



Contracting authority: Secretariat of the African, Caribbean and
Pacific Group of States
(ACP Secretariat)

**ACP-EU Support Programme to ACP Cultural Sectors
(ACPCultures II + ACPFilms II)**

Guidelines for applicants

First open call for proposals

10th European Development Fund – EDF

Reference: EuropeAid/130966/D/ACT/ACPTPS

Deadline for submission of proposals: 30 June 2011

NOTICE

This is an open call for proposals. All documents must be submitted at the same time (concept note and complete application). The concept notes will be evaluated first. The complete applications of those applicants whose concept notes have been pre-selected will then be reviewed. Following an evaluation of the complete applications, the eligibility of the applicants provisionally selected will be checked. This verification is based on the supporting documents requested by the contracting authority and the applicant's signed declaration sent with the application.

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1. EU-ACP SUPPORT TO ACP CULTURAL INDUSTRIES

1.1. BACKGROUND

Culture is a component in its own right of the cooperation strategy in the partnership between the African, Caribbean and Pacific States and the European Community, established by the **Cotonou Agreement** (2000, revised in 2005), in particular its Article 27.

The adoption in 2005 of the **UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions** established the first-ever cultural pillar in global governance. At the same time, the **European Consensus on Development** identified culture as an integral part of the European Union's development policy.

In this context, the European Commission launched in 2007 a **European Agenda for Culture**. This Agenda proposes the systematic inclusion of the cultural dimension in all public policies, projects and programmes in the area of external relations and development. The aim is to make culture a vital element of international relations.

The **African, Caribbean and Pacific Group of States** has also adopted a strategy for cultural cooperation, which includes the following actions:

- In 2003, the First Meeting of ACP Ministers of Culture was held in Dakar (Senegal) to reiterate the importance and objectives of culture for the ACP Group of States. This concerns not only cultural policies, heritage, cultural cooperation and capacity building, but also cultural industries and the new information and communication technologies (NICT). This conference resulted in the signature of *The Dakar Declaration on the promotion of ACP cultures and cultural industries and its Action Plan*, which determines the framework, defines sectors and identifies areas to be financed as part of ACP-EU cooperation (www.acp.int).
- In 2006, in Santo Domingo (Dominican Republic), the Second Meeting of ACP Ministers of Culture further detailed this policy with the adoption of the *Santo Domingo Resolution*, which emphasizes South-South cooperation in the area of culture, reduction of the digital divide, the role of cultural networks in development of the sector and the promotion of ACP cultural strategies and policies. In parallel with the first ACP Festival (Santo Domingo, October 2006), a forum with a representative number of artists and cultural professionals and entrepreneurs from ACP States was organised. It culminated with the adoption of the *Recommendations of the First Meeting of ACP Artists and Cultural Operators* (www.acp.int).

The ACP Secretariat, together with the European Commission, identified in this context two cultural programmes financed from the 'intra-ACP' budget line of the 9th EDF. These programmes, which cover the period 2007-2012, are implemented by the Secretariat of the ACP Group of States with support from two programme management units (PMU).

- The Support Programme to ACP Cultural Industries (ACPCultures)*: It aims to promote an environment that encourages creation, exchanges, the independence and viability of the cultural sector in the ACP States while adding value to their cultural diversity. With a single call for proposals launched in 2008, six of the 63 proposals submitted were selected for financing, for the total amount of EUR 2.3 million available. They concern music, the performing arts (dance and theatre) and the visual arts (descriptions in

www.acpcultures.eu). Grants are used in particular to support and consolidate exchanges, cooperation and economic links between 34 ACP cultural operators (South-South cooperation) from more than 20 ACP States.

- b) *The Support Programme to the ACP Cinema and Audiovisual Sector (ACPFilms):*** It aims to contribute to the development and structuring of the cinema and audiovisual industries in the ACP States, enabling them to create and distribute their own works more effectively, and to enhance the promotion of ACP cultural diversity and more intense intercultural dialogue. With a single call for proposals, which gave special attention to the inclusion of digital technologies, the programme provides support for 24 projects with total funding of EUR 6.5 million: 12 in the field of production, six in distribution, promotion and networking, and six in training (descriptions on www.acpfilms.eu). These projects are implemented in all the African, Caribbean and Pacific regions, in English, French and Portuguese.

The 10th EDF Intra-ACP Strategy Document for the period 2008-2013, signed on 13 March 2009, confirms the importance of culture in the framework of EU-ACP cooperation by allocating a budget of EUR 30 million for this purpose.

A second forum was held in Brussels in conjunction with the international colloquium on 'Culture and Creativity, vectors for development'. Policy-makers, artists and cultural professionals and entrepreneurs from the ACP States adopted recommendations in the ***Brussels Declaration of Artists and Cultural Professionals and Entrepreneurs*** (Brussels, April 2009).

The **mid-term review** of the ACPCultures and ACPFilms programmes was carried out between December 2009 and June 2010. It concluded that support for the cinema/audiovisual sectors and other cultural industries should continue, whilst ensuring the continuity of calls for proposals as well as common management of the programmes.

Accordingly, in the framework of the new support programme for the cultural sector under the 10th EDF, ACPCultures and ACPFilms are merged into a single programme: **ACP-EU Support Programme to ACP Cultural Sectors (ACPCultures II +ACPFilms II)**.

1.2. OBJECTIVES OF THE PROGRAMME AND PRIORITIES

Overall objective

The overall objective of the programme is to contribute to poverty reduction through the emergence and consolidation of viable ‘cultural industries’ in the ACP States, to strengthen these industries’ contribution to social and economic development and to safeguard cultural diversity.

Specific objectives

To achieve these objectives, this call for proposals aims to attain the following results:

1. Reinforce the creation and production of cultural goods and services in the ACP States in an integrated approach with distribution circuits, drawing on the interregional ACP context and experience.
2. Support for better access to local, regional, intra-ACP, European and international markets for ACP cultural goods and services.
3. Strengthening of the capacities of cultural stakeholders, operators and entrepreneurs in the ACP States.

Priorities

Intra-ACP cooperation is in essence geographical and occurs at **supra-regional level**.

In the framework of this call for proposals:

- Emphasis is placed on support for projects that form part of the general framework of **South-South cooperation** and that aim to develop synergistic effects at intra-ACP level.
- Special attention will be given to actions whose partnership includes the **Caribbean and/or Pacific** regions due to their special geographical situation.
- Priority will be given to actions with real relevance for ACP **final beneficiaries**.

Proposed actions must take account of the economic and social dimension of culture (access to markets, job creation, inclusion of activities in the formal economy, youth, gender and minorities).

These guidelines present and define the terms of the ‘open call for proposals’ enabling the programme’s actions to be implemented.

1.3. FINANCIAL ALLOCATION PROVIDED BY THE CONTRACTING AUTHORITY

The overall indicative amount made available under this call for proposals is **12 million euro**. The contracting authority reserves the right not to award all available funds.

This call for proposals is divided into two lots having the same overall objective but with different specific aims. Applications may be submitted for only one of the following two lots:

1.3.1. Financial allocation available for the two lots:

The overall indicative amount per lot is:

Lot 1	ACP Films II	Cinema/Audiovisual	€ 7 000 000
Lot 2	ACP Cultures II	All cultural sectors OTHER than Cinema/Audiovisual	€ 5 000 000
Total			€12 000 000

The indicative allocation of funds in **Lot 1, ACP Films II**, is as follows:

- Production: around 40 %
- Distribution/promotion: around 40 %
- Training/professional development: 20 % (including two targeted projects)

The indicative allocation of funds in **Lot, 2 ACP Cultures II**, is as follows:

- Creativity/production: around 30 %
- Distribution/promotion: around 30 %
- Training/professional development: around 40 %

The contracting authority reserves the right not to award all available funds.

If the minimum percentage foreseen for a lot or specific area cannot be used due to inadequate quality or an insufficient number of proposals received, the contracting authority reserves the right to reallocate the remaining funds to another lot or area.

1.3.2. Amount of grants

A grant may not exceed 80 % of the action's estimated total eligible costs (see also section 2.1.4). The balance must be financed from the own resources of the applicant or partners, or from sources other than the European Union budget or the European Development Fund¹.

Exception for this call for proposals: a grant awarded under **Lot 1 'Cinema/Audiovisual, production'** may **not exceed 40 % of the action's estimated total eligible costs** (see also section 2.1.4). The balance must be financed from the own resources of the applicant or partners, or from sources other than the European Union budget or the European Development Fund.

¹ When a grant is financed from the European Development Fund, any mention of European Union financing should be understood to refer to financing from the European Development Fund.

Furthermore, any grant applied for in the framework of this call for proposals must fall between the following **minimum and maximum amounts**:

1.3.2.1. Lot 1: ACP Films II - Cinema/Audiovisual

➤ **Production**

- Minimum amount of grant: 15 000 euro
- Maximum amount of grant: 300 000 euro

	Minimum amount	Maximum amount
1 documentary (from 30' to more than 52')	15 000	80 000
2 to 3 documentaries (from 30' to more than 52')*	35 000	200 000
TV series (fiction series) of at least 50 episodes of 26' each	100 000	150 000
TV films (more than 52')	20 000	80 000
1 animated film (from 30' to more than 52')	25 000	80 000
2 to 3 animation films (from 30' to more than 52')*	35 000	200 000
Full-length film (fiction)	50 000	300 000
Radio programmes (from 1' to 30' per programme, at least 20 programmes)	20 000	100 000

***Applicants may submit in a single application up to three projects for either documentaries or animation films (see 2.1.3.3).** The submission of several projects in a single application implies the presentation of a **single budget** within which each project is detailed.

➤ **Distribution/Promotion**

- Minimum amount of grant: 20 000 euro
- Maximum amount of grant: 800 000 euro

	Minimum amount	Maximum amount
Distribution and dissemination of ACP works**	100 000	400 000
Support for programming of ACP works by ACP TV broadcasters or by multiple media (different distribution and dissemination media)***	100 000	800 000
Networking of professionals (for example, promotional umbrella actions, festivals, markets, promotions of several works/grouped actions)**	100 000	400 000
Digital dissemination and exploitation of ACP works in the ACP States (including mobile cinema)**	20 000	100 000
Radio programming**	20 000	50 000

** **Applicants may submit in a single application a catalogue of distribution/promotion projects (see section 2.1.3.3).** The submission of several projects in a single application implies the presentation of a **single budget** within which each project is detailed.

*** Applicants may submit a proposal for **TV broadcasting and other (mixed) distribution media having a real impact** on the circulation of works in ACP regions for a maximum amount of 800 000 euro (see 2.1.3.3).

- **Training/Professional development**
 - Minimum amount of grant: 100 000 euro
 - Maximum amount of grant: 400 000 euro

- **Targeted project: Development of audiovisual works and training of professionals in ACP States**
 - Maximum amount of grant: 400 000 euro for a maximum of two projects

<p><i>1.3.2.2. Lot 2: ACP Cultures II – All cultural sectors other than cinema and audiovisual</i></p>

This lot covers all sectors of cultural and artistic expression except for cinema and audiovisual, for example: theatre, music, dance, written and oral literature, books and publishing, the plastic and visual arts, photography, applied arts, performing arts, development of the material and immaterial heritage, architecture, design, fashion, artisan/crafts activities, and cultural tourism.

- **Creation/Production**
- **Distribution/Promotion**
- **Training/Professional development**
 - Minimum amount of grant: 100 000 euro
 - Maximum amount of grant: 500 000 euro

2. RULES OF THIS CALL FOR PROPOSALS

These guidelines set out the rules for the submission, selection and implementation of actions financed under this call for proposals, in conformity with the provisions of the ‘Practical Guide to contract procedures for EU external actions’, which is applicable to the present call, available on the EuropeAid website at this address: http://ec.europa.eu/europeaid/work/procedres/implementation/index_en.htm.

The definitions of terms used in these guidelines are for the most part contained in the glossary of the aforesaid Practical Guide.

The following definitions shall also apply:

DEFINITIONS :

For the purpose of this call for proposals, the following definitions shall apply:

- **Associate:** Organisation that plays a tangible role in the action but receives no funding from the grant, except for travel and subsistence expenses.
- **Action:** All the production/creation, distribution/dissemination and training/professional development activities for which the beneficiary receives a grant. The ‘action’ encompasses implementation of activities as well as evaluation and dissemination of results.
- **Activities:** The different stages of implementation of the action.
- **Beneficiary:** The applicant with whom a grant contract will be signed.
- **Indirect/final beneficiaries:** Any person from an ACP State who benefits from the funded action over the long term.
- **Cultural goods and services:** The cultural industries are cycles of creation, production and distribution of goods and services that use creativity and intellectual capital as their primary inputs. They constitute a range of activities based on knowledge, in which the arts play a central but not exclusive role and which can generate income through trade and intellectual property rights. They operate at the crossroads of artisan activities, services and industry and constitute a new dynamic in world trade.
- **Cofinancing:** Monetary contribution from sources other than the European Union budget or the European Development Fund.
- **Contractor:** Organisation recruited by the beneficiary and/or its partners in accordance with appropriate procedures indicated in the Practical Guide with a view to performing specific tasks in the framework of implementation of the action.
- **Applicant:** Organisation and lead operator that submits the proposal.
- **Sustainability (or continuity):** Process to determine whether the action will endure beyond the programme support and grant.
- **Duration of the action:** The minimum duration is 12 months, the maximum duration is 36 months; all activities must be completed by 31 December 2016.
- **Running time of films:**
 - **Short:** Film with running time of less than 30 minutes
 - **Medium:** Film with running time of between 30 and 60 minutes
 - **Full-length:** Film with running time of more than 60 minutes

N.B.: These times are indicative as the definition of running time varies from one source to another and in terms of the dissemination medium, large screen or television.

- EDF:** European Development Fund. The ACP-EU support programme for ACP cultural sectors is financed from the 10th EDF.
- ACP Group of States:** Intergovernmental organisation made up of 79 Member States on three continents (Africa, Caribbean and Pacific) working for development.
- Cultural industries:** Branches of activity related to the creation, production and distribution of cultural goods and services.
- Partner:** Member organisation of the partnership, other than the applicant, and which receives funding from the grant.
- Partnership:** A consortium made up temporarily of a group of organisations in order to submit an application (namely the primary applicant and its partners) and, if selected, to implement the proposed action. It need not have had legal existence previous to this call for proposals, however, its establishment must be substantiated by signed partnership statements, as required in section III of the grant application form.
- Legal entity:** An organisation with legal personality independent of the natural persons who make it up, and with a defined activity and registered statutes.
- Relevance:** Measure according to which the objectives of the development action correspond to beneficiaries' expectations, to countries' needs, to the overall priorities of the programme and to the policies of the EU and its partners.
- ACP Regions:** Grouping of the 78 ACP States that are signatories of the Cotonou Agreement into six geographical zones: Southern Africa, Central Africa, East Africa, West Africa, Caribbean and Pacific. (See Annex 1: list of eligible countries).
- Grant:** The financial aid awarded to the beneficiary for the cofinancing of the action.

2.1. ELIGIBILITY CRITERIA

There are three sets of eligibility criteria, which relate respectively to:

- applicants who may apply for a grant (2.1.1) and their partners (2.1.2),
- actions for which a grant may be awarded (2.1.3),
- and types of costs that may be taken into account for the grant (2.1.4).

2.1.1 Eligible applicants: Who may apply for a grant?

2.1.1.1. Applicants must meet the following **conditions** to be eligible to apply for a grant:

- be directly responsible for preparing and managing the action with their partners and not acting merely as an intermediary **and**;
- be a registered legal entity for at least **two** years **and**;
- belong to **one** of the following categories²:
 - **Lot 1, Distribution/Promotion:**
 - Non-governmental organisation (NGO)
 - Private sector body
 - Public television
 - **Lot 1 (other areas) and Lot 2:**
 - Non-governmental organisation (NGO)
 - Private sector body
- have legal statutes **and**;
- be nationals³ of one of the eligible ACP States, a European Union Member State, a European Union applicant State, or a Member State of the European Economic Area (see list of countries in Annex 1).

² This call for proposals is open to non-governmental organisations, cultural undertakings, private educational and research establishments and institutions and other private law entities when these act in the framework of a **not-for-profit action** and meet all the other eligibility conditions.

³ Nationality is determined on the basis of the organisation's statutes, which should demonstrate that it has been established by a relevant instrument under national law of the country concerned. In this respect, any legal entity whose statutes have been drawn up in another country but that is registered locally, even if a 'Memorandum of Understanding' has been concluded, may not be considered an eligible local organisation.

2.1.1.2. Additional eligibility conditions by lot:

Lot 1: ACP Films II - Cinema/Audiovisual

Production: – all of the following conditions must be met:

- Be an enterprise/organisation involved in production/creation, holding copyright for the proposed action and having a rights transfer contract/contracts with one or more ACP director(s).
- Be an enterprise/organisation involved in production/creation holding coproduction rights for the action.

Distribution/Promotion: – all of the following conditions must be met:

- Be an enterprise/organisation that has distributed and/or promoted or been associated with the distribution and/or promotion of one or more works (according to the genre: long, short or medium-length film, TV film or TV series, documentary, animation film, etc.) over the last two years and be capable of providing a ‘track record’ for the last two years.
- The applicant must specify whether they have already acquired exploitation and/or promotion rights, is in the process of acquiring rights, holds a right/rights of option or must still begin the process of acquiring exploitation and/or promotion rights for the work(s).

Training/Professional development:

- Have a legal status that authorises the provision of initial or continuing training as the main activity.

Lot 2: ACP Cultures II – All cultural sectors other than cinema and audiovisual

Creation/Production/Distribution/Promotion:

- Have legal status demonstrating a principal activity in the cultural sphere.

Training/Professional development:

- Have legal status demonstrating a principal activity in initial or continuing training or in the cultural sphere.

2.1.1.3. Grounds for exclusion:

The following **are not eligible** as applicants or partners:

- Natural persons.
- International and intergovernmental organisations.
- Public bodies⁴ or companies governed by public law⁵ (apart from the exception indicated in 2.1.1.1. for Lot 1, Distribution/Promotion).
- Regions and municipalities.

However, **the public sector's involvement** in project development is encouraged with the aim of facilitating the project's viability. Public bodies, companies governed by public law and regions and municipalities may therefore participate in the action either as associates or by contributing to co-financing.

Potential applicants who are in one of the exclusion situations described in point 2.3.3 of the Practical Guide to Contract Procedures for EU External Actions may neither participate in calls for proposals nor be beneficiaries of a grant (the Practical Guide is available on the EuropeAid website at the following address: http://ec.europa.eu/europeaid/work/procedures/implementation/index_en.htm).

Applicants must sign a declaration on honour (part B, section VI of the application form) certifying that they are not in any of these situations.

2.1.2 Partnerships and eligible partners

Partners

Applicants' partners participate in the development and implementation of the action. The costs they incur are eligible in the same way as those incurred by the grant beneficiary. Partners must therefore meet the same eligibility criteria that apply to the grant beneficiary.

Applicants **must** act with partner organisations in accordance with the following minimum requirements:

- Applicants must apply from and work within a partnership
 - that involves **at least three partners**, including the applicant;
 - composed of organisations with their head offices **in at least two different ACP States**.
- If all the ACP partners are based in Africa, they must be established in **at least two of the four regions**: East Africa, West Africa, Central Africa, Southern Africa (see Annex 1).

⁴ In the context of this call, a public body is understood to mean any body whose costs are partly financed as of right from public funds, whether the central, regional or local government.

⁵ A company governed by public law is a legal entity established by a State in order to exercise certain State competences. Companies governed by public law differ from the direct administration in their higher degree of commercial freedom and in the fact that they are expected to act in terms of commercial criteria.

- The number of **partners from eligible ACP States must always be greater** than the number of European partners. If there are several European partners, they must have their head offices in at least two different eligible European countries.
- Organisations with subsidiaries **in different countries will be considered as a single entity**. They may not use their subsidiaries as partners, but must conclude partnerships with other independent organisations.

Quality of the partnership

Appropriation of the project by the greatest possible number of ACP partners is a key factor of sustainability. It should be kept in mind that all partners must be carefully chosen and play an active role in the proposed actions. A quality partnership is one that emphasizes the endogenous development and real strengthening of partnership relations among ACP cultural operators.

Accordingly, each member of the partnership must have a precise role in designing and implementing the project. A clear distribution of responsibilities from the start will contribute to the partnership's success.

A cooperation agreement signed by the partners, which clearly defines the role and function of each partner, must be submitted in attachment to the application documents.

This document must also contain a clause covering termination of the partnership, to ensure that possible termination does not jeopardise implementation of the action, and an alternative solution must be foreseen as necessary.

The following are not partners and do not have to sign the partnership statement:

- **Associates**

Other organisations may be involved in the action. Associates play a real role in the action but do not receive funding from the grant, with the exception of travel and subsistence expenses. These associate organisations must not meet the eligibility criteria referred to in section 2.1.1. Associates must be mentioned in part B, section IV of the application form, entitled ‘Associates of the applicant participating in the action’.

- **Contractors**

Grant beneficiaries may award contracts. Contractors are neither partners nor associates, and are bound by the procurement rules laid down in annex IV to the standard grant contract.

- **Sub-grantees (in the case of the targeted projects only)**

Grant beneficiaries may grant financial support (sub-grants) to third parties. Such sub-grantees are neither partners, nor associates, nor contractors. Sub-grantees are bound by the nationality and origin rules laid down in annex IV to the standard grant contract.

The applicant will act as the lead organisation and, if selected, as the contracting party (the ‘beneficiary’).

2.1.3 Eligible actions: for which actions may an application be submitted?
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2.1.3.1. Definition

An action (or project) is comprised of a set of activities to be implemented in accordance with a precise methodology in order to be brought to successful conclusion within a defined time period.

2.1.3.2. Duration of actions

The initial planned duration of an action may not be less than 12 months or more than 36 months.

In each case, the action’s **implementing period** must be specified in the grant contract. This period may not begin before the contract has been signed by both parties (see indicative timetable in point 2.5.2). Expenditure incurred prior to signature of the contract may not be taken into account.

2.1.3.3. Sectors or themes and types of action by lot

Lot 1: ACP Films II - Cinema/Audiovisual

- **Production**

This area concerns support for the production of ACP cinema, audiovisual (television) and radio works, enabling operators in the sector to produce their own visual and sound recordings in their countries and regions.

In the framework of this call for proposals, the following are considered as ACP cinema and audiovisual works: works written, directed and produced by professionals from the ACP zone.

Applicants **must include a distribution strategy for these works in their production plan**. It is essential for the applicant to include in the description of the action, and in the budget, an explanation matched with figures for the planned distribution of its work. This plan must comprise the following elements: communication plan and tools, potential or agreed distributors and/or sales agents, potential or agreed radio or TV broadcasters, other dissemination media, the target public, and preferential professional markets and festivals

Types of eligible actions:

- 1 documentary (from 30' to more than 52')⁶
- 2 to 3 documentaries (from 30' to more than 52')
- TV series (fiction series) of at least 50 episodes of 26' each
- TV films (more than 52')
- 1 animation film (from 30' to more than 52')
- 2 to 3 animation films (from 30' to more than 52')
- Full-length film (fiction)
- Radio programmes (from 1' to 30' per programme, at least 20 programmes)

Films may be shot in digital, Super 16 or 35mm format. Radio programmes may be broadcast via the radio relay system, cable, satellite or other means.

Project catalogues:

Applicants may submit in a single application up to three projects, either for documentaries or for animation films. The submission of several projects in a single application implies the presentation of a **single budget** within which each project must be detailed.

- **Distribution/Promotion**

This component concerns support for the promotion, distribution, dissemination and networking of ACP cinema and audiovisual professionals. Its objective is twofold: to create opportunities for the international development of ACP cinema and audiovisual works and to encourage access for local ACP populations to ACP cinema and audiovisual works. As part of this approach, special attention will be paid to audiovisual projects that use local or regional TV broadcasters as the dissemination medium.

⁶ Running times are given for guidance only because the definition of running time varies from one source to the next and in terms of the dissemination medium

Types of eligible actions:

• **Distribution**

- Support for the programming of ACP works (one or more works in the form of a catalogue);
- Projects that develop the value of ACP programmes on ACP TV channels (for example, through the organisation of a tool for the sale and distribution of these programmes to improve their circulation and enable them to reach a wider public);
- Projects for digital dissemination and exploitation in the ACP states;
- The organisation of an action for the large-scale distribution of ACP works that will have a pivotal effect in the ACP regions from a standpoint of South-South exchanges;
- Any other action that contributes to the distribution and circulation of works at intra-ACP, EU and global level, taking into account that markets do not yet overlap sufficiently;
- The dissemination of radio programmes.

Project catalogues:

Applicants may submit in a single application programming for the distribution of either a single ACP work or for several ACP works in the form of a catalogue. The submission of several projects in a single application implies the presentation of a **single budget** within which each project must be detailed. This entails the organisation of a large-scale action for the dissemination of ACP works having a pivotal effect in the ACP regions.

Applications may submit a proposal for **dissemination via TV or multiple media** (different distribution and dissemination media) having a real impact on the circulation of works in the ACP regions, for a maximum amount of 800 000 euro. The submission of an action of this scope must be duly justified in the description of the action plan and in the applicant's business plan.

• **Promotion**

- Actions for the networking of professionals, with a view to developing relations between ACP States and regions;
- Development of common ACP umbrella structures and stands at professional markets and festivals;
- Marketing and promotion actions for either a work or a project catalogue;
- Creation of ACP-wide professional data bases;
- Organisation of professional meetings at ACP level to strengthen the sector's different areas and to encourage networking and sharing of expertise.

Project catalogues:

Applicants may submit in a single application **marketing and promotion** actions in the form of a catalogue. The submission of several projects in a single application implies the presentation of a **single budget** within which each project must be detailed.

• **Training/Professional development**

Support in this area is intended to develop capacities in cinema, audiovisual and radio activities so as to build the professionalism of these sectors in the intra-ACP area through initial or continuing training and training of trainers.

This area aims to encourage the creation or strengthening of transnational training courses in the ACP area giving professionals from different cultural sectors the opportunity to develop their skills, and to encourage interactions and cooperation between ACP or ACP-EU training centres/ongoing education institutions. This should lead to the development of excellence clusters in the ACP zone, inter alia through training of trainers and better networking to support the mobility of professionals/students and trainers.

Training may, for example, focus on the development of works, which is the weakness of the production sector. Courses must teach creative artists to develop projects and to liaise with partners who can participate in production of the work in question.

Types of eligible actions:

- Strengthening of exchanges between ACP training centres/education institutions;
- Programmes to consolidate structures that facilitate creation, technical and financial assistance, advisory and support services for the different sectors of sound and vision;
- Training in project development, financing, marketing and distribution, and the design and evaluation of projects in the areas of sound and vision;
- Training in different screenplay writing techniques (dramatic and visual writing techniques – identification of public targets – international standards for writing and presentation of screenplays – creative collaboration between writers, publishers of screenplays, producers, directors, directors of photography and sound recording);
- Technical training (directing actors, shooting techniques, sound and lighting techniques, editing techniques, exploitation and maintenance, dubbing and sub-titling, creative collaboration between technicians and operators in other artistic fields such as photography, sound and music);
- Training and advanced training for artists and operators in the new information and communication technologies (NICT): use of digital technologies, marketing and new markets, legal and contractual framework in force in the sector;
- Training in economic, financial and commercial management and improvement of aptitudes to work in an international context (management, accounting, marketing, promotion and presentation, production, distribution/exploitation, legal and financial aspects of coproduction, understanding international markets, networking and accessibility of international markets);
- Training of trainers programmes.

- **Targeted projects (included in Lot 1): Continuing training of professionals from ACP States and Development of audiovisual works**

Development is the riskiest phase of an audiovisual project and the hardest phase to finance. Based on tutoring of professionals in the form of training and ongoing support during the development phase of an audiovisual project, the aim is to use an integrated, learning-based approach, starting with the screenplay and going all the way up to presentation of a project to a panel of decision-makers.

Maximum amount: 400 000 euro
Maximum number of projects selected: 2

The ‘**Training and Development**’ targeted project is an aid scheme that entails:

- **active training/tutoring for selected professionals (directors/producers)**
- **financing of the phase of development of audiovisual projects for professionals who have completed the training/tutoring**

The applicant must submit in its proposal a **methodology** for an **integrated** ‘training/development’ approach that encompasses financial support (and coaching in securing financing), networking, individualised tutoring for a film project up to the production phase, high-level professional training to enhance the potential feasibility, production and circulation of the work.

During the project implementation phase, the final selection of participants will be submitted to the Contracting Authority and to the European Commission for approval.

The proposal submitted for a grant must contain the following two components:

1. A ‘training/tutoring’ component:

The proposal will comprise tutoring and training modules based on (for example):

- analysis of the different aspects of the development phase with regard to the feasibility of each participant's project and the financial arrangements,
- distribution, new forms of broadcasting, VOD, marketing, networks, copyright concepts, analysis of contracts for the acquisition or transfer of rights, how to pitch a project.

2. A component of ‘financial support’ for each participant:

The applicant will grant financial support of 100 000 euro at most to the participants in the aforesaid training modules, in the maximum amount of 10 000 euro per participant (referred to as sub-grantees in the call for proposals), enabling each to develop a film or other audiovisual project.

The applicant will be responsible for management of this financial support. It will present the criteria for assessment/selection of beneficiaries of the 10 000 euro sub-grant as well as the method to be used to publicise the financing/training opportunities and the application forms to be submitted.

These beneficiaries must have completed the 'training/tutoring' component, since the two are linked.

Beneficiaries of these sub-grants must comply with the specific rules described in point 2.1.2., Partnerships and eligible partners, and 2.1.3., Eligible actions.

Types of eligible actions:

- Screenplay writing
- Story board
- Drawing up the financial plan
- Securing financial partners, broadcasters, distributors, co-producers
- Casting
- Locating and optimising shooting locations
- Optimising and securing equipment
- Purchase of digital equipment (within the limit of 15 % at most of the total amount of the action's eligible costs, as defined in point 2.1.4.)

Expected results: After presenting the project to a panel of decision-makers (co-producers, broadcasters, distributors, funds), each participant's project will be selected.

Sub-grants (exclusively in the case of the targeted project):

In order to **support achievement of the action's objectives**, and in particular where **implementation of the action proposed by the applicant requires financial support to be allocated to third parties**, the applicant **may** propose to award sub-grants. However, such sub-grants may in no case constitute the action's main activity and must be justified.

If the applicant plans to award sub-grants, it must mention in its application the total amount of the grant that may be used to this effect as well as the minimum and maximum amounts per sub-grant. A list of the activities eligible for a sub-grant, including the criteria for the selection of sub-grantees, must be attached to the application. The maximum total amount of financial support that may be granted to third parties is 100 000 euro, with a maximum of 10 000 euro per third party.

Lot 2: ACP Cultures II – All cultural sectors other than cinema and audiovisual

This lot covers all sectors of cultural and artistic expression apart from cinema and audiovisual, for example: theatre, music, dance, written and oral literature, books and publishing, the plastic and visual arts, photography, applied arts, performing arts, development of the material and immaterial heritage, architecture, design, fashion, artisan/crafts activities, and cultural tourism.

➤ **Creation/Production/Distribution/Promotion**

The objective of this area is to encourage bodies such as theatres, cultural professionals and enterprises, centres of production, research and creation, galleries and exhibition centres, and other cultural associations and establishments in ACP States to cooperate and to work **at transnational level** to develop **common cultural activities** and to foster the **emergence of an ‘industrial fabric’ of ACP cultures**.

Applicants **must present in their proposal a strategy for the dissemination/promotion of works**. This strategy must include the following elements: communication plan and tools, potential or agreed distributors and/or sales agents, the different dissemination media, target public, and preferential professional markets and festivals.

Types of eligible actions:

- Strengthening of centres of exchange and creation (particularly residence centres).
- Exchange programmes for artists and creators through workshops, study tours, etc.
- Transnational co-productions.
- Organisation of fairs and professional meetings.
- Strengthening of festivals as key events for dissemination, training and aid for creation.
- Development and networking of active multidisciplinary cultural areas.
- Development of distribution networks.
- Publication and distribution projects submitted by groupings of publishers.
- Travelling exhibitions.
- Transnational dissemination programmes.
- Circulation and dissemination of cultural information via NICTs.
- Development of NICT instruments for the promotion, marketing and distribution of cultural goods and services.
- Development of networks and professional organisations.

➤ **Training/Professional development**

The development of cultural industries requires individuals who are highly qualified in the artistic, technical and management spheres. Each of these fields comprises a number of specialisations.

Support available in this area is meant to develop capacities in artistic and cultural occupations so as to improve the professionalism of the cultural sector in the intra-ACP area through continuing professional training and the training of trainers.

This area aims to encourage the creation or strengthening of **transnational training courses** in the ACP area to enable professionals from the different cultural sectors to develop their skills and to encourage **exchanges and cooperation** between ACP or ACP/EU training centres/educational institutions. This should contribute to the development of **centres of excellence** in the ACP zone, inter alia through training of trainers and better networking to encourage the mobility of professionals/students and trainers.

Type of eligible actions

- Strengthening of exchanges between ACP **training centres/educational institutions**.
- Programmes to consolidate structures that facilitate creation, technical and financial assistance, assistance, advisory and **support** services for the different sectors of the cultural industries.
- Professional training programmes in **project development**, financing, marketing and distribution, and design and evaluation of projects operating in the cultural industries.
- Training and advanced training programmes for operators in the **disciplines that accompany creation**: management of galleries and other infrastructures, exhibition, art criticism, mastery of laws and regulations that apply to artists and works.
- Training programmes in dramatic **writing techniques**, including the writing of scenarios for the performing arts (technique of dramatic and visual writing – identification of creative collaboration between writers, publishers of scenarios, producers, directors, directors of photography and sound recording, etc.);
- Technical training programmes for the performing arts and music: **sound and lighting techniques, exploitation and maintenance (for example)**.
- Training and advanced training for artists and operators in **mastery of the new information and communication technologies (NICTs)**: marketing and new markets, business administration and management of tours, legal framework for the sector and circulation.
- Training in economic, financial and commercial **management** and improvement of skills required to work in an international context (management, accounting, promotion and communication, production, distribution/exploitation, legal and financial aspects of co-production, understanding of international markets, networking and accessibility of international markets).
- Training of trainers.

2.1.3.4. Geographical coverage (Lots 1 and 2)

The actions must be implemented in one or more of the eligible countries listed in annex 1. The majority of activities must take place in the eligible ACP States (except in South Africa).

2.1.3.5. Types of eligible actions (Lots 1 and 2)

Actions must be **non-profit-making**. The grant may not have the purpose or effect of generating any profit whatsoever for the beneficiary (i.e. it must be limited to the amount necessary to balance the action's income and expenditure). Profit is defined as a surplus of income compared with costs.

The applicant must comply with the objectives and priorities of this call for proposals and must guarantee the visibility of the EU funding (refer to the Communication and Visibility Manual for EU External Actions, published by the European Commission, which can be consulted at: http://ec.europa.eu/europeaid/work/visibility/index_en.htm).

Applications that do not meet these conditions will be rejected by the Evaluation Committee.

The following types of actions are not eligible:

- Actions principally or exclusively concerned with the day-to-day functioning of organisations;
- Actions principally or exclusively concerned with the sponsorship of individuals' participation in workshops, seminars, conferences or congresses;
- Actions principally or exclusively concerned with individual study or training grants;
- Actions that support political parties or actions that include proselytism;
- Single conferences: conferences may only receive funding if they form part of a wider programme of activities to be carried out during the action's implementation.
- Production activities and activities for development of the following categories of works and actions:
 - o Actions that directly or indirectly promote messages that are contrary to the policies of the European Union. For example, no grant will be awarded for a work that goes against EU policy on public health (alcohol, tobacco, drugs), respect for human rights, citizens' security, freedom of expression, and the equality of people.
 - o Actions that justify violence and/or racism, actions with pornographic content.
 - o Actions and institutional productions aimed at promoting an institution and/or its work.
 - o Productions that consist of propaganda or proselytism.
 - o Televised quiz shows, talk shows, reality shows, docu-soaps.
 - o TV reports and information programmes, and enterprise/organisation and institutional films;
 - o Tourism promotion documentaries, news reports;
 - o Productions of an advertising nature.

2.1.3.6. Number of applications and grants per applicant

- An applicant may not submit more than **two applications** in the framework of this call for proposals.
- An applicant may only be awarded **one grant** under this call for proposals.
- An applicant may simultaneously be a partner in another application.
- Partners may participate in more than one application.

2.1.4 Eligible costs: which costs may be taken into consideration for the grant?

Only ‘eligible costs’ may be taken into account for a grant. The costs considered as eligible or ineligible are explained below. The budget is therefore both a cost estimate and a ceiling for ‘eligible costs’. Eligible costs must be real costs justified by relevant supporting documents (except for subsistence costs and indirect costs for which a flat rate applies).

Recommendations to award a grant are always subject to the condition that the checking process, which precedes signature of the grant contract, does not bring to light any problems requiring changes to the budget (e.g. mathematical errors, inaccuracies or unrealistic costs and other ineligible costs). This checking procedure may give rise to requests for clarification and may oblige the contracting authority to impose changes or reductions to correct such mistakes or inaccuracies. The amount of the grant and the percentage of EU co-financing may not be increased in any case as a result of these corrections.

It is therefore in the applicant’s interest to submit a realistic budget that is not disproportionate to the action. **In the absence of a realistic budget, the proposal will be rejected.** The budget must accurately reflect the action(s) to be implemented, be cost-effective and **correspond to local costs** where expenditure is local. If the action or actions take place at different locations, the expenditure must correspond to local costs in each case.

2.1.4.1. Eligible direct costs

To be eligible under the call for proposals, costs must meet the **conditions of article 14 of the general conditions** of the standard grant contract (see annex F of these guidelines).

Taxes, including VAT, will in principle be accepted as eligible costs only where the beneficiary (or, as appropriate, its partners) can demonstrate that they cannot be reclaimed. The taxes must be included in the action's budget under the heading ‘Taxes’.

The **eligibility of taxes** in the framework of this call for tenders will be subject to confirmation at a later date, to be published on the EuropeAid website.

Costs of personnel assigned to the action

Personnel costs shall mean any payment made to a person working for a member of the partnership, on a permanent or temporary basis, for any task directly related to the action. Personnel costs shall be calculated on the basis of the costs (wage bill) or fees of the employer or service provider, multiplied by the number of months/days to be spent on the action.

This calculation shall include all the ‘normal’ charges paid by the employer, such as social security contributions and related costs, but shall exclude any bonus, incentive and profit-sharing arrangements or operating costs.

The cost of **personnel assigned to the action** is considered as an eligible cost and not as a contribution in kind. These personnel costs must be indicated in the 'Human resources' budget heading.

The cost of any **non-salaried personnel** hired specifically for one or more ad hoc activities must be shown in the budget heading entitled 'Other costs, services'. Recruitment of such personnel must comply with the public procurement procedures detailed in Annex IV of the standard grant contract.

Project financial/administrative officer

In order to help guarantee completion of the project with a good understanding of the rights and obligations of each party and to offset the lack of experience of certain project organisers in administration, accounting, appropriate monitoring of activities and reporting, beneficiaries must plan sufficient funds to recruit the human resources required to monitor the project. Accordingly, an amount **must be entered** in the budget for recruitment of a financial officer assigned to the project to ensure management of the action, including financial and administrative monitoring.

The cost of this type of personnel must be indicated in the appropriate budget heading, depending on the category of personnel, as described in 'Costs of personnel assigned to the action' above.

Equipment

Expenditure relating to equipment purchases, where necessary, shall account for a maximum of **15%** of the total amount of the action's eligible costs (this percentage does not concern the leasing of material, which may be higher provided it is duly justified and in balanced proportion to the other cost categories). The cost of equipment must be shown in the budget heading entitled 'Equipment, material and supplies'.

Monitoring and evaluation

Proposals must include a detailed ex post monitoring and evaluation methodology, as well as human and financial resources assigned to this task. This must be described in section 1.8 of the application form concerning the proposed methodology for implementation of the action, and budgeted in the 'Other costs/services' budget heading.

Participation in stakeholder meetings

Applicants must allocate financial resources in the budget to enable the coordinator and its partners to travel to Brussels (seat of the contracting authority), or any other place decided by the contracting authority, to participate in thematic and/or support meetings related to implementation of the grant contracts organised by the ACP Secretariat.

A maximum of **5 000** euro for participation in these meetings and for the entire duration of the action must be split between two specific budget headings, as follows: under 'Per diems for missions/travel', new heading 1.3.4 'Stakeholder meetings' and under 'International travel', new heading 2.1.1 'Stakeholder meetings'.

Proposals must also make provision for relevant activities and resources to ensure good **coordination** of members of the **partnership** throughout the project's duration (missions, committees, internal coordination meetings, etc.).

Communication and visibility

Proposals must contain a detailed communication and visibility strategy matched with a budget (refer to the Communication and Visibility Manual for EU External Actions published by the European Commission, which may be consulted at: http://ec.europa.eu/europeaid/work/visibility/index_en.htm).

Special attention will be given to communication in the ACP States. Communication activities will include, for example, information days, brochures and press and information campaigns in the local media of the action's location(s). The dissemination strategy is one of the key elements for the success and sustainability of projects. Consequently, projects must include mechanisms for the use of all available information relays (newspapers, media, internet, etc.) in order to promote the project and its accomplishments.

If the applicant has a website, it must specify how the site will be managed and how the information available can be consulted for the purposes of the project (transfer of the website).

Communication activities must be described in section 1.7 of the application form concerning the description of the action and budgeted in the 'Other costs/services' budget heading.

Contingency reserve

A contingency reserve of no more than 5% of the action's estimated direct eligible costs (excluding taxes) may be included in the action's budget. It may only be used with the **prior written authorisation** of the contracting authority.

Eligible indirect costs (administrative overheads)

Indirect costs incurred in carrying out the action may be eligible for flat-rate funding at no more than 7 % of the total estimated direct eligible costs (excluding taxes). Indirect costs are eligible provided they do not include costs claimed in another budget heading of the standard grant contract. The applicant may be asked to justify the percentage requested prior to signature of the grant contract. However, once the flat rate has been set in the special conditions of the standard grant contract, the applicant will not have to provide any supporting documentation.

If the applicant is the beneficiary of another European Union operating grant, no indirect costs may be charged to the budget proposed for the action.

Certification of accounts

An audit of the action's expenditure carried out by an approved accounting firm shall be attached to all requests for intermediate and final payment in the context of a grant.

The accounting firm shall certify by means of an audit report that the accounts concerned are true, reliable and backed up by appropriate supporting documents; it shall identify eligible expenditure incurred in accordance with the contract's terms.

Proposals must include financial resources to cover the audit and certification of the action's accounts, which must be budgeted in the 'Other costs/services' budget heading (5.3 Expenditure verification).

2.1.4.2. Ineligible costs:

The following costs are ineligible:

- costs related to any component benefiting an operator based in a country other than the eligible countries (see sections 2.1.1 and 2.1.3 and annex 1);
- debt and debt servicing;
- provisions for losses or debts;
- interest owed;
- costs declared by the beneficiary and covered by another action or another work programme;
- purchases of land or buildings, except where indispensable for direct implementation of the action, in which case ownership must be transferred to the final beneficiaries and/or local partners at the latest by the end of the action;
- exchange rate losses;
- credits to third parties.

2.1.4.3. Contributions in kind

Contributions in kind are not considered to represent actual expenditure and are not eligible costs. Contributions in kind may not be treated as co-financing by the beneficiary.

Irrespective of the above, if the description of the action as proposed by the beneficiary provides for contributions in kind, such contributions must be furnished.

2.2. HOW TO APPLY AND APPLICATION PROCEDURES

Prior registration in PADOR for this call for proposals is not compulsory. Any information that may be contained in PADOR shall therefore not be used in the framework of this call for proposals.

2.2.1 Application form for Lot 1 and Lot 2

Applications must be submitted in accordance with the instructions for drafting the concept note and for completing the application form attached to these guidelines (see annex A).

Applicants must submit their applications in English or French.

Any major error or inaccuracy in the points mentioned in the instructions for drafting the concept note or any major inconsistency in the application form (for example, the amounts listed in the budget do not correspond to those mentioned in the application form) may lead to rejection of the application.

Clarifications will be requested only when information provided is unclear, thus preventing the contracting authority from conducting an objective assessment.

Hand-written applications will not be accepted.

The basic application form comprises:

- Part A: concept note;
- Part B: application form (Lot 1 or Lot 2);
- Budget;
- Logical framework;
- Cooperation agreement signed by the partners.

Depending on the lot concerned, the applicant may have to attach to the application form the following **additional documents**:

2.2.1.1. Lot 1: ACP Films II - Cinema/Audiovisual

- ***Production***
 - The screenplay, with a detailed description of the scenes, and the synopsis;
 - List of audiovisual works already produced by the production company;
 - List of the previous works of the producer and director;
 - Description of the production company/organisation behind the project and of the co-production structures where appropriate.
 - A DVD recording of an earlier work by the director (different from the cassette for the pilot episode in the case of a series);
 - For a series, a DVD recording of the pilot episode.
- ***Distribution/Promotion***
 - The description of the production company/organisation behind the project and of its partner structures.

For distribution/dissemination actions:

- A DVD recording of the work(s) to be distributed (if these have already been selected);
- For a series, the list of works distributed or being distributed by the applicant;
- A 'track record' for the last two years (for distribution).

For actions specifically concerning promotion of a film:

- A DVD recording of the latest available version of the film (rushes, pre-editing or negative).
- ***Training/Professional development***
 - The activity report for the last year.
 - Description of the applicant company/organisation and of the partner structures.
 - The CVs of trainers.

<p><i>2.2.1.2. Lot 2: ACP Cultures II – All cultural sectors other than cinema and audiovisual</i></p>

- ***All areas***
 - The activity report for the last year.
 - Description of the applicant company/organisation and of the partner structures.
 - In addition, for Training/Professional development: the CVs of trainers.

It is consequently very important that these documents contain ALL relevant information on the action. No additional attachments must be submitted.

2.2.2 Where and how to submit applications

Applications must be submitted in A4 format in one original and **five (5)** copies, bound separately.

The complete application (part A: concept note and part B: application form), budget, logical framework and cooperation agreement must also be submitted in an electronic version (CD-ROM), each in a separate, single file (for example, the application form must not be divided up into different files). The electronic version must be **strictly identical** to the paper version.

The checklist (part B, section V of the grant application form) and the applicant's declaration (part B, section V of the grant application form) must be stapled separately and placed in the envelope.

If an applicant submits more than one application (no more than two – see section 2.1.3.), each must be submitted separately.

The outer envelope must be labelled as follows:

- The reference number and title of the call for proposals;
- The lot number (1 or 2) and area in question, with its title written visibly and legibly;
- The applicant's full name and address;
- The words: 'Not to be opened before the opening session'.

Applications must be submitted in a **sealed envelope (including the complete CD-ROM)**, sent as a registered letter, by **private courier service or hand-delivered** (a signed and dated acknowledgement of receipt will be issued in the latter case), to the following address:

Postal address and address for hand delivery or delivery by private courier service

<p><i>Lot 1:</i> <i>ACP Films II - Cinema/Audiovisual</i></p> <p><u>For the attention of Mrs Frédérique WESTHOFF</u> ACP-EU Support Programme to ACP Cultural Sectors ACPFilms – Programme management unit Transtec Avenue de Tyras, 75 B-1120 Brussels - Belgium Tel.: +32 (0)2 514 37 86 and +32 (0)2 266 49 16 Fax.: +32 (0)2 266 49 65</p>	<p><i>Lot 2:</i> <i>ACP Cultures II – All cultural sectors other than cinema and audiovisual</i></p> <p><u>For the attention of Mr Pierre GUERIN</u> ACP-EU Support Programme to ACP Cultural Sectors ACPCultures – Programme management unit Eco Chaussée de la Hulpe, 150 B-1170 Brussels - Belgium Tel. + 32 (0)2 792 49 71 Fax. + 32 (0)2 792 49 06</p>
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The applicant alone is responsible for choosing the delivery mode and tracking delivery of the application package in accordance with the terms and conditions of these guidelines.

Applicants sent by any other means (such as fax or e-mail) or delivered to other addresses will be rejected.

Applicants must make sure that their application is complete by using the checklist (part B, section V of the application form). Incomplete applications may be rejected.

2.2.3 Deadline for submission of applications

The deadline for submission of applications is **30 June 2011**, as evidenced by the date of dispatch, the postmark or the date of the acknowledgement of receipt. For hand delivery, the deadline for submission is **16:00** (local time) as evidenced by the signed and dated receipt. Any application submitted after the deadline will automatically be rejected.

However, for reasons of administrative efficiency, the contracting authority may reject any application received after the effective date of approval of step one of evaluation of the concept notes (see indicative calendar in section 2.5.2).

2.2.4 Further information on the application

An information session on this call for proposals will be held on **23 March 2011** at 10:00, at the following address:

**ACP Secretariat
Room C
Avenue Georges-Henri 451
B-1200 Brussels - Belgium**

A second information session is tentatively scheduled for **4 May 2011** at the same address.

Applicants may send their questions (Frequently Asked Questions or **FAQ**) by e-mail no later than **21 days** before the deadline for submission of applications, to the following addresses, **indicating clearly the reference of the call for proposals:**

Lot 1 ACPFilms II:

E-mail address for FAQ: info@acpfilms.eu

Lot 2 ACP Cultures II:

E-mail address for FAQ: questions@acpcultures.eu

The contracting authority is not obliged to provide further clarifications after this date. Replies will be given no later than **11 days** before the deadline for submission of applications.

To guarantee fair treatment of applicants, the contracting authority may not give a prior opinion on the eligibility of an applicant, a partner, an action or a specific activity.

Questions (**FAQ**) that may interest other applicants, as well as the answers to these questions, will be published on the following websites:

<http://www.acp.int>, <http://www.acpcultures.eu>, <http://www.acpfilms.eu> and <https://webgate.ec.europa.eu/europeaid/online-services/index.cfm?do=publi.welcome>.

Applicants are therefore strongly advised to consult the above websites regularly in order to stay informed on published questions and answers.

2.3. EVALUATION AND SELECTION OF APPLICATIONS

Applications will be examined and evaluated by the contracting authority with the assistance of external experts (assessors). All actions submitted by applicants will be evaluated according to the following steps and criteria.

If examination of the application reveals that the proposed action does not meet the eligibility criteria described in section 2.1.3, the application will be rejected on this basis alone.

2.3.1. STEP 1: OPENING SESSION, ADMINISTRATIVE CHECK AND EVALUATION OF CONCEPT NOTES

The following will be assessed:

- The deadline for receipt has been respected. If the deadline has not been respected, the application will automatically be rejected.
- The application form satisfies all the criteria mentioned in points 1-5 of the checklist (part B, section V of the grant application form). If any information is missing or incorrect, the proposal may be rejected on that **sole** basis and the application will not be evaluated.

The evaluation of the concept notes that have passed the administrative check will cover the relevance and design of the action.

The concept note will be given an overall score of 50 points based on the breakdown provided in the evaluation grid below. The evaluation will also check compliance with the instructions contained in the guidance for drafting the concept note.

The evaluation criteria are divided into headings and sub-headings. Each sub-heading will be given a score between 1 and 5, as follows: 1 = very poor; 2 = poor; 3 = adequate; 4 = good; 5 = very good.

	Notes	
1. Relevance of the action	Sub-score	30
<p>1.1 How relevant is the proposal to the objectives and priorities of the call for proposals? *</p> <p><i>Objectives</i></p> <ul style="list-style-type: none"> - Reinforce the creation/production of cultural goods and services in the ACP States in an integrated approach with distribution circuits. - Support for better access to local, regional, intra-ACP, European and international markets for ACP cultural goods and services - Strengthening of the capacities of cultural stakeholders, operators and entrepreneurs in the ACP States. <p><i>Priorities:</i></p> <ul style="list-style-type: none"> • Emphasis is placed on support for projects that form part of the general framework of South-South cooperation and that aim to develop synergistic effects at intra-ACP level. • Special attention will be given to actions whose partnership includes the Caribbean and/or Pacific regions due to their special geographical situation. 	5(x2)**	

<ul style="list-style-type: none"> • <i>Priority will be given to actions with real relevance for ACP final beneficiaries.</i> 		
1.2 How relevant is the proposal to the particular needs and constraints of the target country(ies) or region(s) (including synergistic effects with other EU initiatives and the absence of duplication)?	5(x2)**	
1.3 Are the parties involved (final beneficiaries, target groups) clearly defined and selected strategically? Are their needs clearly defined and are they adequately addressed in the proposal?	5	
1.4 Does the proposal contain specific elements that contribute added value, such as environmental aspects, promotion of equal opportunity and gender equality, the needs of people with disabilities, the rights of minorities and of indigenous populations or innovation and best practice? <ul style="list-style-type: none"> • <i>Proposed actions shall take account of the economic and social dimension of culture (access to markets, job creation, inclusion of activities in the formal economy, youth, gender and minorities).</i> 	5	
2. Design of the action	Sub-score	20
2.1 Is the general design of the action coherent overall? In particular, does it reflect an analysis of the problems and does it take account of external factors and of the stakeholders concerned?	5(x2)**	
2.2 Is the action feasible and logical with respect to the objectives and anticipated results?	5(x2)**	
TOTAL SCORE		50

* A score of 5 (very good) can be awarded only if the proposal corresponds fully to at least one of the objectives and all the priorities, as listed in section 1.2. (Objectives of the programme) of the guidelines.

** The scores will be multiplied by 2 based on the importance of the criterion.

Once the concept notes have been evaluated, a list will be drawn up ranking them based on their total score.

First, only the concept notes that have earned a score of at least 30 points will be considered for pre-selection.

Second, the list of concept notes will be cut back, in terms of their ranking in the list, to those for which the sum of contributions applied for amounts to:

Lot 1	ACP FILMS II	Cinema/Audiovisual	14 000 000 €
Lot 2	ACP CULTURES II	All cultural sectors other than cinema and audiovisual	10 000 000 €

These figures represent twice the available budget for this call for proposals, given the financial allocations planned for each lot.

Following the evaluation of the concept notes, the contracting authority will send a letter to all applicants stating whether their application was submitted before the deadline, and informing them of the reference number assigned to their application and whether their concept note was evaluated, as well as the results of this evaluation.

The evaluation committee will then evaluate the complete proposals of the pre-selected applicants.

2.3.2. STEP TWO: EVALUATION OF THE COMPLETE APPLICATIONS

First, the following point will be evaluated:

- The application meets the criteria specified in points 1-8 of the checklist (part B, section V of the grant application form). If any of the information requested is missing or incomplete, the application may be rejected on this **sole** basis and the application will not be evaluated.

An evaluation of the quality of the applications, including the proposed budget and the capacity of the applicant and its partners, will then be carried out on the basis of the evaluation criteria shown in the following evaluation grid. The evaluation criteria break down into selection criteria and award criteria.

The selection criteria are intended to evaluate the applicant's financial and operational capacity to implement the action by ensuring that it:

- has stable and sufficient sources of finance to maintain its activity throughout the period during which the action is being carried out and, where appropriate, to participate in its funding;
- has the management capacity, professional competence and qualifications required to successfully complete the proposed action. This also applies to the applicant's partners.

The award criteria are intended to evaluate the quality of the applications submitted in the light of the objectives and priorities set and to award grants for actions that maximise the overall effectiveness of the call for proposals. They enable the contracting authority to select applications which it can be confident will comply with its objectives and priorities. They cover such aspects as the relevance of the action and its consistency with the objectives of the call for proposals, quality, anticipated impact, sustainability of the action and cost-effectiveness.

The evaluation criteria are divided into sections and subsections. Each subsection will be given a score between 1 and 5, in accordance with the following: 1 = very poor; 2 = poor; 3 = adequate; 4 = good; 5 = very good.

Evaluation grid

Section	Maximum score
1. Financial and operational capacity	20
1.1 Do the applicant and any partners have sufficient project management experience ?	5
1.2 Do the applicant and any partners have sufficient technical expertise	5

(in particular knowledge of the issues/points to be addressed)?	
1.3 Do the applicant and any partners have sufficient management capacity (notably staff, equipment and ability to manage the action's budget)?	5
1.4 Does the applicant have stable and sufficient sources of funding ?	5
2. Relevance of the action	30
Total score of the concept note carried forward	30
3. Effectiveness and feasibility of the action	20
3.1 Are the activities proposed appropriate, practical and consistent with the objectives and anticipated results?	5
3.2 Is the action plan clear and feasible?	5
3.3 Does the application contain objectively verifiable indicators to evaluate the action's outcome? Is an evaluation planned?	5
3.4 Is the partners' level of involvement and participation in the action satisfactory?	5
4. Sustainability of the action	15
4.1 Is the action likely to have a tangible impact on the target groups?	5
4.2 Is the application likely to have multiplier effects (in particular scope for replication and extension of the outcome of the action and dissemination of information)?	5
4.3 Are the expected results of the proposed action sustainable ? - financially (<i>How will the activities be financed after the grant ends?</i>) - institutionally (<i>Will structures allowing the activities to continue be in place at the end of the action? Will there be local 'ownership' of the results of the action?</i>) - politically (where applicable) (<i>What structural impact will the action have, e.g. will it lead to improved legislation, codes of conduct, methods, etc.?</i>) - environmentally (where applicable) (<i>Will the action have a positive/negative impact on the environment?</i>)	5
5. Budget and cost-effectiveness of the action	15
5.1 Are the activities suitably reflected in the budget?	5x2*
5.2 Is the ratio between the estimated costs and the anticipated results satisfactory?	5
Maximum total score	100

* the score is multiplied by 2 given the importance of the criterion.

Note on section 1 of the grid: Financial and operational capacity:

If an application receives a total score of less than 12 points for section 1, it will be rejected.

Provisional selection

Following the evaluation process, a table will be drawn up listing all the applications ranked according to score and within the limits of the available financial allocation, as well as a reserve list based on the same criteria.

2.3.3. STEP THREE: CHECK OF THE ELIGIBILITY OF APPLICANTS AND THEIR PARTNERS

The eligibility check, based on the supporting documents requested by the contracting authority (see section 2.4), will only be performed for the proposals that have been provisionally selected based on their score and within the limits of the available financial allocation.

- The applicant's declaration (part B, section VI of the grant application form) will be cross-checked with the supporting documents submitted with the application. Any missing supporting document or any inconsistency between the applicant's declaration and the supporting documents may result in rejection of the application on that sole basis.
- The eligibility of the applicant, its partners and the action will be checked according to the criteria set out in sections 2.1.1, 2.1.2 and 2.1.3.

Following the above analysis and if necessary, any rejected application will be replaced by the next best placed proposal on the reserve list that falls within the limits of the available financial allocation, and which will then be examined for the eligibility of the applicant and its partners.

2.4. SUBMISSION OF SUPPORTING DOCUMENTS FOR PROVISIONALLY SELECTED APPLICATIONS

Applicants who have been provisionally selected or placed on the reserve list will be informed in writing by the contracting authority. They will be requested to supply the following documents in order to allow the contracting authority to verify the eligibility of the applicants and their partners⁷.

1. The **statutes**⁸ or articles of association of the applicant organisation and of each partner organisation. Where the contracting authority recognises the applicant's eligibility for another call for proposals under the same budget line during the two years preceding the deadline for receipt of applications, the applicant may submit, instead of its statutes, a copy of the document proving its eligibility under an earlier call (e.g. a copy of the special conditions of a grant contract awarded during the reference period), unless its statutes have been changed in the meantime.
2. For each partner, the statutes shall be accompanied with a copy of **any official document** or act under national law (e.g. an extract from the official journal or trade register, etc.) showing the name of the legal entity, the address of its head office and the **registration number** given to it by the national authorities. This document must prove the date of establishment of the private-law legal entity in order to verify the years of registration (**at least two years for the partners**).
3. The **legal entity form** (see annex D of these guidelines) duly completed and signed by the applicant, accompanied by the supporting documents requested therein:
 - A copy of the **VAT registration document** where applicable, if the VAT number is not shown on the official document referred to in the following point.
 - A copy of **any official document** or act under national law (e.g. an extract of the official journal or trade register, etc.) showing the name of the legal entity, the address of its head office and the **registration number** given to it by the national authorities. This document must prove the date of establishment of the private-law legal entity in order to verify the years of registration (**at least two years for the applicant**).

If the applicant has already signed a contract with the contracting authority, instead of submitting the legal entity sheet and the supporting documents required, it may submit the legal entity number, unless its statutes have changed in the meantime.

4. **A financial identification form** conforming to the model attached in annex E of these guidelines, certified by the bank to which the payments will be made. This bank must be located in the country where the applicant is registered. If the applicant has already signed a contract with the European Commission, or where the European Commission

⁷ No supporting documents will be required for grant applications for less than 25 000 euro.

⁸ The statutes must make it possible to establish that the organisation has been set up under a relevant act of national law.

is responsible for the contract payments, a copy of the financial identification form may be provided, unless the bank account has changed in the meantime.

5. A copy of the applicant's latest **financial statement** (profit and loss account and balance sheet for the latest financial year for which accounts have been closed).
6. When the grant applied for exceeds 500 000 euro, **an external audit** report drawn up by an approved auditor, certifying the applicant's accounts for the latest financial year available.
7. Letters of intent, letters of agreement or other documents substantiating **the contribution of the other financial partners** announced in the financial plan.
8. The name, address and contact details of the **audit firm** that will carry out the verification referred to in Article 15.6 of the General Conditions. The selected audit firm must be a member of an internationally recognised supervisory body for statutory auditing.

9. For Lot 1:

9.1. Production:

- A copy of the rights transfer contract (the title chain) between the producer, the director and the authors concerning: the script, the adaptation, the music etc., indicating expressly the amount and mode of remuneration. The applicant must ensure that these contracts are up-to-date;
- Copies of the coproduction agreements or letters of commitment in vigour (in case of coproduction).

9.2. Distribution/Dissemination/Promotion:

- For a work intended for initial dissemination on television, a copy of the agreement for coproduction, distribution or pre-purchase by an ACP or European Union television broadcaster is mandatory. The applicant must ensure that the document is up-to-date;
- A copy of the contract(s) or letters of commitment for distribution/exploitation/promotion between the distributor(s) and the producer or for dissemination between the broadcaster/operator and the distributor. The applicant must ensure that these contracts are up-to-date;
- The signed copies of the distribution agreements or letters of commitment for one or more works (according to the genre: long, short or medium-length film, TV film or TV series, documentary, animation film, etc.). For televised works, the signed copy of the dissemination agreement with an ACP television broadcaster is mandatory. The applicant must ensure that these contracts are up-to-date.

The supporting documents required must be furnished in **the form of originals**, photocopies or the scanned version (showing legal seals, signatures and dates) of the originals. However, the legal entity sheet and the financial identification form must always be submitted in the originals.

Where such documents are not in one of the official languages of the European Union, a **translation** into one of the languages of the call for proposals (English or French) for the relevant parts of the document proving the applicant's eligibility must be attached and will prevail for the purpose of analysing the proposal.

Where these documents are in a language of the European Union other than those of the call for proposals, it is strongly recommended, in order to facilitate the evaluation, to provide a translation of the relevant parts proving the applicant's eligibility in one of the languages of the call for proposals.

If these supporting documents are not provided before the deadline set in the request for submission of supporting documents sent to the applicant by the contracting authority, the application may be rejected.

The evaluation committee will check the supporting documents and make a final recommendation to the contracting authority, which will decide on the award of the grants.

2.5. NOTIFICATION OF THE CONTRACTING AUTHORITY'S DECISION**2.5.1 Content of the decision**

Applicants will be informed in writing of the contracting authority's decision on their application and, in case of rejection, of the reasons for the negative decision.

Applicants believing that they have been wronged by an error or irregularity during the award procedure may petition the contracting authority (for details, see 2.4.15 of the Practical Guide to contract procedures for EU external actions).

2.5.2 Indicative timetable

	Date	Time*
Information meeting	23 March 2011 4 May 2011 (to be confirmed)	10:00
Deadline for submission of requests for clarification to the contracting authority	9 June 2011	-
Last date on which clarifications will be issued by the contracting authority	19 June 2011	-
Deadline for submission of application forms	30 June 2011	16:00
Information to applicants on the results of the opening, administrative check and evaluation of the concept notes (step 1)	29 July 2011*	-
Information to applicants on evaluation of the complete application (step 2)	14 October 2011*	-
Notification of award (after eligibility check) (step 3)	4 November 2011*	-
Signature of contract	2 December 2011*	-

* **Indicative timetable.** All times are shown in the contracting authority's local time (Brussels).

This indicative timetable may be updated by the contracting authority during the procedure. In this case, the updated timetable will be published on the following EuropeAid website: <https://webgate.ec.europa.eu/europeaid/online-services/index.cfm?ADSSChck=12970675839488&do=publi.welcome&userlanguage=en>.

2.6. CONDITIONS APPLICABLE TO IMPLEMENTATION OF THE ACTION FOLLOWING THE CONTRACTING AUTHORITY'S DECISION TO AWARD A GRANT

Following the decision to award a grant, the beneficiary will be offered a contract based on the contracting authority's standard grant contract (**annex F to these guidelines**).

By signing the application form (annex A to these guidelines), the applicant declares its acceptance, if it is awarded a grant, of the contractual conditions as laid down in the standard grant contract.

Implementation contracts

Where the beneficiary is required to award contracts in order to implement the action, it must award them to the tenderer offering the best value for money, i.e. the best price-quality ratio, in keeping with the principles of transparency and equal treatment of potential contractors, and taking care to avoid any conflict of interests. To this end, the beneficiary must follow the procedures set out in annex IV to the standard grant contract.

3. LIST OF ANNEXES

ANNEX 1: LIST OF ELIGIBLE COUNTRIES

DOCUMENTS TO BE COMPLETED:

ANNEX A: GRANT APPLICATION FORM (WORD FORMAT)

ANNEX B: BUDGET (EXCEL FORMAT)

ANNEX C: LOGICAL FRAMEWORK (EXCEL FORMAT)

ANNEX D: LEGAL ENTITY FORM (PDF FORMAT)

ANNEX E: FINANCIAL IDENTIFICATION FORM (PDF F ORMAT)

DOCUMENTS FOR INFORMATION

ANNEX F1: STANDARD GRANT CONTRACT – CINEMA/AUDIOVISUAL PRODUCTION (PDF FORMAT)

ANNEX F2: STANDARD GRANT CONTRACT – ALL OTHER AREAS COVERED BY THIS CALL FOR PROPOSALS (PDF F ORMAT)

- ANNEX II: GENERAL CONDITIONS APPLICABLE TO EUROPEAN UNION-FINANCED GRANT CONTRACTS FOR EXTERNAL ACTIONS
- ANNEX III: BUDGET
- ANNEX IV: CONTRACT AWARD PROCEDURES
- ANNEX V: STANDARD REQUEST FOR PAYMENT
- ANNEX VI: STANDARD NARRATIVE AND FINANCIAL REPORT
- ANNEX VII: STANDARD FINDINGS AND TERMS OF REFERENCE FOR AN EXPENDITURE VERIFICATION OF AN EU-FINANCED GRANT CONTRACT FOR EXTERNAL ACTIONS
- ANNEX VIII: STANDARD FINANCIAL GUARANTEE
- ANNEX IX: STANDARD TRANSFER OF OWNERSHIP OF ASSETS

Annexes II to IX are available at the following address:

http://ec.europa.eu/europeaid/work/procedures/implementation/grants/index_en.htm

ANNEX G: PER DIEM RATES, available at the following address:

http://ec.europa.eu/europeaid/work/procedures/implementation/index_en.htm

ANNEX H: PROJECT CYCLE MANAGEMENT GUIDELINES, available at the following address:

http://ec.europa.eu/europeaid/multimedia/publications/publications/manuals-tools/t101_en.htm

ANNEX 1: LIST OF ELIGIBLE COUNTRIES

The 78 eligible ACP States:

East Africa	Central Africa	West Africa
Burundi Comoros Djibouti Eritrea Ethiopia Mauritius Kenya Madagascar Rwanda Seychelles Somalia Sudan Tanzania Uganda	Cameroon Central African Republic Congo Democratic Republic of Congo Equatorial Guinea Gabon Chad Sao Tomé and Príncipe	Benin Burkina Faso Cape Verde Côte d'Ivoire Gambia Ghana Guinea Guinea Bissau Liberia Mali Mauritania Niger Nigeria Senegal Sierra Leone Togo
Southern Africa	Caribbean	Pacific
South Africa ² Angola Botswana Lesotho Malawi Mozambique Namibia Swaziland Zambia Zimbabwe	Antigua and Barbuda Bahamas Barbados Belize Dominica Dominican Republic Grenada Guyana Haiti Jamaica St Lucia St Kitts and Nevis St Vincent and the Grenadines Suriname Trinidad & Tobago	Cook Islands Fiji Kiribati Marshall Islands Micronesia Nauru Niue Palau Papua New Guinea Samoa Solomon Islands East Timor Tonga Tuvalu Vanuatu

The 27 EU Member States, the EEA Member States and the European applicant States

Germany Austria Belgium Bulgaria	France Greece Hungary Ireland	Netherlands Poland Portugal United Kingdom
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⁹ Article 4(3) of Protocol 3 to the Cotonou Agreement, on **South Africa**, states: 'South African natural or legal persons shall be eligible for award of contracts financed from the financial resources provided for under this Agreement. In this respect, South African natural or legal persons shall, however, not enjoy the preferences accorded to natural and legal persons from ACP States.'

South African operators may participate in projects as applicants or partners. However, actions implemented in South Africa may not receive funds.

Cyprus Denmark Spain Estonia Finland	Italy Latvia Lithuania Luxembourg Malta	Romania Czech Republic Slovakia Slovenia Sweden
Iceland	Norway	Lichtenstein
Croatia	Turkey	Former Yugoslav Republic of Macedonia

Overseas countries and territories (OCTs)

Twenty overseas countries and territories (OCTs) having special relations with Denmark, France, the Netherlands and the United Kingdom are associated with the EU. Although their nationals are in principle EU citizens, the OCTs do not form part of the EU.

Operators based in the **OCTs** may participate as applicants or partners.

List of OCTs

Caribbean	Pacific	Indian Ocean
Aruba Anguilla Netherlands Antilles Bermuda Cayman Islands Turks and Caicos Islands British Virgin Islands Montserrat	New Caledonia Pitcairn French Polynesia Wallis and Futuna Islands	Mayotte British Indian Ocean Territory
North Atlantic	South Atlantic	
Greenland St Pierre and Miquelon	Falkland Islands South Georgia and South Sandwich Islands Saint Helena, Ascension and Tristan da Cunha French Southern and Antarctic Territories British Antarctic Territory	

Likewise, activities implemented by the OCTs may be eligible provided that the majority of the activities take place in the ACP States and that the beneficiaries of these actions are ACP States. Where the project contains a component whose effects would be advantageous to a beneficiary based in an OCT, the activities and the planned budget for this component must be indicated clearly and visibly. These costs are not eligible and may not be financed under this programme.