European Film Sales kick off meeting

CREA-MEDIA-2023-FILMSALES

18 February 2024

European Education and Culture Executive Agency

Hello from the FILMSALES Team in Brussels

PETEN
Soon-Mi

D'ORILIA
Stefano

TEXIER
Laura

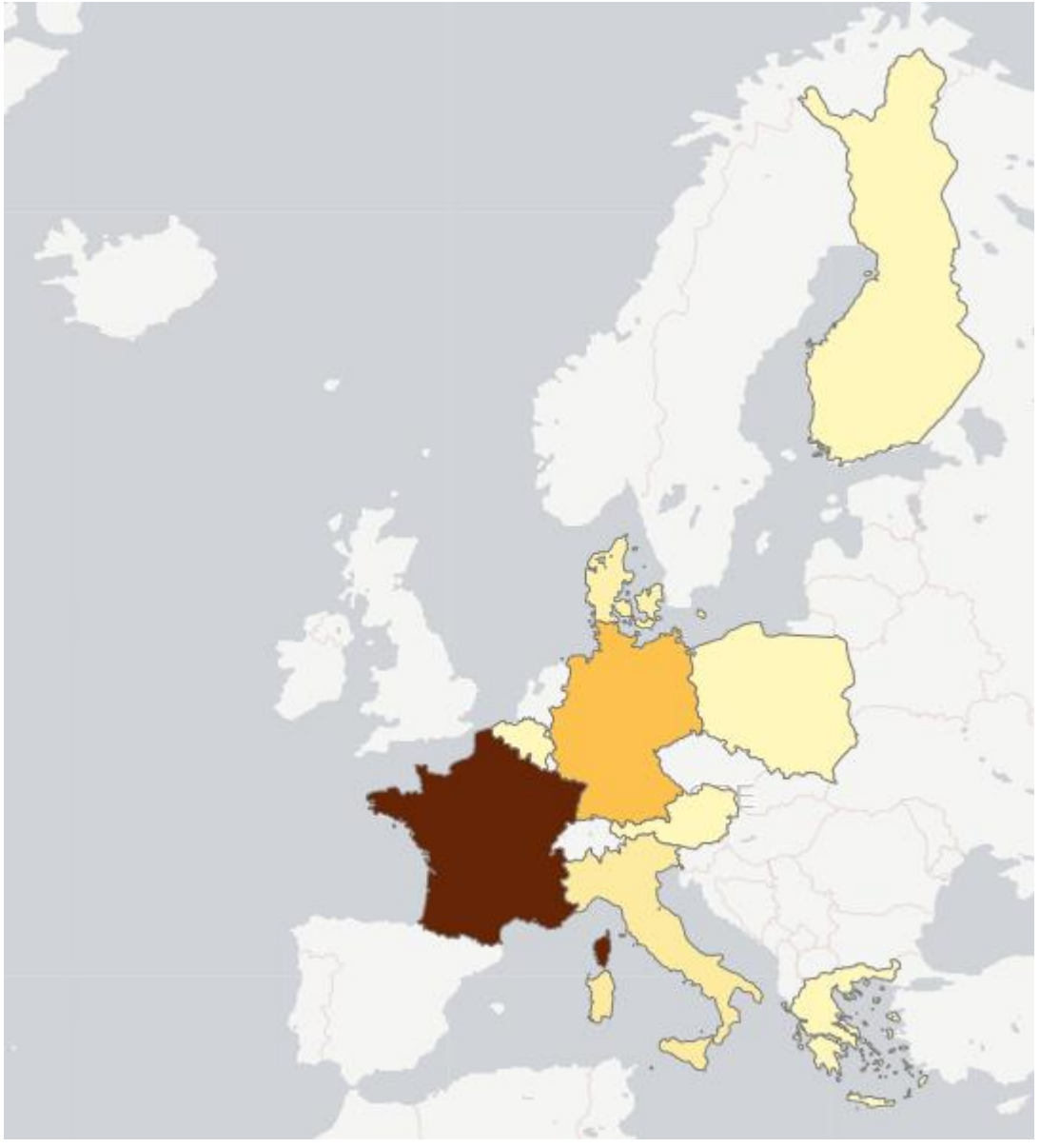
BUIARELLI
Flavia

RODRIGUEZ
Isabel

European Commission

FILMSALES 2023 - key aspects

- 42 selected projects
- Budget – 5.5 M EUR
- 312 eligible unique titles



How to get the maximum grant amount?

General eligibility conditions – key aspects:

- incurred by the beneficiary
- in the eligibility period
- identifiable & verifiable

Your costs will be reimbursed at the funding rate of 70%

No personnel costs and travel costs for your staff

Films (5 max) declared must be **qualified** as **European non-national** in the Creative Europe MEDIA Database

Keep records & supporting documents – clear link between & declared titles

How to get the maximum grant amount?

For Activity 1 - Investment in acquisition of international sales rights: the date of signature of the international sales agreement must be in the eligibility period.

Activity 2: Promotion, marketing and advertising: the costs must be incurred in the eligibility period.

Activity 1 is only eligible up to 75% of the total direct reinvestment declared costs. **Therefore, at least 25% must be reinvested in Activity 2.**

Quizz: is it eligible or not?

Activity 1 - Investment in acquisition of international sales rigths

The Grant Agreement is signed on 15/02/2023.

The period of eligibility is between 01/03/2023 - 30/02/2025.

Contract A signed on 17/02/2023 and contract B signed on 15/03/2023.

Which one is eligible?

European Commission

Quizz: is it eligible or not?

Activity 2 – Promotion, marketing and advertising

The Grant Agreement is signed on 15/02/2023.

The period of eligibility is between 01/03/2023 - 30/02/2025.

Cost C was incurred on 17/02/2023 and cost D on 15/03/2024.

Which one is eligible?

European Commission

Eligibility period = Start date + end date

Project summary:

Project summary

Keywords: not defined

Project number:

Project name: MEDIA support for distribution of European non-national films

Project acronym

Call: CREA-MEDIA-2023-FILMDIST

Topic: CREA-MEDIA-2023-FILMDIST

Type of action: CREA Project Grants

Granting authority: European Education and Culture Executive Agency

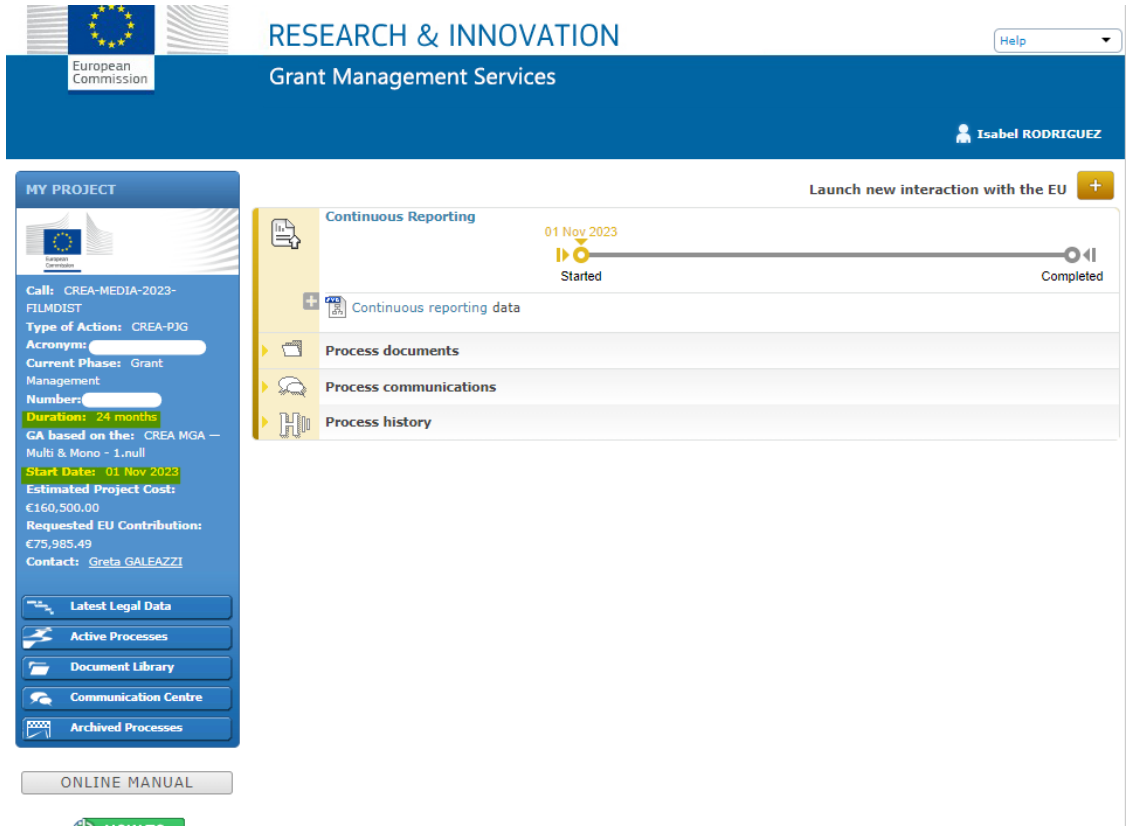
Grant managed through EU Funding & Tenders Portal: Yes (eGrants)

Project starting date: first day of the month following the entry into force date

Project end date: starting date + months of duration

Project duration: 24 months

Consortium agreement: Yes

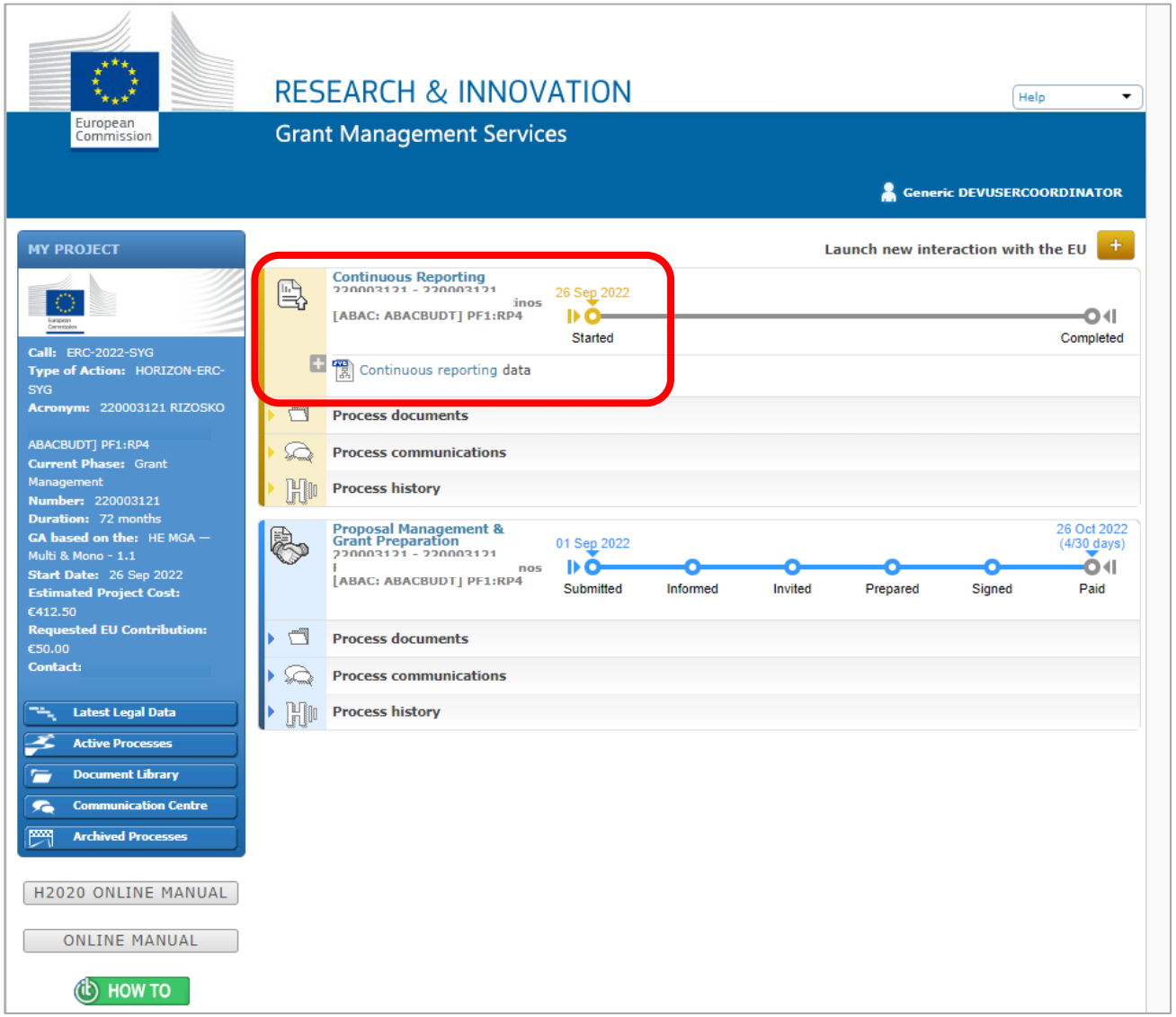


How to get paid faster?

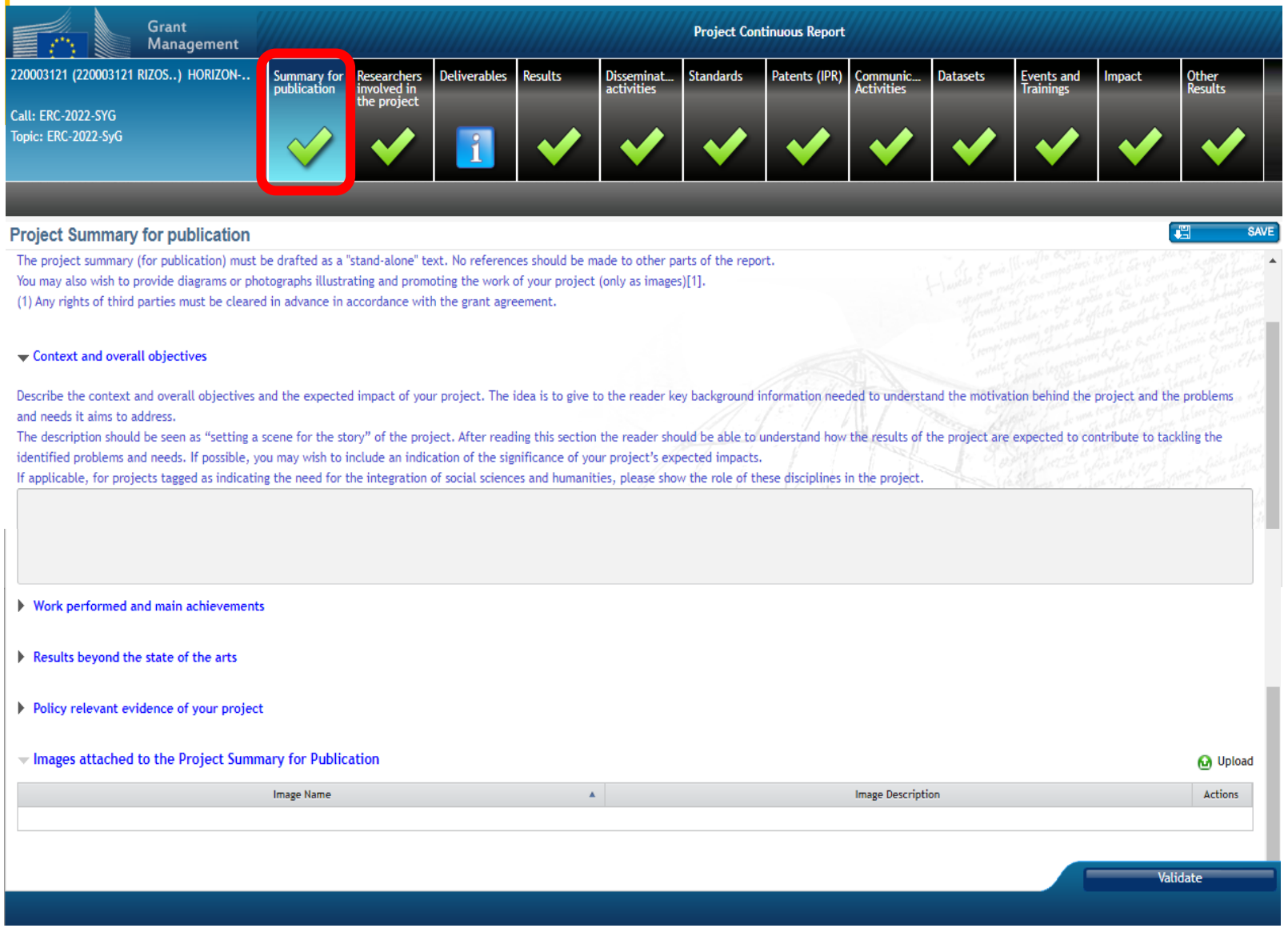
Detailed reports

European Commission

How to get paid faster?



Activated at the time project starts



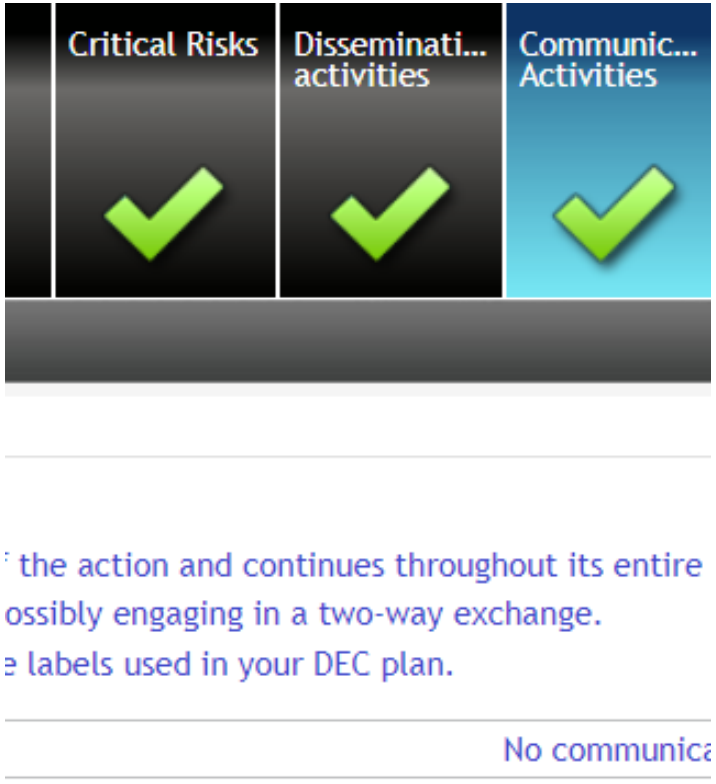
Details about your project (films).

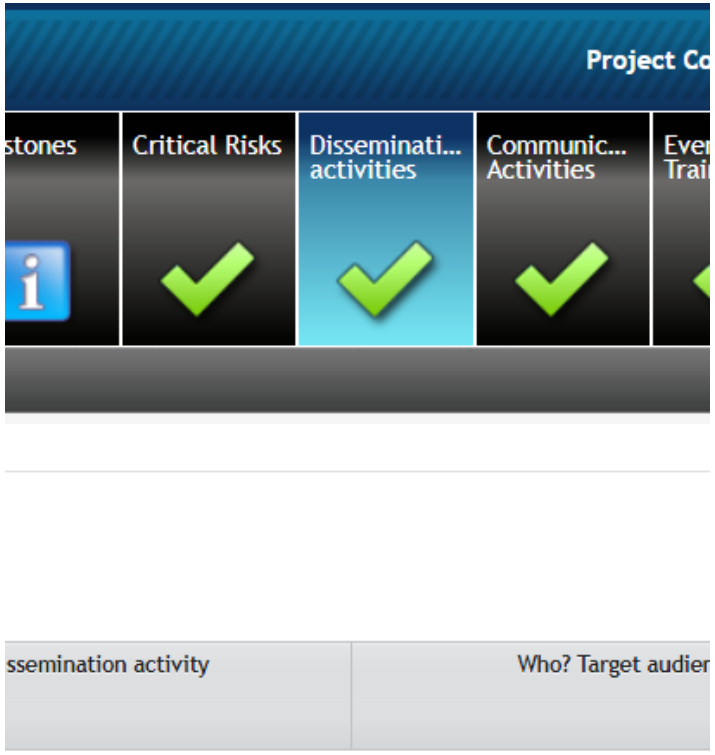
All sections are mandatory.

Update before submission of deliverables and periodic report.

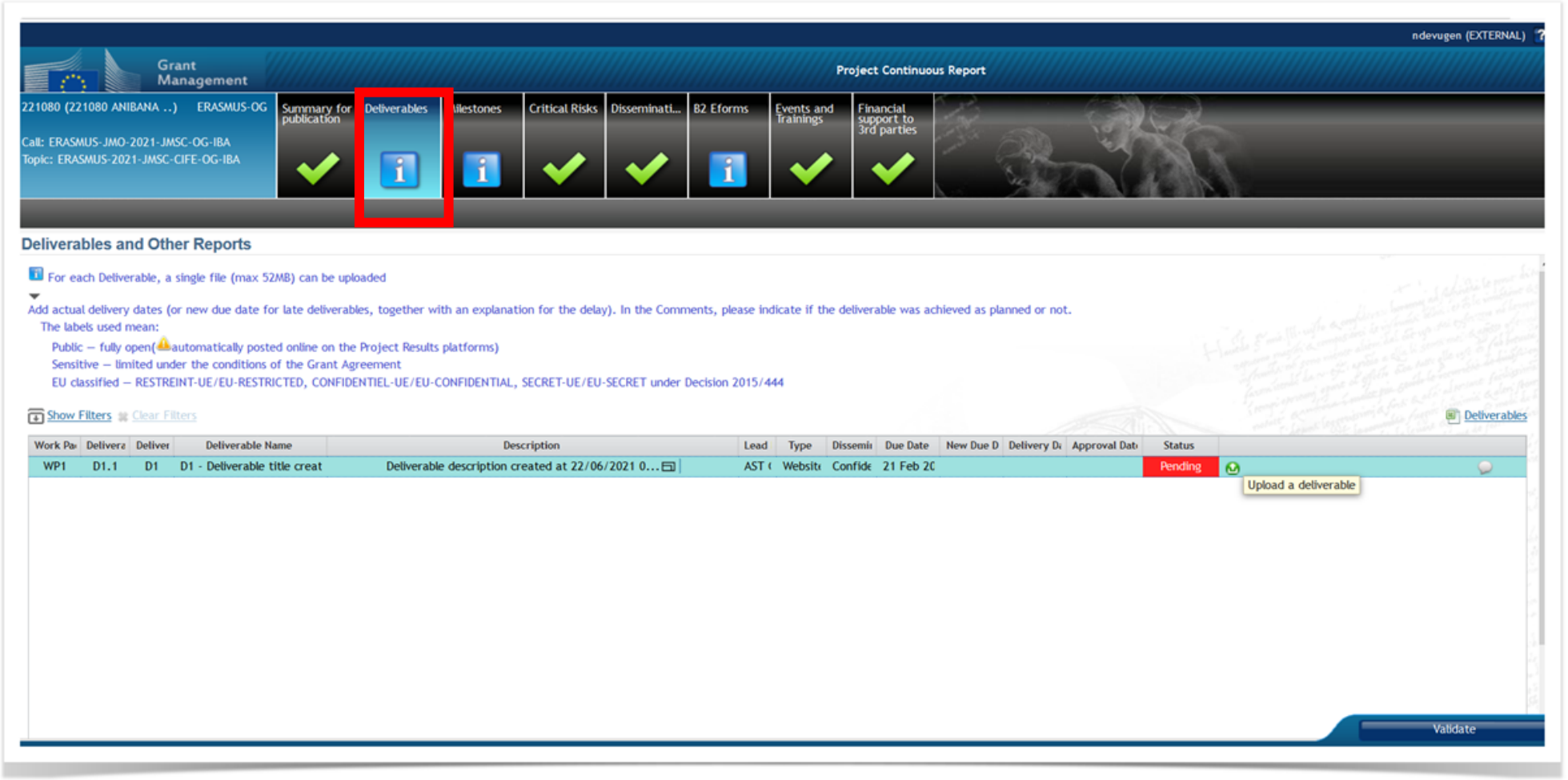
Avoid sensitive/confidential data.

Dissemination & communication activities





Poster campaign in theatres, public transport, media partnerships, promotional activities, press screening, posters, social media campaign, trailer distribution, paid preview screening, media print, press releases, brochures, posters, stickers, banners, etc.



Use the templates provided by your EACEA officer

Provide details

Respect the due dates.

European Commission

Deliverables

Deliverable 1 : Reinvestment progress report (Month 12)

1. Explain up to now how you have been able to implement this project so far, the actions taken, and results obtained.

2. Are the films you plan to reinvest in for this project already qualified as European non-national films in the Creative Europa MEDIA film database? List here those already qualified with the MEDIA Database ID code.

3. Are you aware of any potential risks that could affect your project? For example, implementation, level of amount to be reinvested, duration. If yes, explain, including any envisaged solution.

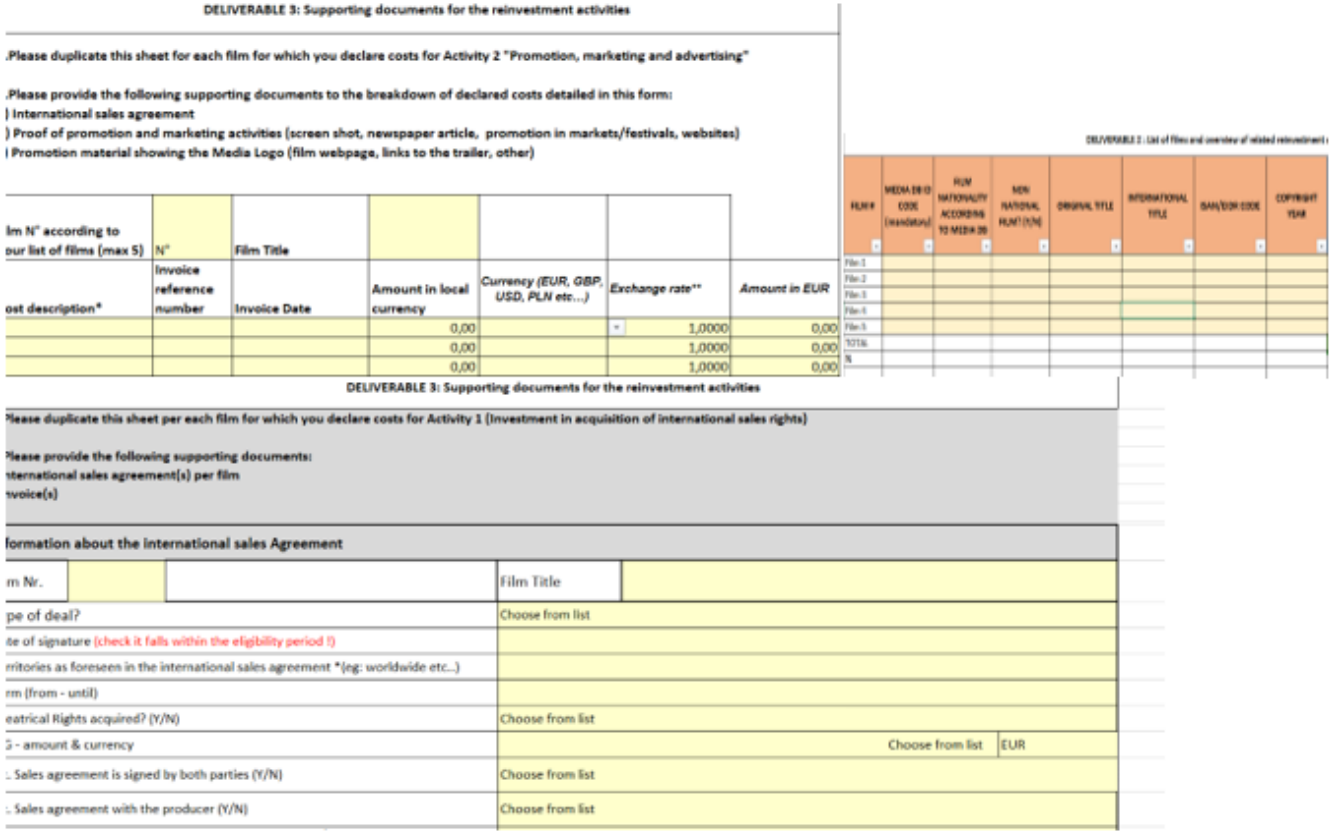
4. Have you already reinvested or planned at least 25% in Activity 2: Promotion, marketing and advertising? If not, explain

Important: Activity 1 is only eligible up to 75% of the total direct reinvestment budget. Therefore, at least 25% must be reinvested in Activity 2

5. Please indicate the festivals/markets that you principally target for promotion of the projects you plan to reinvest in.

6. Are you complying with the MEDIA visibility rules? Include screen shots for the official logos and hyperlinks for the official animated logo.

Important: See rules (hyperlinks to logos) on visibility in Article 17 and the Annex 5 of the Grant Agreement and https://www.eacea.ec.europa.eu/about-eacea/visual-identity/creative-europe-media-visual-identity_en



DELIVERABLE 3: Supporting documents for the reinvestment activities

.Please duplicate this sheet for each film for which you declare costs for Activity 2 "Promotion, marketing and advertising"

.Please provide the following supporting documents to the breakdown of declared costs detailed in this form:
) International sales agreement
) Proof of promotion and marketing activities (screen shot, newspaper article, promotion in markets/festivals, websites)
) Promotion material showing the Media Logo (film webpage, links to the trailer, other)

lm N° according to our list of films (max 5)	N°	Film Title				
ost description*	Invoice reference number	Invoice Date	Amount in local currency	Currency (EUR, GBP, USD, PLN etc...)	Exchange rate**	Amount in EUR
			0,00		1,0000	0,00
			0,00		1,0000	0,00
			0,00		1,0000	0,00

DELIVERABLE 3: Supporting documents for the reinvestment activities

Please duplicate this sheet per each film for which you declare costs for Activity 1 (Investment in acquisition of international sales rights)

Please provide the following supporting documents:
nternational sales agreement(s) per film
nvoice(s)

formation about the international sales Agreement

m Nr.		Film Title	
pe of deal?		Choose from list	
te of signature (check it falls within the eligibility period !)			
rritories as foreseen in the international sales agreement *(eg: worldwide etc...)			
rm (from - until)			
eatrical Rights acquired? (Y/N)		Choose from list	
- amount & currency		Choose from list	EUR
. Sales agreement is signed by both parties (Y/N)		Choose from list	
. Sales agreement with the producer (Y/N)		Choose from list	

European Commission

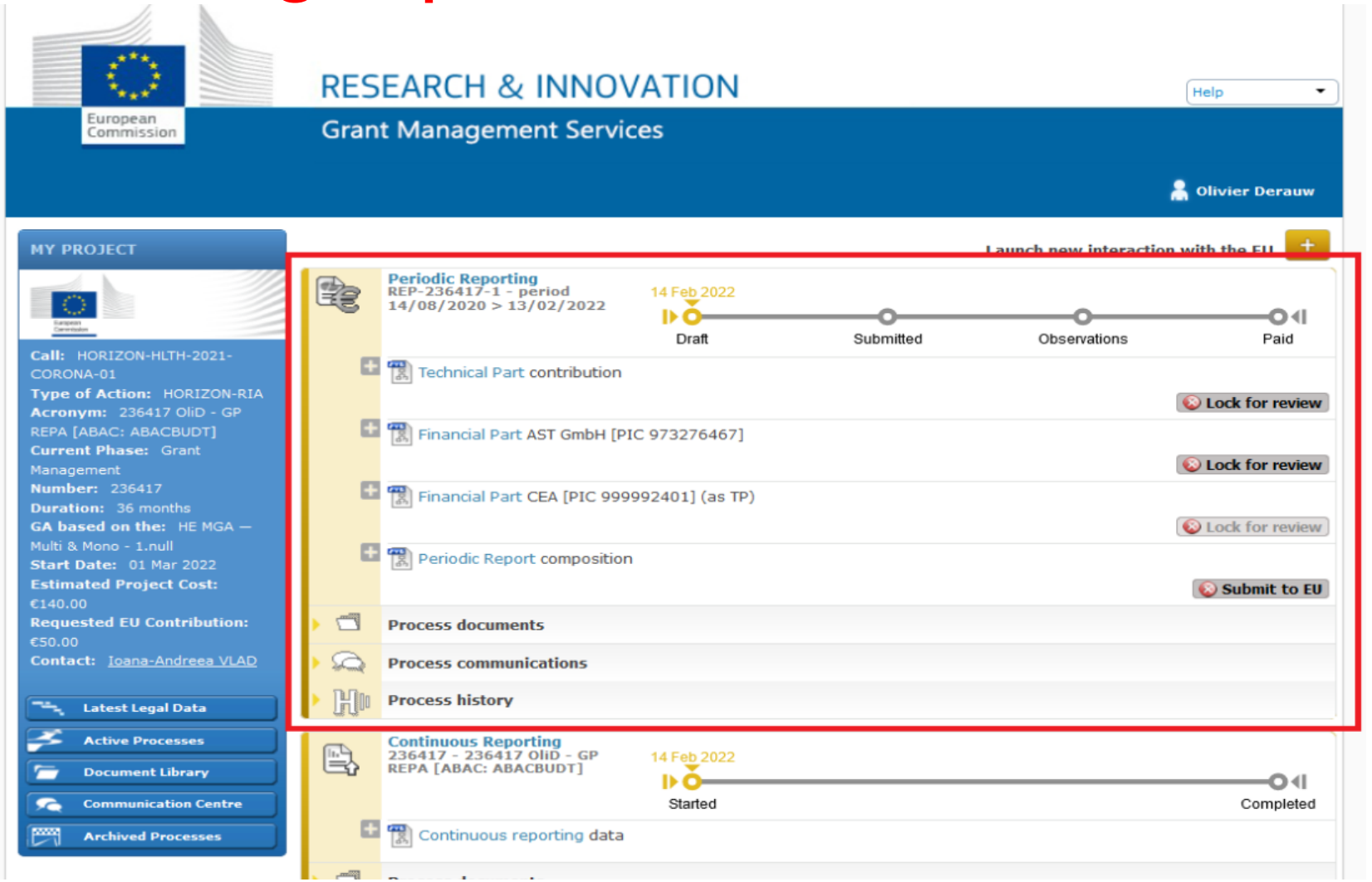
How to process personal data?

When processing personal data in the framework of their grant (organising events with external stakeholders, reporting purposes, student mobility, hiring a contractor and staff, etc,) grant beneficiaries are subject to the applicable EU, international and national law on data protection (in particular, GDPR). *Please consult your National Supervisory Authority for advice on GDPR.*

This also applies to personal data included in **Public deliverables:** it should have been collected and processed in line with the above legislation.

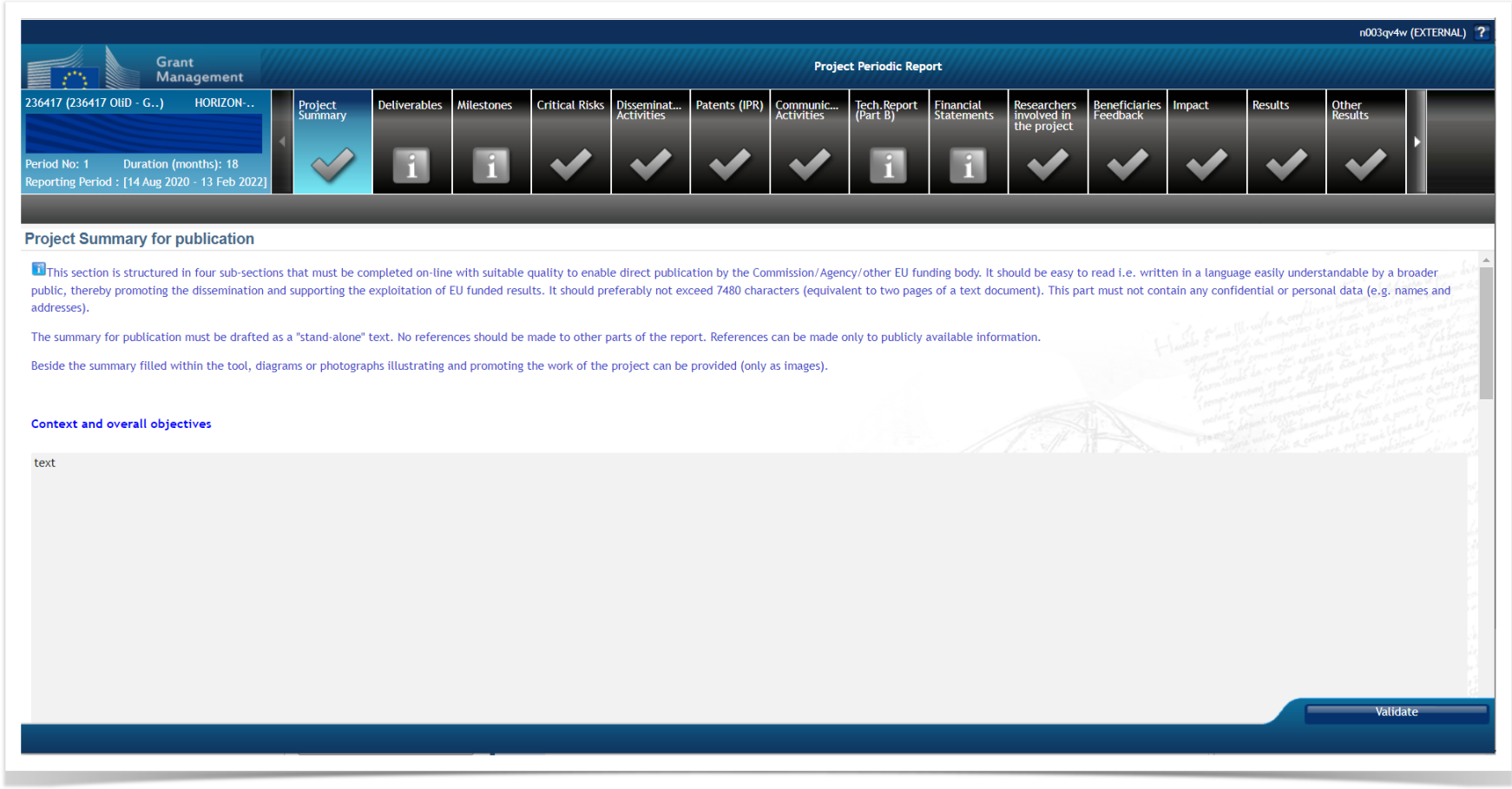
OPTION if pertinent: stricter conditions apply to sensitive personal data: e.g. related to sexual orientation, religion, personal data of minors => recommendation not to include it in PUB deliverables.

How to get paid faster?



Activated at the end of reporting periods

How to do the technical part? 1) In the portal



European Commission

How to complete the financial part? 1) In the portal

Eligible costs:

Category	Form of Funding						Amount	Total Amount	
▼Eligible costs (per budget category)									
▼Direct costs									
▼A. Personnel costs									
▼(a1) A.1 Employees (or equivalent), A.2 Natural persons under direct contract, A.3 Seconded persons	actual							0.00 €	
▼(a3) A.4 SME owners and natural person beneficiaries	unit							0.00 €	
SME owner/Natural person costs		unit price :	328.50 €	x	units:	0	= 0.00 €		
(a4) A.5 Volunteers	unit							0.00 €	
▼B. Subcontracting costs									
▼(b) Subcontracting	actual							0.00 €	
▼C. Purchase costs									
▼C.1 Travel and subsistence									
▼(c1a) Travel	unit or actual							0.00 €	
▼(c1b) Accommodation	unit or actual							0.00 €	
▼(c1c) Subsistence	unit or actual							0.00 €	
▼(c2) C.2 Equipment	actual							0.00 €	
▼(c3) C.3 Other goods, works and services	actual								
▼D. Other cost categories									
(d1) D.1 Financial support to third parties	actual							0.00 €	
▼Indirect costs									
▼E. Indirect costs									
(e) E. Indirect costs (7% * (a1 + a3 + b + c1a + c1b + c1c + c2 + c3 + d1))	flat-rate								
(f) Total costs (a1 + a3 + a4 + b + c1a + c1b + c1c + c2 + c3 + d1 + e)									
▼EU contribution									
▼EU contribution to eligible costs									
(g) Maximum EU contribution (70% * f)									
(h) Requested EU contribution (g)									
(m) Maximum grant amount (h)									
▼Revenues									
(n) Income generated by the action	actual								

- All incurred costs even if higher than estimated
- 7% indirect costs automatic
- Revenues

European Commission

How to complete the financial part? Use of Resources (in the portal)

Costs

Details for major cost items (needed if costs declared under purchase costs are higher than 15% of the claimed personnel costs).

Start with the most expensive cost items, down to the 15% threshold.

Add

No 'Costs' added yet.

Confirm Cancel

Costs

Details for major cost items (needed if costs declared under purchase costs are higher than 15% of the claimed personnel costs).

Start with the most expensive cost items, down to the 15% threshold.

Add

Cost item name	Work Packages	Foreseen in Annex 1?	Explanation (if not in Annex 1)	Costs (EUR)	Actions
COST	1	Yes		3.00	
			TOTAL	3.00	

Confirm Cancel

European Commission

Example of Use of Resources

FILM #	MEDIA DB ID CODE (mandatory)	FILM NATIONALITY ACCORDING TO MEDIA DB	NON NATIONAL FILM? (Y/N)	ORIGINAL TITLE	INTERNATIONAL TITLE	ISAN/EIDR CODE	COPYRIGHT YEAR	Activity 1: Investment in acquisition of international sales rights (MG) COSTS in Euro	Activity 2: Promotion, marketing and advertising COSTS in Euro	TOTAL COSTS	Relevant Supporting documents per Activity must be provided*(Y/N)
Film 1								17.500,00	-	17.500,00	YES
Film 2								20.000,00	16.015,00	36.015,00	YES
Film 3								30.000,00	-	30.000,00	YES
Film 4								3.000,00	10.000,00	13.000,00	YES
Film 5								16.558,00	3.500,00	20.058,00	YES
TOTAL								87.058,00	29.515,00	116.573,00	
%								75%	25%		
									at least 25%!		

Cost item name	Work Packages	Foreseen in Annex I	Explanation (if not in Annex I)	Cost (EUR)
Activity 1	1	YES	N/A	87058,00
Activity 2	1	YES	N/A	29515,00
~~Audit report (CFS)~~	~~1~~	-	-	~~0,00~~

European Commission

How to complete the technical report? 2) In the corporate document to download from the portal

1. OVERVIEW OF THE PROGRESS

1.1 Summary of work performed and achievements, results and impacts

Work performed and main achievements

Short summary of progress towards the project objectives. Highlight significant activities and achievements. Provide clear and measureable details.

Analyse the outcome of the project (so far) and its (actual and expected) impact (on target groups, change, innovation etc.), including a description of the European dimension and added value if relevant. For the Final Report, include the conclusions of the action.

Report on objectives not fully achieved or not on schedule.

⚠ *Do not simply cut and paste the project summary (filled in online on the Summary for Publication screen). Contrary to the summary, this section is for reporting to the EU and will not be published.*

1.2 Partnership and consortium

Participants

Report on changes in the consortium composition (including structural, legal or management changes, if any).

Consortium cooperation and division of roles (if applicable)

Report on changes in the way the participants work together (Beneficiaries, Affiliated Entities, Associated Partners, etc.).

1.3 Impact

Impact

Report on changes in your impact analysis/strategy (if any) and the effects on the project/need for adaptations

1.4 Communication, dissemination and visibility

Communication, dissemination and visibility of funding

Report on the communication and dissemination activities undertaken (to whom, which format, how many, etc.).
Describe how the visibility of EU funding was ensured.
If you described your project on your website(s) and/or social media accounts, please provide the links.

1.5 Sustainability and continuation

Sustaina

Report or
For the F
or further
possible s

sed
on

1.6 Conso

Consor

Report or

1.7 Project tea

Project teams and staff

Report and explain deviations from Annex 1 of the Grant Agreement regarding the organisation of staff or project teams. .

- Details on the films
- Make sure they are qualified (Media Database)
- P&A efforts and results
- Media logo

How to complete the technical report? 2) In the corporate document to download from the portal

1.8 Cost effectiveness and financial management

Cost effectiveness and financial management *(n/a for Lump Sum Grants)*

Inform about significant budget overruns or important changes in the financial management (if any).

1.9 Project management, quality assurance and monitoring and evaluation strategy

Project management, quality ass

Report on changes to the overall pro *and evaluation strategy (if any).*

- Significant deviations
- Unforeseen costs

1.10 Risk management

Critical risks and risk management strategy

Report on the state of play concerning the risks and risk mitigation measures (if any).

1.11 Follow-up to EU recommendations

Follow-up to EU recommendations

Highlight corrective actions taken as a result of EU monitoring activities (including follow-up to EU project reviews, if any). List each recommendation/comment and explain how they have been followed up.

2. WORK PLAN, WORK PACKAGES, ACTIVITIES, RESOURCES AND TIMING

2.1 Work packages, activities, resources and timing

WORK PACKAGES

Work Package 1

Work Package 1: [Name, e.g. Project management & coordination]

Activities

Report on the implementation status of the activities that were to be implemented during the reporting period and explain deviations from Annex 1 of the Grant Agreement. In case an activity was not implemented or a deliverable not produced, please explain why.

Task No (continuous numbering linked to WP)	Task Name	Implemented? (Yes/No/Partially)	Justification (explain what was done and by whom; explain what was not done and why not; indicate how you intend to handle the situation and new timing; indicate if it was a one-off issue or how you intend to avoid similar issues in the future)
T1.1			
T1.2			
Other issues *Mention and explain unexpected events and adjustments that had to be made. Explain impact on other tasks, available resources and planning/timing.*		Insert text	

Budget implementation — Use of resources (deviations) *(n/a for Lump Sum Grants) (n/a for Additional Prefinancing Report)*

Explain deviations from the budget planning (i.e. differences between actual and planned use of resources).

Include explanations on transfers of cost categories in the estimated budget (if applicable)

If needed, add explanations linked to the report on the use of resources filled in online. Ensure consistency with that report.

How to complete the technical report? 2) In the corporate document to download from the portal

Timetable

Timetable (projects up to 2 years) *Report on deviations from Annex 1 of the Grant Agreement.* *Fill in the planned implementation in beige and the deviations in red. Adapt and repeat lines/columns as necessary.*																								
Starting date:																								
ACTIVITY	**MONTHS**																							
	M 1	**M 2**	**M 3**	**M 4**	**M 5**	**M 6**	**M 7**	**M 8**	**M 9**	**M 10**	**M 11**	**M 12**	**M 13**	**M 14**	**M 15**	**M 16**	**M 17**	**M 18**	**M 19**	**M 20**	**M 21**	**M 22**	**M 23**	**M 24**
Task 1.1 - ...																								
Task 1.2 - ...																								

3. OTHER

3.1 Ethics

Ethics
Not applicable.

#§ETH-ICS-EI§# #@SEC-URI-SU@#

3.2 Security

Security
Not applicable.

#§SEC-URI-SU§# #@DEC-LAR-DL@#

4. DECLARATIONS

Double funding	
Information concerning other EU grants for this project ⚠ *Please note that there is a strict prohibition of double funding from the EU budget (except under EU Synergies actions).*	**YES/NO**
We confirm that to our best knowledge neither the project as a whole nor any parts of it benefit/have benefitted from any other EU grant *(including EU funding managed by authorities in EU Member States or other funding bodies (e.g. EU Regional Funds, EU Agricultural Funds, etc)*. If NO, explain and provide details	
We confirm that to our best knowledge neither the project as a whole nor any parts of it are (nor will be) submitted for any other EU grant *(including EU funding managed by authorities in EU Member States or other funding bodies (e.g. EU Regional Funds, EU Agricultural Funds, etc)*. If NO, explain and provide details.	

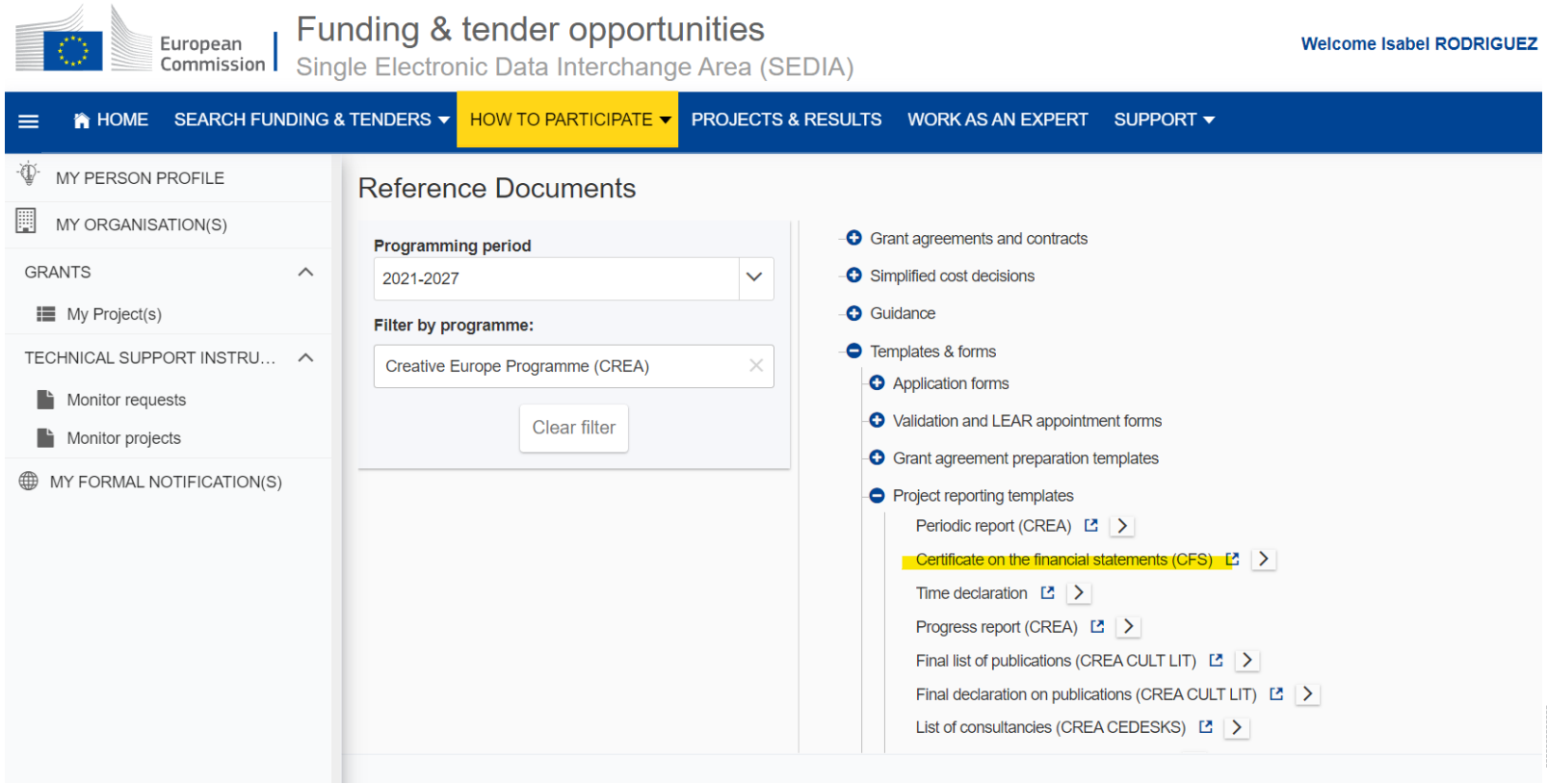
#§DEC-LAR-DL§#

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	15.02.2021	Initial version (new MFF).

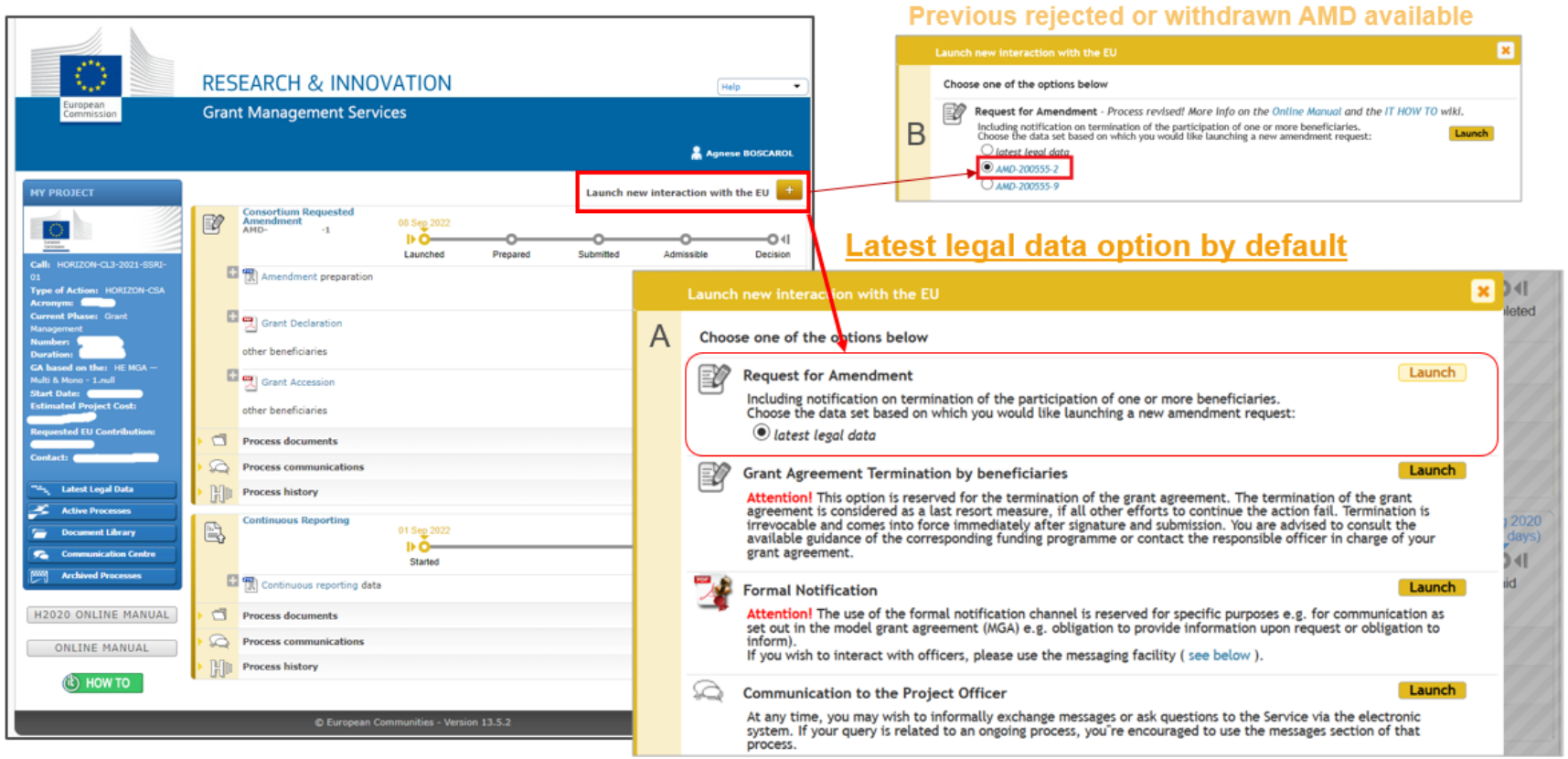
When do you need a Certificate on Financial Statement?

Only if requesting a final grant of 325,000.00 EUR or more...

- Ask your auditor to use the corporate template available in the Portal.
- Submit the 2 parts in a 1 single PDF with the final report.



Want to finish your project earlier? New bank account?



Thank you for listening

Questions??

European Commission