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
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)
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)

• 1\textsuperscript{st} reporting period
  1 to 14 months (>Progress report due within 2 months)
  Possibility to skip the progress report on request.

• 2\textsuperscript{nd} reporting period
  15 to 18 months (final report due within 2 months)
Changes in the call:
2 Reporting periods
(contracts with no prefinancing payments)

• 1\textsuperscript{st} reporting period
  1 to 9 months (>interim report due within 2 months)
  Interim report is mandatory

• 2\textsuperscript{nd} 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)
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?

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](mailto: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

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.
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.
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)

<table>
<thead>
<tr>
<th>Animation</th>
<th>Points</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Author/(Script)writer</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Composer</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Production Designer (equivalent to Technical Director)</td>
<td>1</td>
<td>talent to be added manually by the beneficiary</td>
</tr>
<tr>
<td>Director of Photography (equivalent to Artistic Director)</td>
<td>1</td>
<td>talent to be added manually by the beneficiary</td>
</tr>
<tr>
<td>Editor</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Sound</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Shooting Location</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Post Production Location</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Location</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Storyboard Artist</td>
<td>2</td>
<td>not taken into account in Calls 2014-2020</td>
</tr>
<tr>
<td>Character Designer</td>
<td>2</td>
<td>not taken into account in Calls 2014-2020</td>
</tr>
<tr>
<td>Animation Supervisor</td>
<td>2</td>
<td>not taken into account in Calls 2014-2020</td>
</tr>
</tbody>
</table>
What can you find in the Beneficiary space?


Section **Project Management**

- Information on Film qualification procedure

- MEDIA DB guide for beneficiaries

- Film financing plan (indicative)
What can you find in the Beneficiary space?

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

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

- Reporting Guide - Action 2 (sales agents) - EACEA/22/2019
  - English (403.92 KB - PDF)
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 e-reports:
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 1.2 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)) 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:
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 contain?:

- 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

<table>
<thead>
<tr>
<th>Film Nr. 1</th>
<th>Film Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Co-production / distribution agreement**

- Date of signature
- Chain of rights (in case of a sub-license deal, fill in the table below, detailing the full chain of rights)
- Territory(ies) as foreseen in the distribution agreement
- Form (from - until)
- Theatrical Rights acquired?
- Type of deal
- MG / flat fee / advance - amount & currency
- Contract is signed by both parties
- Date(s) of MG / flat fee / advance payment(s) forecast in the co-production / distribution agreement

<table>
<thead>
<tr>
<th>MG / flat fee / advance amount</th>
<th>Amount in local currency</th>
<th>Currency</th>
<th>Exchange rate**</th>
<th>Amount in EUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>0,00</td>
<td>Choose from list</td>
<td>1.0000</td>
<td></td>
<td>0,00</td>
</tr>
</tbody>
</table>

**Deduction of territories (if applicable)**

- Territory(ies):
- Total %:

**Eligible amount in EUR**

- 0,00

**Declared amount in EUR in eReport**

- 0,00
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. 1.3 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.