



CREATIVE EUROPE - MEDIA programme

WELCOME

We will begin at 2.30 pm

Please mute your microphone and de-activate your video



CREATIVE EUROPE - MEDIA programme

Distribution and Sales Agents Automatic Support 2020
Creative Europe - EACEA/22/2019



Kick-off session for beneficiaries



CREATIVE EUROPE - MEDIA programme

- This online event will provide information on **grant management and reporting**, focusing on changes compared to previous years.
- There will also be a **question and answer** session at the end of the presentation.

Agenda of the presentation

- EACEA team presentation
- Presentation of changes in the call 
- Reporting and annexes
- Amendments
- New Creative Europe MEDIA data base 
- What can you find in the beneficiary space?
- Contacts
- Q&A



TEAM

Maria Silvia GATTA

Policy Officer DG CONNECT

Soon-Mi PETEN

Head of Audience sector

Stefano D'ORILIA

Team leader

Misia COGHLAN

Call Coordinator distributors (action 1)

Laura TEXIER

Call Coordinator sales agents (action 2)



EACEA TEAM **project officers**

Isabelle BARON

Renata KAJTMAN

Laura CASCONI

Emmanuelle LE GALL

Julie DECKER

Maria MICHAIL

Paula DE LA TORRE- LOPEZ

Cynthia NOLMANS

Giulia GAMBETTA

Anna MC NAMEE

Changes in the call: Implementation period



The action and the implementation period start on the “starting date of the action” of the grant agreement and last **18 months** from that date (instead of 24 months).

This period can be extended in principle with a maximum duration of six months, upon acceptance by the Agency, an amendment to the grant agreement will be issued. Longer period only if Covid-related!

This request for amendment must requested at the **latest one month before the end of the implementation period of the agreement**). **NO EXCEPTION!**



Changes in the call: 2 Reporting periods (contracts with prefinancing payments)

- 1st reporting period
1 to 14 months (>Progress report due within 2 months)
Possibility to skip the progress report on request.
- 2nd reporting period
15 to 18 months (final report due within 2 months)



Changes in the call: 2 Reporting periods (contracts with no prefinancing payments)

- 1st reporting period
1 to 9 months(>interim report due within 2 months)
Interim report is mandatory
- 2nd reporting period
10 to 18 months (>final report due within 2 months)



Changes in the call: instalments

- 1st prefinancing: increased to 60%
- 2nd prefinancing: 20% OR
- Interim payment: 60%
- Balance payment.

Changes in the call: reinvestment in release/P&A costs



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).

This means that the projects must allocate a minimum of 25% of the support to release/prints and advertising costs (Heading 2 of the budget)



Reporting and annexes

Progress report (20% of the grant)

- A costs statement where you state the costs made, up to the moment of submission of the progress report (eReport).
- A progress activity report where you describe the progress of the action, films acquired promoted/advertised, etc. and any changes to the strategy as submitted with the application.
- A second pre-financing payment request.



Reporting and annexes

Progress report

IMPORTANT:

- Due date: **16 months** after the starting date of the action (reporting period 1 to 14 months).
- Films must **qualify as European non-national** in order to be eligible for the progress report otherwise costs for that film will be rejected.
- The progress report may be skipped if requested by the beneficiary.



Reporting and annexes

Interim report (60% of the grant)

- A costs statement where you state the costs made, up to the moment of submission of the interim report (eReport).
- An interim activity report where you describe the progress of the action, films acquired promoted/advertised, etc. and any changes to the strategy as submitted with the application.
- An interim payment request.
- An audit certificate AND copies of distribution agreements



Reporting and annexes

Interim report

IMPORTANT:

- Due date: **11 months** after starting date of the action (reporting period 1 to 9 months).
- Films must **qualify as European non-national** in order to be eligible for the interim report otherwise costs for that film will be rejected
- An independent report on factual findings (audit certificate) must be submitted with the interim report.
- The interim report is mandatory: it can only be skipped by an amendment.



Reporting and annexes

Final report (balance of grant)

- A costs statement where you state all costs incurred (**eReport**)
- **A final activity 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.
- **A final payment request.**
- **Audit certificate** (in case of grants of more than €60,000)
- Summary of distribution/int. sales agreement information (Excel document)
- Copies of co-production/distribution/sales agreement(s)



Reporting and annexes

Final report

IMPORTANT:

- Due date: **2 months** after end date of the action.
- Distribution/co-production/Int. sales agreements **must be signed during the implementation period**
- Films do not need to be already qualified as European non-national in order to be declared in the final report but it is highly recommended (late qualification will delay the calculation of the grant balance)



Reporting and annexes

Final report

IMPORTANT:

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

Reporting and annexes

Content of eReports

- Section “**Implemented activities**” – **Project Description** : *please elaborate on the films supported, 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.). The text entered here will be made public.*
- Section « **Reporting data** » : *you must indicate the ID code film (MEDIA DB ref), film title and contract information (date of signature, MG etc) . If the film has an interoperable standard identifier, such as ISAN or EIDR, it must be indicated in the e-Report.*



Reporting and annexes

Content of eReports

- Section « **General information** »: *please tick the boxes and provide information on MEDIA logo visibility, any other EU support received and publication on the Creative Europe results platform.*
- Section « **Financing plan** » *a costs statement, where costs of the action are declared at progress/interim report or final stage*



AMENDMENTS

reminder

Always contact the EACEA team as soon as possible if you think you may need to request an amendment.

Different types of amendments, changes in the applicant data (change of legal address, company name, bank account).

Also amendments linked only to the specific project (like extension of the eligibility period, budget, interim report) which must be requested at the latest one month before the end of action.

Break

See you in 10 min

New CREATIVE EUROPE MEDIA database

new procedure for film qualification



- Allows for searching films created and qualified
- Allows for requesting film qualification in the framework of an open grant agreement.
- No more qualification requests sent by email!

New CREATIVE EUROPE MEDIA database

how to create a film qualification request?

- Go to: <https://creative-europe-media-database.eacea.ec.europa.eu/welcome>

Welcome to the Creative Europe MEDIA Database

This platform supports the implementation of the Creative Europe programme of the European Union.

It allows searching for films created and qualified in the framework of the calls for proposals and request a film qualification in the framework of an open grant agreement.



Do you want to find information on an existing film, including the status, the nationality?

Film title, ID or director



- To find your film, type the original title, film ID or the director's name in the “**Search**” field



New CREATIVE EUROPE MEDIA database

- Consult the search results:
- **Submitted** – film was submitted by the user for the review.
- **Under processing** – information provided by the user is being reviewed by the staff.
- **Processed** – film was reviewed by the staff, you can **now verify if the film nationality is eligible for your Call.**
- **Missing information** - EACEA does not have all the elements to qualify the film. For more info, please contact EACEA-MEDIA-DB@ec.europa.eu
- **Criteria not met** - film qualification request has been reviewed by the staff. The film does not meet the criteria set by MEDIA.

New CREATIVE EUROPE MEDIA database

Creative Europe MEDIA Database

[Home](#) >

Search results

Media Film Nationality

All

Year of Copyright

All

Refine search

Could not find the Movie you are looking for? If your company has an open grant agreement for which you would like to submit information on a new audiovisual work that will be part of the project implementation, you can [Create your Movie Fiche](#).

4. If you cannot find the film you are looking for, you can submit the new request by clicking '[Create your Movie Fiche](#)'



New CREATIVE EUROPE MEDIA database

5. Enter your email address and EU Login password

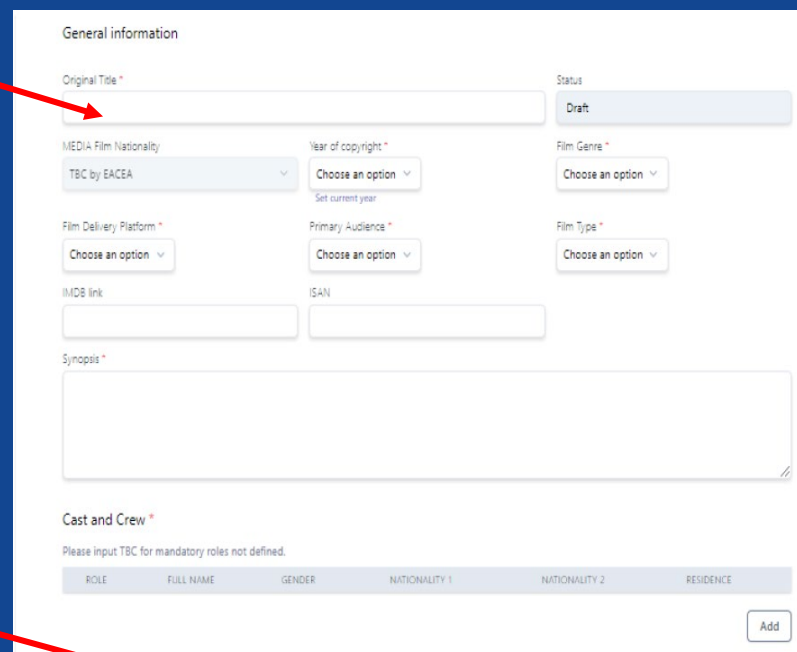
6. In the pop-up message, provide the grant agreement information .

make sure to indicate the complete Grant Agreement reference for which you want the film to be qualified: ex **11111-CREA-1-2020-1-FR-MED-DISTSAG** or **DISTAUTOG**.



The screenshot shows the Creative Europe MEDIA database interface. A pop-up form titled "Enter information about grant agreement" is displayed. The form contains the following text: "You can only create a new Movie fiche if the Audiovisual work can potentially be part of an open grant agreement signed with EACEA." Below this, there are two fields: "Please indicate the Creative Europe call for proposals to which the grant agreement refers:" with a dropdown menu showing "Choose an option", and "Please indicate the Grant agreement reference:" with a text input field. A red arrow points to the text input field. A "Proceed" button is located at the bottom right of the pop-up. The background shows the Creative Europe MEDIA database interface with a sidebar containing "My Dossiers" and "Films - Distribution".

New CREATIVE EUROPE MEDIA database

- Fill in the film qualification information & attach film financing plan signed by producer
- Click “submit”
- Receive email notifications informing about the qualification process and status updates
- Final stage: film is indicated as “**Processed**” and you can now verify if it is eligible for your call.



The screenshot shows the 'General information' form for the CREATIVE EUROPE MEDIA database. It includes fields for Original Title, MEDIA Film Nationality, Year of copyright, Film Genre, Film Delivery Platform, Primary Audience, Film Type, IMDB link, and ISAN. There is also a Synopsis field and a Cast and Crew section. A red arrow points from the 'attach film financing plan signed by producer' step in the list to the 'Original Title' field.

FILM ID	ORIGINAL TITLE	DIRECTOR	MEDIA FILM NATIONALITY	MEDIA FILM NATIONALITY 2014-2020	YEAR OF COPYRIGHT	STATUS
4991	OUISTREHAM (AKA LE QUAI DE OUISTREHAM)	Emmanuel Carrere	FR	FR	2021	Processed 
5098	TRIANGLE OF SADNESS	Ruben Ostlund	SE	SE	2021	Processed 



New CREATIVE EUROPE MEDIA DB (animation)

In future Calls, animation projects will be qualified on 19 points and will include additional talents such as storyboard artists, animation supervisor or characters designer.

The CREATIVE EUROPE MEDIA DATABASE was configured on these criteria however they are not included in the current open calls for which the qualification is still on max 13 points as indicated in the Guidelines section 6.2:

In order to be coherent with the guidelines and to the reality of the animation crew, you may indicate the following:

Production designer = Technical director

Director of photography = Artistic director

New CREATIVE EUROPE MEDIA DB (animation cast & crew)

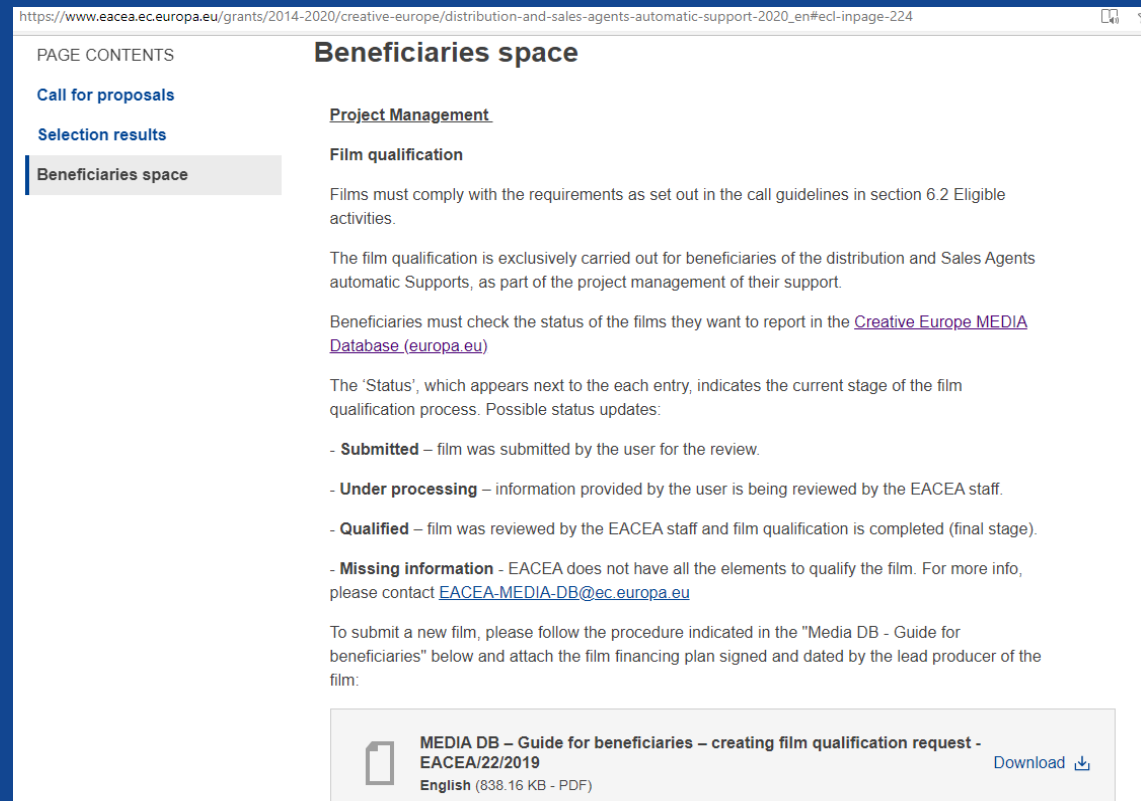
Animation	Points	Comments
Director	3	
Author/(Script)writer	3	
Composer	1	
Production Designer (equivalent to Technical Director)	1	talent to be added manually by the beneficiary
Director of Photography (equivalent to Artistic Director)	1	talent to be added manually by the beneficiary
Editor	1	
Sound	1	
Shooting Location	1	
Post Production Location	1	
Storyboard Artist	2	not taken into account in Calls 2014-2020
Character Designer	2	not taken into account in Calls 2014-2020
Animation Supervisor	2	not taken into account in Calls 2014-2020
	13	

What can you find in the Beneficiary space?

www.eacea.ec.europa.eu/grants/2014-2020/creative-europe/distribution-and-sales-agents-automatic-support-2020_en#ecl-inpage-224

Section **Project Management**

- Information on Film qualification procedure
- MEDIA DB guide for beneficiaries
- Film financing plan (indicative)



The screenshot shows the 'Beneficiaries space' page on the EACEA website. The page has a sidebar with 'PAGE CONTENTS' including 'Call for proposals', 'Selection results', and 'Beneficiaries space' (which is highlighted). The main content area is titled 'Beneficiaries space' and contains a section for 'Project Management' with a subsection for 'Film qualification'. This section explains that films must comply with requirements from the call guidelines and that film qualification is carried out for beneficiaries of distribution and sales agents automatic supports. It also mentions that beneficiaries must check the status of films in the 'Creative Europe MEDIA Database (europa.eu)'. A list of possible status updates is provided: 'Submitted' (film submitted for review), 'Under processing' (information being reviewed), 'Qualified' (review completed), and 'Missing information' (EACEA lacks elements to qualify the film). A link to contact EACEA-MEDIA-DB is provided. At the bottom, there is a download link for the 'MEDIA DB – Guide for beneficiaries – creating film qualification request - EACEA/22/2019' PDF document.

https://www.eacea.ec.europa.eu/grants/2014-2020/creative-europe/distribution-and-sales-agents-automatic-support-2020_en#ecl-inpage-224

PAGE CONTENTS

- Call for proposals
- Selection results
- Beneficiaries space**

Beneficiaries space

Project Management

Film qualification

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


The film qualification is exclusively carried out for beneficiaries of the distribution and Sales Agents automatic Supports, as part of the project management of their support.

Beneficiaries must check the status of the films they want to report in the [Creative Europe MEDIA Database \(europa.eu\)](https://europa.eu/creative-europe/media-database/)

The 'Status', which appears next to the each entry, indicates the current stage of the film qualification process. Possible status updates:

- **Submitted** – film was submitted by the user for the review.
- **Under processing** – information provided by the user is being reviewed by the EACEA staff.
- **Qualified** – film was reviewed by the EACEA staff and film qualification is completed (final stage).
- **Missing information** - EACEA does not have all the elements to qualify the film. For more info, please contact EACEA-MEDIA-DB@ec.europa.eu

To submit a new film, please follow the procedure indicated in the "Media DB - Guide for beneficiaries" below and attach the film financing plan signed and dated by the lead producer of the film:

 **MEDIA DB – Guide for beneficiaries – creating film qualification request - EACEA/22/2019** [Download](#)

English (838.16 KB - PDF)

What can you find in the Beneficiary space?

Section **Reporting**

- Reporting guides for distributors (Action 1) and sales agents (Action 2)

Call for proposals

Selection results

Beneficiaries space

Reporting

When submitting your reports, please always refer to the reporting guide for your action.
This includes all the information you need to complete your report.



Reporting Guide – Action 1(distributors) - EACEA/22/2019
English (411.92 KB - PDF)

Download 



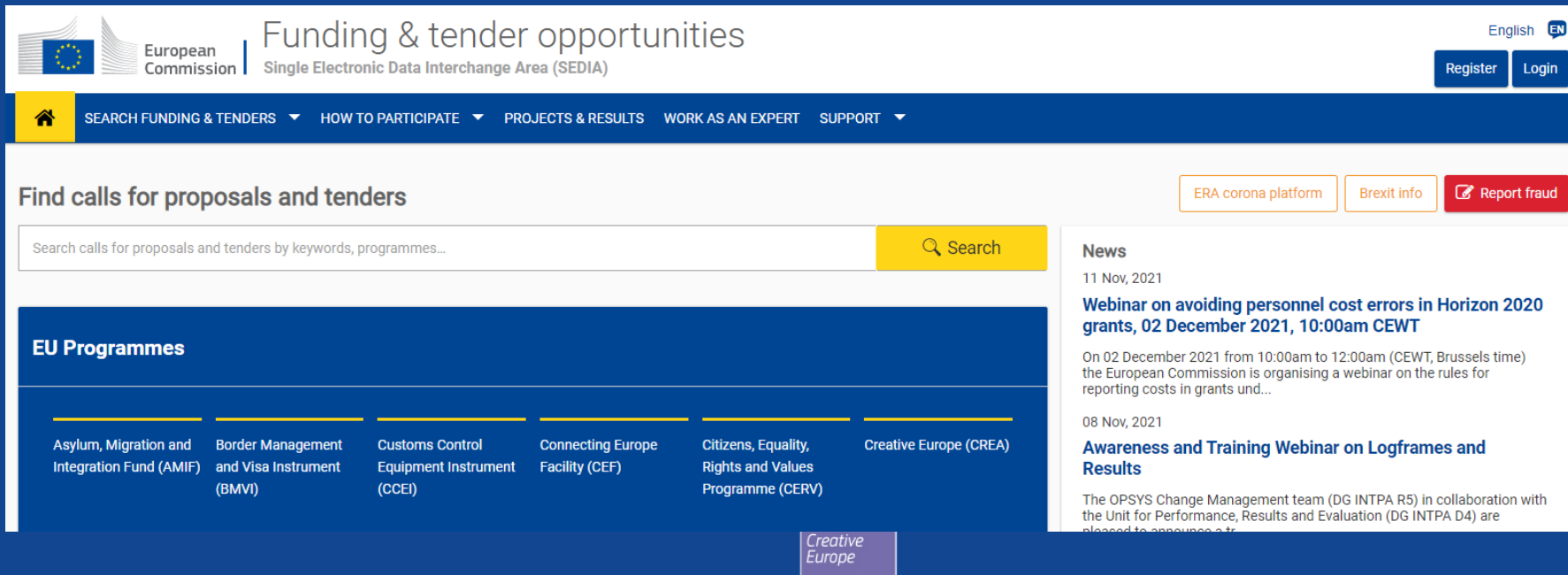
Reporting Guide - Action 2 (sales agents) - EACEA/22/2019
English (403.92 KB - PDF)

Download 

What can you find in the Beneficiary space?

Section **Reporting**

- E-reports user guide (How to complete and submit a Project Report using eReports)
- Link to Funding and Tender Opportunities ([SEDIA](#)) from where you can access your account and start completing your ereports:



The screenshot shows the 'Funding & tender opportunities' page on the European Commission's Single Electronic Data Interchange Area (SEDIA). The page features a navigation bar with links to 'SEARCH FUNDING & TENDERS', 'HOW TO PARTICIPATE', 'PROJECTS & RESULTS', 'WORK AS AN EXPERT', and 'SUPPORT'. A search bar is prominently displayed with the text 'Find calls for proposals and tenders' and a 'Search' button. Below the search bar, there is a section titled 'EU Programmes' which lists various funding instruments: Asylum, Migration and Integration Fund (AMIF), Border Management and Visa Instrument (BMVI), Customs Control Equipment Instrument (CCEI), Connecting Europe Facility (CEF), Citizens, Equality, Rights and Values Programme (CERV), and Creative Europe (CREA). On the right side of the page, there are links to 'ERA corona platform', 'Brexit info', and 'Report fraud'. A 'News' section is also visible, featuring a webinar announcement titled 'Webinar on avoiding personnel cost errors in Horizon 2020 grants, 02 December 2021, 10:00am CEWT' and another announcement titled 'Awareness and Training Webinar on Logframes and Results'.

What can you find in the Beneficiary space?

Section **Reporting**

-Payments requests (for progress, Interim and final reports)

I certify that the information provided in this request for payment of the balance is full, reliable and true and that the costs incurred can be considered eligible in accordance with the grant agreement and that the request for payment is substantiated by adequate supporting documents that can be produced in the context of the checks or audits described in Article II.27 of the grant agreement.

I hereby request the payment of the balance of the grant.

Total costs declared:EUR

Maximum grant awarded as per
grant agreement:EUR

Total grant requested:EUR

(The total grant requested must equal the max. grant in the agreement or 60% of the final costs, whichever is the lower)

1st Pre-financing received :EUR

2nd Pre-financing/interim payment
received (if applicable):EUR

What can you find in the Beneficiary space?

Section **Reporting**

-Activity reports (for progress, interim and final reports)

Name of the Company:

Grant Agreement Number:

Starting Date of The Action (see Article I.2 of the Grant agreement): XX/XX/XX

1. Please explain, per film declared, the actions taken and results obtained:

Note that all films declared must be qualified as European (status “qualified” in the [Creative Europe MEDIA Database \(europa.eu\)](http://europa.eu)¹) for the related costs to be eligible and taken into account in the final report:

2. Please explain how you have been able to implement the budget as annexed to the grant agreement and describe any substantial changes:
3. Please explain any issues that might have affected the implementation of your project:

What can you find in the Beneficiary space?

Section **Reporting**

-audit certificates (for interim and final reports **in case of grants of more than €60,000**)

What does a Report of factual findings contains?:

- cover letter co-signed by auditor and legal representative
- annex 1 information about grant agreement
- annex 2 specific procedures to be followed
- annex 3 report signed by the auditor
- cost breakdown co-signed by auditor and legal representative

What can you find in the Beneficiary space?

Section **Reporting**

- summary of distribution/co-production/international sales agreement information

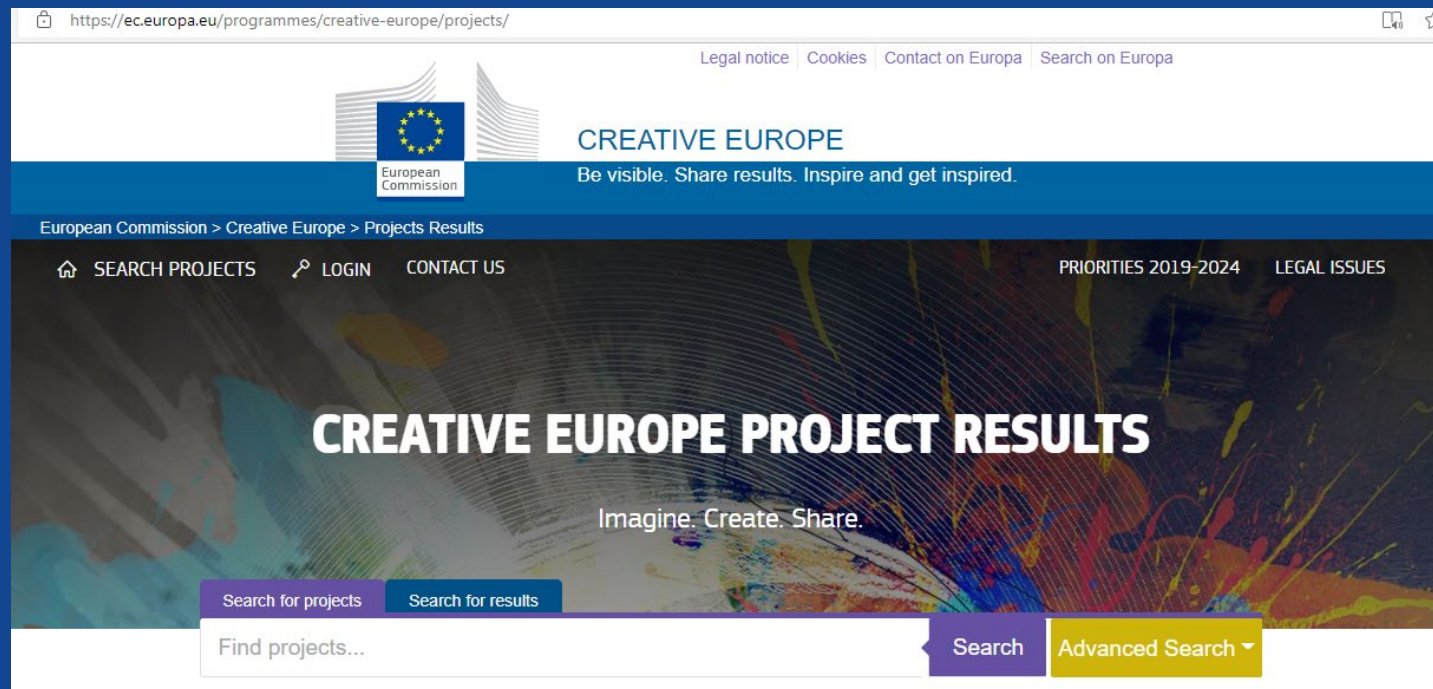
Distribution agreement between licensor and beneficiary distributor				
Film Nr. 1	Film Title			
Co-production / distribution agreement	Choose from list			
Date of signature				
Chain of rights (in case of a sub-license deal, fill in the table below, detailing the full chain of rights)	Licensor name:			
	Licensee name:			
Territory(-ies) as foreseen in the distribution agreement				
Term (from - until)				
Theatrical Rights acquired?	Choose from list			
Type of deal	Choose from list			
MG / flat fee / advance - amount & currency				Choose from list
Contract is signed by both parties	Choose from list			
Date(s) of MG / flat fee / advance payment(s) forecast in the co-production / distribution agreement				
MG / flat fee / advance amount	Amount in local currency	Currency	Exchange rate**	Amount in EUR
	0,00	Choose from list	1,0000	0,00
Deduction of territories (if applicable)*	Territory(ies):		Total %:	
				0,00
Eligible amount in EUR				0,00
Declared amount in EUR in eReport				
To use for chain of rights (if applicable)				
Film 1	Film 2	Film 3	Film 4	Film 5
Film 6	Film 7	Film 8	Film 9	Film 10
+				



What can you find in the Beneficiary space?

Section **Dissemination**

- information on the Creative Europe Project Results Platform



What can you find in the Beneficiary space?

Section **Visual identity and logos**

-wording: *with the support of the Creative Europe Programme - MEDIA*" and be accompanied by the Creative Europe - **MEDIA logo** and the European flag.



- Links to download static and moving logos



Contacts

Distributors: EACEA-DISTRIBUTION-AUTOMATIC@ec.europa.eu

Sales agents: EACEA-DISTRIBUTION-SALESAGENTS@ec.europa.eu

Creative Europe MEDIA DB: EACEA-MEDIA-DB@ec.europa.eu

Thank you for your attention

Questions and answers

Q&A session

Answers to questions sent by email

- U.K. films can be reinvested for all open Automatic grants, including for grants under this call (22-2019)
- If your final costs are lower than estimated, we calculate 60% (or your co-funding %) of eligible costs.
- The second pre-financing payment (when applicable) is 20% of your maximum grant (indicated in art. I.3 of your grant agreement)

Q&A session

Answers to questions sent by email

- You can declare costs for fewer films than originally estimated and vice-versa (you can also declare more films)
- You can replace costs, i.e. declare different films in your progress/interim reports and final reports
- You can re-invest the same film under different calls IF under different costs categories (e.g. MG or release/prints and advertising)
- Interim reports can still be submitted after the deadline (e.g. if your deadline was in the summer, send it now)

Q&A session

Answers to questions sent by email

- You can reinvest support in release costs under call 22-2019 and submit under Films on the Move with a same title, IF the costs submitted to each scheme are eligible and that the costs declared are not the same
- Film distribution via SVOD platforms is not currently supported under the Automatic scheme
- Contact us if you have difficulty uploading project results on the Creative Europe Project Results platform