

MEDIA Programme - Exhibition



A programme of the European Union



**MEDIA 2007 (2007-2013)*
SUPPORT FOR THE NETWORKING OF
CINEMAS SCREENING EUROPEAN
FILMS**

**CALL FOR PROPOSALS
EACEA/23/08**

**APPLICATION FORMS FOR A
FRAMEWORK PARTNERSHIP
AGREEMENT**

*Decision no 1718/2006/CE
of the European Parliament and of the Council

INTRODUCTION

Before completing the application forms, please make sure you have read the **Guidelines**. The Education, Audiovisual and Culture, Executive Agency ("The Agency") will not consider applications, **which do not provide all the information and documents requested. In the same way, applications which do not comply with the eligibility criteria will not be considered for evaluation.**

Application forms I-VIII (annex I of the application forms) are contained herein. Annex II of the application forms (estimated budget of the action) is provided separately, on an Excel format.

Particular attention should be given to the financial part of the Guidelines. Any costs presented in the budget which do not comply with the financial part of the Guidelines will be considered as ineligible and will not be taken into account when calculating the support to be awarded.

Please respect the format provided and follow the page order. If you need to include more information, do it by way of an annex, although annexes are not to be used as a substitute for completing the appropriate sections in the form. The form is available on the Internet at the following address: http://ec.europa.eu/information_society/media/exhibit/index_en.htm

The procedure to be followed to submit a proposal is explained as in section 13 of the Guidelines.

Please be in particular reminded that applications must be sent in **1 (one) single copy, unbound. However, 2 (two) ADDITIONAL unbound** copies (translated in English and French if necessary) including **ONLY** the following points of the application file must be also provided separately:

- ◇ Application form II : Information on the application organisation
- ◇ Application form VII : Partnership agreement : Global Action Plan for 2009-2012
- ◇ Application form VIII : Annual Work Programme for 2009
- ◇ Annex II of the application forms : The estimated budget for 2009
- ◇ Annex D: Lists of the members of the network (on paper and on CD-ROM/DVD)

DEADLINE FOR SUBMISSION OF PROPOSALS:

31 October 2008

All envelopes should be clearly marked:

« CALL FOR PROPOSALS EACEA/23/2008

MEDIA – Support for the networking of cinemas screening European films »

Receipt Acknowledgement

This page will be returned to you once the Agency has received your application. Please therefore complete the information below clearly:

Full Legal Name of applicant organisation:	
Title of the action:	
Street & N°:	City:
Postcode:	Country:
Tel: +	Fax: +
E-mail:	
Contact person:	

Reserved to the Agency:

We acknowledge receipt of your application within the framework of the Call for Proposals EACEA/23/08.

Reference:

Please use this reference number in all communication with the Agency.

CHECKLIST

Please use this checklist to ensure that you attach all of the necessary documents and sign below. Applications failing to supply the necessary documents will be considered as ineligible.

Official forms:

- Receipt acknowledgment and checklist duly completed and signed.
- Application forms Annex I (forms **I to VIII** duly) and Annex II (estimated budget) **completed**.
Please make sure that all signatures and stamps required on application forms I, III, IV, V and Annex II have not been forgotten.

Information on the applicant organization (annex A):

- Copy of all documents officially establishing the company, together with any subsequent amendments.
- Copy of the statutes (articles of incorporation/association).
- Proofs establishing that the person named as legal representative is the statutory legal representative of the applicant organisation. Where a different person is mentioned in the application to be authorised to sign any agreement with the Agency, a letter or proxy (signed by the Statutory Legal Representative).
- If applicable: a copy of the VAT registration for the applicant organisation.

Information on the financial capacity of the applicant organization (annex B – if applicable only):

- Complete annual accounts (balance sheet, profit and loss accounts and the annexes) of the applicant organisation for the last two years available.
- An external audit report certifying the accounts for the last two years available, produced by an approved auditor.

Information on the operational capacity of the applicant organization (annex C):

- Job description and track record (CV) of personnel involved (or to be involved) in the proposed action.

Information concerning the cinemas belonging to the network (annex D)

- Statistics on the network and the application form "cinema" duly completed and signed by the cinema's legal representative for at least 100 cinemas representing 20 MEDIA countries
- Latest results achieved by the network in terms of programming/ activities towards young audience and digital cinema
- List of the cinema members of the network. This list **MUST** mention complete data on the cinema, (location, name of legal representative, screens etc...) This list **MUST** be provided on paper and **on a CD-ROM / DVD version, on Excel Format**.

Estimated budget and financial plan (annex E):

- Complete Estimated budget of the 2009 action (Annex II of application forms), including Financing Plan, overall expenditure budget and detailed expenditure budget and Note to the budget (form VIII, point 5.).
- Summary table of member cinemas in 2009 (including forecast contributions, form VIII point 4.)
- Documents confirming the forecast sources of financing mentioned in the financing plan

Name of legal representative: Position in the organisation:

Signature of legal representative: Date:.....

I – Declaration of Honour

The applicant [insert organisation/company name] hereby applies for a Community grant within the framework of Call for Proposals EACEA/23/08 and certifies:

- | * that it is not in one of the exclusion cases listed in section 6 of the guidelines; Formatted: Bullets and Numbering
- | * that it is a European organisation as defined in the guidelines applicable to this Call for Proposals; Formatted: Bullets and Numbering
- | * that it is familiar with the guidelines "Support for the networking of cinemas screening European films" of Call for Proposals EACEA/23/08 of the MEDIA Programme and that it accepts and observes the conditions and procedures specified therein; Formatted: Bullets and Numbering
- | * that the information contained in this application form is true and verifiable; Formatted: Bullets and Numbering
- | * that the person signing this application has been duly authorised by the company to do so; Formatted: Bullets and Numbering
- | * that it agrees with the publication of information about the grant awarded, should its application be successful; Formatted: Bullets and Numbering
- | * that the amounts and details declared in the Budget Summary form are accurate and necessary for the implementation of the action and fall within the definition of eligible costs specified in the financial guidelines; Formatted: Bullets and Numbering
- | * that, should a MEDIA support be granted and the source of co-financing declared in the provisional budget not confirmed yet, it undertakes to guarantee financial cover for the action; Formatted: Bullets and Numbering
- | * that it has the financial and operational capacity to complete the proposed action; Formatted: Bullets and Numbering
- | * that it has read the checklist/annexes and supplied all of the documentation requested. Formatted: Bullets and Numbering

I am fully aware that my organisation is not entitled to receive more than one grant from the Commission for the action covered by this application and will therefore withdraw any application for any other grant from the Commission should this application be successful, or will withdraw this application should any other application be successful.

Name of legal representative: Position in the organisation:

Signature of legal representative: Date:.....

II – Information on the applicant organisation

Name of the applicant (full legal title of the organisation/company):	
Legal status (public entity, commercial company, association, foundation etc):	
Website:	
Statutory legal representative (name & function)	
Authorised signatory for the MEDIA agreement (if different, name and function)	
Address of Registered Office	
Street N°:	
Post code:City: Country:	
Tel: Fax: E-Mail:	
Correspondence Address (if different from legal address)	
Street.....N°:	
Post code:City:Country:	
Tel: Fax: E-Mail:	
Contact Person for the follow up of the file	
Contact Person Surname and Forename:	
Contact Person Function:	
Tel (office):	Fax:
Tel (mobile):	E-mail:

Subsidies granted by a European institution in the course of the last three years (program MEDIA included) **and** request for subsidy in progress. In this case, specify "in progress" in the column "year of contribution" (*if the support is granted, the applicant must inform the MEDIA programme of it*)

Name of EU Program	Titre & reference of the action	Year of contribution	Amount (EUR)

Brief description of the activities of the applicant organisation. (*further information on the applicant organisation, publications or activity reports can be inserted in appendix*):

III – Financial identification

Please use the form corresponding to the financial identification of the applicant according to the country where the organisation is established. The correct forms **must be downloaded on the website** http://ec.europa.eu/budget/execution/ftiers_en.htm
 The applicant must check that all the data included in this form are coherent with the official documents sent.

ACCOUNT NAME	
NAME ⁽¹⁾	<input style="width: 85%;" type="text"/>
ADDRESS	<input style="width: 85%;" type="text"/>
CITY	<input style="width: 85%;" type="text"/>
COUNTRY	<input style="width: 85%;" type="text"/>
	POST CODE
CONTACT	<input style="width: 85%;" type="text"/>
TELEPHONE	<input style="width: 85%;" type="text"/>
E - MAIL	<input style="width: 85%;" type="text"/>
BANK NAME	<input style="width: 85%;" type="text"/>
ADDRESS (BRANCH)	<input style="width: 85%;" type="text"/>
TOWN/CITY	<input style="width: 85%;" type="text"/>
COUNTRY	<input style="width: 85%;" type="text"/>
NUMBER	<input style="width: 85%;" type="text"/>
IBAN⁽²⁾	<input style="width: 85%;" type="text"/>

SPECIMEN
ORIGINAL
FORM TO
BANK
DOWNLOAD

<u>BANK STAMP + SIGNATURE OF BANK REPRESENTATIVE</u> (both mandatory) ⁽³⁾
--

<u>DATE + SIGNATURE ACCOUNT HOLDER:</u> (Mandatory)

⁽¹⁾ The name or title under which the account has been opened and not the name of the authorized agent
⁽²⁾ If the IBAN Code (International Bank account number) is applied in the country where your bank is situated
⁽³⁾ It is preferable to attach a copy of recent bank statement, in which event the stamp of the bank and the signature of the bank's representative are not required. The signature of the account-holder is obligatory in all cases.

IV – Legal entity form

Please use the form corresponding to the legal form of the applicant organisation according to the country where the company is established. The forms must be downloaded on the website http://ec.europa.eu/comm/budget/execution/legal_entities_fr.htm.

The applicant must check that all the data included in this form are coherent with the official documents sent.

LEGAL ENTITIES

PRIVATE COMPANIES & NON-PROFIT ORGANISATIONS

TYPE OF COMPANY	
NAME(S)	
ABREVIATION	
OFFICIAL ADDRESS (Head Office)	
POSTAL CODE	
CITY	
COUNTRY	
VAT	
PLACE OF REGISTRATION	
DATE OF REGISTRATION	
REGISTRATION N°	
PHONE	FAX
E-MAIL	
CONTACT PERSON	

SPECIMEN ORIGINAL FORM TO DOWNLOAD

This "Legal entity" form should be filled in and returned together with:

- * A copy of any official document (e.g. official gazette, register of companies etc...) showing the company's name and official address, as well as the registration number given to it by the national authorities;
- * A copy of the VAT registration document if applicable, and if the VAT number does not appear on the official document referred to above.

DATE :	STAMP
NAME AND FUNCTION OF THE AUTHORISED REPRESENTATIVE	
SIGNATURE	

V- Information concerning the applicant's financial capacity

Tick the relevant box for the applicant organisation:

- The applicant is a **commercial company** or a **non-profit organization**; therefore the applicant has enclosed its complete annual accounts for the last two years.
- The applicant is a **public law body** and requests to be exempted from the verification of its financial capacity.

Please provide the following information only if your organisation is not exempted from the verification of its financial capacity:

Please specify whether the annual accounts have been:

Approved by:

- Board General Assembly
- Other (please specify).....
- Date:..... Signed by:.....
- Position:.....

Or

Certified by:

- an approved auditor external to the company in compliance with the Directive 2006/43/EC of the European Parliament and of the Council of 17 May 2006 on statutory audits of annual accounts and consolidated accounts.

Name of the external auditor:.....

When not exempted, the applicant must provide the figures requested on the following page, **based on the most recent complete annual accounts¹ enclosed with this application** (last 2 years)¹

Financial Year:
Currency:

¹ Balance sheet as well as the Profit and loss account and the annexes

A – NON-PROFIT ORGANISATION ONLY

I – Information to be extracted from the Balance Sheet

Formation expenses:	<input type="text"/>
Capital and reserves ² :	<input type="text"/>
Total balance sheet ³ :	<input type="text"/>

II – Information to be extracted from the Profit and Loss Account

Turnover:	<input type="text"/>
Depreciation ⁴ :	<input type="text"/>
Operating profit or loss ⁵ :	<input type="text"/>
Total expenses ⁶ :	<input type="text"/>
Profit or loss for the financial year after tax:	<input type="text"/>

B – COMMERCIAL COMPANIES ONLY

Attention: ONLY the three first lines must be filled in for 3 years as far as the information is available

	N	N-1	N-2
Profit or loss for the financial year after tax			
Depreciations			
Dividends			

Equity	
Total Balance Sheet	
Currents Assets	
Liabilities	

Total eligible costs of the 2009 action	
Amount requested from MEDIA for the 2009 action	
Other funds already obtained for the 2009 action (other than MEDIA)	
Number of years/months of the 2009 action	

Name of the Applicant's legal representative:.....

Date and signature:

² Capital and reserves = Equity capital (called up shared capital + share premium account). The figure is part of the liabilities side

³ Balance sheet total = total assets side = total liabilities side

⁴ The depreciation allowance is recorded in the operating expenses

⁵ Operating Profit is the difference between the Operating Income (excluding financial and extraordinary income) and the Operating Expenses (excluding financial and extraordinary charges). Please indicate whether this amount is positive (« + ») or negative (« - »).

⁶ Total expenses = total of operating expenses, financial charges, extraordinary charges and taxation charges.

VI- *Information on the operational capacity of the coordination entity of the network*

Applicant's human and technological resources:

Applicant's experience in coordinating a cinema network:

Applicant's international and European contacts in the audiovisual industry:

VII- *Global Action Plan (2009-2012)*

This Global Action Plan will constitute a contractual obligation annexed to the framework partnership agreement. It sets out the objectives, priorities and expected results for the period 2009–2012 as well as the strategy and the actions to be implemented to ensure that the objectives and results are achieved.

In this form, please provide a summary description of the proposed activity(ies) and describe the various points listed below, following the headings hereafter.

Please use a separate empty Word document and fill it in, mentioning as title "Global Action Plan (2009-2012)" and following the exact order of the points listed below. This document will be attached and made part of the FPA. This document, together with the form VIII (Annual work Programme 2009), are key elements to assess your proposal. Please make sure that all information necessary is included in these forms.

Please provide enough information to enable the Evaluation Committee to get a clear picture of what you intend to do, how you want to do it and which results you want to achieve (demonstrating your ability to achieve such results). Additional material (such as brochures, detailed description of the activity/ies and/or of your organisation...), may be included in annexes.

VII. – 1. The Cinema Network

VII – 1.a) Objectives of the action

Applicant should clearly describe and explain the global **objectives** to be reached within the period 2009-2012 and the manner in which they meet the general objectives of the MEDIA Programme as stated under section 2 of the Guidelines and the **specific** objectives to reach through the work plan for 2009.

VII – 1.b) The cinema network

Applicants should describe in details:

- The **number of cinemas** and **geographical repartition** of the network and its evolution (annexe to be completed), especially cinemas located in countries or regions with a low audio-visual production capacity and/or a restricted linguistic or geographical area
- The **arrangements and criteria** for the selection of member cinemas (description of the selection procedure in place and the criteria applied)

VII – 2. Financial support distribution and monitoring strategy

Under this section, applicants should especially explain the strategy developed by the Coordination entity for the distribution and monitoring of the financial contribution for the period 2009-2012.

The methodology applied shall be precisely and concretely exposed. Applicants shall in particular develop the following points:

- The objective criteria applied (for instance and not exhaustive: the proportion of European non-national films screened by the cinemas/ audience's capacity/ educational activities/ introduction of digital cinema);
- The arrangements/ technological resources put in place by the coordination entity to monitor (for instance but not exhaustive: monitoring visits, control of data, analysis of programming)

VII – 3) Cost effectiveness of the proposed action plan

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 evaluation of this criterion will be based on:

- The analysis of the estimated budget and of the note to the estimated budget for the annual work programme 2009 (form VIII, point 5);
- The cost-effectiveness and fund raising plan elaborated by the applicant for the long-term to be explained under this section.

Applicants will also give an indication of the budget foreseen and the amount they plan to request to the MEDIA Programme for their action taking place in 2010, 2011 and 2012.

In case of foreseen increased budget(s) for 2010, 2011 and 2012, applicants must describe, detail and explain the developments to be implemented to justify such increases. Such developments should only accompany the natural evolution of the action (cf Guidelines – Section 1.3).

VII – 4) Common actions

Applicant shall describe the common actions of the cinema network.

Applicants shall in particular develop the following points:

- The description and content of each action and their European dimension;
- The “added value” of these actions for the member cinemas;
- Communication and information tools put in place for the network

VII – 5) Young Audience

Applicants shall describe in details the educational and raising awareness activities for young audience foreseen by the members of the network and the expected results of these activities.

VII – 6) Digital Cinema

Applicants shall describe the strategy to accompany and encourage digital cinema among exhibitors.

VII -7) Expected results of the cinema network

Applicants should clearly describe the expected results of the action on the programming and screenings of European films and long or short term effects/ impact of the different activity/ies during this period.

Annex VII 1. INFORMATION CONCERNING THE CINEMAS BELONGING TO THE NETWORK 2009-2012

Geographical breakdown of cinemas and evolution of the network

	2007		2008		2009 (estimate)		2010 (estimate)		2011 (estimate)		2012 (estimate)	
	Cinemas	Screens	Cinemas	Screens	Cinemas	Screens	Cinemas	Screens	Cinemas	Screens	Cinemas	Screens
Austria												
Belgium												
Bulgaria												
Cyprus												
Croatia												
Czech Republic												
Denmark												
Estonia												
Finland												
France												
Germany												
Greece												
Hungary												
Ireland												
Iceland												
Italy												
Latvia												
Liechtenstein												
Lithuania												
Luxembourg												
Malta												
Netherlands												
Norway												
Poland												
Portugal												
Romania												

MEDIA Programme - Exhibition

Slovakia												
Slovenia												
Spain												
Sweden												
Switzerland												
United Kingdom												
TOTAL												

Please enclose the application form “cinema” (Annex VIII 3.) duly filled and signed by the cinema’s legal representative **for at least 100 cinemas representing 20 different countries**

VIII – Annual Work Programme for the 2009 Action

The work programme provides key data on the implementation of activity/ies and describes the action plan for 2009. **This provided form VIII must be used and fully completed (incl. statistics)**

VIII – Point 1. General data on the Action

Action title:

Short summary of the 2009 action (maximum 15 lines)

Timetable for implementing the 2009 action (cf Guidelines – section 3)

Date of start of the action (including preparation): dd/mm/yyyy

Date of end of the action (including evaluation & follow-up): dd/mm/yyyy

VIII – Point 2. Detailed action plan for the 2009 action

a) Please provide and describe the timetable of the 2009 action (including preparation, implementation and follow-up).

.....
.....
.....

b) Please explain the **specific** objectives to be reached in 2009. Explain the facts and figures (for instance number of cinemas members of the network, activities foreseen for 2009) to achieve these objectives in 2009 and demonstrate in particular your ability to concretely implement them.

.....
.....
.....

VIII – 3. Application Form cinema

APPLICATION FORM CINEMA

(Please enclose this form duly filled and signed by the cinema's legal representative **for at least 100 cinemas representing 20 different countries**)

Name of the company:
Name of the cinema(s):
Address of the company:
Telephone: Fax:
Legal representative of the company:
Person in charge of the programming of the cinema:
Number of screens / auditoria: Number of seats:

Programming 2007:
Total Number of screenings:
Total number of first-run screenings:
Total Number of admissions:
Gross Box Office:

Programming 2007	Number of screenings	% of the total number of screenings
Non-European Films		
European Films		
European non-national Films		
Total number of screenings		

Results 2007 (number of admissions)	Number of admissions	% of the total number of admissions
Non-European Films		%
European Films		%
European non-national Films		%
Total number of admissions		100 %

Date : Signature :

Promotional activities in 2009:

- Screenings for school and young audiences:
- Activities toward young audience:
- Introduction of Digital cinema:
- Other (please specify):

Investment forecast by the cinema in the screenings and promotion of European films in 2009

Cinema's forecast investment in the programming and promotion of European films in 2009: EUR.....

Participation to the networks common activities

Cinema's forecast financial contribution to the Common activities of the network in 2009: EUR.....

Mandate to the coordinating entity

In the framework of the call for proposal EACEA/23/2008, the representative of the above mentioned cinema, member of the network [*name of the network*] gives mandate to the network coordinating entity [*name of the entity*] to act in its name vis a vis the Education, Audiovisual and Culture Executive Agency and sign, on its behalf, the grant agreement between the Agency and the network resulting from the above mentioned call.

Signature of the statutory legal representative of the company

Date : Signature :

VIII – 5. Note to the estimated budget of the 2009 action

Please consult section 9 - Financial Conditions of the Guidelines.

A. Justification of the costs mentioned in the estimated budget

The note to the estimated budget is taken into account for the evaluation of the award criteria, especially for the assessment of the cost effectiveness of the proposed action. The applicants must explain here the reasoning behind the amounts stated in the estimated Budget.

Please provide us, by way of this note to the budget, explanations and justification of the costs mentioned in each heading of the budget. This will allow us to get a clear picture of the action financial execution.

1. Coordination entity administrative costs

This heading cannot represent more than 5% of the Media contribution

The applicant must justify the cost per day/number of days stated in the budget for each team member.

- 1.1 Salaries of Personnel and fees for Project Management** (if already known at submission stage, please identify them nominally and provide the C.V):
- 1.2 Operating costs** (identify personnel/ experts travelling, specify purpose, destination and cost per person)
- 1.3 Subcontracting costs** (identify person, indicate location, number of days/night and cost per day/night)
- 1.4 Overheads (up to a maximum of 7% of 1.1 + 1.2 + 1.3)**

2. Cinema network common activities

- 2.1 Salaries of Personnel and fees for Project Management** (if already known at submission stage, please identify them nominally and provide the C.V)
- 2.2 Operating costs** (identify personnel/ experts travelling, specify purpose, destination and cost per person/ meetings costs as well as information/ communication as well as promotion costs)

3. Screening and promotion of European films by the member cinemas

Under this section, the costs related to the programming of European films, the education and awareness-raising activities as well as the costs related to the introduction of digital cinema shall be explained.

B – Costs not mentioned in the estimated budget

For sake of clarity, an explanatory note on ineligible costs (*i.e. costs which are not mentioned on the estimated budget*) may be added to the note to the budget if the applicant considers that it contributes to a better understanding of its activities by the evaluation committee.

ANNEXES

Please attach all requested annexes and respect the numbering of annexes.

Annex A: Information on the applicant organisation

- Evidence of official registration (c.f.5.1. of the Guidelines). This(ese) document(s) must mention the full legal title, the official registered number, the official registered address, the date and place of registration of the applicant organisation.
- Copies of the statutes (articles of incorporation/association).
- Proofs establishing that the person named as legal representative is the statutory legal representative of your organisation.
- VAT registration: A copy of VAT registration, including VAT number (if applicable). If the VAT is not deductible and cannot be recovered by the applicant, please specify it and give evidence of that.

Annex B: Documents giving evidence of the applicant's financial capacity

(C.f.7.2. of the Guidelines – to provide only if the applicant is not a public law body and requests a MEDIA contribution above EUR 25,000).

- Complete annual accounts (balance sheet as well as the Profit and loss account and relevant annexes) for the last 2 years available if the applicant is a non-profit organisation or a commercial company.
- An external audit report produced by an approved auditor. This report shall certify the accounts for the last two years available.

Annex C: Personnel for the proposed action

- List of the key personnel to be involved in the project management and its implementation, with relevant CV.

Annex D: Information on the cinemas belonging to the network

- List of the cinema members of the network. This list **MUST** mention complete data on the cinema, (location, name of legal representative, screens etc...)
This list **MUST** be provided on paper and **on a CD-ROM / DVD version, on Excel Format.**
- Application form "Cinema" duly completed and signed by the cinema's legal representative for at least 100 cinemas representing 20 MEDIA countries
- Latest results achieved by the network in terms of programming/ activities towards young audience and digital cinema

Annex E: Estimated budget and financial plan

- Complete Estimated budget of the 2009 action (Annex II of application forms), including Financing Plan, overall expenditure budget and detailed expenditure budget) and Note to the budget (form VIII, point 5.).
- Summary table of member cinemas in 2009 (including forecast contributions, form VIII point 4.)

MEDIA Programme - Exhibition

- Copy of the interest or collaboration put in place for the implementation of the 2009 action, when applicable.
- Copy of statements of financial commitments from the external partners, when available.