

Strasbourg, 7 July 2020

CALL FOR SPONSORSHIP PROPOSALS IN THE FRAMEWORK OF THE EURIMAGES PROMOTION PROGRAMME

1. Context of the Call for Proposals

In 2018, Eurimages commissioned an external evaluation of its activities and operations over a five-year cycle (2013-2017) so that its future operation would be based on good management and governance practices. In October 2019, the Eurimages Board of Management decided to implement a series of concrete measures based both on the evaluators' recommendations and the proposals of a Study Group composed of representatives of the member States. Several of these measures concern the "Promotion" programme and its various activities.

The Board of Management has thus adopted a strategy in order to ensure the support of partnerships that are exclusively relevant and likely to meet the Fund's quality standards and values. In order to structure the activities and next to the "Call for proposals for the presentation of the Eurimages Co-production Development Awards in the framework of co-production markets", it was decided to proceed with a call for sponsorship proposals.

These specifications set out the terms and conditions of the call for sponsorship proposals in the framework of the Eurimages promotion programme as from 1 January 2021.

2. Description of the Fund

Eurimages is the Council of Europe's Fund for co-operation in the field of filmmaking.

a) The Council of Europe

The Council of Europe has been created after the Second World War in order to achieve a greater unity between its members for the purpose of safeguarding and realising the ideals and principles which are their common heritage and facilitating their economic and social progress. Any European State may become a member of the Council of Europe as far as it accepts the principles of the rule of law and of the enjoyment by all persons within its jurisdiction of human rights and fundamental freedoms. The Council of Europe works with its 47 member States to **strengthen human rights, democracy and the rule of law** throughout the continent of Europe and beyond. It has devised an effective system for the protection of rights, of which the best-known component is the European Court of Human Rights. The Court was established by the European Convention on Human Rights, which has been ratified by all member states of the Council of Europe.

The Council of Europe advocates freedom of expression and of the media, freedom of assembly, equality, and the protection of minorities. It has launched campaigns on issues such as child protection, online hate speech, and the rights of the Roma, Europe's largest minority. The Council of Europe helps member States fight corruption and terrorism and undertake necessary judicial reforms. Its group of constitutional experts, known as the Venice Commission, offers legal advice to countries throughout the world.

The Council of Europe promotes human rights through international conventions, such as the Convention on Preventing and Combating Violence against Women and Domestic Violence and the Convention on Cybercrime. It monitors member States' progress in these areas and makes recommendations through independent expert monitoring bodies. The work of the Council of Europe may therefore take a variety of forms such as the drafting and signature of international conventions, recommendations or guidelines, monitoring and evaluation mechanisms or partial agreements on specific subjects (for example the Eurimages Fund).

For more information on the Council of Europe and its activities, see:
<https://www.coe.int/fr/web/about-us/who-we-are>

b) The Eurimages Fund

Eurimages is an enlarged partial agreement of the Council of Europe founded in 1988. An enlarged partial agreement is a particular form of co-operation within the Organisation. It authorises certain member States of the Council of Europe, and non-member States, to participate in activities without requiring that the other member States do so too. From a statutory point of view, a partial agreement remains an activity of the Organisation in the same way as other activities, but it has its own budget and working methods.

Eurimages currently numbers 41 member States: Albania, Argentina (associate member), Armenia, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Canada (associate member), Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Montenegro, Netherlands, Norway, North Macedonia, Poland, Portugal, Romania, Russian Federation, Serbia, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Ukraine and Turkey.

The Board of Management, made up of representatives of each member State (excluding associate members), determines the Fund's policy and the conditions on which it awards financial support. It supervises the management of the Fund.

The Secretariat of Eurimages – based in Strasbourg, France - is responsible for implementing the decisions taken by the Board of Management. It maintains contacts with cinema professionals and has the task of assessing applications for funding as well as ensuring the follow-up of support agreements. It is currently made up of 24 staff members under the authority of its Executive Director and the Secretary General of the Council of Europe.

Eurimages has a total annual budget of €26 million coming essentially from contributions from member States (including associate members). The Fund has its own revenues, primarily repayments of the support granted (in the form of advances against revenues) and bank interest, but these revenues remain rather low.

80% of the Fund's resources are devoted to co-production support.

c) Values and missions of the Eurimages Fund

As an entity of the Council of Europe, the Eurimages Fund organises its activities based on the following fundamental values:

- freedom of artistic expression
- cultural diversity and co-operation
- equality, diversity, inclusion and pluralism
- fostering creativity and nurturing talent
- sustainability
- transparency and neutrality
- adaptability

A cultural Fund of the Council of Europe, Eurimages aims to enhance co-operation for the purpose of stimulating high quality film and audiovisual production as an important means of promoting independent cinematography and cultural exchanges within Europe and beyond, thus contributing to more inclusive and peaceful societies.

Its mission is fostering co-production and circulation of independent, diverse and original filmmaking of quality and encouraging co-operation contributing to a common film heritage, whilst taking into account gender equality, diversity, inclusion and environmental protection.

d) *Eurimages activities*

i. Co-production support programme

This is the main activity of the Fund. The programme is open to independent producers from the member States (including associate members) applying for co-production support. This support takes the form of a loan against receipts and is repayable from the revenue generated by the film and in-line with the financing plan.

Eurimages funds fiction, documentary and animation features, which are of no less than 70 minutes duration and are destined for cinema release. The amount awarded can be up to €500,000 but is in all cases capped at 17% of the total production budget of fiction or animation films or 25% in the case of documentary features. Projects submitted for selection must involve producers from at least two Eurimages member States (including associate members) and have confirmed finance at a level of at least 50% in each of the co-producing countries on the date of the application. Finally, Eurimages is involved in the end stages of the financing process, as films must be ready for shooting within six months of the support decision.

Following the external evaluation conducted in 2018, the Fund is currently engaged in a major reform of its governance and decision-making process, as well as a review of its working procedures. This reform affects more particularly the co-production support programme, the terms of which will probably change from 2021 onwards.

ii. Promotion programme

Eurimages Co-production Development Award

This award has been created to promote the Fund's role in encouraging cinematographic co-production from the initial stages of a project. The Fund thus presents the Eurimages Co-production Development Awards - €20,000 each for fiction films and €15,000 for documentaries - which are currently awarded in the framework of ten co-production markets: Cinemart (Rotterdam Film Festival), Cinelink (Sarajevo Film Festival), MIA: Cinema Co-Production Market (MIA Market), Berlinale Co-production Market (Berlin International Film Festival), CPH:Forum (CPH:DOX Copenhagen International Documentary Film Festival), Baltic Event (Tallinn Black Nights Film Festival), Cinekid (Amsterdam), Cartoon Movie, Europe-Latin America Co-Production Forum (San Sebastian International Film Festival) and Transilvania Pitch Stop (Transilvania International Film Festival).

A call for proposals to select the co-production markets that will host the Eurimages Co-production Development Awards in 2021-2023 was launched on 7 May 2020.

Eurimages Lab Projects Awards

Since 2016, Eurimages has partnered with four European festivals (Karlovy Vary International Film Festival, Norwegian International Haugesund Film Festival, Thessaloniki International Film Festival and the European Film Festival of Les Arcs) to set up the Eurimages "Lab Projects" Awards for innovative projects exploring new forms of expression. The prizes of €50,000 are awarded as part of the festivals' "Works in Progress" initiatives to assist films produced outside the traditional framework, both from the point of view of dramaturgy and methods of production. This is a concrete demonstration of the Fund's willingness to invest in new forms of cinematographic expression (often at the crossroads of different artistic forms) and to play an active role in the revival of cinema in the member States (including associate members).

This programme will be suspended in its current form as from January 2021 and the Fund will launch an independent study on the relevance and modalities of support for non-conventional cinematographic projects.

Other Initiatives

As part of the European Film Awards ceremony, and with the aim of promoting the Eurimages "brand", the Eurimages Co-production Award is awarded each year to a producer from a member State (including associate members) for his/her outstanding contribution to cinema through co-production. Eurimages also co-operates with Berlin, Cannes and Venice Film Festivals where the Fund has a stand within the film market.

The purpose of this call is to select sponsorship proposals made by international festivals or organisations and likely to contribute to the promotion of the Eurimages Fund.

iii. Gender equality programme

Through this programme, Eurimages affirms its willingness to participate actively in the reduction of gender inequalities in the film industry and to promote the role of women in front of and behind the camera. This involves actions within the Fund but also externally, such as encouraging other film funds at national or regional level to take this dimension into account. This programme is based on three strategic objectives:

- Propose an approach to gender equality at the heart of all policies or measures, take this dimension into account in all processes, including financial processes and in the allocation of support;
- Combat gender stereotypes and sexism in the representation of women on screen by raising awareness in cinema professionals of this problem;
- Prevent and combat violence against women by drawing attention to the fact that showing degrading images of women can encourage violence and by developing respect for their dignity.

iv. Exhibition support programme

The objective of this programme is to increase the programming of European or member State films in cinemas established in Eurimages member countries but not covered by the MEDIA – Creative Europe programme of the European Union. In 2019, the countries concerned were Armenia, Canada, Georgia, Russian Federation, Switzerland and Turkey.

It encourages diversity in the screening of these films and has made it possible to develop a network of cinemas in collaboration with Europa Cinemas.

v. Convention on cinematographic co-production

On 30 January 2017, the Council of Europe Convention on Cinematographic Co-production (revised), which updates the provisions of the 1992 European Convention on Cinematographic Co-production to reflect the profound changes in the film industry, was opened for signature. The Eurimages Secretariat shall assist the Board of Management, where appropriate extended to representatives of Parties to the Convention which are not members of Eurimages, in the task of promoting the effective implementation of the Convention through:

- proposals to facilitate the exchange of experience and good practices between Parties;
- advice on any matter relating to the application and implementation of the Convention and specific recommendations thereon;
- and by regularly updating the provisions of Annex I - Application Procedure and Annex II - Definition of an eligible cinematographic work, of the Convention.

This new activity started after the entry into force of the revised Convention on the 1st October 2017.

Summaries of the Fund's activity reports for the period 2008-2018 are available on the Eurimages website ('What we do' section), as well as the regulations for each support programme.

[https://www.coe.int/en/web/eurimages/what-we-do-](https://www.coe.int/en/web/eurimages/what-we-do)

3. Description of current sponsorship and partnership activities of the Eurimages Fund in the framework of the promotion programme

The Fund's promotion programme was set up with the aim of fostering co-productions through the Eurimages prizes awarded at various international events (Eurimages Co-production Development and Lab Project Awards, and the Co-production Award – Prix Eurimages at the European Film Awards) and in order to promote the Fund through partnerships with initiatives likely to share its objectives and willing to highlight its activities. Furthermore, among the activities aimed at promoting the Eurimages Fund, a distinction is made between, on the one hand, partnerships established with the film markets of the Berlin, Cannes and Venice festivals where Eurimages has a stand and organises an event in co-operation with the organisers, and, on the other hand, **sponsorship of receptions and events taking**

place within the framework of film events: the purpose of this call is to select, for the year 2021, sponsorship proposals to receive a financial contribution from the Eurimages Fund.

Eurimages receives regular requests for the financial support of events aimed at promoting international co-operation within the film industry. These applications, which take various forms, request a financial contribution from the Fund either for the general organisation of the event or that of a reception (cocktail, professional lunch, etc), in exchange for a high profile for the Fund within the event.

Applications for sponsorship that do not involve a financial contribution from the Fund are not concerned by this call: they must be submitted in accordance with the guidelines published on the [Eurimages website](#).

Depending on the amount of the financial contribution, an agreement or a letter of agreement will be signed between the Eurimages Fund and the organiser of selected event.

4. Objectives and modalities of the call for proposals

Eurimages intends to select events/receptions which, by sharing the same objectives as the Fund, are likely to give visibility to its activities, in accordance with the eligibility and selection criteria defined below.

Two categories of sponsorship proposals will be identified:

- **The (co)financing of a reception (cocktail or professional lunch) with a financial contribution of a maximum of 3 000 euros and**
- **The (co)financing of an event (organized as part of a festival, a market, etc..) with a financial contribution of a maximum of 10 000 euros.**

The agreement (or the letter of agreement in the case of receptions) signed with the organisers of the reception or event will cover the 2021 edition. The Fund reserves the right to renew the agreement twice for a one-year period each time.

a) Eligibility criteria

These are the mandatory minimum requirements for the organisation of the proposed receptions or events. Proposals that do not meet these minimum requirements will be dismissed as ineligible.

i. Nature, location and geographical extent

The reception or event to be sponsored aims to promote international co-operation in the film industry and has been in existence for at least 3 years.

The organiser of the reception or event is a legal entity that is authorised to enter into a partnership agreement with the Council of Europe and has a gender equality policy.

The film event hosting the reception or event to be sponsored takes place annually in a member State (or in an associate member State) of Eurimages.

It is aimed at professionals in the film industry from a geographical area comprising a minimum of 5 countries.

ii. Content of the proposal

The proposal should be compatible with the Fund's objectives and relevant to the strategy of the Eurimages Fund and its [promotion programme](#) in particular. The organisers will demonstrate the added value of their event compared to similar events and its benefits for Eurimages, as well as their capacity to manage it.

iii. Funding of the initiative

In the case of applications for a financial contribution of more than 3,000 euros, the proposal must clearly demonstrate the event's financial viability by means of a detailed provisional budget and a financing plan.

iv. Communication and advertising

The organisers of the reception or event will ensure the best possible visibility for Eurimages by mentioning the sponsorship of the Fund in their communication, by use of the Fund's logo, or a visual. In the case of a financial contribution for a reception, Eurimages' sponsorship must be clearly indicated

on the invitation sent to the guests and on all communication for the event (programmes, catalogues, etc.).

b) Selection criteria

A. References/Track record and experience	50
Prominence of the film event within which the reception/event to be sponsored is organised, its editorial line and results obtained/achieved.	25
Quality of the workshops, meetings, training or other professional events organised within the film event concerned.	25
B. Eurimages visibility	50
Compatibility of the objectives of the reception/event to be sponsored with those of the Eurimages Fund.	25
Ability of the reception/event to be sponsored to promote the Eurimages Fund and its added value.	25
C. Final score = A+B	100

Proposals will be selected on the basis of the above criteria by the Eurimages Board of Management, based on the recommendations of its "Promotion Working Group".

Eurimages will select the proposals for sponsorship according to a fair geographical and calendar distribution. Eurimages will do its utmost to ensure the representation of different types of cinematographic works (fiction, documentaries, animation) in the receptions or events sponsored.

The amounts granted will be determined according to the available budget.

All meeting reports and deliberations relating to the selection are confidential.

c) Exclusion criteria

Proposals shall be excluded from the call if they, or, where applicable, their owners or persons having powers of representation or decision-making:

- have been convicted by final judgment for any of the following offences: participation in a criminal organisation, corruption, fraud, money laundering;
- are in a situation of bankruptcy, liquidation, termination of activity, insolvency or arrangement with creditors or any like situation arising from a procedure of the same kind, or subject to a procedure of the same kind;
- have been convicted by final judgment for serious professional misconduct or any other offence relating to professional integrity;
- do not comply with their obligations relating to the payment of social security contributions, taxes and duties under the legislation of their country of incorporation;
- are in a situation of a conflict of interests or a potential conflict of interests.

5. Content of a sponsorship proposal for the (co)financing of a reception with a financial contribution of a maximum of 3 000 euros

The proposal must include the following elements:

- A declaration relating to the exclusion criteria duly completed and signed (see Appendix I);
- Legal registration documents for the organising body if it is established under civil law or a declaration that it has the authority to enter into the partnership if it is a public authority;
- A brief description of the film event within which the reception to be sponsored will take place and its main activities (maximum 1 page) indicating:
 - i. a presentation of the film event including its location, frequency and date;
 - ii. the existence at the film event of workshops, meetings, training or other professional events;
 - iii. international aspects, geographical scope, number of countries involved in the film event;
 - iv. the public and professionals targeted by the film event, including a description of its editorial line;
 - v. a summary of its gender equality policy.
- A brief description of the proposal for sponsorship by Eurimages (maximum 1 page) indicating:
 - i. the compatibility of the objectives of the reception with those of the Eurimages Fund;
 - ii. the mutual benefits of the sponsorship for the parties, notably the visibility (form and extent) that will be given to the Eurimages Fund;
 - iii. the potential added value of the reception to be sponsored compared to other similar events;
 - iv. the working language(s).

6. Content of a sponsorship proposal for the (co)financing of an event with a financial contribution of a maximum of 10 000 euros

The proposal must include the following elements:

- A declaration relating to the exclusion criteria duly completed and signed (see Appendix I)
- Legal registration documents for the organising body if it is established under civil law or a declaration that it has the authority to enter into the partnership if it is a public authority
- A description of the film event within which the event to be sponsored will take place and its main activities (maximum 5 pages) indicating:
 - i. a description and history of the film event including its location, frequency and date;
 - ii. the existence at the film event of workshops, meetings, training or other professional events;
 - iii. international aspects, geographical scope, number of countries involved in the film event;
 - iv. the public and professionals targeted by the film event, including a description of its editorial line;
 - v. a summary of its gender equality policy.
- A description of the proposal for sponsorship by Eurimages (maximum 3 pages) indicating:
 - i. the compatibility of the objectives of the event to be sponsored with those of the Eurimages Fund;
 - ii. the mutual benefits of the sponsorship for each party, notably the visibility (form and extent) that will be given to the Eurimages Fund;
 - iii. the potential added value of the event to be sponsored compared to other similar events;
 - iv. a detailed provisional budget and financing plan for the event;
 - v. the working language(s).

Proposals must be submitted in English. A French version may be provided in addition.

Multiple submissions are not permitted.

7. Provisional timetable

The provisional timetable for the implementation of the call for proposals is as follows:

7 July 2020	Launch of the call for proposals
19 July 2020	Deadline for the submission of questions on the call for proposals All questions shall be addressed to the following email address only <u>eurimages.tender@coe.int</u> with the following reference in the subject line: <u>Questions – Sponsorships 2020</u>. Answers to the questions submitted will be sent to all tenderers who have made themselves known.
18 September 2020	Proposals submission deadline Proposals shall be submitted by email only (scans) to the following email address <u>eurimages.tender@coe.int</u>, with the following reference in the subject line: <u>Call for proposals – Sponsorships 2020</u>.
23 October 2020	Communication of the decision to the selected proposals and signature of the corresponding agreements.
1st January 2021	Start

The Council of Europe reserves the right to cancel this procedure if none of the proposals obtain at least 50 points out of 100.

Appendix I – Declaration on the exclusion criteria

Eurimages Sponsorships Declaration on the exclusion criteria

Done in [Click here to insert the place name]

On [Click here to insert the date]

I, the undersigned, [Click here to insert the first name and family name of the signatory of this document]

acting as the representative of the co-producer

Name and legal form: [Full official name and official legal form]

Address: [Full official address]

VAT No.: [VAT registration no. (if any)]

for the project: [Click here to insert the name of the project]

hereby declare that:

a) neither the company/organisation I represent nor its owners or any of the persons having powers of representation or decision-making have ever been convicted by final judgment for any of the following offences: participation in a criminal organisation, corruption, fraud or money laundering;

b) the company/organisation I represent is not in a situation of bankruptcy, liquidation, termination of activity, insolvency or arrangement with creditors or any like situation resulting from a procedure of the same kind or subject to a procedure of the same kind;

c) neither the company/organisation I represent nor its owners or any of the persons having powers of representation or decision-making have ever been convicted by final judgment for serious professional misconduct or any other offence relating to professional integrity;

d) the company/organisation I represent has fulfilled all obligations relating to the payment of social security contributions, taxes and duties under the legislation of the country of incorporation;

e) neither the company/organisation I represent nor its owners or any of the persons having powers of representation or decision-making are in a situation of a conflict of interests or a potential conflict of interests in relation to this support scheme or, to the best of my knowledge, to any sub-contractors to be used for the realisation of the project;. I have been notified and understand that a conflict of interests may arise, in particular, from economic interests, political or national affinities, emotional or family ties or any other type of shared relationship or interest;

f) neither the company/organisation I represent nor its owners or any of the persons having powers of representation or decision-making have ever engaged in misconduct in connection with an earlier application for support that led Eurimages to justifiably terminate a support agreement or to exclude the company/organisation concerned from the support agreement;

g) the information provided to Eurimages under this procedure is complete, correct and truthful;

h) if a grant is awarded, I will provide Eurimages with the following documents upon request:

- In relation to the matters referred to in sub-paragraphs a), b) and c) above, a recent extract from the criminal record or an equivalent recent document issued by a judicial or administrative authority in the country of origin or provenance, showing that the requirements referred to have been met. If the national law of the country in which it is established does not provide for such documents to be supplied to legal persons, these documents shall be requested for natural persons concerned, such as the administrators or any person vested with powers of representation, decision or supervision on the participant's behalf;
- In the case referred to in sub-paragraph d) above, recent certificates or letters from the relevant authorities of the state concerned are required. These documents must provide proof of payment of all the taxes, duties and social security contributions owed by the applicant including VAT, corporation tax and social insurance contributions.

If necessary, where one of the documents referred to above is not issued in the country concerned, it may be replaced by a sworn or, failing that, a solemn statement made by the interested party before a judicial or administrative authority, a notary or a qualified professional body in the applicant's country of origin or provenance.

In signing this form, I acknowledge that I have been notified that if any of the statements made or information provided prove to be false, Eurimages reserves the right to exclude the proposal concerned from the procedure or to terminate any existing contractual relations related to the latter.

[Click here to insert the name of the signatory (e.g. J. Smith)]