



MEDIA - TRAINING
CALL FOR PROPOSALS
EACEA/07/2011
APPLICATION FORMS

FOR AN ACTION

**TO IMPLEMENT A TRAINING PROGRAMME FOR PROFESSIONALS IN THE EUROPEAN
AUDIOVISUAL INDUSTRY**

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

Note:

- to be read in conjunction with the conditions set out in the Continuous Training Guidelines for the submission of proposals to obtain financial support 2011-2013 and the relevant Call for Proposals EACEA/07/2011

- This application form does not apply to the actions covered by the continuous training framework partnership agreements.

INTRODUCTION

Before completing the application form, please make sure you have read the **Continuous Guidelines 2011-2013**. 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.**

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/culture/media/programme/training/forms/cont/index_en.htm

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

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:	

Date you sent in the proposal:/...../.....
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Reserved to the Agency:

We acknowledge receipt of your application within the framework of the Call for Proposals 07/2011.

Reference:

Date of postmark:/...../.....
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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 **I to X** duly **completed**.
Please make sure that all signatures and stamps required on application forms I, III, V, VIII and IX have not been forgotten.

Information on the applicant organisation (annex A):

- Copy of all documents officially establishing the company, together with any subsequent amendments.

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

- Complete annual accounts (balance sheet, profit and loss accounts and relevant annexes) of the applicant organisation for the last year available if it is a non-profit organisation (for the last two years available if the applicant is a commercial company).
- For proposed actions where requested grants exceed EUR 500 000: an external audit report certifying the accounts, produced by an approved auditor.

Information on the operational capacity of the applicant organisation (annex D):

- Job description of staff members involved (or to be involved) in the proposed action.

Information on the proposed action (annexes C and D):

- A detailed course timetable.
- A list of all trainers and tutors involved in the proposed action.
- A brief description of their professional background.
- Letters of commitment to the proposed action by tutors/trainers already confirmed.

Estimated budget and financial plan signed by the legal representative

- Estimated budget and Note on the budget.
- Financing plan– table of sources of income.
- Statements of partnership of all financial contributors involved (Application form points VIII and IX).
- If applicable: a copy of the VAT registration for the applicant organisation (annex E).

Name of legal representative: Position in the organisation:

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

I – Declaration of Honour

The applicant [**organisation name**] certifies:

- * that it is not in one of the exclusion cases listed in section 6 of the guidelines of Call for Proposals 07/2011;
- * that it is a European organisation as defined in the guidelines applicable to this Call for Proposals;
- * that it is familiar with the guidelines "Implementation of a Training Programme for Professionals in the European Audiovisual industry" and the Call 07/2011 of the MEDIA Programme and that it accepts and observes the conditions and procedures specified therein;
- * that the information contained in this application form is true and verifiable;
- * that the person signing this application has been duly authorised by the company to do so;
- * that it agrees with the publication of information about the grant awarded, should its application be successful;
- * that it commits, in case the proposal will be considered for awarding, to inform the Media Desks of the selection of the action and to keep them regularly informed about the progress of the action: dates, venues, names of tutors and participants;
- * 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 relevant to this current Call for Proposals;
- * 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;
- * that it has the financial and operational capacity to complete the proposed action;
- * that it has read the checklist/annexes and supplied all of the documentation requested.

I am fully aware that the applicant 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):	
Legal status (public entity, commercial company, association, university etc.):	
Website:	
Statutory legal representative	Name: Position:
Authorised signatory for the MEDIA agreement (if different):	Name: Position
Registered Office: Street N°:	
Post code:City: Country:	

Correspondence (contact for the follow-up of the file):

Adress: (if different from legal address)	
Tel (office):	Fax:
Tel (mobile):	E-mail:
Contact Person Surname and Forename:	
Contact Person Position:	

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

IIIa – 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	
	POST CODE

CONTACT		
TELEPHONE		FAX height: 25px;">
E - MAIL		

BANK	
BANK NAME	
ADDRESS	
(BRANCH)	
TOWN/CITY	
COUNTRY	
NUMBER	
IBAN⁽²⁾	
POSTCODE	

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

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

IIIb – 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)		
ABBREVIATION		
OFFICAL ADDRESS (Head Office)		
POSTAL CODE		
CITY		
COUNTRY		
VAT		
PLACE OF REGISTRATION		
DATE OF REGISTRATIO		
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	

IV – Description of the 2012 action

General data on the Action:

Action title:

Timetable for implementing the action

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

Date of end of the action (including evaluation & dissemination of results): dd/mm/yyyy

- The applicant requests that the costs directly linked to the preparation of the action and incurred before the signature of the agreement but not earlier than the 1st of September 2011 be considered as eligible (cf guidelines - section 3).

Specific data on each activity (Repeat this part for each activity included in the Action)

Activity name:

Schedule per training activity

Total number of sessions part of the activity:

Number of days by session:

Dates of the sessions:

Venue(s) of the sessions:

Content of the activity(ies) (tick box(es) when appropriate)

- Management.
 Development.
 New technologies on cinema and television.

Target group (BE AS PRECISE AS POSSIBLE)

Type of participants for whom the training activity has been designed (i.e. professions of potential participants):

Level of participants for whom the training activity has been designed:

Participants

Number of participants foreseen:

Participation fee:

Participation fee includes:

Scholarships

Please describe your scholarships' allocation policy (costs covered by scholarships foreseen, why, to which participants...).

Number of scholarships foreseen:

Percentage of participants who will benefit from a scholarship:

Additional information

Number of trainers working for the project foreseen: (+ c.v. in Annex D)

Working language during the activity:

Language/s used in case of translations:

V- Information concerning the applicant's financial capacity

Funding of the action

Total costs of the action: EUR
Amount requested from the MEDIA Programme: EUR
Other funds already obtained for the action (not from MEDIA): EUR
Total number of months of the action (max months):

Tick only the relevant box for the applicant organisation:

- If the applicant is a **commercial company**: therefore the applicant has enclosed its complete annual accounts for the last 2 years.
- If the applicant is a **non-profit organisation**: therefore the applicant has enclosed its complete annual accounts for the last year.
- If the applicant is a **public law body**: it requests to be exempted from the verification of its financial capacity.
- If the amount requested to the MEDIA Programme for the action submitted under the current call is up to **EUR 25 000** : therefore the applicant requests to be exempted from the verification of its financial capacity. The applicant certifies through the declaration of honour that it has the financial capacity to implement the action to be granted (see annex to the Application Form).

DECLARATION ON HONOR (as per Call for proposals - Section 7.2)

If you are exempted from the verification of the financial capacity, Please read carefully before you sign the declaration on honour certifying that you have the financial capacity and sufficient sources of funding to maintain your activity throughout the lifetime of the action (see annex to the Application Form).

To be provided ONLY if your organisation is NOT exempted from the verification of its financial capacity:

Please specify whether in accordance with your national legislation, the annual accounts have been:

Approved by:

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

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.

SUPPORTING DOCUMENTS TO BE ANNEXED TO THIS FORM

- For commercial companies: Complete and certified annual accounts (balance sheet, profit and loss account and the annexes) for the 2 most recent years available
- For non profit companies: Complete and certified annual accounts (balance sheet, profit and loss account and the annexes) for the most recent year available

Ongoing grants and new applications under review (This must be filled in by all applicants.)

Ongoing subsidies granted by the Media Programme in the course of the last three years **and** request for subsidy in **Progress**. In this case, specify "P" in the column "status" (*if the support is granted, the applicant must inform the MEDIA programme of it*).

Title & reference of the action	Status (O/P)	Total costs of the action	Media contribution	Duration of the action (years/months)

VI- Information on the operational capacity of the applicant

Applicant's human and technological resources:

Applicant's experience in organising training activities:

Applicant's international network of contacts in the audiovisual industry:

VII- Action Plan

In this section, please provide a summary description of the proposed training activities following the headings hereafter.

Please provide enough information to enable the evaluation team to get a clear picture of what you intend to do and which results you want to achieve. Additional material (such as brochures, detailed description of training courses, description of the training organisation....), may be included in annexes.

VII. – point 1. Content of the activity

Applicants should clearly describe:

- The **objectives** of their training project and the manner in which they meet the general objectives of the MEDIA Programme as stated under section 2;
- The **subjects and skills** taught and the logic behind this focus.
For instance, applicants submitting an action in the field of "script development" will clearly explain the method/model they will use in their activities;
- The **target group** and why this specific target group was chosen;
⇒ the type of professionals for whom the training initiatives have been designed;
⇒ the level of skills and experience of professionals for whom the training initiatives have been designed;
- The **professional benefits** the target group will gain from the training initiative proposed;
- The **long or short term effects** of the training on the professional practice of the participants.

VII. – point 2. Project management

Under this heading, the applicants present the strategy put in place to achieve their training objectives.

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 trainers/tutors (how are the trainers/tutors involved in the project?);
- The selection procedures of the participants.

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 evaluation of this criterion will be based on:

- The analysis of the estimated budget and of the note to the estimated budget for the submitted action.
- The analysis of the fund raising plan elaborated by the applicant for the submitted action.

Expertise of trainers and tutors involved in the proposed action

A high level of expertise is required from the trainers involved in the training activity. The trainers and tutors involved should be active professionals in the audiovisual sector. They shall have relevant experience.

In addition to providing curriculum vitae and letters of interest of potential trainers and tutors, the applicant will give relevant further information on their recruitment.

VII. – point 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. Involvement of the industry can be demonstrated in particular through (not exhaustive list):

- Evidence of a financial partnership. Co-financings from the audiovisual sector (whether from public funds or private companies) are indeed considered as proof that the training initiative is regarded as relevant by the industry;
- Evidence of a pedagogical partnership with companies from the audiovisual industry;
- Cooperation actions undertaken with other MEDIA supported training activities;
- Evidence of partnerships with festivals or coproduction markets;
- The participation of decision makers at pitching sessions, organised at the end of a training activity;
- The co-financing and broadcasting/screening of short films/pilots produced during a training activity.

The partnership with the audio-visual industry can also find its expression through internships in companies. Please note that internships are considered as a complementary action of a given training activity and must therefore be preceded and/or accompanied by training sessions. The promoter of the training activity is responsible for the supervision of the content of the traineeship and has to ensure that the trainees can benefit from the concrete co-operation with managers and employees in the company.

VII. – point 4. European dimension of the proposed action

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

- The content of the training initiative must have an added value at European level (the way proposed activities may have a greater effect and their objectives can be better achieved at European level than at national or local level).

Furthermore,

- A majority of participants attending the training activities will be of a different nationality than the promoter. This majority of non-national participants must be effective for **each training activity** proposed by the applicant company;
- The team of trainers and tutors will be international;
- In the conception and/or implementation of the activities the promoter will cooperate with partners from other countries. These partners must be identified and their role must be described in the application;
- An adequate strategy of promotion shall be defined (what are the methods put in place to reach the target group?).

VII. – point 5. Impact

Innovation or Experience

Please develop one of the two following points:

- **Training actions that have benefited from MEDIA in the past:**

The success of training projects which have been supported by MEDIA in the past will be assessed on the basis of elements provided in the application file.

These elements will allow the Agency to measure the results of the training initiatives with regards to the objectives targeted (e.g. participant selection rates, projects in production, professional cooperation among participants, developed competences etc...).

Furthermore, the applicants shall do a critical analysis of their project. If adjustments to new industry needs are relevant, they are required to clearly describe how their project has been updated in compare with previous editions and the reasoning behind the choice of modifications.

- **Training projects, which have not been previously supported by MEDIA:**

Applicants shall identify the needs of the sector and demonstrate that their training activity is complementary to the offer proposed by existing training courses at European level and in particular activities currently supported by the MEDIA Programme.

Multiplier effect

The dissemination of results of the training activity is an essential element of the supported action. Applicants must provide clear explanations on how this multiplier effect will be achieved.

For instance, beneficiaries of the MEDIA training programme must ensure the follow-up of their participants after the training activity and inform the audiovisual industry and the Agency on projects entered into production. Applicants shall also have a website dedicated to the supported training activities. This website will be used as an information tool enabling participants as well as other students/professionals of the audiovisual industry to benefit from the content of the training activities.

VIII - DECLARATION BY THE PROMOTER

NAME OF THE PROPOSED ACTION:

.....

In the name of the organisation I represent, I hereby declare that I have read and approved the content of the action submitted to the MEDIA Programme.

Should the action be selected for funding by the EU, I confirm that the organisation I represent intends to contribute to the action with:

■ A financial contribution in cash amounting to:€

This contribution will be available throughout the duration of the action and all expenditure thereof will be related exclusively to the action.

The organisation agrees, in the framework of the implementation of the action, to make available to the Commission and the Court of Auditors of the European Union, all information relating to the action.

Should the action be accepted, I hereby undertake to clearly mention the MEDIA Programme and the European Union origin of funding in every instance, public or not, official or not, and on all information material.

Name of organisation:

Name of legal representative:

Position of legal representative in the organisation:

Date:

Place:

Signature (and stamp or present declaration on letterhead)

IX - DECLARATION BY FINANCIAL CONTRIBUTORS

NAME OF THE PROPOSED ACTION:

.....

In the name of the organisation I represent, I hereby declare that I have read and approved the content of the proposed action submitted to the MEDIA Programme.

Should the action be selected for funding by the EU, I confirm that the organisation I represent intends to contribute to the action with:

- A financial contribution in cash amounting to:€
- A in-kind contribution, for a value of:€

This contribution will be available throughout the duration of the action and all expenditure thereof will be related exclusively to the action.

Name of organisation:

Name of legal representative:

Position of legal representative in the organisation:

Date:

Place:

Signature (and stamp or present declaration on letterhead)

X – Note on the budget

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. Personnel = maximum 25% of eligible costs.

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

1.1 Management positions (if already known at submission stage, please identify them nominally and provide the C.V):

1.2 Team members:

2. Operational costs:

2.1 Travel and subsistence for team members

2.1.1 Travel (destinations and the reason for the trip).

2.1.2 Subsistence (if necessary, please explain the reasoning behind the estimated expenses).

2.2 Expenses for the training activity(ies)

2.2.1 Rental of conference rooms (function and capacity of conference rooms foreseen).

2.2.2 Equipment (type of equipment foreseen).

2.2.3 Trainers fees (how the number of days and daily fee per trainer have been decided).

2.2.4 Didactic material (please describe the support, content and author/provider of material).

2.2.5 Distance learning tools (reasoning behind the estimated expenses).

2.2.6 Local transport (type of transport foreseen and purpose).

2.3 Travel and subsistence for participants and trainers

2.3.1 Travel (excluding scholarship - destinations + differentiate costs for participants and costs for trainers).

2.3.2 Subsistence (excluding scholarship - if necessary, please explain the reasoning behind the estimated expenses).

2.3.3 Scholarships (for travel and subsistence costs covered by scholarships only).

2.4 Promotion and dissemination of results

MEDIA Programme - Training

- 2.4.1 Advertising (detail title and date foreseen for publication).
- 2.4.2 Web pages (identify the provider and describe briefly the content and number of pages).
- 2.4.3 Other: to be specified (only for promotion and dissemination of results purposes).

3. Subcontracting costs

- 3.1 **Translation:** specify the languages and reason.
- 3.2 **Interpretation:** specify the languages and reason.
- 3.3 **Print costs:** explain briefly what is foreseen.
- 3.4 **External accounting services**
- 3.5 **Other:** to be specified (only for subcontracting costs).

Overheads = 7% max on budget headings 1+2+3.

4. In kind contributions

Limited to 15% over the amount of eligible costs, and only for the rental of production and post-production equipment of an audiovisual work.

(explain items, suppliers and value of each in-kind contribution foreseen).

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 forecast 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: 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.

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 year available if the applicant is a non-profit organisation (2 last years if the applicant is a commercial company).
- For proposed action where the EU grant requested exceeds EUR 500000, the applications must be accompanied by an external audit report produced by an approved auditor. This report shall certify the accounts for the last year available.

Annex C: A detailed course timetable

The course timetable must be clear, structured and presented in chronological order on an Excel spreadsheet. It should include, when possible, the titles of every lecture/seminar etc. for every training day.

Annex D: Personnel for the proposed action

a – Director/Manager of the project

- Clear job description.
- If the Director/Manager is already in place, his/her Curriculum vitae must be attached.

b - Staff made available for the proposed action

- Number and clear job description of staff member foreseen for the proposed action.

c - Trainers or tutors made available for the proposed action

- List of the trainers/tutors involved in the proposed action.
- Curriculum vitae (brief description of their professional background).
- Letters of commitment signed by the trainers/tutors involved in the proposed action (if they have not confirmed their interest yet, please mention it).

Annex E: 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.