns for the pan-European theatrical and/or online distribution of eligible European films, outside their country of origin, coordinated by the sales agent of the film.”

Condition: “The majority of the national distribution campaigns should focus on theatrical releases.”
Projects presenting innovative business strategies in a new digital environment are encouraged
Presentation of the call FILMOVE 2022

✓ Implementation period:
- At earliest from submission date of proposal
⇒ Earliest release 10 weeks after submission date
⇒ Duration of project flexible from 24 months up to 36 months (to be fixed during contractualisation before signature of agreement)
Presentation of the call FILMOVE 2022

✓ Call budget:
16 M €

✓ 2 cut-off date (=deadlines) for this year:
15/03/2022 - 17.00 CET (Brussels)
05/07/2022 – 17.00 CET (Brussels)
Presentation of the call FILMOVE 2022

✓ Award criteria:
- Relevance: (45 points)
- Quality of content and activities: (30 points)
- Project management: (10 points)
- Dissemination: (15 points)
Presentation of the call FILMOVE 2022

✓ Tips and observations on award criteria:

⇒ Relevance:

• Gender balance

• Adequacy of the strategies presented to ensure a more sustainable and environmentally-respectful industry (new)
Presentation of the call FILMOVE 2022

⇒ Quality of content and activities

❖ Potential:

   link to promo reel compulsory (at least!)

   Present box-office and estimated revenue in national strategies
Quality of content and activities

Cost-effectiveness:

It would be helpful to have a total revenue estimate over the whole pan-European release

-> to compare with the global cost of the project
Presentation of the call FILMOVE 2022

⇒ Project management:

Good practice to pre-agree with third parties distributors on the applicable rules in case of selection regarding the methodology to monitor costs, the allocation of the support,…
Presentation of the call FILMOVE 2022

⇒ Dissemination

❖ Impact of other activities:

Do not add there elements that have already been disclosed in “Relevance International Dimension”
Payment breakdown in case of selection:

- first pre-financing: 60%
- 2nd pre-fin (optional): 20% => based on a pre-financing report – condition 70% of the first pre-financing must have been spent

Rem: No interim report nor audit report must be submitted during the pre-financing phases.

However, an audit report is required alongside the final report.
Structure of the presentation

- Application process and tool
- Application form:
  - Part A, B, C
  - Work Packages
  - Media Data Base
  - Letters of Intent
  - Budget and Media Request
Application process and tool

Call published on Funding & Tender Portal (FTOP) - [https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home](https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home)
Application process and tool

The Call is open for submission:

To access the Electronic Submission Service, please click on the submission button next to the type of action and the type of model grant agreement that corresponds to your proposal. You will then be asked to confirm your choice, as it cannot be changed in the submission system. Upon confirmation, you will be linked to the correct entry point.

To access existing draft proposals for this topic, please login to the Funding & Tenders Portal and select the My Proposals page of the My Area section.

Please select the type of your submission:
- CREA Project Grants [CREA-PJG], CREA Action Grant Budget-Based [CREA-AG]

Start submission
Application process and tool

Start your application: the PIC number

Follow the procedure through the metro line
Application process and tool

TIP: refer to available resources like Online manual, IT Helpdesk, FAQs
Application process and tool
Application form

- Part A
- Part B
- Part C
- Annexes
- Link to MEDIA DATA BASE
Application form

How does Part A look like?
Application form

Part B:

• Word document to be downloaded from the portal

• Narrative part: technical description of the project with the planned activities, work packages, costs, etc. (must be uploaded as PDF).

• It allows to assess the award criteria of the call
Application form

How does Part B look like?

Part B

- Word Document
- Detailed description of project for evaluation
- Check the correct questions based on the action/call

Project summary

See Abstract (Application Form Part A)

1. RELEVANCE

1.1 Background and general objectives

Background and general objectives

For European Co-development, European State development, European mini-state development and TV and Online content:

- Provide a presentation of the applicant company (and partners for the European Co-development and TV and Online actions) its management, its activities, its present position in the national and European markets and its additional line in terms of development and production.

For European State and mini-state development, also describe the company’s development plan and its present and forecast financial status (this must include the company’s total turnover and total development expenditure in the last two financial years in €).

For fostering European media talents and skills, Market & networking, Innovative tools and Business models, Networks of European cinema, European VOD networks and operators, European festivals, Building of cultural content, Audiences Development and New Education, Digital technologies, TV and Jacquemart’s Partnership: Define the objectives of your proposal and expected impact .

For Briefs on the floor: Describe the experience of the ideal role on non-European projects, the number of distributors involved and the experience of distributors and their involvement in the project.

In short text

1.2 Needs analysis and specific objectives

Needs analysis and specific objectives (use for “Building of cultural content” and “Audiences Development and New Education”)

For European Co-development:

- Describe the added value of the co-development approach, in particular with regards to the nature of the project and the complementarity of the background and expertise of the partners involved.

- Describe how the production companies will collaborate on the joint development of creative aspects and storytelling.

For European State development and European mini-state development: Describe how the project will help improve the company’s position on the European and international market or relation to its co-production approach, in partnership with payers from different countries (excluding those from countries with different production capacities), visibility at major film festivals and physical and online markets, capacity to increase the company’s turnover, and capacity to...
A **work package** is a building block of the work breakdown structure that allows the project management to define the steps necessary for completion of the work.

⇒ Mandatory Work Packages:

• WP 1 – Project Coordination and sales agent costs (mandatory)

• WP 2 – Support to third parties (mandatory)

⇒ Elements: objectives, description, tasks, deliverables, milestones

A **deliverable** is a physical output related to a specific objective of the project, e.g. a report, publication, newsletter, tool, website, or conference
Application form: Focus on the Work Packages

Work Package 1 – Project Coordination and sales agent costs (mandatory)

Examples of Deliverables:

Coordination report (coordination activities e.g. newsletters)

Promotional material from sales agent (last international trailer, press kit…)

European Commission | Education, Audiovisual and Culture Executive Agency
Application form: Focus on the Work Packages

WP 2 – support to third parties (mandatory)

Examples of Deliverables:

• Payment requests form third parties
• Theatrical release reports: release date and evidence, box office, …
• VOD release reports
• Promotional material from third parties

TIP: Spread the deliverables during the lifetime of the project
Application form: Focus on the Work Packages

Milestones:

A milestone is a scheduled event signifying an important decision making moment or the completion of a deliverable

Example

• theatrical or VOD releases (months): individual or cumulated
• month in which the international promotional material is finalised

Not compulsory but recommended to follow-up the implementation through crucial moment of the life of the project
Application form

Part C contains questions for statistical purposes:

• Did you contact a "Creative Europe Desk" before submitting this application?
• Have you been satisfied with the service provided?
• Annual turnover in €
• Number of permanent staff
Application form

Mandatory annexes according to call:

1. International film sales agreement

2. Letters of intent of distributors having acquired the theatrical rights from the sales agent detailing P&A costs.

3. Information on independence and Ownership and control

4. PDF with film(s)/work(s) information from the Creative Europe MEDIA Database
Focus: the Media Data Base

From the submission system, you need to go to the new film data basis Media DB to collect one of the annexes (PDF with film/work information from the Creative Europe MEDIA Database):
Focus: the Media Data Base

Media DB (the new film data basis):

- For film/works related actions
- Select an existing film or create a new film
- Add to the file the third parties, their P&A and their individual MEDIA grant requests
- Will generate an annex to be uploaded in the submission system
- Centralised film database allowing to track all films infos, from development to distribution
Focus: the Media Data Base

Media DB (the new film data basis), how does it look like?

## Application Information

<table>
<thead>
<tr>
<th>Call / Topic reference</th>
<th>SEP Project ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>CREA-MEDIA-2021-FILMOVE</td>
<td>SEP-210756581</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Contact Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Band Consulting SCS</td>
<td><a href="mailto:mediaditest01@hotmail.com">mediaditest01@hotmail.com</a></td>
</tr>
</tbody>
</table>

## Film selection

- **Film Title**: [Search and Select]
- **Film Director**
- **Country**
- **Year of Copyright**

## Participants to the Grouping

<table>
<thead>
<tr>
<th>DISTRIBUTION COUNTRY</th>
<th>COMPANY NAME</th>
<th>ROLE</th>
<th>FORECAST RELEASE DATE</th>
<th>P&amp;A COSTS</th>
<th>FORECAST GRANT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

No distributors yet
Focus: the Media Data Base

Media DB (the new film fiche annex), how does it look like?
**Presentation of the call FILMOVE 2022**

- **Eligible activities – films:**

<table>
<thead>
<tr>
<th>Fiction</th>
<th>Points</th>
<th>Documentary</th>
<th>Points</th>
<th>Animation</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Director</td>
<td>3</td>
<td>Director</td>
<td>3</td>
<td>Director</td>
<td>3</td>
</tr>
<tr>
<td>Author/(Script)writer</td>
<td>3</td>
<td>Author/(Script)writer</td>
<td>3</td>
<td>Author/(Script)writer</td>
<td>3</td>
</tr>
<tr>
<td>Actor 1</td>
<td>2</td>
<td>Composer</td>
<td>1</td>
<td>Composer</td>
<td>1</td>
</tr>
<tr>
<td>Actor 2</td>
<td>2</td>
<td>Production Designer</td>
<td>1</td>
<td>Editor</td>
<td>1</td>
</tr>
<tr>
<td>Actor 3</td>
<td>2</td>
<td>Director of Photography</td>
<td>1</td>
<td>Sound</td>
<td>1</td>
</tr>
<tr>
<td>Composer</td>
<td>1</td>
<td>Editor</td>
<td>1</td>
<td>Storyboard Artist</td>
<td>2</td>
</tr>
<tr>
<td>Production Designer</td>
<td>1</td>
<td>Sound</td>
<td>1</td>
<td>Character Designer</td>
<td>2</td>
</tr>
<tr>
<td>Director of Photography</td>
<td>1</td>
<td>Shooting Location</td>
<td>1</td>
<td>Animation Supervisor</td>
<td>2</td>
</tr>
<tr>
<td>Editor</td>
<td>1</td>
<td>Post Production Location</td>
<td>1</td>
<td>Art(istic) Director</td>
<td>1</td>
</tr>
<tr>
<td>Sound</td>
<td>1</td>
<td>Technical Director</td>
<td>1</td>
<td></td>
<td></td>
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<tr>
<td>Shooting Location</td>
<td>1</td>
<td>Post Production Location</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post Production Location</td>
<td>1</td>
<td>Studio Location</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>19</td>
<td>13</td>
<td></td>
<td></td>
<td>19</td>
</tr>
</tbody>
</table>
Focus: the Media Data Base

Film DB:

⇒ The new film database allows to submit online all the information on the film with necessary documents to qualify it (film financing plan and main cast & crew info)

⇒ Even when the film is already qualified, you need to go to the film database, download the film file with the list of distributors of the grouping and upload it in the application as one of the annexes of part B
Focus: letters of intent =>

Letters of intent of distributors having acquired the theatrical/online rights from the sales agent should mention:

⇒ Confirmation of the intention to release the film (theatrically and/or online)
⇒ Type of rights that have been acquired
⇒ If possible, the minimum guarantee paid to Sales agent for the acquisition (if applicable)
⇒ Confirm compliance with monitoring obligations for sales agent in case of selection
⇒ Compliance with the third party support conditions of the call CREA-MEDIA-2022-FILMOVE (Cf. eligible activities of the call, financial support to third parties)
Reminder - criteria for third parties

(check the call doc for complete version):

• be established in one of the countries participating in the MEDIA strand of the Creative Europe Programme and owned directly or by majority participation, by nationals from such countries;

• be the holder of the theatrical and/or online distribution rights for the film in the country concerned;

• carry out the theatrical and/or online distribution of the film in the country (determine the release date, plans, controls and executes the distribution and promotion campaign);

• pay directly the associated distribution costs.
Reminder - criteria for third parties

Maximum grant allowed per category of country:

• Max 150.000€ for FR, ES, IT and DE
• Max 60.000€ for AT, BE, NL, PL
• Max 30.000€ for CZ, DK, FI, EL, HU, NO, PT, SE
• Max 10.000€ for all the other territories.

Maximum 70% of the forecasted P&A
Focus on budget and MEDIA request

Main costs financed in the call:

- Salaries Coordination costs from Sales agent
- P&A costs from Sales agent (marketing material, travel costs for tour talents,…)
- third party costs (grants to be provided to distributors)
Focus on budget and MEDIA request

Use of a “Cascading Grant”:

- The Sales agent is the main beneficiary of the Grant Agreement (use of a mono-beneficiary Grant Agreement)
- Third parties (=distributors) receive a big part of the total grant from the Sales Agent to support their release costs
- Third party grants are costs from the total budget of the Sales agent
Focus on budget and MEDIA request

Funding principle (2):

- SA can receive up to 90% of the total costs, out of which a great part is allocated to the distributors for their P&A’s.
- The third party grant cannot exceed 70% of the national releases P&A.
Focus on budget and MEDIA request

✓ New budgets in Egrant:

⇒ Budgets have been harmonized between all the different supports of Creative Europe
Focus on new budget and MEDIA request

How does the new budget look like (1)?

<table>
<thead>
<tr>
<th>No.</th>
<th>Name of beneficiary</th>
<th>Country</th>
<th>Role</th>
<th>Employee costs - without volunteers</th>
<th>Personal costs - volunteers</th>
<th>Subcontract costs</th>
<th>Purchase costs - Travel and subsistence</th>
<th>Purchase costs - Equipment</th>
<th>Purchase costs - Other goods, works and services</th>
<th>Financial support to third parties</th>
<th>Indirect costs</th>
<th>Total eligible costs</th>
<th>Indirectible costs</th>
<th>Total estimated project costs and contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brax Consulting Sra</td>
<td>BE</td>
<td>Coordinator</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0.00</td>
<td>0.00</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Focus on budget and MEDIA request

How does the new budget look like (2)?
Focus on new budget and MEDIA request

- Max 7% of indirect costs will be allowed on the total cost (including third parties costs)
- Unconfirmed third parties (distributors) can be confirmed at the reporting stage (if any) for territories which did not provide a letter of intent but must be part of the total cost
Focus on new budget and MEDIA request

✓ Maximum grant that can be requested = 90% of the total budget

✓ Only the third party grant request is now included in the budget of the SA coordinator => reporting procedure simplification

⇒ This % has been increased to fully cover third party’s grants

*It is not meant to cover 90% of SA coordination costs*

*Level of coordination costs should trigger a fair share of the grant*
How to build the budget & calculate the grant?

**STEP 1 Calculate request for third parties (distributors):**

It corresponds to **max 70% of their P&A** (or maximum thresholds previously defined per territories, whichever is the lowest)

**Item D1 in the budget**

<table>
<thead>
<tr>
<th>Participant</th>
<th>A. Personnel</th>
<th>B. Subcontracting</th>
<th>C.1a Travel</th>
<th>C.1b Accommodation</th>
<th>C.2 Equipment</th>
<th>C.3 Other goods, works &amp; services</th>
<th>D.1 Financial support to third parties</th>
<th>D.2 Indirect costs</th>
<th>Total costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Name]</td>
<td>X person months</td>
<td>X EUR</td>
<td>X EUR</td>
<td>X travel</td>
<td>X person travel</td>
<td>X EUR</td>
<td>X EUR</td>
<td>X EUR</td>
<td>X EUR</td>
</tr>
<tr>
<td>[Name]</td>
<td>X person months</td>
<td>X EUR</td>
<td>X EUR</td>
<td>X travel</td>
<td>X person travel</td>
<td>X EUR</td>
<td>X EUR</td>
<td>X EUR</td>
<td>X EUR</td>
</tr>
</tbody>
</table>
**Focus on budget and MEDIA request**

**✓ How to build the budget & calculate the grant?**

**STEP 2 Calculate the coordination costs (sales agent):**

=> It corresponds mostly to Personel costs and Promotion material of Sales agent

**Items A and C.3 in the budget**
Focus on budget and MEDIA request

STEP 2 Calculate Sales agent’s coordination costs

Tip: calculate 8% to 10% of the total amount of distributors grants and depending on the type of project & size of the grouping you will adjust

+ Reminder 7% overheads are calculated on all costs (automatically added in budget form)

⇒ The size of grant allocated to the coordination costs is the total MEDIA grant of the project minus the total grant to be paid to third parties
Contact email for Films on the Move team

EACEA-DISTRIBUTION-SELECTIVE@ec.europa.eu
THANK YOU FOR YOUR ATTENTION

ANY QUESTIONS ?