



EUROPEAN COMMISSION
Directorate-General for Education and Culture

Culture and media
MEDIA programme and media literacy

MEDIA Mundus 2013

Guidelines

Call for Proposals

EAC/S08/2012

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1. INTRODUCTION

1.1. Legal basis

These guidelines are based on Decision No 1041/2009/EC of the European Parliament and of the Council of 21 October 2009 establishing an audiovisual cooperation programme with professionals from third countries (MEDIA Mundus 2011-2013), OJ L 288 of 4 November 2009.

The Call for proposals to which these guidelines are referring has been published in the Official Journal on 7 July 2012.

These guidelines explain how to submit a proposal with a view to obtaining a European Union financial contribution.

1.2. Definitions

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

- **Action:** that part of the project activities receiving financial support and covering the preparation, implementation and evaluation stages.
- **Project Duration:** the duration of the project shall be a maximum of 21 months.
- **Agreement:** the grant contract which will be offered to successful applicants.
- **Grant:** the financial support awarded to the Beneficiary on the basis of the Total Eligible Costs.
- **Estimated Budget:** the detailed budget for the Action.
- **Note to the Estimated Budget:** the note attached to the Estimated Budget justifying the costs incurred under the various Budget Headings and establishing the direct link with the execution of the Action.
- **Budget Heading(s):** the heading(s) of expenditure provided in the Estimated Budget. The headings of expenditure are "Personnel Costs", "Travel and subsistence Costs", "Equipment", "Consumables" and "Other Costs".
- **Budget Sub-Heading(s):** the heading(s) provided under each Budget Heading which define(s) each expense category.
- **Contribution in Kind:** the money equivalent of certain services or materials which could be contributed to the action by the partners (see section 10.6. on Ineligible Costs).
- **Pre-financing payment(s):** the advance payment(s) received by the successful applicant group.
- **Final Report:** the report, which provides details of the Eligible Costs incurred in the execution of the Action and which shall form the basis for the calculation of the Total Actual Costs of the Action. A template is annexed to the Grant agreement (Annex III).
- **Applicant (group):** the group who submit the application. The applicant (group) is made up of a co-ordinator and co-beneficiary(ies). It can also include associated partners.

- **Co-ordinator:** The coordinator is the leader of the applicant group and bears overall project management responsibility. It acts as the conduit for all communications between the Commission and the proposal/project from its submission to its conclusion. The coordinator organises and manages the submission of a proposal including all of the documents needed and the project deliverables. The coordinator is a beneficiary and a partner, who is subject to supplementary rights and obligations towards the Commission, due to his functions as liaison between the group and the Commission, being responsible for collecting, integrating and submitting project deliverables
- **Co-beneficiary:** A co-beneficiary is a partner involved in the design and implementation of the project and contributing to its funding. If the project is selected, each co-beneficiary must sign a *mandate*, annexed to the grant, by which he grants power of attorney to the coordinator to act in his name and for his account during the implementation of the project and undertakes to provide a particular financial contribution to the project. The costs incurred by a co-beneficiary for the action are eligible. The co-beneficiary shall also keep at the Commission's disposal all original documents relating to the agreement and agree that the Commission audit the costs related to the granted action.
- **Associated partner:** is a partner who takes part in the implementation of the proposed activities of a project, but not to the same extent and at the same level of participation as a co-beneficiary; in particular, a partner cannot benefit from the Community funding.

2. OBJECTIVES

2.1. General objectives

The general objectives of MEDIA Mundus are:

- To increase the competitiveness of the European audiovisual industry,
- To enable Europe to play its cultural and political role in the world more effectively,
- To increase consumer choice and cultural diversity.

2.2. Specific objectives

This call will cover applications for projects under all specific objectives laid down in Decision 1041/2009/EC:

- Specific objective 1: Information exchange, training and market intelligence;
- Specific objective 2: Competitiveness and distribution;
- Specific objective 3: Circulation.

To this end, the call for proposals for MEDIA Mundus 2013 consists of **four separate Actions:**

- **Action 1:** "Training" is aimed at meeting specific objective 1;
- **Action 2:** "Access to markets" is aimed at meeting specific objective 2;
- **Action 3:** "Distribution and Circulation" is aimed at meeting specific objectives 2 and 3;

- **Action 4:** "Cross-activities" concerns projects addressing at least two of the specific objectives specified above.

2.3. Priorities

The MEDIA Mundus programme seeks to improve access to third-country markets and to build trust and long-term working relationships. At the core of this programme lies the principle of reciprocity. Therefore, priority will be given to projects that clearly demonstrate a mutual benefit for European and third country professionals/audiovisual works. Applicants must also clearly demonstrate the European and international dimensions and added value of the proposed activities.

3. TIMETABLE

Final date for the submission of applications: **28/09/2012** (please read carefully section 14.4 of these guidelines concerning the procedure for submitting applications).

Activities must start between 01/02/2013 and 30/06/2014 and must be completed by 1/10/2014.

The agreement enters into force on the day it is signed by the last of the parties. If a beneficiary can demonstrate the need to start the action before the agreement is signed, expenditure may be authorised before the grant is awarded. Under no circumstances can the eligibility period start before the 01/01/2013.

The maximum duration of project is 21 months.

The intention is to inform applicants of the outcome of the selection procedure no later than the month of February 2013.

It is planned that beneficiary will receive their agreement for signing by beginning of May 2013.

4. BUDGET AVAILABLE

The total budget earmarked for the co-financing of actions is estimated at EUR 4,626,000. The financial contribution from the Commission cannot exceed 70% of the total eligible costs.

The amount of the financial contribution to be awarded will be determined within the limits of available budgetary resources and in consideration of the costs and nature of each action, assessed on the basis of the application and the selection and award criteria. It shall take the form of a Grant.

The Commission reserves the right not to distribute all the funds available.

5. ELIGIBILITY CRITERIA

Applications which comply with the following criteria will be the subject of an in-depth evaluation.

5.1. Eligible applicants

Projects to be funded under MEDIA Mundus must:

- Be proposed and implemented jointly by European and third-country professionals in order to qualify for funding under the programme.
- Seek to promote international networking. To this end, except for projects submitted under Action 1- Option 1, each project must be driven and implemented by a group meeting three criteria:
 - (1) The group shall have a minimum of three partners (including the coordinator). However, projects with only two partners (including the coordinator) may be admitted where the necessary networking is guaranteed. The networking is guaranteed if the coordinator of the project is a European network of audiovisual professionals/companies covering more than ten European Member States.
 - (2) The coordinator of the group must have its registered office in a Member State of the European Union or of Iceland, Liechtenstein or Norway. Projects starting after 1st July 2013 submitted by coordinators with a registered office in Croatia are eligible as well¹. Applications from "natural persons" (individuals) are not eligible.
 - (3) The group must include at least one co-beneficiary linked to the audiovisual sector which has its registered office in a non-EU country (other than Croatia and Switzerland). Applications from "natural persons" (individuals) are not eligible.

The specific conditions are set out in the Work Programme MEDIA Mundus 2013.

5.1.1. Legal Entity

In order to demonstrate its existence as a legal person, the applicant must provide the following documents:

- Financial Identification Form, duly completed and signed (Form B4) (http://ec.europa.eu/budget/execution/ftiers_en.htm),
- the Legal Entity Form, duly completed and signed (Form B3) (http://ec.europa.eu/budget/execution/legal_entities_en.htm)
- Copy of the legal registration document or other proof of legal status (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 as authorised to sign any agreement, a letter or proxy (signed by the Statutory Legal Representative).
- If applicable, the VAT registration document should be provided (including the VAT number).

5.2. Eligible countries

See 5.1.

5.3. Eligible activities

The actions outlined are:

¹ Provided that Croatia will join European Union on 1 July 2013.

- *Action 1- Support for training*: this action aims at strengthening the skills of European and third-country professionals.
 - Option 1 supports the inclusion of students/professionals and teachers from non-EU countries in initial or continuous training schemes supported by the MEDIA 2007 programme²;
 - Option 2 supports the creation of a continuous training scheme specific to MEDIA Mundus.
- *Action 2 - Support for market access*: this action supports projects to promote access to international markets for audiovisual works. These projects concern the development and/or pre-production phases (for example international co-production markets) and activities downstream (events facilitating international sales of the works).
- *Action 3 - Support for Distribution and Circulation*: this action aims at encouraging distribution, promotion, screening and diffusion of European works in third-country markets and of audiovisual works from third countries in Europe under optimum conditions.
- *Action 4 - Cross-over activities*: this action aims at supporting projects of a cross-cutting nature, i.e. touching upon several priorities of this programme, e.g. trainings with subsequent pitching events at co-production meetings.

5.4. Eligible proposals

Only proposals submitted using the official application form, completed in full, signed (original signatures required) and received by the specified deadline, will be considered.

The application form must be accompanied by an official letter from the applicant organisation, documents attesting to its financial and operational capacity, and all the other documents referred to in the application form.

Applicants must submit a budget that is balanced in terms of expenditure and revenue and must comply with the ceiling for European Union cofinancing, set at 50%, 60% or 70%.

6. EXCLUSION CRITERIA

Applicants must state that they are not in any of the situations described in Articles 93(1), 94 and 96(2)(a) of the Financial Regulation applicable to the general budget of the European Communities (Council Regulation (EC, Euratom) No 1605/2002 as amended) and set out below.

Applicants will be excluded from participating in the call for proposals if they are in any of the following situations:

- a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) they have been convicted of an offence concerning their professional conduct by a judgment which has the force of *res judicata*;

² Further information in the following address: <http://ec.europa.eu/media>. The MEDIA 2007 Programme was established by Decision No 1718/2006/EC of the European Parliament and of the Council of 15 November 2006 concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007).

- c) they have been guilty of grave professional misconduct proven by any means which the responsible authorising officer can justify;
- d) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the responsible authorising officer or those of the country where the action/work programme is to be performed;
- e) they have been the subject of a judgment which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Communities' financial interests;
- f) they are subject to an administrative penalty referred to in Article 96(1) of the Financial Regulation (Council Regulation 1605/2002 of 25/06/02, as amended).

Applicants will not be granted financial assistance if, on the date of the grant award procedure, they:

- (a) are subject to a conflict of interests;
- (b) are guilty of misrepresentation in supplying the information required by the responsible authorising officer as a condition of participation in the grant award procedure, or fail to supply this information;
- (c) find themselves in one of the situations of exclusion, referred to in art 93(1) of the Financial Regulation, for this grant award procedure.

In accordance with Articles from 93 to 96 of the Financial Regulation, administrative and financial penalties may be imposed on applicants who are guilty of misrepresentation or are found to have seriously failed to meet their contractual obligations under a previous contract award procedure.

To comply with these provisions, applicants must sign a declaration on their honour certifying that they are not in any of the situations referred to in Articles 93(1) and 94 of the Financial Regulation.

7. SELECTION CRITERIA

The selection criteria shall be such as to make it possible to assess the applicant's ability to complete the proposed action.

Applicant must have stable and sufficient sources of funding to maintain their activity throughout the period during which the action is being carried out or the year for which the grant is awarded and to participate in its funding. They must have the professional competencies and qualifications required to complete the proposed action.

7.1. Operational Capacity

In order to permit an assessment of their operational capacity, applicants must submit, together with their applications:

- a detailed presentation of the coordinator, co-beneficiary(ies) and associated partner(s);
- the CV of the legal representative of the coordinator, co-beneficiary(ies) and associated partner(s);
- the CVs of the person(s) in charge of the action and of the key staff involved in its implementation (for the coordinator, co-beneficiary(ies) and associated partner(s)).

7.2. Financial Capacity

The applicants must have stable and sufficient sources of funding to maintain their activity throughout the period in which the proposed action is being carried out. This criterion will be evaluated on the basis of the following documents to be provided by the coordinator of the applicant group:

- The audited annual accounts of the 2 most recent completed fiscal years for commercial companies and of the last year only for non profit companies (i.e. balance sheet, profit and loss accounts and the annexes).
- The financial capacity form in the application file duly completed. The key data must be based on the coordinator's certified accounts. This information is required to evaluate the financial strength of the applicant group.
- The bank identification form duly signed by the coordinating body and certified by the bank (original signatures required).

The Commission will apply these criteria taking into account the legislative framework of the different countries covered by the Preparatory Action.

Exemption

The financial capacity is not verified in the case of public bodies and international organisations under public law. If the coordinating body is in this situation, this should be mentioned in the appropriate form (Form B2) in the application file.

NB: If, on the basis of the documents submitted, the Commission considers that the applicant's financial capacity has not been proven or is not satisfactory, it may:

- reject the application;
- ask for further information;
- require a guarantee (see 10.3);
- offer a grant agreement with a reduced rate of pre-financing;
- offer a grant agreement without prefinancing.

7.3. Audit

In the event that the contribution sought is higher than EUR 500,000, grant applications must be accompanied by an external audit report produced by an approved external auditor. This report shall certify the accounts for the last financial year available (non-profit organisation) or for the last two financial years available (for commercial company).

This obligation does not apply to public bodies and international organisations under public law.

8. AWARD CRITERIA

Eligible applications/actions will be assessed on the basis of the following criteria:

Award Criterion n°1: Quality of the content of the activity	25 points (minimum threshold: 50%)
Award Criterion n°2: Project management	25 points (minimum threshold: 50%)
Award Criterion n°3: International and European dimension and added value	30 points (minimum threshold: 50%)
Award Criterion n°4: Impact	20 points (minimum threshold: 50%)

The award criteria are detailed in the Work Programme MEDIA Mundus 2013.

Applications will be ranked according to the award criteria defined and weighted above. Within the limit of the available budget, applications obtaining the highest scores will be selected. When selecting the projects to be supported, the Commission reserves its right to evaluate projects focusing on the same audiovisual markets/genre (documentary/Latin America for example) against each other, in order not to duplicate projects but to achieve global coverage.

9. EVALUATION OF APPLICATIONS AND AWARD

A committee shall be appointed in order to evaluate the proposals. Outside experts may assist the committee.

10. FINANCIAL CONDITIONS

Acceptance of an application by the Commission does not constitute an undertaking to award a financial contribution equal to the amount requested by the beneficiary. The awarding of a grant does not establish an entitlement for subsequent years.

Union grants are incentives to carry out actions which would not be feasible without the Commission's financial support, and are based on the principle of co-financing.

They complement the applicant's own financial contribution and/or national, regional or private assistance that has been obtained elsewhere.

Grant applications must include a detailed estimated budget in which all prices are given in euro. **Applicants from countries outside the Euro zone must present their budget in both Euro and their national currency. Currency conversions in the Budget Form should be calculated using the official exchange rate applicable at the date of publication of the present Call for proposals.** This exchange rate is fixed by the European Central Bank (ECB) and may be obtained at the following address: <http://www.ecb.int/stats/exchange/eurofxref/>, or in the relevant Official Journal of the European Union. The use of other sources for exchange rates (other than the ECB) is admissible only where no other solution is possible (i.e. when ECB does not include the daily exchange rates for a particular currency).

The exact rate used should be specified within the space provided on the Budget Form.

Applicants should note that currency conversions must be made on an item by item basis and the sub-totals and totals of each budget sub-category calculated from the converted euro amounts for each item (and not simply converted from the equivalent subtotal in a national currency), so that both national currency and euro budgets are coherent and totally correct.

Applicants are strongly advised to re-check all automatic calculations with a simple calculator.

The budget for the action attached to the application must have revenue and expenditure in balance and show clearly the costs which are eligible for financing from the Union budget. The applicant must indicate the sources and amounts of any other funding received or applied for in the same financial year for the same action or for any other action and for routine activities.

The beneficiary shall supply evidence of the co-financing provided, either by way of own resources, or in the form of financial transfers from third parties, or in kind. The applicants shall provide an explicit undertaking from each co-financing organisation to provide the amount of funding stated in the grant application for the operation.

The Commission grant may not have the purpose or effect of producing a profit for the beneficiary. Profit is defined as a surplus of receipts over costs. The amount of the grant will be reduced by the amount of any surplus.

The account or sub-account indicated by the beneficiary must make it possible to identify the funds transferred by the Commission. If the funds paid into this account give rise to interest or equivalent profits in accordance with the legislation of the country where the account is held, such profit or interest will be recovered by the Commission where it results from the prefinancing payment if this payment exceeds 50 000 euros.

10.1. Payment Procedure

In the event of a definitive approval by the Commission, an agreement drawn up in Euro detailing the conditions and level of financing will be entered between the Commission and the beneficiary. This agreement (the original) must be signed and returned to the Commission immediately. The Commission will sign it last.

The payment of the Union's contribution will be normally made in two instalments as follows:

- A **pre-financing payment** of 80% will be transferred to the beneficiary within 45 days of the date when the last of the two parties signs the agreement and all the possible guarantees are received. Pre-financing is intended to provide the beneficiary with a float.

- The Commission will establish the amount of the **final payment** to be made to the beneficiary on the basis of the final reports. If the eligible costs actually incurred by the beneficiary during the project are lower than anticipated, the Commission will apply its rate of funding to the actual costs, and the beneficiary will, where applicable, be required to repay any excess amounts already transferred by the Commission under the pre-financing payment(s).

10.2. Certificate on the financial statements and underlying accounts

A certificate on the financial statements and underlying accounts, produced by an approved auditor or in case of public bodies, by a competent and independent public officer, may be demanded by the authorising officer responsible in support of any payment on the basis of his assessment of risks. In the case of a grant for an action or of an operating grant, the certificate shall be attached to the request for payment.

The certificate shall certify, in accordance with a methodology approved by the authorising officer responsible, that the costs declared by the beneficiary in the financial statements on which the request for payment is based are real, accurately recorded and eligible in accordance with the grant agreement.

The certificate on the financial statements and underlying accounts shall be compulsory for interim payments per financial year and for payments of balances in cases of grants for an action of EUR 750,000 when the cumulative amounts of request for payment is at least EUR 325 000, and operating grants of EUR 100 000 or more.

10.3. Guarantee

The Commission may require any organisation which has been awarded a grant to provide a guarantee first, in order to limit the financial risks linked to the prefinancing payment.

The purpose of this guarantee is to make a bank or a financial institution, third party or the other beneficiaries stand as irrevocable collateral security for, or first-call guarantor of, the grant beneficiary's obligations.

This financial guarantee, in euro, shall be provided by an approved bank or financial institution established in one of the Member State of the European Union. When the beneficiary is established in

a third country, the contracting authority may agree that a bank or financial institution established in that third country may provide the guarantee if he considers that the bank or financial institution offers equivalent security and characteristics as those offered by a bank or financial institution established in a Member State.

The guarantee may be replaced by a joint and several guarantee by a third party or by a joint guarantee of the beneficiaries of an action who are parties to the same grant agreement.

The guarantee shall be released as the pre-financing is gradually cleared against interim payments or payments of balances to the beneficiary, in accordance with the conditions laid down in the grant agreement.

This requirement does not apply to public bodies.

10.4. Double financing

Subsidised projects may not benefit from any other Union funding for the same activity. Applicants must indicate in the application for support what other applications for financial support they have submitted or will be submitting to the European Institutions during the same year, indicating for each support the Union Programme concerned and the amount of the support.

10.5. Eligible costs

Eligible costs of the action/project are costs actually incurred by the beneficiary, which meet the following criteria:

- they are incurred during the duration of the action/project as specified in the grant agreement, with the exception of costs relating to final reports and certificates on the action/project's financial statements and underlying accounts;
- they are connected with the subject of the agreement and they are indicated in the estimated overall budget of the action/project;
- they are necessary for the implementation of the action/project which is the subject of the grant;
- they are identifiable and verifiable, in particular being recorded in the accounting records of the beneficiary and determined according to the applicable accounting standards of the country where the beneficiary is established and according to the usual cost-accounting practices of the beneficiary;
- they comply with the requirements of applicable tax and social legislation;
- they are reasonable, justified, and comply with the requirements of sound financial management, in particular regarding economy and efficiency.

The beneficiary's internal accounting and auditing procedures must permit direct reconciliation of the costs and revenue declared in respect of the action/project with the corresponding accounting statements and supporting documents.

Eligible expenses may only be charged to the action over the duration of the period of preparation, implementation and follow-up of the action, i.e. during the defined period of eligibility of costs.

The Estimated Budget shall be in two parts:

- a summary budget for the proposed action for the eligible period ending on the 1st October 2014 (at the latest).

- a detailed budget for the proposed action for the eligible period ending on the 1st October 2014 (at the latest).

The Commission reserves the right to request changes in the work plan and detailed budget following the results of the selection process.

The personnel costs, travel and subsistence costs, as well as any amount higher than EUR 10 000 must be broken down into detail giving unit prices and number of units where appropriate and sufficiently detailed to allow identification, monitoring and control of the proposed activity.

No costs may be assigned to different category of costs in the final accounts if it has previously been assigned to a different category in the budget.

10.5.1. Eligible Direct Costs

The eligible direct costs for the action are those costs which, with due regard for the conditions of eligibility set out above, are identifiable as specific costs directly linked to the performance of the action and which can therefore be booked to it directly. In particular, the following direct costs are eligible, provided that they satisfy the criteria set out in the previous paragraph:

10.5.1.1. Personnel Costs (heading 1)

Personnel Costs must be calculated on the basis of the actual daily salary/fee of the employee/service provider, multiplied by the number of days worked on the action. This figure must include all the usual contributions paid by the employer, such as social security contributions.

The Personnel costs shall be substantiated by detailed timesheets of the work done.

The daily salary shall be based on the average salary charged at national level for qualified personnel executing comparable tasks.

The maximum number of days per year per person is 220.

Senior employees and directors shall be identified by name in the Estimated Budget. Their salaries may not be distributed over several Budget Headings.

Personnel costs cannot exceed 25% of the total eligible costs of the action.

10.5.1.2. Travel and subsistence costs (heading 2)

May be claimed only for journeys directly linked to the action and relating to specific and clearly identifiable activities; it is requested to justify in the 'Note to the Budget' the relevance of expenses to the action activities and the calculation method. Beneficiaries are required to use the cheapest means of travel and will have to make every effort to take advantage of reduced fares.

For air travel, only the cost of economy class is accepted; any costs in excess of this rate will have to be detailed and justified in the 'Note to the Budget'; they will only be accepted in duly justified, exceptional cases. For train travel first class tickets are permitted. For car travel, the eligible amount will be limited to the amount corresponding to the price of a 1st class train ticket.

For accommodation and subsistence costs, the maximum amounts per person per day and per country are available on the following website:

http://ec.europa.eu/europeaid/perdiem/index_en.htm

The amounts specified on this website include all costs associated with the stay in the country concerned. If there is no overnight stay, the amounts are reduced by 50%.

Within these limits, the reimbursement of accommodation and subsistence expenses may be made on an actual or fixed cost basis. However, if the internal regulations of the institution of the person making the journey impose a lower limit than the amounts detailed in the above table, the former must be used as a basis of calculation.

Please note as a general rule that, if different activities are included in this heading, the corresponding costs have to be detailed by activity.

10.5.1.3. Equipment (heading 3)

Durable equipment charged to the agreement must be specifically required for the project, have an expected life equal to or greater than the duration of the work under the agreement and must be capitalised in the books of the beneficiary according to the national accounting rules. Depreciation can be calculated on equipment which has been purchased after the start date of the agreement.

Durable equipment costs are charged to the project by means of depreciation calculations and percentage of the use of the equipment for the project.

10.5.1.4. Consumables (heading 4)

Costs of consumables and supplies, provided that they are identifiable and assigned to the action. Consumables shall relate to the purchase, fabrication, repair or use of any materials, goods or equipment and software which:

- do not have a life expectancy greater than the duration of the work under the contract;
- are not placed in the inventory of durable equipment of the beneficiary;
- are not treated as capital expenditure in accordance with the accounting conventions and policies of the beneficiary.

This category of costs covers access rights or licences for software but does NOT include office supplies, mailing, utilities, etc. which are covered in the overheads category. No direct charge shall be made for consumables where it is the usual practice of the contractor to include these costs in actual overheads.

10.5.1.5. Other costs (heading 5)

Other specific direct costs than those in the categories set out above. These include, in particular, costs arising directly from requirements imposed by the agreement (dissemination of information, specific evaluation of the action, audits, translations, reproduction, etc.), including the costs of any financial services (especially the cost of financial guarantees and financial transfer costs). Such costs may also include specific costs incurred by the co-ordinator for fulfilling his responsibilities as the body responsible for the overall management of the action and the co-ordination of the beneficiaries. In addition, they may also include such items as costs related to organisation of seminars, workshops, conferences, including rental of meeting rooms, production of brochures and other dissemination material etc. They may also include the cost of subcontractors. This cost should be reasonable and reflect the normal price of the market. Subcontracts are to be awarded to the tender offering best value for money, i.e. the one offering the best price-quality ratio, in compliance with the principles of transparency and equal treatment for potential beneficiaries, care being taken to avoid any conflict of interests.

Audit Fees

In the framework of the execution of an eventual financial support contract, the Commission requires the beneficiary to produce a statement of the final costs of the action. This document must be certified by an independent approved auditor, external to the company on the basis of justifying documents and the accountancy records of the beneficiary. The costs of this certification are the only costs eligible beyond the eligibility period.

All other Costs

A space is provided in the form for the disclosure of other costs directly linked to the action which are not expressly provided for in the form and have to be clearly identified and detailed in the application form and in the financial report for them to be eligible. Moreover, those costs normally associated with the running of the company are not eligible under this heading.

These “other costs” must not fall under costs listed under Section 10.6 - Ineligible costs

10.5.2. Eligible Indirect Costs (Overheads)

A flat-rate amount, limited to a maximum of 7% of the eligible direct costs of the action, is eligible under indirect costs, representing the beneficiary’s general administrative costs which can be regarded as chargeable to the project.

Overhead costs encompass the following categories:

- a) **Premises and related expenses** (e.g. rent, insurance, administration and management costs...)
- b) **Office expenses and consumables** (e.g. telephone, postal services, photocopies, goods or equipment)

10.6. Ineligible Costs

The following costs shall not be considered eligible:

- Return on capital,
- Debt and debt service charges,
- Provisions for losses or potential future liabilities,
- Interest owed,
- Doubtful debts,
- Exchange losses,
- VAT unless the beneficiary can show that he is unable to recover it, according to the applicable national legislation,
- Costs declared by the beneficiary and supported in the framework of another action or under another Union grant,
- Excessive or reckless expenditure,
- Contributions in kind,
- Any costs incurred by the beneficiary but re-invoiced to third parties

In the event that the applicant is unable to reclaim amounts of VAT related to the expenditure of the action, then these charges may be included in the budget form provided that they are detailed and duly justified. The Applicant must specify whether the amounts stated throughout the budget (revenue and expenditure) are calculated with or without VAT.

11. SUB-CONTRACTING AND THE AWARD OF PROCUREMENT CONTRACTS

Where implementation of the action requires sub-contracting or the awarding of a procurement contract, the beneficiary and, where applicable, its partners must obtain competitive tenders from potential contractors and award the contract to the bid offering best value for money, observing the principles of transparency and equal treatment of potential contractors and taking care to avoid conflicts of interests.

Where implementation of the assisted actions requires the award of a procurement contract with a value of more than EUR 60 000, the authorising officer responsible may require beneficiaries to abide by special rules. Those special rules shall be based on rules contained in the Financial Regulation and determined with due regard for the value of the contracts concerned, the relative size of the European Union contribution in relation to the total cost of the action and the risk. Such special rules shall be included in the grant decision or agreement.

The beneficiary must clearly document the tendering procedure and retain the documentation for the event of an audit.

12. PUBLICITY

All grants awarded in the course of a financial year must be published on the Internet site of the Union institutions during the first half of the year following the closure of the budget year in respect of which they were awarded. The information may also be published using any other appropriate medium, including the Official Journal of the European Union.

With the agreement of the beneficiary (taking account of whether information is of such a nature as to jeopardise its security or prejudice its financial interests), the Commission will publish the following information:

- the name and address of the beneficiary;
- the subject of the grant;
- the amount and the rate of financing.

In the event that the beneficiary does not agree to this, they should attach a detailed justification, which will be considered in the process of deciding on the award of the grant.

Beneficiaries must clearly acknowledge the European Union's contribution in all publications or in conjunction with activities for which the grant is used.

Furthermore, beneficiaries are required to give prominence to the name and logo of the European Commission on all their publications, posters, programmes and other products realised under the co-financed action.

If this requirement is not fully complied with, the beneficiary's grant may be reduced.

13. DATA PROTECTION

Processing your grant application will involve the recording and processing of personal data (such as names, addresses and CVs, etc.). Such data will be processed pursuant to Regulation (EC) No 45/2001 of the European Parliament and of the Council of 18/12/2000 on the protection of individuals with regard to the processing of personal data by the European Union institutions and bodies and on the free movement of such data. Unless indicated otherwise, your replies to the questions and any personal data requested are required to evaluate your grant application and will be processed solely for that purpose by the Directorate-General Education and Culture. You are entitled to obtain access to your personal data on request and to rectify any such data that is inaccurate or incomplete. If you have

any queries concerning the processing of your personal data, you may address them to the Directorate-General Education and Culture. You have the right of recourse at any time to the European Data Protection Supervisor for matters relating to the processing of your personal data.

You are informed that for the purposes of safeguarding the financial interest of the European Union, your personal data may be transferred to internal audit services, to the European Court of Auditors, to the Financial Irregularities Panel and/or to the European Anti-Fraud Office (OLAF).

Grant applicants and, if they are legal entities, persons who have powers of representation, decision-making or control over them, are informed that, should they be in one of the situations mentioned in:

- the Commission Decision 2008/969 of 16.12.2008 on the Early Warning System (EWS) for the use of authorising officers of the Commission and the executive agencies (OJ, L 344, 20.12.2008, p. 125),
or

- the Commission Regulation 1302/2008 of 17.12.2008 on the Central Exclusion Database – CED (OJ L 344, 20.12.2008, p. 12),

their personal details (name, given name if natural person, address, legal form and name and given name of the persons with powers of representation, decision-making or control, if legal person) may be registered in the EWS only or both in the EWS and CED, and communicated to the persons and entities listed in the above-mentioned Decision and Regulation, in relation to the award or the execution of a procurement contract or a grant agreement or decision.

14. PROCEDURE FOR THE SUBMISSION OF PROPOSALS

14.1. Publication

The Call for Proposals is published in the Official Journal of the European Union and is accessible on the Directorate General of Education And Culture and MEDIA's website at the following address:

http://ec.europa.eu/culture/media/mundus/funding/index_en.htm

14.2. Application file

Grant applications should be drawn up in one of the official EU languages (preferably in English or French), using the application file specifically designed for this purpose. Please note that only typed applications will be considered.

The application file can be obtained on the Internet at the following address:

http://ec.europa.eu/culture/media/mundus/docs/mm2012application-file_en.docx

14.3. Pre-registration

Pre-registration of proposals is recommended in order to help the Commission services to prepare the evaluation.

The pre-registration should be done by e-mail to the address below. The pre-registration should include the name of the contact person for the proposal, the acronym of the proposal (this is the working title of the project, so it should be catchy), the full title of the proposal and the language in which the full proposal will be submitted. It shall also include the action number.

It is requested that pre-registration be submitted by 06/09/2012 at the latest to the following email address: EAC-MEDIA-MUNDUS@ec.europa.eu

No acknowledgement of receipt of the pre-registration will be sent by the Commission services.

14.4. Submission of the Grant Application

Only applications submitted on the correct form, duly completed, dated, showing a balanced budget (revenue/expenditure), submitted in 3 (one original clearly identified as such, plus 2 certified copies), and signed by the person authorised to enter into legally binding commitments on behalf of the applicant organisation will be accepted.

Applications which are not submitted before the deadline will not be considered.

Applications must be submitted to the Commission by the deadline of **28 September 2012**.

Applications must be submitted by registered mail (a/ AND besides, some parts of the application must also be sent by email (b/).

a/ Registered mail

One original and 2 copies of the complete application and annexes must be sent **by registered mail** at the applicant's own expense and by the **relevant deadline** - postmark will be proof of submission - to the following address:

Ms Aviva Silver
European Commission
Directorate General Education and Culture
Directorate D–
Unit D3 – MEDIA programme and media literacy
Office MAD0 18/68
B–1049 Brussels
Belgium

All envelopes should be clearly marked

"MEDIA Mundus 2013- Action n° ...", (please indicate the number of your Action)

Call for Proposals EAC/S08/2012

Applications delivered by hand must be received by the services of the Commission at the latest on the **relevant deadline** before 15.00 hours to the address indicated above.

For express couriers, the date of delivery to the express courier company will be proof of sending. Applications sent by fax or email only will not be accepted.

b/ Email

Besides the submission of the application by registered mail, an electronic version of the following documents must also be submitted by **28/09/2012**, 23:59 at the latest to the following email address: EAC-MEDIA-MUNDUS@ec.europa.eu:

Part A: forms A1, A2, A3 (A3.1 including the explanatory note, A3.2 and A3.3),

Part B: form B2

Part C: the whole proposal part C (A/ Title of the project, B/Description of the project) + CVs of the person(s) in charge of the action and of the key staff involved in its implementation (for the coordinator, co-beneficiary(ies) and associated partner(s)).

All emails should include in their title “**Submission MEDIA Mundus- Action n° ...**”, (please indicate the number of your Action)– **Call for proposals EAC/S08/2012". Part A (forms A1 and A2 + explanatory note to the budget), Part B (form B2) and Part C documents must be sent in one Word document. The three A3 forms must be sent in one EXCEL document. No further Information or annexes/supporting documents should be submitted by email.**

No changes to the dossier can be made after the application has been submitted. However, if there is a need to clarify certain aspects, the Commission may contact the applicant for this purpose.

Applicants will be informed of the receipt of their proposal within 10 working days.

Only applications that fulfil the eligibility criteria will be considered for a grant. If an application is deemed ineligible, a letter indicating the reasons will be sent to the applicant.

All unsuccessful applicants will be informed in writing.

Selected proposals will be subjected to a financial analysis, in connection with which the Commission may ask the persons responsible for the proposed actions to provide additional information and, if appropriate, guarantees.

14.5. Rules Applicable

- Council Regulation (EC, Euratom) No 1605/2002 of 25 June 2002 on the Financial Regulation applicable to the general budget of the European Union. (OJ L 248, 16.9.2002, p. 1, as last amended by Regulation (EC) No 1525/2007 of 17 December 2007 (OJ L 343, 27.12.2007, p. 9).

And the implementing rules adopted giving force to this Regulation:

- Commission Regulation (EC, Euratom) No 2342/2002 of 23 December 2002 laying down detailed rules for the implementation of Council Regulation (EC, Euratom) No 1605/2002 on the Financial Regulation applicable to the general budget of the European Union. (OJ L 357, 31.12.2002, p. 1, as last amended by Regulation (EC, Euratom) No 478/2007 of 23 April 2007 (OJ L 111, 28.4.2007, p. 13).

14.6. Contacts

If you have any questions, please contact:

Irina Orssich, irina.orssich@ec.europa.eu, +32 2 299 67 98
Emmanuel Cocq, emmanuel.cocq@ec.europa.eu, +32 2 296 97 80
EAC-MEDIA-MUNDUS@ec.europa.eu

Annexes:

- Application form
- Model grant agreement + annexes