



A programme of the European Union



MEDIA TRAINING

GUIDELINES

CALL FOR PROPOSALS EACEA 05/2012

CONTINUOUS TRAINING:

*support for the implementation of a training programme for professionals
in the European audiovisual industry*

in view of establishing a two year partnership with the MEDIA
programme to cover activities in years 2013-2014

Decision N° 1718/2006/EC
of the European Parliament and of the Council

- This Call for proposals for continuous training is the last Call to be launched under MEDIA programme 2007 in 2012 and/or 2013.

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1. INTRODUCTION

1.1. Legal basis

These guidelines are based on Decision No 1718/2006/EC of the European Parliament and of the Council of 15 November 2006 concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007).¹

The total budget for the MEDIA Programme 2007-2013 amounts to EUR 754,95 million.

The European Commission is responsible for the implementation of the MEDIA Programme and for the decision to grant individual European Union funds. The Education, Audiovisual and Culture Executive Agency hereafter "the Agency" manages the MEDIA Programme on behalf and under the control of the European Commission.

The MEDIA programme unit of the Education, Audiovisual and Culture Executive Agency is responsible for the implementation of this call for proposals.

These guidelines are aimed at European organisations whose activities contribute to the achievement of the objectives of the MEDIA Programme as described in the Council Decision 1718/2006/EC.

The implementation of this call is included in the Work Programme 2012.

These guidelines explain how to submit a proposal with a view to obtaining a European Union financial contribution.

1.2. Context of submission

Under this Call for Proposals, the applicant submits a proposal in view of establishing a two year partnership with the MEDIA programme, through a contractual instrument called *Framework Partnership Agreement* ("FPA").

The FPA will allow the selected institutions a long term forward planning and financial stability to implement repetitive annual actions for two years. It sets the condition for a simplified selection and contracting procedure (*see section 2.5*)

This call for proposals for continuous training is the last Call to be launched under MEDIA programme 2007 in 2012 and/or 2013.

¹ published in the Official Journal of the European Union on the 24th of November 2006 (OJ L327, pp 12-29).

2. OBJECTIVES

2.1. Objectives of the MEDIA Programme

The global objectives of the programme are the following:

- ◆ To preserve and enhance European cultural and linguistic diversity and its cinematographic and audiovisual heritage, guarantee its accessibility to the public and promote intercultural dialogue;
- ◆ To increase the circulation and viewership of European audiovisual works inside and outside the European Union, including through greater cooperation between players;
- ◆ To strengthen the competitiveness of the European audiovisual sector in the framework of an open and competitive European market favourable to employment, including by promoting links between audiovisual professionals.

2.2. Specific objectives of the Training Support Scheme

In the field of acquisition and improvements of skills, the objectives of the programme shall be:

- ◆ To strengthen the skills of European audiovisual professionals in order to improve the quality and potential of European audiovisual works.
- ◆ To improve the European dimension of audiovisual training activities.

For the implementation of these objectives, particular attention will be paid to the specific needs of countries or regions with a low audiovisual production capacity and/or a restricted linguistic or geographical area, as well as to the development of an independent European production and distribution sector, in particular small and medium-sized enterprises.

The promotion of equal opportunities between women and men is a basic principle in European Union policies which must be taken into account in the implementation of this programme.

2.3. Priorities of this Call for Proposals

This Call for Proposals is to foster the development of a comprehensive continuous training offer responding to the professional needs of the European audiovisual industry.

2.4. Definitions

The following definitions shall apply:

Action

- **Action:** one or more training activity(ies) for which the beneficiary receives financial support. The 'action' covers the preparation and implementation stages as well as the evaluation and dissemination of results of this / these training activity(ies).
- **Activity:** is defined by a specific content for a specific group of participants at a specific time in a specific location. Generally and in the framework of the Continuous training calls for Proposals aims at training professional activities and events favouring multidisciplinary cooperation within the audiovisual industry such as seminars, workshops and networking events (see section 5.4 eligible activities)
- **Duration of the Action:** The action submitted cannot last more than 12 months. In duly justified cases the duration of the action could be extended of three months maximum.
- **Eligible Participants:** any audiovisual professional, coming from countries participating in the MEDIA programme (see section 5.2) and selected to follow the training activity.
- **Format:** the training format is the physical size and composition of a training activity (number of days per sessions and number of sessions per year, on spot and or on-line, internships included or not, etc).
- **Global Action Plan:** this terminology relates to the Framework Partnership Agreement. It sets out the objectives, priorities and expected results for the period 2013-2014 as well as the strategy and the actions to be implemented to ensure that the objectives and results are achieved. The Global Action Plan will constitute a contractual obligation annexed to the framework partnership agreement.
- **Work Programme:** the work programme presents in detail the activities to be implemented in the framework of an "action".

Budget

- **Contribution in kind:** non-financial contributions to the action originating from certain services or equipment/material supplied by the applicant or third parties. Within the framework of support from MEDIA Training, the contributions can only cover the rental costs of production and post-production equipment used for the production of an audio-visual work (a pilot, short film, shooting of specific sequences from a script, etc.)
- **Financial contributor:** any public or private organisation providing a financial contribution to the Action.
- **Eligible Costs:** the costs directly linked to the execution of the Action receiving support, and incurred by the beneficiary during the period of the action and being co-financed by the European Union grant.
- **Grant:** the financial support awarded to the selected applicant for an action. This can be revised downwards upon reception of the final report on the basis of the total actual eligible costs.

2.5. Legal Commitment: Grant Agreements

Framework Partnership Agreement (FPA)

The Framework Partnership Agreement formalises a partnership relationship between the Agency and the beneficiaries for **2 years**, to enable them to achieve their long-term objectives. It is aimed at organisations whose actions are stable in particular in terms of objectives, format, target group and methodology.

- *Information on the Framework partnership agreement (2013-2014) and on the funding of first year of activity (Action 2013)*

In their proposal for a FPA applicants must submit a Global Action Plan setting out the objectives, priorities and expected results for the period 2013–2014 as well as the strategy and the actions to be implemented to ensure that the objectives and results are achieved.

The applicants must also submit for 2013 a work programme for 12 months and the corresponding budget.

In the event of definitive approval by the Agency of the submitted project, a Framework partnership agreement for 2013-2014 will be signed between the Agency and the Beneficiary.

The Global Action Plan will be annexed to this agreement. Subsequently a specific agreement detailing the conditions and level of funding for the first year will also be signed between the Agency and the Beneficiary. The work programme for 2013 will form the basis for awarding an annual action grant for this precise year.

- *Information on the funding for the action taking place in the following year (Action 2014)*

In the first semester of the year 2013, the applicant selected under the framework partnership agreement will fill in a **simplified grant application** for their activities taking place in 2014.

This simplified grant application, which includes a 2014 work programme and the corresponding detailed budget for the annual action foreseen, should be in line with the Global Action Plan 2013-2014 and will serve as a basis for the award of a grant.

The annual estimated budget foreseen and the MEDIA contribution are not expected to be increased by more than the inflation rate from one year to another.

The implementation of the specific grant agreement for the year 2014 is subject to the adoption of the European Union budget for the year 2013 by the budget authority.

This Call for proposals for Continuous Training is the last one to be launched under MEDIA 2007 Programme.

3. TIMETABLE

Applications must be sent to the Agency by **16/04/2012** (the postmark will be taken as proof of timely sending). Please read carefully section 13 of this Call for Proposals concerning the procedures for submitting applications.

Applicants will be informed in due course of the results of the selection and normally within two weeks of the date of decision by the Commission to grant or not a financial contribution which is expected to be by September 2012. The selection results will be published on the MEDIA website.

The signature of the Framework Partnership Agreement and the related Specific Grant Agreement for the 1st year activities between the Beneficiary and the Agency will take place once all administrative procedures are finalised, at the latest in December 2012.

Should an application be unsuccessful, the Agency will inform the applicant in due course and in writing of the reasons for its decision with regard to the criteria established in this call for proposals.

4. AVAILABLE BUDGET

The total budget earmarked for the co-financing of actions under this Call for Proposals is estimated at **EUR 7.000.000** per year.

Financial contribution from the MEDIA Programme cannot exceed 50% of the total eligible costs. The beneficiary must guarantee the remaining financing.

However, the MEDIA programme's funding may be raised up to 60% for training activities put in place by applicants from countries or regions with a low production capacity and / or a restricted linguistic and geographical area:

- Member states of the European Union: Austria, Belgium, Bulgaria, Czech Republic, Cyprus, Denmark, Estonia, Finland, Greece, Hungary, Ireland, Latvia, Lithuania, Luxemburg, Malta, Poland, Portugal, Romania, Slovakia, Slovenia, Sweden, and the Netherlands
- Member countries of the European Economic Area (EEA) participating in the MEDIA programme (Iceland, Liechtenstein, Norway)
- Switzerland
- Croatia

The selection of an action does not signify agreement to the level of financial support requested. The final amount to be awarded will be determined within the available budgetary resources and in consideration of the nature and costs of the action.

The Agency reserves the right not to allocate all the funds available.

5. ELIGIBILITY CRITERIA

Only applications which comply with the following criteria will be the subject of an in-depth evaluation

5.1. Formal criteria

Only proposals submitted using the official application form completed in full, signed (original signatures required) and received by the specified deadline, will be considered.

The application form must be accompanied by an official letter from the applicant organisation, and by documents attesting its financial and operational capacity, and all the other documents referred to in the application form.

Applicants must submit a budget that is balanced in terms of expenditure and revenue and must comply with the ceiling for European Union cofinancing, set at 50% / 60% of the total eligible costs.

5.2. Eligible countries

Only organisations established and registered in countries participating in the MEDIA programme are eligible.

Countries participating in the MEDIA programme are the following:

- Member states of the European Union
- Member countries of the European Economic Area (EEA) participating in the MEDIA programme (Iceland, Liechtenstein, Norway)
- Switzerland
- Croatia

The Agency may select proposals from applicants in EFTA/EEA countries or candidate countries, provided that, on the date of selection, agreements have been signed setting out the arrangements for the participation of those countries in the Programme established by the Decision referred to under section 1.1.

5.3. Eligible applicants

The following Call for proposals is open to :

European companies

Enterprises which benefit from the Programme shall be owned and shall continue to be owned, whether directly or by majority participation, by Member States and/or Member State nationals (or nationals of the other European countries participating in the Media Programme) and registered in one of these countries.

Applicant organisations must belong to one of the following categories:

- Specialised professional training institutions;
- Private companies from the audiovisual industry;

- Organisations from the audiovisual industry;
- Film and television schools;
- Universities.

Are not eligible:

- Applications from "natural" persons (i.e. individuals).

5.3.1 Legal entity

In order to demonstrate its existence as a legal person, the applicant must provide the following documents:

- ◆ Form IIIa: "**Financial Identification Sheet**" duly completed, stamped and signed by both the legal representative of the applicant and by a representative of the bank. The form relating to the financial identification of the applicant company according to the country in which it is established is available on the following website: http://ec.europa.eu/budget/execution/ftiers_en.htm
- ◆ Form IIIb: "**Legal Entity Form**" duly completed and signed by the legal representative of the applicant. The form relating to the legal structure of the applicant company according to the country in which it is established is available on the following website: http://ec.europa.eu/budget/execution/legal_entities_en.htm
- ◆ A copy of the applicant's registration certificate from the relevant authority, (e.g Companies register, Official Journal, etc.)

This(ese) document(s) must mention the name of the applicant organisation (full legal title), the registration number, the official registered address of the organisation, the date and place of registration. The information on this(ese) document(s) must correspond precisely to the information provided on forms IIIa and IIIb.

- ◆ The **statutes** of the applicant organisation.
If the name of the legal representative of the organisation is not stated in the official registration document, a copy of his / her nomination is also required (for instance: signed minutes of the Board).
- ◆ A copy of the **VAT registration**, including the VAT number.
If the applicant does not have a VAT number, "Not applicable" shall be written down in the right place on the form IIIb.

5.4. Eligible Activities

Training activities favouring multidisciplinary cooperation within the audiovisual industry are encouraged.

Applications must be for actions which are aimed at developing the capacity of audiovisual professionals to understand and integrate a **European dimension** in their work by improving expertise in the following fields:

Training in economic, financial and commercial management

- Business skills (such as management, new business models, marketing, pitching and presentation);
- Production;
- Distribution/exhibition
- Legal and financial aspects of co-production;
- Understanding international markets;
- Networking and accessing international markets.

Training in new audiovisual technologies

Implementation of new technologies in audiovisual activities:

- Production (e.g. digital production, 3D animation, HDTV);
- Post-production e.g. visual/special effects;
- Distribution: new channels for distribution of films for TV and cinema;
- Marketing: using new media to promote audiovisual works New markets and platforms;
- Restoration and conservation technologies.

Training in script development

- Identifying target audiences;
- International standards of scriptwriting and script presentation;
- Creative collaboration between writers, script editors, producers, directors, DOPs.

Note also that training initiatives designed specifically to develop competencies in the field of live recordings, TV games, talk shows, reality shows etc., or techniques exclusively linked to video games will be declared *as ineligible*.

5.5. Scholarships

Applicants are required to provide scholarships to participants. **These scholarships should correspond to at least 15% of the total number of participants** and cover **at least** the participation fees. It is recommended that they also cover expenses for travel and subsistence.

This requirement will be carefully verified at final report submission stage. The final report of the activity will include scholarship forms filled in and signed by the scholarship holders, stating the expenses covered by the applicant.

In order to facilitate the cooperation between all European professionals, the applicants must offer at least **one third** of the scholarships to professionals from the 12 new Member States or from Croatia. To maintain the principle of equal treatment, it is recommended not to give scholarships to participants who have already received a grant from a national organisation for the same training activity. In case of doubt, the applicants are encouraged to ask the MEDIA Desks for advice on participants coming from their country.

5.6. Eligible Target groups

Professionals from the audiovisual industry, in particular:

- Producers
- Directors
- Writers
- Script editors
- Commissioning editors
- Distributors
- Exhibitors
- Sales agents
- New media content providers
- Professionals from the animation industry
- Professionals from post-production field
- Trainers

Professionals from legal, banking or financial sectors working with the audiovisual industry are also eligible target groups.

Applicants should ensure that a majority of the participants in the proposed training activities are of a nationality other than that of the applicant.

5.7. Period of the action/eligibility of costs

- The action cannot start before the 1st of September 2012.
- The action must start at the latest in the first 6 months of 2013.
- The action/period of eligibility cannot last more than 12 months. If after the signing of the agreement and the start of the project it becomes impossible for the beneficiary, for dully justified reasons beyond his control, to complete the project within the scheduled period, an extension to the eligibility period may be granted by the way of an addendum. In duly justified cases the duration of the action could be extended of three months maximum when the action is linked to an event (e.g. market/festival/high specialised workshop) taking place after the first 12 months of the action.

Only costs incurred during the period of the action (= period of eligibility of costs) shall be considered as eligible. Applicants are requested to indicate this period in the application form section IV.

6. EXCLUSION CRITERIA

Applicants must state that they are not in any of the situations described in Articles 93(1), 94 and 96(2)(a) of the Financial Regulation applicable to the general budget of the European Union (Council Regulation (EC, Euratom) No 1605/2002 as subsequently amended) and set out below.

Applicants will be excluded from participating in the Call for proposals procedure if they are in any of the following situations:

- a. they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b. they have been convicted of an offence concerning their professional conduct by a judgment which has the force of *res judicata*;
- c. they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify;
- d. they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established, or with those of the country of the contracting authority, or those of the country where the contract is to be performed;
- e. they have been the subject of a judgment which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Union' financial interests;
- f. they are currently subject to an administrative penalty referred to in Article 96(1) of the Financial Regulation (Council Regulation 1605/2002 of 25/06/02, as subsequently amended).

Applicants will not be granted financial assistance if, on the date of the grant award procedure, they:

- a. are subject to a conflict of interests;
- b. are guilty of misrepresentation in supplying the information required by the contracting authority as a condition of participation in the grant award procedure, or fail to supply this information.
- c. find themselves in one of the situations of exclusion, referred to in art 93(1) of the Financial Regulation, for this grant award procedure;
- d. they are subject to the penalty consisting in the exclusion from contracts and grants financed by the budget for a maximum period of ten years.

In accordance with Articles from 93 to 96 of the Financial Regulations, administrative and financial penalties may be imposed on applicants who are guilty of misrepresentation or are found to have seriously failed to meet their contractual obligations under a previous contract award procedure.

To comply with these provisions, **applicant must sign a declaration on their honour certifying that they are not in any of the situations referred to in Articles 93 and 94 of the Financial Regulations.**

This declaration is included in the Application Form I.

7. SELECTION CRITERIA

Applicant must have stable and sufficient sources of funding to maintain their activity throughout the period during which the action is being carried out or the year for which the grant is awarded and to participate in its funding. They must have the professional competencies and qualifications required to complete the proposed action.

Applicants must submit a declaration on their honour, completed and signed, attesting to their status as a legal person and to their financial and operational capacity to complete the proposed activities.

7.1. Operational Capacity

Applicants must prove their operational capacity to implement the activity by demonstrating the existence of:

- Human and technological resources available within the applicant organisation (the CVs of the person(s) responsible for the proposed action, showing all their relevant professional experience);
- A solid experience in organising training activities (the track record of the applicant organisation shall be included in the proposals / this might be also demonstrated by the experience of the managing director or head of studies working for the proposed action);
- An extensive international network of contacts from the audiovisual industry.

7.2. Financial Capacity

Applicants must have stable and sufficient sources of funding to maintain their activity throughout the period during which the action is being carried out. The evaluation of this criterion will be based on the following documents, submitted together with their applications:

- Profit and Loss accounts of the applicant organisation as well as a complete balance sheet and its annexes for the last two financial years available.
- The form concerning the financial capacity included in the application form (form V) duly signed and correctly filled in. The data (figures) presented will be based on the applicant annual accounts of the last financial year if it is a non-profit organisation (2 last years in case of commercial company) for which accounts have been closed. The applicant assures that the figures are accurate and verifiable.
- Financial identification sheet (form IIIa) duly completed by the applicant and certified by its bank (original signatures are required).

Please note that the data to be provided are different depending on whether the applicant is a profit or a non profit company. The Agency applies these criteria taking into account the legislative framework of the different countries participating in the Programme.

If on basis of the documents submitted, the Agency considers that the financial capacity of the applicant is not proven or satisfactory, the Agency can:

- Reject the application
- Ask for further information
- Require a guarantee (see section 9.2)
- Offer a Grant Agreement without pre-financing

Exemptions

The verification of financial capacity does not apply to:

- Public bodies and public educational institutions
- Applicants which request less than EUR 25.000 to the MEDIA Programme

If the applicant is in one of the situations here described, this must be mentioned on the **application form V** ("Information concerning the applicant's financial capacity") and the applicant must certify that it has the operational and financial capacity (Declaration of honour – application form annex I).

7.3. Audit

The application shall be accompanied by an external audit report produced by an approved auditor. The report shall certify the accounts of the applicant for the last two financial years available.

This obligation does not apply to public bodies and secondary or higher education establishments.

8. AWARD CRITERIA

The award criteria make it possible to assess the quality of the proposals submitted in light of the objectives and priorities set in the Call for proposals. Grants will be awarded within the limit of the budgetary resources available on the basis of the weighted criteria presented below.

Eligible proposals will be assessed on the basis of the following weighted criteria:

Quality of the content of the activity	20 points
Project management	20 points
Quality of the partnership with the AV industry	20 points
European dimension	20 points
Impact on the European audiovisual industry	20 points
TOTAL	100 points

For proposed actions which contain two or several training activities, the right is reserved to refuse those activities of the action which do not meet the award criteria.

8.1. Quality of the content activity

The content of the proposed activities will be assessed on the basis of the following elements:

- The objectives
- The subjects and skills taught
- The target group
- The professional benefits
- The long or short term effects

Applicants should clearly describe:

- The **objectives** of their training action and the manner in which they meet the general objectives of the MEDIA Programme as stated under section 2. Under this point, the applicants will also briefly explain why there is a need for such a training activity in the sector;
- The **subjects and skills** taught and the logic behind this focus as well as the learning outcomes;
- The **target group** and why this specific target group was chosen
 - ⇒ the type of participants for whom the training initiatives have been designed
 - ⇒ the level of education / experience of participants for whom the training initiatives have been designed
- The **expected effects** and benefits of the training on the future professional practice of the participants.

8.2. Project management

The evaluation of the project management efficiency will be assessed on the basis of the following elements:

- Methodology
- Cost effectiveness of the proposed action
- Expertise of trainers and tutors involved in the proposed action

Applicants should clearly describe:

Methodology

Applicants should clearly explain how the proposed training will be delivered (format and methodology). For instance (not exhaustive list):

- Long-term or short-term training, type and number of modules;
- Workshops (residential or not), consulting sessions and/or internships, on-line sessions and/or on-line consulting;
- Lectures, case studies, role plays, group sessions, one-to-one meetings, screenings;
- The size of the participant group and how the number of participants affects the proposed concept;
- The role of the experts/trainers/tutors (how these are involved in the implementation of the action?);
- What are the selection procedures of the participants? How will the applicant facilitate their mobility?

Applicants will also provide a course timetable.

The Agency will evaluate the relevance of the format / methodology choices in regards to the proposed action.

Cost effectiveness of the proposed action

- Applicants should pay particular attention to the cost effectiveness of the action. All costs should be reasonable in the context of the goals and benefits of the action. The resources allocation must be appropriate and justified.
- The right is reserved to reduce any cost, either in the award or subsequent payment procedures, which is not consistent with average market prices for the item or service or which cannot be justified by the benefits generated for the action.
- The evaluation of this criterion will be based on the analysis of the estimated budget and of the **note on the estimated budget**. Special attention will be paid to the fund raising strategy elaborated by the applicant company for the submitted action.

Expertise of trainers and tutors involved in the proposed action

Depending on the type of action put in place by the applicants, the tutors, experts and trainers will be active professionals in the audiovisual sector and / or have relevant expertise in the field.

Applicants must provide **detailed explanations** on the recruitment of experts, trainers and tutors.

8.3. Quality of the partnership with the audiovisual industry

Partnerships between training institutions and the audiovisual industry are mandatory. Applicants are required to clearly explain the involvement of the audiovisual industry in the proposed training activities.

8.4. European dimension

Proposed training activities will have to offer a European dimension, which will be assessed on the basis of the following elements:

- The added value at European level of the content of the training initiative
- The involvement of partners, experts and trainers from other countries than the applicant
- A European communication strategy to promote the course and recruit the adequate target group and experts
- A wide European geographic spread of participants/trainees

8.5. Impact on the European audiovisual industry

The impact of the proposed action will be assessed on the basis of the following elements:

- Experience or innovation
- Multiplier effect

Applicants **MUST** clearly explain:

- the **expected impact** and
- the **methodology** applied to monitor and evaluate expected results and impact by providing concrete and measurable indicators

The latter should reply to the following:

- what is the expected impact of the training activities developed with the MEDIA Training support on the audiovisual sector in terms of innovation; and
- what is the expected impact on the participating professionals in the audiovisual sector in terms of experience, innovation, employability, career development, raising capacities and skills and products delivered; and
- How this multiplier effect will be achieved.

Furthermore, applicants whose training actions have been implemented and/or already benefited from MEDIA training in the past **MUST** do a critical in-depth analysis of their action, as:

- a) to **measure in quantitative and qualitative terms** the main outcomes and further impact achieved as a result of the past training (e.g. number of films in production or achieved, number of countries in which films have been distributed (box office), number of scripts finalised, new technologies introduced etc), and
- b) to **measure cost-effectiveness**, if adjustments are relevant, they shall describe how their training initiatives have been updated and the reasoning behind their choice of modifications (methodology, content of activities and budget).

9. FUNDING CONDITIONS

An EU grant is an incentive to carry out activities that would not be possible without the support of the Union. It is based on the principle of co-financing. The EU grant supplements the applicant organisation's own financial involvement and/or any national, regional or private support it may have obtained.

Acceptance of an application by the Executive Agency does not constitute an undertaking to award a grant equal to the amount requested by the beneficiary. Furthermore, under no circumstances may the amount awarded exceed the amount requested.

The award of a grant does not establish an entitlement for subsequent years.

9.1. Contractual provisions and payment procedures

In the event of definitive approval by the Agency, a Framework Partnership Agreement for action grant as well as a specific agreement, drawn up in euro and detailing the conditions and level of funding, will be sent to the beneficiary. Two copies of the original agreement must be signed by the beneficiary and returned to the Agency immediately. The Agency will sign it last.

A pre-financing payment of 60% of the MEDIA contribution to the action will be transferred to the beneficiary within 45 days of the date when the last of the two parties signs the agreement, provided all possible guarantees are received by the Agency

Pre-financing is intended to provide the beneficiary with a float.

The account or sub-account indicated by the beneficiary must make it possible to identify the funds transferred by the Agency. If the funds paid into this account give rise to interest or equivalent profits in accordance with the legislation of the country where the account is held, such profit or interest will be recovered by the Agency where it results from the prefinancing payment if this payment exceeds 50 000 euros.

The Agency will establish the amount of the final payment to be made to the beneficiary on the basis of the final report.

9.2. Guarantee

The Agency may require any organisation which has been awarded a grant to provide a guarantee in order to limit the financial risks linked to the prefinancing payment.

The purpose of this guarantee is to make a bank or a financial institution stand as irrevocable collateral security for, or first-call guarantor of, the grant beneficiary's obligations.

This financial guarantee, in euro, shall be provided by an approved bank or financial institution established in one of the Member State of the European Union. When the beneficiary is established in a third country, the Agency may agree that a bank or financial institution established in that third country may provide the guarantee if it considers that the bank or financial institution offers equivalent security and characteristics as those offered by a bank or financial institution established in a Member State.

The guarantee shall be released as the pre-financing is gradually cleared against payments of balances to the beneficiary, in accordance with the conditions laid down in the grant agreement.

This requirement does not apply to public bodies.

9.3. Double financing

Applicants may receive only one grant for action for the same application from the budget of the European Union.

To ensure this, they must give details in their application form of any other grant requests which they have submitted or intend to submit to the European Institutions stating in each case, the budgetary year, the budget heading, the European Union programme and the amount requested.

9.4. Funding method: Budget-based financing

9.4.1 General provisions

Budget-based grants are calculated on the basis of a detailed estimated budget. The budget attached to the application form must be complete and in balance, i.e. total estimated expenditure must equal total revenue, including the Executive Agency grant application. The budget must indicate clearly the costs that are eligible for EU funding. The EU grant is limited

to a maximum co-financing rate of 50% of eligible costs (or 60% for training activities put in place in countries with low audiovisual production capacity).

The budget must be drawn up in euros. **Applicants from countries outside the euro zone** must use the monthly accounting rate of the date of the application. The exact rate used should be specified within the space provided on the Budget Form. These exchange rates can be obtained European Commission website:

<http://ec.europa.eu/budget/inforeuro/index.cfm?fuseaction=home&Language=en>

Part of the total estimated eligible expenses must be financed from sources other than the Union grant. Applicants must indicate the sources and amounts of any other funding received or applied for in the same financial year for the implementation of the project or work programme concerned.

The beneficiary shall supply evidence of the co-financing provided, either by way of own resources, or in the form of financial transfers from third parties, or in kind. The applicants shall provide an explicit undertaking from each co-financing organisation to provide the amount of funding stated in the grant application for the operation.

The Agency accepts that the external co-financing referred to above should be partially made up of contributions in kind (see section 9.4.3).

The allocated amount may not exceed the amount requested.

The Union grant may not have the purpose or effect of producing a profit for the beneficiary. Profit is defined as a surplus of receipts over costs. The amount of the grant will be reduced by the amount of any surplus.

Estimated Budget:

The estimated budget will form an integral part of the Grant Agreement.

The estimated budget must be presented as set out in the Application Form and **strictly in compliance with the following procedures:**

- The estimated budget will be sub-divided into the headings and sub-headings proposed in the Budget Form.
- Total revenue and total expenditure must be *equal* amounts.

N.B:

- Costs assigned to a specific budget heading in the Budget Form must be assigned to **this very same budget heading** in the final accounts.
- The beneficiary shall ascertain from the competent national authorities the provisions, rules and legislation governing the taxation of promotion activities in his country.

Note on the Estimated Budget:

The applicants have to explain the reasoning behind the amounts stated in the estimated Budget.

- The Note on the estimated budget must be sufficiently detailed to allow identification and control of the proposed activity.
- The presentation of the estimated budget will be identical "heading by heading" to the estimated budget.
- In the event that costs such as personnel costs or overheads are broken down in one or more activities, a detailed justification for such distribution must be included in the Note on the estimated budget.

Applicants are **strongly** advised to re-check all automatic calculations.

9.4.2 Eligible costs

Eligible costs of the action are costs actually incurred by the beneficiary, which meet the following criteria:

- they are incurred during the duration of the action as specified in the Grant Agreement, with the exception of costs relating to final reports and certificates on the action's financial statements and underlying accounts;
- they are connected with the subject of the Grant Agreement and they are indicated in the estimated overall budget of the action;
- they are necessary for the implementation of the action which is the subject of the grant;
- they are identifiable and verifiable, in particular being recorded in the accounting records of the beneficiary and determined according to the applicable accounting standards of the country where the beneficiary is established and according to the usual cost-accounting practices of the beneficiary;
- they comply with the requirements of applicable tax and social legislation;
- they are reasonable, justified, and comply with the requirements of sound financial management, in particular regarding economy and efficiency.

The beneficiary's internal accounting and auditing procedures must permit direct reconciliation of the costs and revenue declared in respect of the action with the corresponding accounting statements and supporting documents.

9.4.2.1 Eligible direct costs

The eligible direct costs for the action are those costs which, with due regard for the conditions of eligibility set out above, are identifiable as specific costs directly linked to the

performance of the action and which can therefore be booked to it directly. In particular, the following direct costs are eligible, provided that they satisfy the criteria set out in the previous paragraph

For an action including several activities, the applicants must submit

- A budget per activity
- A budget and the note on the budget for the whole Action

Budget Headings are the following:

1. Personnel Costs
2. Operating Costs
3. Sub-contracting costs

Please note that the right is reserved to reduce any cost, either in the award or subsequent payment procedures, which is not consistent with average market prices for the item or service foreseen.

1 - Personnel Costs

The personnel costs shall be calculated on the basis of the actual daily salary of the employee, multiplied by the number of days devoted to the action. Where applicable, this figure will include all the usual contributions paid by the employer, such as social security contributions, but shall exclude any bonuses, incentive payments or profit-sharing schemes.

The Personnel costs shall be substantiated by detailed timesheets of the work done declared in the Final Report. The daily salary will be based on the average salary charged at national level for qualified personnel executing comparable tasks.

Common rules:

- Personnel costs should not exceed 25% of the total eligible costs.
- The maximum number of working days per year per person is 220.
- Senior employees and directors shall be identified by name (if already known at submission stage) in the Note on the estimated budget.

2 - Operating costs

This Budget Heading consists of the following Sub-headings:

- 2.1 Travel and subsistence costs for the staff directly and fully attached to the proposed action
- 2.2 Expenses for the training activity(ies)
- 2.3 Travel and subsistence for participants and trainers
- 2.4 Promotion and dissemination of results

2.1 - Travel and subsistence costs

The costs specified under this heading are related to travel and subsistence costs for the staff attached to the proposed action. Amounts stated must correspond to specific and clearly identifiable activities.

The number and destination of journeys and the number of days spent travelling must be reasonable with regard to the objectives of the applicant for the proposed action.

The destination of the travels as well as the number of days forecast and the name or role in the training initiative of the persons travelling should be justified in the estimated budget.

Accommodation and subsistence costs ("per diems") have to be in line with the beneficiary usual practice on travel costs or can not exceed the scales accepted by the Commission hereby:

[www.ec.europa.eu/europeaid/work/procedures/implementation/per diems/index en.htm](http://www.ec.europa.eu/europeaid/work/procedures/implementation/per_diems/index_en.htm)

If there is no overnight stay, the amounts are reduced by 50%.

If the internal regulation of the institution applying for a MEDIA grant imposes a lower limit than the scales accepted by the Commission, the lower limit must be used as a basis of calculation.

Common rules:

- Air travel : only economy class tickets will be eligible
- Train travel : second and first class tickets are eligible
- Car travel: the eligible amount will be limited to the amount corresponding to the price of a 1st class train ticket.
- Per diems cover taxi costs. Applicants using these monetary limits are thus not authorised to include the taxi costs separately in the budget.

These conditions apply also for travel and subsistence costs for participants and trainers (cf.2.3 below).

2.2 - Expenses for training activities

Costs specified under this Budget Sub-Heading relate to rental of conference rooms and of computing and technical equipment, trainers fees, educational material costs, distance learning tools and local transport.

2.2.1 Conference room rental

The cost for conference rooms shall be broken down into cost per day and number of days in the note on the Budget. In the event that more than one venue is used, each venue must be specified separately.

N.B: The costs for conference rooms of the applicant's own venue are not eligible costs.

However, the applicants are encouraged to mention the use of their own venue in the estimated budget since it will be seen as a positive indicator for the evaluation of the cost effectiveness criterion.

2.2.2. Equipment rental and / or depreciation

With regard to expenses for audiovisual, computing and technical equipment:

- Only the portion of the equipment's depreciation corresponding to the duration of the activity(ies) and the rate of actual use for the purposes of the activity(ies) may be taken into account by the Agency.
- Only the cost of rental, leasing of equipment for the duration of the training activity(ies) will be considered eligible.

2.2.3. Trainer's fees

These expenses relate to fees paid to trainers/tutors for the preparation of the training and the implementation of the training activity.

Trainers shall be identified nominally (if already known at submission stage) in the Note on the budget and the costs justified.

The applicant may also include under this sub-heading the head of study / training coordinator tasks that are **strictly** educational if these tasks are defined in detail and the number of budgeted days is reasonable.

The Agency reserves the right to request further explanations and exclude some expenses from the eligible budget if the time / money allocated are not in line with the executed activity.

2.2.4. Didactic material

Costs specified under this Budget sub-heading comprise expenditure for preparing the didactic material and are linked to the reproduction of printed, and/or electronic forms of teaching material. These costs shall be duly substantiated and the direct link with the execution of the Action must be clearly established in the Note on the estimated budget. Updates of existing didactic material are allowed and must be mentioned as such.

The costs related to the conception of the didactic material by trainers or staff working for the proposed action shall be put under the relevant headings (Heading 1 and / or item 2.2.3).

2.2.5. Distance learning tools

Costs specified under this Budget sub-heading will exclusively relate to distance learning activities directly linked to the execution of the proposed action.

These costs cover connection time, consultation of or links to databases and acquisition of software. Certain hardware costs may be admissible, provided they concern rental, leasing and depreciation of equipment.

Costs for computers and internet use which are not directly linked with the distance learning tools must be presented in the part 2.2.2 of the Estimated Budget.

Please note that the link between the costs specified in 2.2.5 and the training content must be established in the Note on the estimated budget. Within the proposed action, distance learning is only allowed if its added value is clearly demonstrated.

2.2.6 Local transport

Type of transport: the type of transport and transport expenses must be specified in the Note on the estimated budget.

2.3 - Travel and subsistence for participants and trainers

2.3.1 and 2.3.2

For limits on travel and subsistence expenses, please refer to point 2.1 above.

2.3.3 Scholarships

Please note that only expenses linked to travel and subsistence costs can be indicated here.

2.4 - Promotion and dissemination of results

Costs specified under this Budget Sub-Heading shall exclusively relate to the promotion of the proposed action and / or to the dissemination of the achieved results.

The costs budgeted must be necessary for the action and the applicant will justify the amounts stated for this sub-heading in the Note on the estimated budget.

Applicant's attention is drawn to the fact that MEDIA Desks operate at national level to promote the MEDIA Programme and actions supported by MEDIA. Applicants are strongly encouraged to make the best use of this network.

Please note that costs reported under this sub-heading for the publication of results shall not include costs related to the didactic material (which are to be reported under point 2.2.4)

3 - Sub-contracting costs

The costs specified under this heading relate to the amounts paid to third parties carrying out a specific one-off task in connection with the proposed action.

The following costs may be included under this Budget Sub-Heading: translation, interpretation, printing costs and certain external accounting services.

Sub-contracting costs are accepted only if the Beneficiary does not have the skills required. **Subcontracting costs must be substantiated by receipted invoices.**

All necessary explanations shall be stated in the Note on the estimated budget.

9.4.2.2 Eligible indirect costs ("overheads")

These costs represent the beneficiary's general administrative costs. They are considered as eligible when they relate indirectly to the implementation of the proposed action but do not fall into any of the above-mentioned categories. Indirect costs are not eligible where the beneficiary already receives an operating grant.

These costs should be in line with the principles set out in this guide. They cannot exceed a flat-rate amount of **7% of the total eligible direct costs** of the action (budget headings 1+2+3).

Overhead costs encompass the following categories:

- ◆ **Premises and related expenses** (e.g. rent, insurance ...)
- ◆ **Office expenses and consumables** (e.g. telephone, postal services, photocopies ...)

9.4.3. Ineligible costs

The following costs are considered ineligible:

- Return on capital,
- Debt and debt service charges,
- Provisions for losses or potential future liabilities,
- Interest owed,
- Doubtful debts,
- Exchange losses,
- VAT unless the beneficiary can show that he is unable to recover it according to the applicable national legislation,
- VAT paid by public bodies shall never be an eligible cost,
- Costs declared by the beneficiary and supported in the framework of another action or under another European Union grant,
- Expenditure for participants from countries not participating in the MEDIA Programme.
- Excessive or reckless expenditure,

Please note that the right is reserved to reduce any cost, either in the award or subsequent payment procedures, which is not consistent with average market prices for the item or service foreseen.

Contributions in kind shall not constitute eligible costs.

However, if considered necessary and appropriate, the Agency may accept that the co-financing of the action/project should be made up entirely or in part of contributions in kind. In this case, the value calculated for such contributions must not exceed:

- the costs actually borne and duly supported by accounting documents of the third parties who made these contributions to the beneficiary free of charge but bear the corresponding costs;

- the costs generally accepted on the market in question for the type of contribution concerned when no costs are borne.

Only contributions in kind covering the rental costs of production and post-production equipment used for the production of an audiovisual work (a pilot, short film, shooting of specific sequences from a script, etc.) can be accounted for in the calculation of the MEDIA contribution, provided that they do not exceed 15% of the total amount of eligible costs.

9.4.4 Sources of Income

All financial contributions must be substantiated by clear statements duly dated and signed (Application forms points VIII and IX), specifying the amounts and the fact that they will be provided in cash or in kind. At the submission stage, letters of intent / letters of interest will however also be accepted.

The income side of the Estimated Budget should show:

- The direct monetary contribution from the applicant (own resources);
- Any income generated by the proposed action (e.g. fees charged to participants, revenue from sales of publications etc.);
- The financial contribution from other fund providers (public and/or private);
- The contribution applied for to the MEDIA Programme.
- If applicable, contributions in kind must be presented under the appropriate heading and separately from the contributions "in cash" in the financing plan.

9.4.5. Calculation of the final grant amount

Documents to be submitted for budget-based financing:

The Executive Agency will establish the final amount of the grant on the basis of the following documents:

- a final report providing details of the implementation and results of the action/work programme ;
- the final financial statement of costs actually incurred,
- a certificate on the financial statements and underlying accounts, produced by an approved auditor or in case of public bodies, by a competent and independent public officer, may be demanded by the authorising officer responsible in support of any payment on the basis of his assessment of risks. The certificate shall certify, in accordance with a methodology approved by the Agency, that the costs declared by the beneficiary in the financial statements on which the request for payment is based are real, accurately recorded and eligible in accordance with the grant agreement.

The certificate on the financial statements and underlying accounts shall be compulsory for interim payments per financial year and for payments of balances in cases of grants for an action of EUR 750 000 or more, when the cumulative amounts of request for payment is at least EUR 325 000, and for operating grants of EUR 100 000 or more.

The calculation of the final grant amount by the Agency is based on a detailed final financial statement of the beneficiary, accompanied by supporting documentation for the incurred expenditure. If the eligible costs actually incurred by the beneficiary are lower than

anticipated, the Agency will apply the rate of co-financing stated in the grant agreement to the expenditure actually incurred. The Agency also reserves the right to reduce the amount of the grant if the organisation has not fully implemented the agreed project/work programme.

The Union grant may not have the purpose or effect of producing a profit for the beneficiary. Profit is defined as a surplus of receipts over costs. The amount of the grant will be reduced by the amount of any surplus.

Where applicable, the beneficiary will be required to reimburse any excess amounts paid by the Agency in the form of pre-financing.

10. SUB-CONTRACTING AND AWARD OF PROCUREMENT CONTRACTS

Where implementation of the action requires sub-contracting or the awarding of a procurement contract, the beneficiary and, where applicable, its partners must obtain competitive tenders from potential contractors and award the contract to the bid offering best value for money, observing the principles of transparency and equal treatment of potential contractors and taking care to avoid conflicts of interests.

Subcontracting is intended for specific, time-bound, project-related tasks which cannot be performed by the Consortium members themselves. In all cases, tasks to be subcontracted have to be identified in the proposal and the estimated amount entered in the budget. If this is not the case, prior written authorisation from the Agency must be obtained.

The beneficiary must clearly document the tendering procedure and retain the documentation for the event of an audit.

11. PUBLICITY

All grants awarded in the course of a financial year must be published on the internet site of the European Union institutions during the first half of the year following the closure of the budget year in respect of which they were awarded. This information may also be published in any other appropriate publication, for example the Official Journal of the European Union.

The beneficiary authorises the Agency to publish the following information in any form and medium, including via the Internet:

- the beneficiary's name and the address,
- the subject and purpose of the grant,
- the amount awarded and rate of funding².

Upon a reasoned and duly substantiated request by the beneficiary, the Agency may agree to forgo such publicity, if disclosure of the information indicated above would threaten the safety of the beneficiaries or harm their business interests.

Beneficiaries must clearly acknowledge the European Union's contribution in all publications or in conjunction with activities for which the grant is used.

² Article 110 FR; Article 169 IR; in the application form, require the applicant to confirm agreement to this.

Furthermore, beneficiaries are required to give prominence to the name and logo of the European commission and MEDIA Programme on all their publications, posters, programmes and other products issued under the co-financed action. They must mention "*With the support of the MEDIA Programme of the European Union*" and display clearly the name and the logo of the MEDIA Programme, which can be found under:

http://ec.europa.eu/culture/media/programme/overview/logos/index_en.htm

If this requirement is not fully complied with, the beneficiary's grant may be reduced.

12. DATA PROTECTION

All personal data (such as names, addresses, CVs, etc.) will be processed in accordance with Regulation (EC) No 45/2001 of the European Parliament and of the Council of 18 December 2000 on the protection of individuals with regard to the processing of personal data by the European Union institutions and bodies and on the free movement of such data.³

The applicant's replies to the questions in the application form are necessary in order to assess the grant application and they will be processed solely for that purpose by the department responsible for the Union grant programme concerned. On request, the applicant may be sent personal data and correct or complete them. For any question relating to these data, please contact the Agency. Beneficiaries may lodge a complaint against the processing of their personal data with the European Data Protection Supervisor at any time.

Applicants and, if they are legal entities, persons who have powers of representation, decision-making or control over them, are informed that, should they be in one of the situations mentioned in:

- the Commission Decision of 16.12.2008 on the Early Warning System (EWS) for the use of authorising officers of the Commission and the executive agencies (OJ, L 344, 20.12.2008, p. 125), or
- the Commission Regulation of 17.12.2008 on the Central Exclusion Database – CED (OJ L 344, 20.12.2008, p. 12),

their personal details (name, given name if natural person, address, legal form and name and given name of the persons with powers of representation, decision-making or control, if legal person) may be registered in the EWS only or both in the EWS and CED, and communicated to the persons and entities listed in the above-mentioned Decision and Regulation, in relation to the award or the execution of a procurement contract or a grant agreement or decision.

³ Official Journal L 8, 12.1.2001.

13. PROCEDURE FOR THE SUBMISSION OF PROPOSALS

13.1. Publication

The Call for Proposals is published in the Official Journal of the European Union and on MEDIA Programme's website at the following address: <http://ec.europa.eu/media>

13.2. Application Forms

Grant applications must be drawn up in one of the official European languages, using the form specifically designed for this purpose. In order to accelerate and facilitate the evaluation process, all documents relevant to the assessment of the application submitted should be, when applicable, translated into English or French.

Please note that only typed applications will be considered.

Application forms and budget forms can be downloaded from the following website: http://ec.europa.eu/culture/media/programme/training/forms/cont/index_en.htm

Applicants are required to present:

- **ONE** complete and unbound application file duly signed.
- All the official documents relating to the legal entity and financial capacity of the applicant.
- **ONE** bound paper copy including **ONLY** the following items of the application file:
 - ◇ Application form point II : applicant identification sheet
 - ◇ Application form point IV : work programme - description of the 2013 action
 - ◇ Application form point VII :
 - ✓ Agreement for an action : Global Action Plan (2013-2014)
 - ◇ Application form point X : Note on the budget
 - ◇ Budget - the estimated budget for the relevant year
 - ◇ The annual financing plan
 - ◇ Annex C : A detailed course timetable for the activities taking place in the year
 - ◇ Annex D :
 - ✓ staff available for the proposed action and job descriptions
 - ✓ list of the names of tutors/trainers involved in the proposed action with a brief description of their professional background
- **In addition to these, ONE electronic consolidated PDF version of the documents requested in the bound copies shall be included on CD / DVD / USB key and attached to the application file.**

Applicants shall ensure that all the documents requested and mentioned in the Application Forms attached to the Calls for Proposals are provided.

13.3. Submission of the grant application

Only applications submitted on the correct form, duly completed, dated, showing a balanced budget (revenue/expenditure and with a separate budget of each proposed training activity), submitted in the requested number of copies, and signed by the person authorised to enter into legally binding commitments on behalf of the applicant organisation will be accepted.

Applications which do not include all the stipulated documents in the required format and which are not submitted before the deadline indicated in the Call for proposals (**16/04/2012**) will not be considered.

Proposals must be sent at the applicant's own expense and by the relevant deadline to the address indicated in the Call for proposals.

Proposals must be sent by:

- registered post (postmark will be taken as proof of timely sending);
- express courier service (date of receipt by the courier service as proof of timely sending).
- by hand (date of delivery to the services of the Commission as proof of timely sending). Applications delivered by hand must be receipt by the services of the Commission at the latest on the **relevant deadline** before 15.00 hours.

Address:

**Education, Audiovisual and Culture Executive Agency (EACEA)
Unit MEDIA Programme – P8
MEDIA Training EACEA 05/2012
Mr. Constantin Daskalakis
BOUR 03/30
Avenue du Bourget 1
B -1140 Brussels, BELGIUM**

Applications sent by fax or email will not be accepted.

No changes to the application can be made after the application has been submitted. However, if there is a need to clarify certain aspects, the Agency may contact the applicant for this purpose. Applicants should give full and prompt replies to any such request.

Only applications that fulfil the eligibility criteria will be considered for a grant. If an application is deemed ineligible, a letter indicating the reasons will be sent to the applicant.

All unsuccessful applicants will be informed in writing.

Selected Proposals will be subjected to a financial analysis, in connection with which the Agency may ask the persons responsible for the proposed actions to provide additional information and, if appropriate, guarantees.

No file or document submitted will be returned to applicants at the end of the evaluation and award procedure.

13.4. Rules applicable

- Council Regulation (EC, Euratom) No 1605/2002 of 25 June 2002 on the Financial Regulation applicable to the general budget of the European Communities. (OJ L 248, 16.9.2002, p. 1, as subsequently amended).
- Commission Regulation (EC, Euratom) No 2342/2002 of 23 December 2002 laying down detailed rules for the implementation of Council Regulation (EC, Euratom) No 1605/2002 on the Financial Regulation applicable to the general budget of the European Communities. (OJ L 357, 31.12.2002, p. 1, as subsequently amended).
- Decision No 1718/2006/EC of the European Parliament and of the Council of 15 November 2006 (Official Journal L 327, 24/11/2006 P. 12 – 29) concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007).

13.5. Contacts

For any further information please contact your country MEDIA Desks and Antennae addresses list on:

http://ec.europa.eu/culture/media/programme/overview/who/desks/index_en.htm

Contact within the EACEA – Education, Audiovisual and Culture Executive Agency

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