



A programme of the European Union



MEDIA – PROMOTION/ACCESS TO MARKETS

CALL FOR PROPOSALS EACEA/09/09

APPLICATION FORMS FOR A SINGLE GRANT AGREEMENT FOR AN ACTION

ANNEX I : APPLICATIONS FORMS

ANNEX II: ESTIMATED BUDGET FOR THE 2010 ACTION

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/promo/markt/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, 3 (three) ADDITIONAL bound** copies 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 :
- ✓ Grant Agreement for an action : Annual Action Plan for 2010
- ◇ Application form VIII : Annual Work Programme for 2010
- ◇ Annex II of the application forms : The estimated budget for 2010
- ◇ Annex D : Lists of the A/V works presented at the previous edition and/or professionals participating **ONLY !** (on paper and on CD-ROM/DVD)

DEADLINE FOR SUBMISSION OF PROPOSALS:

- 07th August, 2009 for annual activities taking place in 2010 AND activities starting between 01st January, 2010 and 31st May, 2010.

All envelopes should be clearly marked:

**« CALL FOR PROPOSALS EACEA/09/09
MEDIA – PROMOTION / ACCESS TO MARKETS »**

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/09/09.

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**) 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 organisation (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 organisation (annex B – if applicable only):

- Complete annual accounts (balance sheet, profit and loss accounts and the 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 C):

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

Information on the previous edition of the action (annex D)

- A list of all A/V works presented, mentioning their nationality/geographical origin.
- A list of all professionals participating, mentioning their function, company and nationality.
- Official catalogues/guides/brochures, where applicable.

Information on the proposed action for 2010 (annex E):

- Letters of commitment and partnership to the proposed action when applicable.
- Copies of statements of financial commitment by the external partner(s) for the 2010 action, when available.

Estimated budget and financial plan:

- Complete Estimated budget of the 2010 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).

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/09/09 and certifies:

- that it is not in one of the exclusion cases listed in section 6 of the guidelines of Call for Proposals EACEA/09/09;
- that it is a European organisation as defined in the guidelines applicable to this Call for Proposals;
- that it is familiar with the guidelines "Promotion/Access to Markets" of Call for Proposals EACEA/09/09 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 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 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:

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 type="text"/>
	<input type="text"/>
ADDRESS	<input type="text"/>
CITY	<input type="text"/>
COUNTRY	<input type="text"/>
	POST CODE <input type="text"/>

CONTACT	<input type="text"/>
TELEPHONE	<input type="text"/>
	FAX <input type="text"/>
E - MAIL	<input type="text"/>

BANK	
BANK NAME	<input type="text"/>
ADDRESS	<input type="text"/>
(BRANCH)	<input type="text"/>
TOWN/CITY	<input type="text"/>
COUNTRY	<input type="text"/>
NUMBER	<input type="text"/>
IBAN ⁽²⁾	<input type="text"/>
	POSTCODE <input type="text"/>

BANK STAMP + SIGNATURE OF BANK REPRESENTATIVE (both mandatory) ⁽³⁾

DATE + SIGNATURE ACCOUNT HOLDER: (Mandatory)
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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.

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)																				
ABBREVIATION																				
OFFICAL ADDRESS (Head Office)	<div style="font-size: 2em; font-weight: bold; opacity: 0.5;"> SPECIMEN ORIGINAL FORM TO DOWNLOAD </div>																			
POSTAL CODE																				
CITY																				
COUNTRY																				
VAT																				
PLACE OF REGISTRATION																				
DATE OF REGISTRATION																				
REGISTRATION N°																				
PHONE																FAX				
E-MAIL																				
CONTACT PERSON																				

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

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 organization**: 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 I, Form I 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 I, Form I 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

DEPENDING ON THE LEGAL STATUS OF YOUR COMPANY/ORGANISATION, PLEASE FILL IN THE POINT A) OR THE POINT B)

A) – NON-PROFIT ORGANISATION ONLY

When not exempted from the calculation of its financial capacity, the applicant must provide the figures requested **based on the most recent complete annual accounts¹ enclosed with this application**

Financial Year:

Currency:

Information to be extracted from the Balance Sheet

Equity (Capital and reserves ²):

Formation expenses

Total assets ³:

Information to be extracted from the Profit and Loss Account

Profit or loss for the financial year *before* income tax⁴:

Total costs⁵:

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

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

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

⁴ Profit/loss is the difference between the Operating financial and extraordinary income) and the Operating, financial and extraordinary charges). Please indicate whether this amount is positive (« + ») or negative (« - »).

⁵ Total costs = total of operating expenses, financial charges, extraordinary charges and taxation charges before income tax.

B) COMMERCIAL COMPANIES ONLY

When not exempted from the calculation of its financial capacity, the applicant must provide the figures requested **based on the complete¹ annual accounts for the two most recent years enclosed with this application** :

Financial Years: **Currency:**

PLEASE NOTE THAT THE FOLLOWING INFORMATION MUST BE PROVIDED FOR THE LAST 3 YEARS WHEN AVAILABLE:

Accounting year:
Profit/loss of the financial year <i>after tax</i>
Depreciations
Dividends
Equity (Capital and reserves)		
Total assets		
Current assets		
Current liabilities		
Total costs from the Profit & Loss account		

Date:.....

Name:.....

Signature of the applicant's legal representative:

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)

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

VI- *Information on the operational capacity of the applicant*

Applicant's human and technological resources:

Applicant's experience in organising promotion activities:

Applicant's international and European partnership(s) in place (when applicable) and network of contacts in the audiovisual industry:

VII- Annual Action Plan 2010

In this form, please provide a summary description of the proposed promotion 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 "Annual Action Plan" and following the exact order of the points listed below. This document, together with the form VIII (Annual work Programme 2010), 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. – Point 1. Content of the activity/ies

Applicants should clearly describe and explain:

- The **objectives** of their 2010 promotion action and the manner in which they meet the general objectives of the MEDIA Programme as stated under section 2 of the Guidelines;
- The **content** and **format** (type and size) of the activity/ies;
- The **target group** (in terms of the professionals and/or A/V works promoted) and why this specific target group was chosen;
- **The competitive market environment.** Applicants shall analyze the market and identify the needs of the sector. They shall also identify potential competitors and/or collaboration, describe and justify their approach towards them. In particular, applicants shall clearly analyze, describe and justify their positioning in the market and demonstrate the added value of their initiative, by providing evidence of a complementary initiative to the existing offer proposed by promotion activities at European level and in particular activities currently supported by the MEDIA Programme;
- The **results expected and concrete benefits** the target group will gain from the activity/ies proposed;
 - The **long or short term effects/impact** of the activity/ies on the promotion and circulation of European A/V works.

Applicants should also identify a set of criteria and indicators which will allow them to measure to what extent the objectives and results are being achieved. They will in particular, give an analysis of their strengths and potential weaknesses, explaining the reason for such potential weaknesses if any and giving concrete proposals to address them.

VII – Point 2. Implementation of the activity/ies

Under this section, applicants shall present the strategy put in place to achieve their objectives and in particular develop the following points:

VII – 2.a) Methodology

Applicants should detail how the proposed activity/ies will be delivered (format and methodology) and justify the reasons behind those choices. The methodology applied shall be precisely and concretely exposed. For instance and where applicable (not exhaustive list):

- The role of the contracting parties (in particular consultants, tutors etc if any);
- The selection procedures of the participants;
- The selection procedures of A/V works;
- The mechanisms and initiatives set up to facilitate the market access, whether of financial and/or operational nature.

VII – 2.b) 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 2010 estimated budget and of the note to the estimated budget for the submitted action (form VIII, point 5);
- The analysis of the fund raising plan elaborated by the applicant for the submitted action to be explained under this section.

VII – 2.c) European dimension of the proposed action

Proposed promotion activity/ies will have to offer a European dimension. Applicants shall describe how their activity/ies can achieve such goals and shall provide extensive reliable facts and figures to demonstrate the European dimension and especially the European diversity of the activity/ies.

Attention is particularly drawn on the following:

- The content of the promotion initiative must have an added value at European level (the way the proposed activity/ies may have a greater effect and their objectives can be better achieved at European level than at national or local level).
- Participants to the activity/ies (or targeted at through the activity/ies) and/or A/V works promoted through the activity/ies shall originate from a large diversified number of MEDIA countries.
- In particular the representation of European countries with a low production capacity will be taken into account. The representation of European non national professionals and/or A/V works will also be considered.

VII – 2.d) Cooperation and partnership with the audiovisual industry

Applicants are required to clearly explain the involvement of the audiovisual industry in the proposed promotion 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 promotion initiative is regarded as relevant by the industry;
- Cooperation actions undertaken, in particular with other MEDIA supported promotion activities;
- Partnerships with training activities/organisations;
- The participation of decision makers to the initiative and their level of involvement.

VII – 2.e) Innovative aspects

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 compared with previous edition(s) and the reasoning behind the choice of modifications.

Furthermore, applicants shall describe, where applicable, how their activity/ies present an innovative value with regards for example to technologies, market trends and developments etc...

VIII – Annual Work Programme for the 2010 Action

The work programme provides key data on the implementation of activity/ies and describes the action plan for 2010. **This provided form VIII must be used and fully completed (incl. statistics)**

VIII – Point 1. General data on the Action

Action title:

Type of action / Please tick where applicable (cf Guidelines – section 5.3):

Action 1

Action 2

Action 3

Action 4

N° of edition of the 2010 action:

Short summary of the 2010 action (maximum 15 lines)

Timetable for implementing the 2010 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

Date of start of the activity: dd/mm/yyyy

In case of annual activities, please state the date of start of the first activity included in the 2010 action

Date of end of the activity: dd/mm/yyyy

In case of annual activities, please state the date of end of the last activity included in the 2010 action

Please tick boxes when and where applicable:

- 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 (cf Guidelines - section 3) be eligible:
- 10 months before the start date of the activity stated above

OR, in case of annual activities,

3 months before the start date of the activity stated above

VIII – Point 2. Specific data on the activity (Repeat this point 2 for each activity included in the 2109 action when applicable)

Activity name:

N° of the edition of the 2010 activity:

Schedule per activity

Start and End Dates of the activity: from *dd/mm/yyyy* until *dd/mm/yyyy*
Location of the activity (town/country):
Venue(s) of the activity:

Type of the activity (for example market, co-financing forum, webportal etc)

Target group

Type of participants for whom the activity has been designed:

A/V works promoted :

Support:	Genre:
<input type="checkbox"/> TV	<input type="checkbox"/> Animation
<input type="checkbox"/> Cinema	<input type="checkbox"/> Documentary
<input type="checkbox"/> Internet	<input type="checkbox"/> Feature Films
<input type="checkbox"/> Other (please specify)	<input type="checkbox"/> Series
	<input type="checkbox"/> Shorts
	<input type="checkbox"/> Youth Programming
	<input type="checkbox"/> Other (please specify):

Additional information specific to the activity

VIII – Point 3. Detailed action plan for the 2010 action

a) Please provide and describe the timetable of the 2010 action (including preparation, implementation and follow-up.

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

b) Please explain the specific objectives to be reached in 2010. Explain the facts and figures (for instance discount and special rates, number of organized meetings, number of projects received/selected, number of A/V works produced/sold etc...) provided to achieve these objectives in 2010 and demonstrate in particular your ability to concretely implement them.

.....
.....

c) Please describe in detail the European dimension and in particular diversity of your activity/ies for 2010. Approach and projections for the 2010 action as provided in current form VIII, point 4, can be hereunder explained, detailed and justified.

Please note that the figures provided under Point 4. of the current form VIII will serve as a basis for the assessment of the European dimension.

.....
.....

VIII – Point 4. Statistics

Please include the statistics related to the previous 3 editions of the action + **provisional statistics of the edition for which support is sought**, specifying the relevant year in each column. A reasonable provision for the edition(s) which have not yet taken place MUST be provided.

THESE STATISTICS ONLY REFER TO THE ACTION APPLIED FOR AND NOT THE GENERAL FRAME IN WHICH THE ACTION (activity/ies) CAN TAKE PLACE.

	<i>Edition</i>	<i>Edition</i>	<i>Edition</i>	Edition
	20....	20.....	20.....	2010
Please ensure coherency between statistics and data provided in the attached list(s).				
COMPLETED AUDIOVISUAL WORKS				
• Total number of A/V works presented				
From which number of feature films				
From which number of short films				
From which number of fictions (TV)				
From which number of documentary films				
From which number of animation				
• Total of European (national and non-national) A/V works (as presented in the list/s)				
• total of national A/V works				
• Total of European A/V works from MEDIA countries with a low production capacity				
• Number of MEDIA countries represented				
NON COMPLETED AUDIOVISUAL WORKS (PROJECTS)				
• Total number of A/V works presented				
From which number of feature films				
From which number of short films				
From which number of fictions (TV)				
From which number of documentary films				
From which number of animation				
• Total of European (national and non-national) A/V works (as presented in the list/s)				
• total of national A/V works				
• Total of European A/V works from MEDIA countries with a low production capacity				
• Number of MEDIA countries represented				

Participation of A/V professionals as accredited/registered Please ensure coherency between statistics and accreditation/registration lists provided with present application.				
<ul style="list-style-type: none"> ● Total number of audiovisual professionals participating - Total number of European professionals (nationals + non- nationals) 				
<ul style="list-style-type: none"> - Total number of national professionals 				
<ul style="list-style-type: none"> - Total number of professionals from European countries with a low production capacity 				
<ul style="list-style-type: none"> - Number of different MEDIA countries represented 				
Please detail according to the function of the professionals:				
<ul style="list-style-type: none"> ● Number of distributors/sales agents - Total number of Europeans (nationals / non nationals) - Total number of nationals 				
<ul style="list-style-type: none"> ● Number of buyers/financiers/investors - Total number of Europeans (nationals / non nationals) - Total number of nationals 				
<ul style="list-style-type: none"> ● Numbers of producers - Total number of Europeans (nationals / non nationals) - Total number of nationals 				
<ul style="list-style-type: none"> ● Number of directors/actors/journalists - Total number of Europeans (nationals / non nationals) - Total number of nationals 				
<ul style="list-style-type: none"> ● Others (please specify) 				
Database statistics (average) - where applicable-				
<ul style="list-style-type: none"> ● Number of connections - per month (please provide a separate breakdown per month of the calendar year when applicable) - per year ● Number of pages visited - per month (please provide a separate breakdown per month of the calendar year when applicable) - per year ● User's return rate (number of connections to the site by the same user) - per month (please provide a separate breakdown per month of the calendar year when applicable) - per year 				

VIII – Point 5. Note to the estimated budget of the 2010 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. Project Management & Administrative costs

1.1. + overheads = maximum 40% of eligible costs.

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 Travel costs of Personnel and Project Management** (identify personnel travelling, specify purpose, destination and cost per person)
- 1.3 Accommodation and subsistence costs of Personnel and Project Management** (identify person, indicate location, number of days/night and cost per day/night)
- 1.4 IT costs**
- 1.5 Financial costs and other costs**

2. Subcontracting costs

- 2.1 Fees/Flat rates of third parties** (identify the person, indicate the work and the reason for subcontracting it, the duration of work)
- 2.2 Travel costs of third parties** (identify person, specify purpose, indicate destination and cost per person)
- 2.3 Accommodation and subsistence costs of third parties** (identify person, indicate location, number of days/night and cost per day/night)

3. Operational costs

- 3.1 Rental of surface and stand costs / Equipment costs** (indicate the surface rented and cost per m2, specify each material/equipment with unit cost and duration)
- 3.2 Promotional costs** (explain briefly what is foreseen; indicate the quantities and unit cost)
- 3.3 Invitations of professionals of the A/V industry** (justify the need and relevance of the persons invited; indicate function/role in the action and detail, according to the costs covered, the price per person per day).
- 3.4 Specific costs for database/webbased (action 3 ONLY)** (detail and justify all individual costs, providing a complete breakdown)

4. Costs co-financed by In kind contributions

Limited to a maximum of 25% of the total costs of the action.

Please explain items or services and indicate the partner providing such goods and/or services. Indicate the value of each in-kind cost foreseen, with a complete breakdown. Provide supporting documents when available.

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

B – Costs not mentioned in the estimated budget

For sake of clarity, an explanatory note on costs which are yet 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 year available if the applicant is a non-profit organisation (2 last years if the applicant is a commercial company).
- For proposed actions where the grant requested exceeds EUR 500,000, the application 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: 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 previous edition of the action

- List of the A/V works presented during the most recent edition of the action. This list MUST mention the name/title of the programme and its nationality (geographic origin).
- List of the professionals participating in the most recent edition of the action. This list MUST mention the names, nationality and profession/function, as well as the name of the company they are representing.

These lists **MUST** be provided on paper and **on a CD-ROM / DVD version, on Excel Format.**

- Brochures, leaflets, catalogues, guides when applicable and if necessary.

Annex E: Information on the proposed action

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