



# WELCOME

to the information session on the  
**European Film Distribution**  
call for proposals

**We will start promptly at 2 pm**  
Please mute your microphone and switch off your camera



# Information session

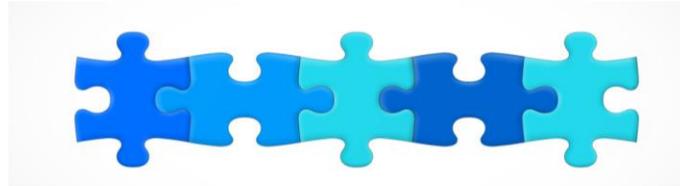
## European Film Distribution

### 9 February 2022

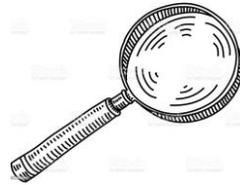
This info session will be recorded using WebEx for the purpose of publication on EACEA's website. Only the presentations will be recorded: the Q&A sections will not be recorded.

Please refer to the Data Protection Notice of the event for more information.

# Overview



## → 1. Key features



2. Structure of the call + Q&A
3. MEDIA database and how generate your admissions + Q&A
4. Introduction to the submission system in e-Grants + Q&A
5. Tips for proposal preparation



# 2022: positive developments!

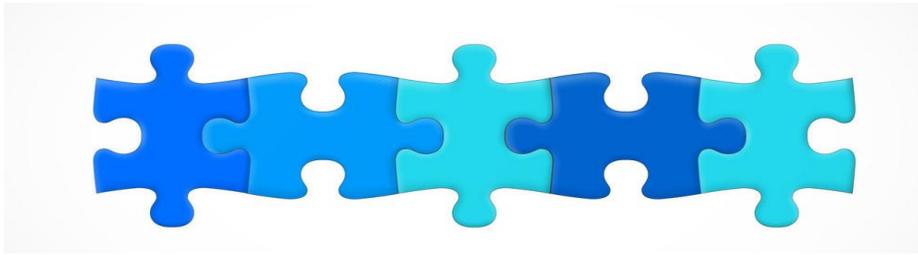
- **Increase** of total budget (by 11%)
- **Increase** of co-funding rate (from 60% to 70%)
- **Increase** of pre-financing rate to (also from 60% to 70%)
- **Increase** of number of films for reinvestment (from 10 to 12)
- **Simplification** – no progress reports
- **Simplification** – one application per PIC number (multiple territories)
- **Support** measures to tackle Covid and Brexit effect (co-efficients and reference years for admissions)
- **New** submission system (eGrants) and MEDIA database



# Key features

- Available budget: **EUR 33 000 000**
- Project duration: **24 months**
- Deadline: **05/04/2022**
- Evaluation: **April – September 2022**
- Information on evaluation results: **October 2022**
- GA signature: **December 2022**





1. Key features

→ **2. Structure of the call + Q&A**



3. MEDIA database - how generate your admissions + Q&A

4. Introduction to the submission system in e-Grants + Q&A

5. Tips for proposal preparation



# Eligibility criteria (1)

**Eligible participants** – no changes compared to Automatic scheme

**Eligible films** – no changes compared to Automatic scheme

➤ New MEDIA database (check the step-by-step guide)

**Eligible admissions**

➤ admissions achieved between 2018 and 2021 (copyright n-3)

➤ e-ticket admissions eligible if they are certified

➤ other eligibility criteria remain unchanged (certified admissions)



# Eligibility criteria (2)

Participating countries for European Film Distribution as of February 2022:

- EU 27
- Norway, Iceland, Liechtenstein
- Albania, Bosnia, Montenegro, North Macedonia, Serbia



# Generation of a potential fund (1)



## Unchanged compared to Automatic scheme:

- On the basis of eligible admissions certified by national authority
- Co-efficients applied according to nationality of film and territory of distributor
- Maximum threshold per film and per distributor
- Minimum availability per country of distribution
- Films with less than 200 admissions in a given year not eligible

# Generation of a potential fund (2)



New this year: potential fund generated includes two parts

- Part 1 – eligible certified admissions in 2020 **and** 2021
- Part 2 – 50% of average of **eligible** admissions declared and approved in Automatic calls 27-2018 and 22-2019
- All encoded in MEDIA database
- Certification by national authority for 2020 and 2021
- Fund capped at 1 million EUR

# Part 1: co-efficients for 2020 and 2021 (exceptional increase due to Covid)

Country of distribution	Nationality of the film		
	France	Germany, Spain, Italy	Other eligible countries
	2022 coefficient*	2022 coefficient*	2022 coefficient*
France, Germany, Italy, Spain	1,10	1,20	2,20
Austria, Belgium, Poland, The Netherlands	1,20	1,55	2,20
Czech Republic, Denmark, Finland, Greece, Hungary, Norway, Portugal, Sweden.	1,70	1,95	2,20
Other eligible countries	1,95	2,20	2,20

*\*Exceptionally, the coefficients have been adjusted for 2022 taking into account the impact of the Covid crisis in the business models of the European distributors.*

# Part 2: co-efficients for 2018 and 2019

Country of distribution	Nationality of the film (as per section "Eligibility" )		
	France UK	Germany Spain Italy	Other eligible countries
Germany, Spain, France, Italy	0,45	0,50	0,90
Austria, Belgium, The Netherlands, Poland, UK	0,50	0,65	0,90
Czech Republic, Denmark, Finland, Greece, Hungary, Norway, Portugal, Sweden	0,70	0,80	0,90
Other eligible countries	0,80	0,90	0,90

## Example of calculation of eligible admissions to calculate estimated potential fund (1)

FILM XXX	PART 1		PART 2	
	2021	2020	2019	2018
Certified Admissions/film per reference year	600	500	1200	800
Total admissions Part 1 and Part 2	1100		2000	
Total admissions Part 1 (sum 2020 and 2021) & Part 2 (average 2018/2019)	1100		1000	
Eligible admissions Part 1 (sum 2020 and 2021) & Part 2 (50% average 2018/2019)	1100		500	
<i>Total eligible admissions for calculation of potential fund - subject to applicable coefficients</i>	1600			

## Example of calculation of eligible admissions to calculate estimated potential fund (2)

FILM XXX	PART 1		PART 2	
	2021	2020	2019	2018
Certified Admissions/film per reference year	300	200	1200	800
Total admissions Part 1 and Part 2	500		2000	
Total admissions Part 1 (sum 2020 and 2021) & Part 2 (average 2018/2019)	500		1000	
Eligible admissions Part 1 (sum 2020 and 2021) & Part 2 (50% average 2018/2019)	500		500	
<i>Total eligible admissions for calculation of potential fund – subject to applicable co-efficients</i>	1000			

# Part 2 – eligible admissions in 2018-2019

- For distributors with declared, approved admissions in 2018 and 2019 (calls 27-2018 and 22-2019)
- **Pre-encoded in the system**
- 50% of the average of all eligible admissions in 2018 and 2019 (the calculation is done in the system)



# Eligible re-investment activities



- New this year: reinvestment on **maximum 12 films**
- **Eligible activity 1:** investment in co-production
- **Eligible activity 2:** investment in acquisition of distribution rights
- **Eligible activity 3:** promotion, marketing and advertising (at least 25% to be reinvested in this activity)
- Eligible activities **cannot** include personnel work and travel arrangements

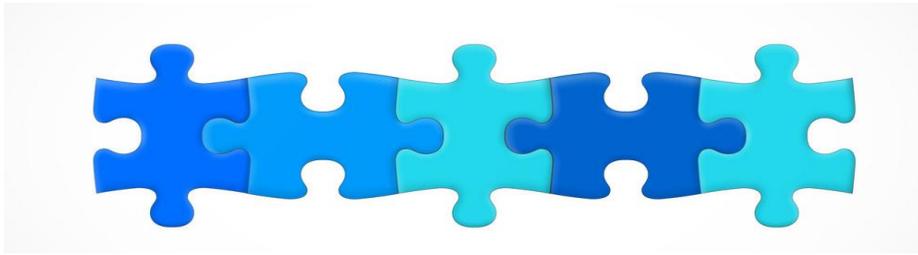
# Project start date

- After date of grant signature
- Exceptionally, can be earlier if duly justified
- Never earlier than proposal submission date
- Re-submission(s) of proposal – latest date before deadline counts!
- Only costs incurred during eligibility period count!

# Questions?

*Please use the chat  
function*

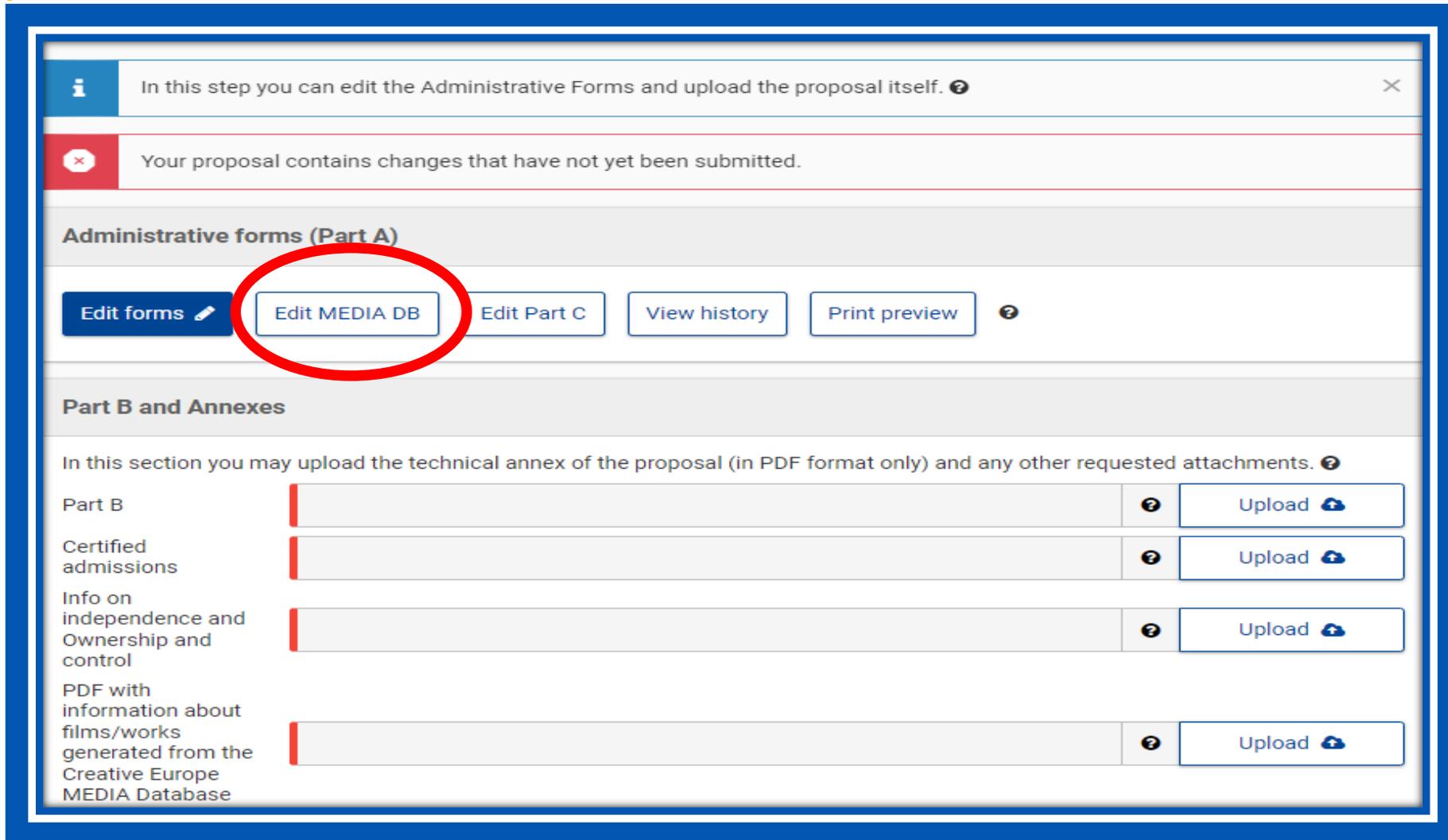




1. Key features
2. Structure of the call + Q&A
3.  **MEDIA database - how generate your admissions + Q&A**
4. Introduction to the submission system in e-Grants + Q&A
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# Click on 'Edit MEDIA DB' in the submission system



In this step you can edit the Administrative Forms and upload the proposal itself. ⓘ

✖ Your proposal contains changes that have not yet been submitted.

### Administrative forms (Part A)

[Edit forms](#) [Edit MEDIA DB](#) [Edit Part C](#) [View history](#) [Print preview](#) ⓘ

### Part B and Annexes

In this section you may upload the technical annex of the proposal (in PDF format only) and any other requested attachments. ⓘ

Part B	<input type="text"/>	ⓘ	<a href="#">Upload</a>
Certified admissions	<input type="text"/>	ⓘ	<a href="#">Upload</a>
Info on independence and Ownership and control	<input type="text"/>	ⓘ	<a href="#">Upload</a>
PDF with information about films/works generated from the Creative Europe MEDIA Database	<input type="text"/>	ⓘ	<a href="#">Upload</a>

# Part 1

## Eligible, certified admissions in 2020 and 2021

Declaration of Admissions

Distribution Territory: Greece  
Year of Admissions: 2020

To change territory/year or delete this table, remove all items first.

ORIGINAL TITLE	MEDIA FILM NATIONALITY	YEAR OF COPYRIGHT	ADMISSIONS	GRANT ESTIMATE
DRUK	Denmark	2019		<a href="#">Edit</a> <a href="#">Remove</a>

[Add another year/territory](#) [Add a line](#)

# Search for your film

1. Define your criteria      2. Select your work      3. Finali

**Step 1: In order to retrieve work information, please complete at least 1 search criteria as defined below:**

Original Film Title

Film Director

Previous

# Select the film in the list

1. Define your criteria      2. Select your work      3. Finalize your selection

**Step 2: Select the work in the list.**  
**If you cannot find it, you can try different search criteria:**

SELECT	TITLE	DIRECTOR	COUNTRY	STATUS	COPYRIGHT
<input type="radio"/>	DRUK	Thomas Vinterberg	DK	Processed	2019

# Confirm your selection

1. Define your criteria      2. Select your work      **3. Finalize your selection**

**Step 3: Confirm your selection or go back to search again.**

Original title	Status	
DRUK	Processed	
Country of origin	Copyright	Film genre
DK	2019	Fiction
Film delivery platform	Audience	Film type
Features / Cinema		ONEOFF
Synopsis		
Film director		
Thomas Vinterberg		

[Previous](#)      Could not find the work you are looking for? [Create a new work](#)      **Yes, I confirm**

# Complete all the fields for your selected film

MEDIA Film Nationality	Year of Copyright	Status
<input type="text"/>	<input type="text"/>	<input type="text"/>
Local title		
<input type="text"/>		
<b>Distribution Contract</b>		
Licensor *	Licensee *	Date of signature *
<input type="text"/>	<input type="text"/>	<input type="text" value="DD.MM.YYYY"/> 
Territory(ies) acquired	License period *	Rights *
<input type="text"/>	<input type="text"/>	<input type="text"/>
Distribution activities shared between several companies *		
<input type="button" value="Choose an option"/> 		
<b>Film Performance</b>		
Release Date *	Total N° of running weeks *	N° of certified admissions *
<input type="text" value="DD.MM.YYYY"/> 	<input type="text"/>	<input type="text"/>
Box office receipts including VAT *		
<input type="text"/> €		
Comments (optional)		
<input type="text"/>		

# Add new films to the DB yourself by clicking on 'Create a new work'

1. Define your criteria      2. Select your work      3. Finalize your work

**Step 2: Select the work in the list.**  
**If you cannot find it, you can try different search criteria:**

SELECT	TITLE	DIRECTOR	COUNTRY	STATUS
<input type="radio"/>	DRUK	Thomas Vinterberg	DK	Processed

Previous      Could not find the work you are looking for? [Create a new work](#)

<b>Fiction</b>	<b>Points</b>	<b>Documentary</b>	<b>Points</b>	<b>Animation</b>	<b>Points</b>
Director	3	Director	3	Director	3
Author/(Script)writer	3	Author/(Script)writer	3	Author/(Script)writer	3
Actor 1	2	Composer	1	Composer	1
Actor 2	2	Production Designer	1	Editor	1
Actor 3	2	Director of Photography	1	Sound	1
Composer	1	Editor	1	Storyboard Artist	2
Production Designer	1	Sound	1	Character Designer	2
Director of Photography	1	Shooting Location	1	Animation Supervisor	2
Editor	1	Post Production Location	1	Art(istic) Director	1
Sound	1			Technical Director	1
Shooting Location	1			Post Production Location	1
Post Production Location	1			Studio Location	1
<b>TOTAL</b>	<b>19</b>		<b>13</b>		<b>19</b>

# Selecting films with different status

**‘Processed’** = the film has been reviewed, the nationality has been attributed. Before selecting, always check if country of origins and the copyright year is eligible for the Call. ‘Processed’ status ≠ eligible for your particular Call!

**‘Criteria not met’** = the film has been reviewed and declared as ineligible.

**‘Submitted’ and ‘Under processing’** = the film has been submitted for review but not yet validated. In order to select this film, please insert ‘Estimated nationality’ to generate the potential fund.

**‘Missing information’** = the film was submitted for review in the past, but was missing elements. In order to select this film, please insert ‘Estimated nationality’ to generate the potential fund. You will be contacted by EACEA staff to provide the missing information.

# After encoding all films, the system estimates your total (estimated!) grant for 2020-2021

To change territory/year or delete this table, remove all items first.

OF COPYRIGHT	ADMISSIONS	GRANT ESTIMATE
2004		<a href="#">Edit</a> <a href="#">Remove</a>

[Add a line](#)

Grant estimate: 18.760,00 €

# Important

- Repeat for each film for which you are declaring admissions for each year and/or territory
- All admissions in 2020 and 2021 must be certified by the national authority for the territory concerned
- Always select your year and territory first



## Part 2: Eligible admissions achieved in 2018 and 2019

Admissions declared and approved in calls 27/2018 and/or 22/2019

50% of the average of all eligible admissions multiplied by the relevant coefficient



# Search using

- your PIC number or
- company name

## Eligible admissions achieved in 2018 and 2019

In addition to the first section, the potential fund generated will include 50% of the average of all eligible admissions achieved in 2018 and 2019 multiplied by the relevant coefficient per eligible admission. This section is only available for admissions declared and approved in call for proposals EACEA/27/2018 and EACEA/22/2019.

YEAR OF ADMISSIONS	COMPANY	ELIGIBLE ADMISSIONS	TOTAL GRANT ESTIMATION		
2018	TEST COMPANY	554.416	124.743,60 €	<a href="#">Details</a>	<a href="#">Remove</a>
2019	TEST COMPANY	286.062	64.363,95 €	<a href="#">Details</a>	<a href="#">Remove</a>
<b>TOTAL</b>		<b>840.478</b>	<b>189.107,55 €</b>		

Search

# Click on 'Details' to see the list of films and calculation

Detailed list of admissions for year

FILM ID	ORIGINAL TITLE	NATIONALITY	DISTRIBUTION TERRITORY	YEAR	ADMISSIONS	AVERAGE AND 50%	COEFFICIENT	TOTAL GRANT ESTIMATION
3761	LUMIERE ! L'AVENTURE COMMENCE	FR	NO	2018	276	69	0.7	48,30 €
3878	THE PARTY	UK	NO	2018	4.018	1004.5	0.7	703,15 €
4176	MUSKARCI NE PLACU	BA	NO	2018	677	169.25	0.9	152,33 €
4295	THE PLACE	IT	NO	2018	698	174.5	0.8	139,60 €
4319	LES GARDIENNES	FR	NO	2018	4.401	1100.25	0.7	770,18 €
4358	LA CH'TITE FAMILLE	FR	NO	2018	1.274	318.5	0.7	222,95 €

Close

# Once you have completed all these steps

- The system gives you a total generated fund estimate
- Save and export your dossier as a pdf document
- Indicate your *Total fund estimate as Purchase costs: other works, goods and services* in the 'budget' section of the proposal
- Add your pdf dossier to your annexes

## Total grant estimate

Please note, that this is only an indicative estimated generated grant. The final calculation of the total generated grant will be determined by the EACEA during the evaluation process.

Total grant estimate: **189.107,55 €**

# Budget table – indicate your estimated fund ONLY

1. **NB:** You should only fill in column C3!  
This is an amount allowing you to get the estimated grant calculated in the MEDIA DB

*MANUAL FORMULA: estimated grant from MEDIA DB \* 1,33512*

2. **Make sure** this corresponds to the estimated grant (=potential fund) from the MEDIA DB

Calculated automatically

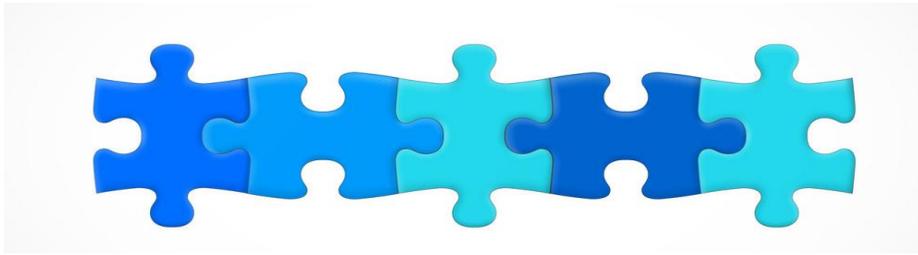
3 - Budget

No.	Name of beneficiary	Country	Role	Personnel costs - without volunteers/EUR	Personnel costs volunteers/EUR	Subcontracting costs/EUR	Purchase costs - Travel and subsistence/EUR	Purchase costs - Equipment/EUR	Purchase costs - Other goods, works and services/EUR	Financial support to third parties/EUR	Indirect costs/EUR	Total eligible costs/EUR	Ineligible costs/EUR	Total estimated project costs and contributions/EUR	Funding rate	Maximum EU contribution to eligible costs/EUR	Requested EU contribution to eligible costs/EUR
1	Rea International	BE	Coordinator	0	0				133 512		9 345.84	142 857.84	0	142 857.84	70	100 000.48	100 000.00
Total				0	0	0	0	0	133 512	0	9 345.84	142 857.84	0	142 857.84		100 000.48	100 000.00

# Questions?

*Please use the chat  
function*





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# Funding and Tender Opportunities Portal

All MEDIA call for proposals are published in Funding & tender opportunities Portal (F&TP)

European Commission | Funding & tender opportunities  
Single Electronic Data Interchange Area (SEDIA)

SEARCH FUNDING & TENDERS | HOW TO PARTICIPATE | PROJECTS & RESULTS | WORK AS AN EXPERT | SUPPORT

My Experts Area in the F&T Portal is currently experiencing technical issues. We are working to resolve the problem and will let you know when the application is functioning normally.  
Grant Management Services in the F&T Portal is currently experiencing technical issues. We are working to resolve the problem and will let you know when the application is functioning normally.

### Find calls for proposals and tenders

Search calls for proposals and tenders by keywords, programmes... [Search](#)

#### EU Programmes

Asylum, Migration and Integration Fund (AMIF)	Border Management and Visa Instrument (BMVI)	Citizens, Equality, Rights and Values Programme (CERV)	<b>Creative Europe (CREA)</b>	Digital Europe Programme (DIGITAL)	Europe Direct (ED)
European Parliament (EP)	European Solidarity Corps (ESC)	Erasmus+ Programme (ERASMUS+)	European Social Fund + (ESF)	European Maritime, Fisheries and Aquaculture Fund (EMFAF)	Innovation Fund (INNOVFUND)
Internal Security Fund (ISF)	Horizon Europe (HORIZON)	Single Market Programme (SMP)	Social Prerogative and Specific Competencies Lines (SOCPL)	EU External Action (RELEX)	Justice Programme (JUST)
Pilot Projects and Preparatory Actions (PPPA)	Programme for the Environment and Climate Action (LIFE)	Promotion of Agricultural Products (AGRIP)	Union Civil Protection Mechanism (UCPM)		

[Show all](#)

#### How to participate in 5 steps

- 1 Find an opportunity
- 2 Find partner(s)
- 3 Create an account
- 4 Register your organisation
- 5 Submit your proposal or offer

Learn how to find and apply for suitable EU funding and tender opportunities.

[Learn more](#)



# Funding and Tender Opportunities Portal

## Find European Film Distribution call

European Commission | Funding & tender opportunities | Single Electronic Data Interchange Area (SEDIA)

English EN | Register | Login

SEARCH FUNDING & TENDERS | HOW TO PARTICIPATE | PROJECTS & RESULTS | WORK AS AN EXPERT | SUPPORT

Creative Europe (CREA) | clear filter

dist

Match whole words only

GRANTS |  TENDERS

Submission status

Forthcoming |  Open for submission (4) |  Closed

Programming period

2021 - 2027 (4)

Creative Europe (CREA)

### Funding and tenders (4)

Need help? | RSS | Sort by: Title asc

<b>European Film Distribution</b> CREA-MEDIA-2022-FILMDIST	<a href="#">Call for proposal</a>	<a href="#">Grant</a>	
<b>Programme</b>	Creative Europe Programme (CREA)	<b>Status</b>	Open for submission
<b>Type of action</b>	CREA Project Grants	<b>Deadline model</b>	single-stage
<b>Opening date</b>	03 February 2022	<b>Deadline date</b>	05 April 2022 17:00:00 Brussels time

<b>Films on the Move</b> CREA-MEDIA-2022-FILMOVE	<a href="#">Call for proposal</a>	<a href="#">Grant</a>	
<b>Programme</b>	Creative Europe Programme (CREA)	<b>Status</b>	Open for submission
<b>Type of action</b>	CREA Project Grants	<b>Deadline model</b>	multiple cut-off
<b>Opening date</b>	03 February 2022	<b>Next deadline</b>	15 March 2022 17:00:00 Brussels time

# Funding and Tender Opportunities Portal

## European Film Distribution call page

**General information**

Topic description

**Conditions and documents**

Partner search announcements

Submission service

Topic related FAQ

Get support

Call updates

 [Go back](#)

**Topic conditions and documents**

- 1. Eligible countries:** as described in the [Call document](#).
- 2. Eligibility and admissibility conditions:** as described in the [Call document](#).
- 3. Proposal page limits and layout:** Please refer to [Part B of the standard proposal template](#).
- 4. Evaluation**  
Evaluation criteria, scoring, threshold and process are described in the [Call document](#).
- 5. Indicative timetable for evaluation and grant agreement:** as described in the [Call document](#).

Publication of the call: 07 February 2022

Deadline for submitting applications: 05 April 2022 17:00 (Brussels Time)

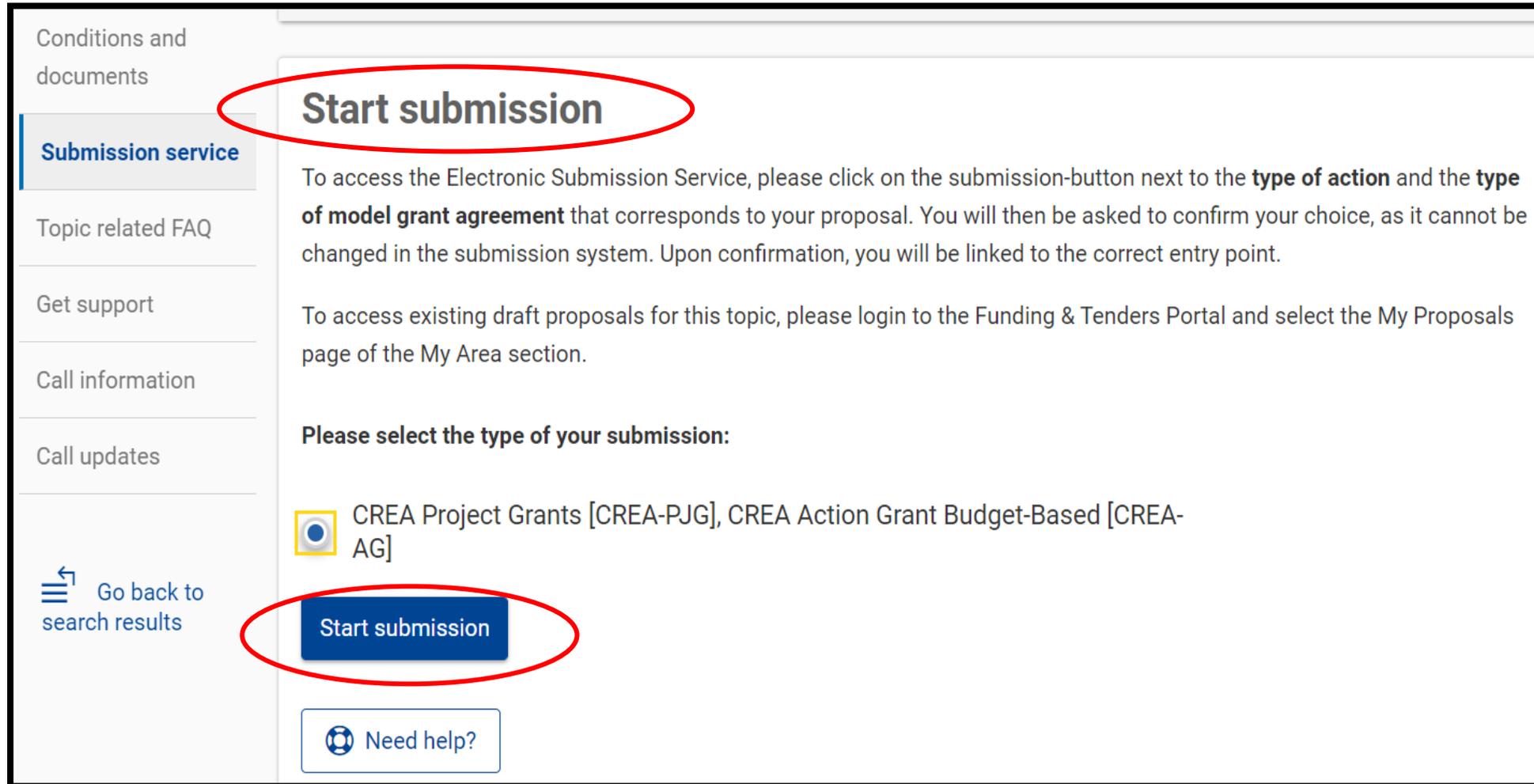
Evaluation period: April - September 2022

Information to applicants: October 2022

Signature of grant agreement: December 2022- 6. Proposal templates, guidance and model grant agreements (MGA):**
- [Standard proposal template](#)
- [Information on Independence and Ownership Control](#)
- [Certified Admissions](#)
- [Call document](#)
- [Guide for applicants](#)
- [Mono/Multi-beneficiary Model Grant Agreement](#)

# Funding and Tender Opportunities Portal

## Start submission



Conditions and documents

**Submission service**

Topic related FAQ

Get support

Call information

Call updates

Go back to search results

### Start 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**

 Need help?

# Funding and Tender Opportunities Portal

## Submission system – find your organisation

**Deadline**  
05 April 2022 17:00:00 Brussels Local Time

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**Call data:**

Call: **CREA-MEDIA-2022-FILMDIST**  
Topic: **CREA-MEDIA-2022-FILMDIST**  
Type of action: **CREA-PJG**  
Type of MGA: **CREA-AG**

**!** Topic and type of action can only be changed by creating a new proposal.

[Download Part B templates](#)

**!** Please submit your proposal at the latest **48 hours before the deadline** (to avoid system congestion or system incompatibility issues). Late proposals will not be accepted. Don't wait until the end because you are worried about confidentiality – we will not open the proposals before the deadline. You can submit the proposal as many times as you wish up until the deadline. Each new submitted version will replace the previous one.

**Find your organisation**

PIC  Short name

# Funding and Tender Opportunities Portal

## Submission system – Add main contact and contact persons

Number of participants: 1

**Call data:**

Call: CREA-MEDIA-2022-FILMDIST  
Topic: CREA-MEDIA-2022-FILMDIST  
Type of action: CREA-PJG  
Type of MGA: CREA-AG

 Topic and type of action can only be changed by creating a new proposal.

**Proposal data:**

Acronym: FILMS  
Draft ID: SEP-210830875

**Download Part B templates**

 [Download part B templates](#)

**Coordinator**

1  Test Camelia-Valeria [Add Affiliated Entity](#) + **Contacts:**  [Add contact](#) +

Test Camelia-Valeria  
Brussels, BE  
PIC: 913842918

[Change organisation](#) [Contact organisation](#)

Misia COGHLAN - Main contact  >

[Add Partner](#) +

[SAVE](#) [SAVE AND GO TO NEXT STEP](#) [NEXT](#)

# Funding and Tender Opportunities Portal

Submission system – complete all parts of the proposal

**i** In this step you can edit the Administrative Forms and upload the proposal itself. **?** ×

**×** Your proposal contains changes that have not yet been submitted.

### Administrative forms (Part A)

[Edit forms](#) [Edit MEDIA DB](#) [Edit Part C](#) [View history](#) [Print preview](#) **?**

### Part B and Annexes

In this section you may upload the technical annex of the proposal (in PDF format only) and any other requested attachments. **?**

Part B	<input type="text"/>	<b>?</b>	<a href="#">Upload</a>
Certified admissions	<input type="text"/>	<b>?</b>	<a href="#">Upload</a>
Info on independence and Ownership and control	<input type="text"/>	<b>?</b>	<a href="#">Upload</a>
PDF with information about films/works generated from the Creative Europe MEDIA Database	<input type="text"/>	<b>?</b>	<a href="#">Upload</a>

# Submission system

## Part A - administrative form

### Who Can Fill in the proposal?

- Click [edit forms](#) to access the administrative forms.
- **Main Contact** (only one): the only person who can finalise the forms, including the budget table and all other administrative details.
- **Contact Person** (optional, one or more): may fill in or review parts of the proposal.  
Main Contact can grant each Contact Person **full access rights** or **read-only access** to the forms data.



The screenshot shows a form titled "Your Role" with the instruction "Please indicate your role in this proposal". There are two radio button options: "Main contact" and "Contact person". The "Main contact" option is selected, and the entire selection area is highlighted with a red rectangular border.

# Part A – Administrative Forms

## Validate each section regularly!

Section	Title
1	General information
2	Participants
3	Budget

Application forms

## Validation result

Show Error

The red 'Show Error' button indicates an error due to a missing or incorrect value related to the call eligibility criteria. The submission of the proposal **will be blocked** unless that specific field is corrected!

Show Warning

The yellow 'Show Warning' button indicates a warning due to a missing or incorrect value related to the call eligibility criteria. The submission of the proposal **will not be blocked** (proposal will be submitted with the missing or incorrect value).

# Part A – Administrative Forms

Budget – indicate **ONLY** your costs and estimated grant

1. **NB:** You should only fill in column C3!  
 This is an amount allowing you to get the estimated grant calculated in the MEDIA DB  
*MANUAL FORMULA: estimated grant from MEDIA DB \* 1,33512*

2. **Make sure** this corresponds to the estimated grant (=potential fund) from the MEDIA DB

Calculated automatically

3 - Budget

No.	Name of beneficiary	Country	Role	Personnel costs - without volunteers/EUR	Personnel costs volunteers/EUR	Subcontracting costs/EUR	Purchase costs - Travel and subsistence/EUR	Purchase costs - Equipment/EUR	Purchase costs - Other goods, works and services/EUR	Financial support to third parties/EUR	Indirect costs/EUR	Total eligible costs/EUR	Ineligible costs/EUR	Total estimated project costs and contributions/EUR	Funding rate	Maximum EU contribution to eligible costs/EUR	Requested EU contribution to eligible costs/EUR
1	Rea International	BE	Coordinator	0	0				133 512		9 345.84	142 857.84	0	142 857.84	70	100 000.48	100 000.00
Total				0	0	0	0	0	133 512	0	9 345.84	142 857.84	0	142 857.84		100 000.48	100 000.00

# Part B

## Description of Action

### TABLE OF CONTENTS

ADMINISTRATIVE FORMS (PART A) .....

TECHNICAL DESCRIPTION (PART B).....

COVER PAGE.....

PROJECT SUMMARY .....

**1. RELEVANCE .....**

1.1 Background and general objectives .....

1.2 Needs analysis and specific objectives .....

1.3 European added value .....

1.4 Environment and sustainability .....

1.5 Gender balance, inclusion and diversity .....

**2. QUALITY .....**

2.1 Concept and methodology .....

2.2 Format .....

2.3 Potential .....

2.4 Cost effectiveness and financial management .....

2.5 Risk management .....

**3. DISSEMINATION .....**

3.1 Communication, promotion and marketing .....

3.2 Dissemination and distribution .....

3.3 Impact .....

**4. PROJECT MANAGEMENT .....**

4.1 Partnership and consortium, roles and tasks division .....

**4.2 Project teams .....**

4.3 Development strategy .....

4.4 Financing strategy .....

**5. WORK PLAN, WORK PACKAGES, TIMING AND SUBCONTRACTING .....**

5.1 Work plan .....

5.2 Work packages and activities .....

Work Package 1 .....

Work Package .....

Overview of Work Packages (n/a for programmes with detailed budget table) (n/a for Lump Sum Grants) .....

Events .....

5.3 Timetable .....

5.4 Subcontracting .....

**NB: Only three sections to be completed**

**Indicate the project team**

**Indicate only ONE work package to cover the whole reinvestment activity for the project**

# Part B - Description Of Action

- Section 1.1: Only one question to be answered:

*For 'European Film Distribution' and 'European Film Sales': Describe your company position on the national and European/international market as well as your editorial line/catalogue (size, genre, speciality, etc.) and the latest developments/changes in regards to release windows. Describe typical/planned marketing and promotion campaigns for the release/sale of European non-national film(s). If a release is already planned please be specific on the release campaign (number of prints and cinemas, type of marketing and promotion activities, innovative ways to attract audiences, type of audience, objectives in terms of admissions, etc). For European Film Distribution, please also explain how you intend to co-produce and/or acquire European non-national films. For European Film sales, you can also indicate the festivals/markets that you principally target.*

- Pay attention to instructions in green: all other explanations starting with “n/a” do not concern this action

for example:

**Needs analysis and specific objectives** (n/a for 'European Film Distribution' and 'European Film Sales', 'Subtitling of cultural content' and 'Audience Development and Film Education')

- Delete instructions not relevant to this action

# Part B - Description Of Action

Only 1 Work package

Reinvestment activities for the project

Work Package 1



<b>Work Package 1: [Name, e.g. Project management and coordination]</b>					
<i>Ensure consistence with the detailed budget table/calculator (if applicable). (n/a for 'European Slate development', 'European Mini-Slate development' and 'European festivals')</i>					
<b>Duration:</b>	M <del>X</del> - M <del>X</del>	<b>Lead Beneficiary:</b>	1-Short name		
<b>Objectives</b> <i>List the specific objectives to which this work package <u>is linked</u>.</i>					
▪					
<b>Activities (what, how, where) and division of work</b> <i>Provide a concise overview of the work (planned tasks). Be specific and give a short name and number for each task. Show who is participating in each task: Coordinator (COO), Beneficiaries (BEN), Affiliated Entities (AE), Associated Partners (AP), indicating <b>in bold</b> the task leader. Add information on other participants' involvement in the project e.g. subcontractors, in-kind contributions. <b>Note:</b> <i>In-kind contributions: In-kind contributions for free are cost-neutral, i.e. <u>cannot be declared</u> as cost. Please indicate the in-kind contributions that <u>are provided</u> in the context of this work package. The Coordinator remains fully responsible for the coordination tasks, even if they <u>are delegated</u> to someone else. Coordinator tasks cannot be subcontracted. If there is subcontracting, please also complete the table below.</i></i>					
Task No (continuous numbering linked to WP)	Task Name	Description	Participants		In-kind Contributions and Subcontracting (Yes/No and which)
			Name	Role (COO, BEN, AE, AP, OTHER)	
T1.1					
T1.2					

## 3 Tasks (1 per reinvestment activity)

1. Investment in co-production
2. Investment in acquisition of distribution rights
3. Promotion, marketing and advertising

# Certification of admissions

## CERTIFICATION OF ADMISSIONS BY THE DESIGNATED NATIONAL AUTHORITY

DISTRIBUTOR (company in full name):

PIC code:

TERRITORY OF DISTRIBUTION:

(Please use two worksheets if you are declaring admissions for two territories as part of your application (Belgium and Luxembourg or Greece and Cyprus))

nb. Eligible admissions declared under calls for proposals EACEA 27/2018 and EACEA 22/2019 do not require to be re-certified as certification has already been achieved.

### TO BE FILLED IN BY THE APPLICANT

### CERTIFICATION

	Original Title of film(s) (as per MEDIA Film database, see <a href="https://creative-europe-media-database.eacea.ec.europa.eu">https://creative-europe-media-database.eacea.ec.europa.eu</a> )	Media Film ID code (if available)	Release date	N° of eligible admissions year n-2 <i>not fund</i>	N° of eligible admission year n-1
--	---	--------------------------------------	--------------	---	-----------------------------------

- Download the excel
- fill in admission numbers for 2020/21
- have it signed and stamped by the national authority (yellow box at the bottom)
- convert it to pdf to upload as an annex

**Fill in (ONLY!) 2 COLUMNS:**  
 2020 eligible admissions (n-2)  
 2021 eligible admissions (n-1)

**Do not add info for 2018 / 2019 admissions!**

### TO BE FILLED BY THE NATIONAL CORRESPONDENT OF THE NATIONAL AUTHORITY

I, the undersigned, certify that the above admissions are correct.

SIGNATURE OF THE NATIONAL CORRESPONDENT:.....

Date : .....

Name and first name: .....

Name and stamp of the DESIGNATED AUTHORITY:.....



# Part C Statistical data (online)

Please select the type of organisation

Number	Name	PIC Number (if available)	Type of organisation
1	Baird Consulting SCS	956444445	>

Click on the arrow to be able to select the type of organisation (otherwise the form cannot be saved)

Contact with a Creative Europe Desk

Did you contact a "Creative Europe Desk" before submitting this application?

YES

NO

**Please select minimum 1 option(s)**

Information on the applicant company

Annual turnover in € \*

#####.##

**Please enter a valid value**

Number of permanent staff \*

#####.##

**Please enter a valid value**

[Configuration Info](#) [Validation Summary](#)

# After submission, your proposal is sent to the EU services for evaluation

## Manage proposal

**TEST MODE**

**Deadline**  
05 April 2022 17:00:00 Brussels Local Time

**Call data:**  
Call: CREA-MEDIA-2022-FILMDIST  
Topic: CREA-MEDIA-2022-FILMDIST  
Type of action: CREA-PJG  
Type of MGA: CREA-AG

**Proposal data:**  
Acronym: FILMS  
Draft ID: SEP-210831149  
Final ID: 210831149

**Support & Helpdesk**

[Online Manual](#) [IT How To](#)  
[IT Helpdesk](#) [FAQ](#)

**Service Desk:**

**Revisit your proposal**

Your proposal was submitted on: 28 January 2022 13:04:21 (Brussels Local Time)  
Your proposal is part of call CREA-MEDIA-2022-FILMDIST. The call deadline is 05 April 2022 17:00:00 (Brussels Local Time).  
Your proposal ID is 210831149. This number is important and will be used as future reference during the evaluation process.

You can edit your proposal and re-submit at any time before the deadline 05 April 2022 17:00:00 (Brussels Local Time). [Update proposal](#)

The time-stamped and digitally signed PDF version of your proposal is not yet available (and may still take some time). Please contact the Helpdesk if it is not available within 24 hours after the deadline. [Download](#)

You may download the spreadsheet files you attached to your proposal. [Download spreadsheets](#)

You may withdraw your proposal at any time before call closure. When withdrawing, your proposal will not be considered in the evaluation stage. [Withdraw proposal](#)

# What's next after submission?



After the finalisation of the evaluation, applicants will receive the Evaluation Result Letter with the Maximum accepted Grant Amount



You can find and download your Evaluation Result Letter in “My project area”



Notifications sent by email to main and contact persons listed in proposal



Successful applicants start Grant Agreement Preparation in Grant Management system

The screenshot shows the "RESEARCH &amp; INNOVATION Participant Portal - Grant Management Services" interface. On the left, there is a "MY PROJECT" section for "HORIZON 2020" with details: Call: H2020-Adhoc-2014-2, Type of Action: CSA, Acronym: 90050 DEMO2, Current Phase: Grant preparation, Number: 90050, Duration: 8 months, Start Date, and Estimated Project Cost: €40,026,50. On the right, there is a "Proposal Management &amp; Grant Preparation" section for "90050 - 90050 DEMO2" with a progress bar showing stages: Submitted (07/04/2014), Evaluated, Ranked, Invited, and Prepared. Below this, there are "Documents" including "90050 - auto generated ESR" and "Evaluation Result Letter- 90050- 90050 DEMO2". There is also a "Messages" section at the bottom.

# Support: IT, FAQ and rules

The screenshot shows the top navigation bar of the European Commission website. The 'Support' menu is highlighted with a red box and an arrow pointing to a larger 'Support overview' menu. The 'Support overview' menu lists: Support overview, Guidance & Manuals, FAQ, and Helpdesks. Below this, the 'Popular support topics' section is visible, listing various topics like 'EU Login', 'How to change the EU Login account details?', 'What is a LEAR (Legal Entity Appointed Representative) and what are LEAR's rights and tasks?', 'How to appoint a LEAR', and 'Do I have to register my organisation before drafting my proposal?'. Each topic is accompanied by an icon (manual, FAQ, or helpdesk) and a brief description.

A blue box containing the 'Support overview' menu items: Support overview, Guidance & Manuals, FAQ, and Helpdesks. A red arrow points from the 'Support' menu in the main screenshot to this box.

A white box containing the 'Guidance & Manuals' section. It features a blue header with 'GRANTS' and 'TENDERS' (both with checkmarks). Below this, there are three sub-sections: 'Reference documents' (The page reference documents of the programmes managed programmes, model grant agreements and guides for specific), 'Online Manual' (Step-by-step online guide through the Portal processes from project), and 'IT How to' (IT support guide with step-by-step walkthroughs and videos).

The screenshot shows the 'Creative Europe (CREA)' page. A 'Programming period' filter is set to '2021-2027'. A 'Reference Documents' section is highlighted with a red circle. Below it, a list of documents is shown, including 'Legislation', 'Work programme & call documents', 'Grant agreements and contracts', 'Guidance', 'Templates & forms', and 'Funding & Tenders Portal'. A red arrow points from the 'Guidance & Manuals' box to this section.

# Creative Europe Desks

Your gateway to the Creative Europe Programme

[https://ec.europa.eu/programmes/creative-europe/contact\\_en](https://ec.europa.eu/programmes/creative-europe/contact_en)

Help to develop your project, prepare your application and build partnerships.

The Desks provide these services:

1. Free information and guidance on how to access funding opportunities under the Creative Europe Programme;
2. Regular updates on European audiovisual and culture issues;
3. Networking support facilitating contact between cultural operators in different countries and partner finding;
4. Targeted info days, workshops, seminars;
5. Informative websites with all the latest news.

CREATIVE EUROPE DESKS

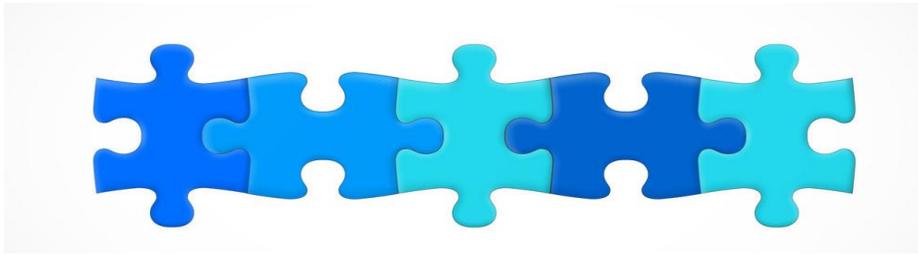
Select A Country

- Albania
- Armenia
- Austria
- Belgium
- Bosnia And Herzegovina
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France

# Questions?

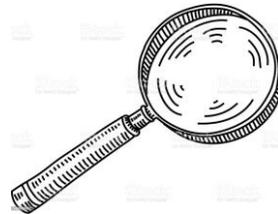
*Please use the chat  
function*





1. Key features
2. Structure of the call + Q&A
3. MEDIA database - how generate your admissions + Q&A
4. Introduction to the submission system in e-Grants + Q&A

**→ 5. Tips for proposal preparation**



# Tips for proposal preparation (1)



## Get familiar with:

- the submission Wizard, online manual and IT helpdesk
- the structure of the application form
- the templates to be filled in (part B, annexes, part C...)

Submit proposals well in advance before call closure.

You can resubmit your proposal as needed until the closure of the call.

Once the Call is closed, the last submitted version will be evaluated

# Tips for proposal preparation (2)



One PIC number = one application **even** if you cover more than one territory (NB: the national authority still has to certify your admissions for each country separately)

Certification of admissions – single annex, separate worksheets per national authority (upload as pdf)

The annex called ‘Info on Independence and Ownership/Control’ is the former ‘shareholding attestation’ annex (upload in excel format)

You need to re-name your annexes (remove brackets) before uploading

# Tips for proposal preparation (3)



## Budget

- Use budget category 'purchase costs – other goods, works and services' only
- Indirect costs (7%) added automatically to your costs
- 'Requested EU contribution' = estimated grant in MEDIA DB

Calculate the amount corresponding to 70% of direct + indirect costs to match your requested EU contribution

Determine the amount of direct costs in light of this

# Tips for proposal preparation (4)



## Part B: technical description

- project summary = abstract (part A)
- parts 1 – 4 = two questions to answer (leave the rest blank) – 1.1 background & general objectives and 4.2 project team
- work plan & work packages = only one WP (corresponding to the ‘reinvestment strategy’)

# Tips for proposal preparation (5)



## MEDIA database

- Study eligibility criteria to ensure maximum accuracy of estimated grant (copyright year, nationality of film, etc.)
- Ensure that year and territory are filled in before adding films
- ‘Edit’ available even after ‘submission’

# Thank you for your attention!

Contact:

**for questions about the call**

[EACEA-FILM-DISTRIBUTION@ec.europa.eu](mailto:EACEA-FILM-DISTRIBUTION@ec.europa.eu)

**for questions about the MEDIA database**

[EACEA-MEDIA-DB@ec.europa.eu](mailto:EACEA-MEDIA-DB@ec.europa.eu)

**for IT support**

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/helpdesks/contact-form>



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• Slide 5, 24 and 38, source: pixabay.com