

CALL FOR PROPOSALS

GRANT AWARD PROCEDURE FOR THE DEVELOPMENT, IMPLEMENTATION AND MANAGEMENT OF A GREEN FILM PRODUCTION E-LEARNING PLATFORM

Project	Green Film Production E-learning Platform
Awarding entity	Eurimages – the Council of Europe
Funding	Maximum €240,000 overall Of which €100,000 for 2024
Duration	Project shall be completed by 31 December 2028 Reporting requirements shall be completed by 31 May 2025 and 31 May of each subsequent year
Estimated starting date	1 May 2024
Issuance date	11 December 2023
Deadline for applications	12 February 2024, 10 am (Paris)

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I. INTRODUCTION

Active since 1989, **Eurimages** is the cultural support fund of the [Council of Europe](#). The Council of Europe has played a pioneering role in the process of European integration. It was founded in 1949, in the aftermath of the Second World War, to ensure the political reconstruction of Europe based on a number of fundamental values. The Council of Europe works with its 46 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 one of the best-known bodies is the European Court of Human Rights.

Eurimages Board of Management and Executive Committee, made up of representatives of each one of its 39 member States, sets out the Fund's policy and the conditions on which it awards financial support and 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 and the Executive Committee. It maintains contacts with film 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 26 staff members under the authority of an Executive Director and the Secretary General of the Council of Europe.

Eurimages has a total provisional annual budget of about €26 million coming essentially from the contributions of its member States. 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 relatively low.

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

In addition to the co-production support programme, Eurimages carries out other activities:

- Cinemas support programme, in cooperation with Europa Cinemas
- Promotion activities, including Sponsorships, New Lab Awards and Co-production Development Awards
- Gender Equality and Diversity Strategy
- Sustainability Strategy
- Distribution support programme (on hold since March 2020).

**More information on the Eurimages Fund and its activities is available on its [website](#).
Latest activity report is available [online](#).**

II. BACKGROUND INFORMATION

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

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

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 to foster co-production and the circulation of independent, diverse and original quality filmmaking and encourage co-operation contributing to a common film heritage, whilst taking into account gender equality, diversity, inclusion and environmental protection.

Eurimages Board of Management established a **Sustainability Study Group** in March 2021 to develop a strategy and action plan to help the Fund meet environmental challenges while continuing to support quality film co-production projects of international reach. This strategy and action plan will tend to evolve on a regular basis. More details are available [online](#).

This call for proposals is launched in the framework of the [Eurimages Sustainability Strategy](#) as an action to co-fund the development, implementation and functioning of an **e-learning platform on sustainable film production (i.e. reduction of the environmental impact of film production)**. It is aimed at **improving vocational skills amongst film professionals in all [Eurimages member States](#)**¹. The project will focus on the **international co-production of feature-length films** of all genres and types (fiction, animation, documentaries, crossover and experimental).

III. BUDGET AVAILABLE

Eurimages intends to select one proposal to receive a grant. The maximum available budget under this call for proposals is **€100,000 € (one hundred thousand euros) for the first year.**

Subject to successful implementation in the first year, budget availability and to a decision by the Board of Management of Eurimages, the project can be extended for a further three years. The maximum available budget for the four years of the project is **€240,000 (two hundred and forty thousand euros)**.

By decision of the Eurimages Board of Management, the duration of the contract may be further extended for a maximum period of 2 additional years and the amount of the budget allocated for this period may vary according to project requirements and in particular any proposed additional content.

Eurimages reserves the right not to award all available funds.

IV. REQUIREMENTS

1. General objective

Eurimages wishes to support the development, implementation and management of a specialised e-learning platform **on sustainable film production** aimed at **improving vocational skills amongst film professionals in all its [member States](#)**. The platform content must focus on the **international co-production of feature-length films** of all genres and types (fiction, animation, documentaries, crossover and experimental).

This e-learning platform must provide information and vocational skills on green/sustainable film

¹ As of November 2023, Eurimages numbers 39 full member States: Albania, Armenia, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Canada, 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, Serbia, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Türkiye and Ukraine.

production. The course should be composed of a series of modules of varying durations and deal with subjects that allow participants to implement a sustainable approach in the development, production and promotion of their film projects.

The course must provide participants with ideas and tools for a greener production, tools to analyse projects, to prepare and implement an action plan and therefore improve the green footprint of a film production from an early stage onwards. The training should provide hands-on knowledge using best practices, case studies, etc. The syllabus should be oriented specifically towards international co-productions of full-length feature films. Trainers and speakers must have relevant and sufficient experience in the field of green/sustainable film production and ideally a good knowledge of the specificities of international co-production.

Eurimages' objective is not to train green consultants or sustainable film specialists, but to kickstart and facilitate the change in practices among filmmakers involved in international co-productions. The aim is to disseminate knowledge on the subject to as many film professionals as possible in the Eurimages member States. This online course can work as an entry point to encourage filmmakers to register for other longer, more specialised on-site or online training.

The grant will fund a proposal designed to **create and follow-up high quality content for an online course on green production** in collaboration with the Fund and **to manage all technical aspects including development, implementation, maintenance, and support of an e-learning platform.**

The present call for proposals aims at selecting suitable partners to implement this project in collaboration with Eurimages.

These partners could be public or private organisations/companies, acting individually or in consortium, and active in the field of:

- training in the film and audiovisual sector
- sustainable production in the film and audiovisual sector
- e-learning (IT and content development).

In the case of a consortium, a Lead Grantee must be designated to be the main contractor with Eurimages.

2. Technical specifications

These technical specifications are indicative and are neither restrictive nor exhaustive. Proposals can be prepared according to the applicants' capacities and resources.

The online course could be constituted of several elements:

- Those of a classic e-learning course or of a Massive Open Online Course (MOOC) (videos, quizzes, infographics, documents, animations, games, engaging visuals...) allowing participants to work independently.
- Presentations of a variety of case studies, covering different aspects of co-production and different types of feature films.
- A forum allowing participants to exchange with tutors or with each other on the course content or on best practices.
- Live online sessions by trainers/experts in sustainable film production (Q&A, case studies, thematical presentation...) complementary to the MOOC.
- Technical advice and/or support, such as expert support (e.g., tutoring) to learners before, during and after the online training course.

The proposal should include a technical proposal for an online e-learning platform (Learning Management System – LMS).

The main technical specifications for the LMS may include:

- Course editor and course management: the ability to create, manage, and deliver online courses and content.
- User management: the ability to create and manage user accounts, assign roles and permissions, and track user progress.
- Communication and collaboration tools: the ability for users to communicate and collaborate with each other, such as through forums, chat, and messaging (social learning).
- Event management: the ability to manage events like webinars, tutoring, instructor-led training, or live classroom.
- Assessment and testing: the ability to create and administer tests, quizzes, and other assessments, as well as track and report on results. This can extend to gamification.
- Integration with other systems: the ability to integrate with other systems, such as a student information system, a content management system, or a payment gateway.
- Reporting and analytics: the ability to track and report on user progress and activity, and to generate analytics and data visualizations.
- Mobile compatibility: the ability to access the LMS on mobile devices and responsive design to adapt to different screen sizes.
- Accessibility: compliance with accessibility standards to ensure that the LMS is usable for people with disabilities.
- Scalability: the ability to handle a large number of users and courses without performance degradation.
- Security: the ability to protect user data and maintain data privacy, as well as ensure compliance with relevant regulations.
- White-labelling and customization: the ability to design the learning portal in an own corporate style.

The online course should be available in English and French (the two official languages of the Council of Europe). It should be technically possible to develop other language versions, if needed at a later stage.

The proposals should include information on the chosen formulas for the course:

- Pure e-learning or instructor-led online training
- Free access / Restricted access (in this case the selection process should be specified)
- No payment / pay to access / Freemium (pay for certificate).

Considering the goal of the project, Eurimages prefers that the course be as freely accessible to as many film professionals as possible. But the different options can be envisaged and justified in the proposals.

Successful participants could earn a certificate on completion of the training. If applicable, this certificate can be tailored to reflect the modules followed by the participant. In no case can the certificate represent a diploma or a certification for green film consultants or sustainability specialists.

3. Course content

Sustainable film production in this project is always seen in **the context of international film co-production**. Eurimages supports feature films intended for cinema release.

a) Curriculum

The curriculum should touch upon the following topics:

Introduction:

- Climate change fundamentals
- Scientific base, causes, impacts
- UN Sustainability Goals
- Environmental impact of film production and awareness raising
- Mapping the specific risks and challenges for international co-production
- Sustainability risk assessment

Measuring the impact:

- Carbon calculation
- Certification and labels
- Existing tools for measuring the impact (international overview)
- Using a carbon calculator
- Data management
- Costs and benefits of sustainable production

Legal and regulatory framework:

- Existing regulations on an international level (focus on Eurimages member States and the EU)
- Regulations for productions and for companies
- Environmental protection laws
- Existing measures in place in public film funds (focus on Eurimages member States and the EU)
- Coping with conflicting regulatory and financial requirements in the various co-production countries
- Early financing & production planning as regards sustainability

Energy and resource management:

- Energy efficiency
- Renewable energy sources
- Water conservation
- Waste management

Sustainable procurement, transportation, and logistics:

- Sourcing sustainable materials and products
- Working with suppliers who have sustainable practices
- Reducing the carbon footprint of transportation
- Creating sustainable logistics plans

Sustainable costume, set design and construction:

- Building environmentally friendly sets
- Using sustainable materials
- Reducing waste during construction

Sustainable post-production:

- Creating digital effects in an energy-efficient way
- Using sustainable practices in sound and colour correction
- Using sustainable data storage methods
- Existing “greener” technologies

Specificities and challenges for certain types of production:

- Animation production
- Documentary production

Communication:

- How to involve the production team in an intercultural context?
- How to make sure the team is involved (control points)?
- Change management and stakeholder relations
- Promoting the sustainability approach
- How sustainable is what we show on screen? What is the impact of content on sustainability? However, sustainability screenwriting is not a subject for the moment but to be held for future development.

Sustainable, promotion, marketing and distribution:

- Sustainable marketing materials
- Creating an environmentally friendly distribution or promotion plan

Each topic should include case studies of sustainable film production in practice, highlighting the successes and challenges of various sustainable film production projects.

These topics should be split in different learning modules. The course can start with a minimal content allowing the initial goal to be reached. The initial goal is to disseminate basic concepts and practical notions on sustainable film production to a maximum number of film professionals. Additional modules could be developed over time to complete the initial course and deal with all the above-mentioned topics.

The proposal may contain:

- For the first year, a precise development plan including the detailed syllabus and proposed content.
- For the subsequent years of the framework contract, proposals of possible topics to be developed in relation with the needs of the industry or in complement to the existing courses. This also may include a vision on how the platform can develop in the mid-term (tutoring, live sessions, etc.).

b) Data collection and data reversibility

Participation in the course should be subject to a preliminary questionnaire aimed at gathering information about the participants, their professional profile, and practices in terms of sustainability, their production context and their immediate priorities. This questionnaire can help guide participants to the most relevant modules and/or adapt course recommendations accordingly.

In addition, feedback from participants at the end of the course should be possible to adapt the curriculum to the needs of Eurimages' target audience.

Eurimages shall be able to access this collected data and other reporting and analytics allowed by the system.

In addition, at the end of the grant agreement, Eurimages has the right to receive² and use, on a non-exclusive basis, a copy of the courses it has co-financed (subject to the agreement of any other co-financiers).

4. Implementation period

The implementation period of the project should start on **1 May 2024** (see indicative timetable under VIII. below) and, subject to successful implementation and decision of the Board of Management, shall not extend beyond **31 December 2028**, unless extended by the Eurimages Board of Management for a maximum of 2 years.

The first modules of the online course should be available to the beneficiaries **at the latest by 1 September 2024**, unless otherwise formally agreed with Eurimages.

At the end of each year, the Grantee shall submit a narrative report and a financial report (see below Section IV.10). For the first year, **the deadline for submission of the reports is 31 May 2025**.

The above timelines and deadlines are provided for information purposes only at this stage. The definitive – and binding – timelines and deadlines shall be laid down in the Grant Agreement to be concluded with the selected applicant.

The payment of the instalments for the second year of implementation and following will be conditional on the approval of the narrative and financial reports for the preceding year by the Eurimages Board of Management and budget availability.

Projects completed prior to the date of submission of the application will be automatically excluded. As regards projects started prior to the date of submission of the applications, or prior to the date of signature of the grant agreement, only those costs incurred after the date of submission of the proposal shall be eligible (provided the agreement concerned so provides).

5. Target stakeholders

Projects should target in particular the following key stakeholders:

- **Film producers and directors, production managers** and head of departments (sets, costume, make-up, lighting, etc.)
- Executives of public funds in the field of film and audiovisual production, including Eurimages staff members and Eurimages Board of Management members.

Film professionals from the Eurimages member States who work on feature films at an international level are the primary target of this project.

The above list is not exhaustive, and projects may propose to target other relevant stakeholders, while keeping in mind the general objectives of the Project.

6. Budgetary requirements

Project proposals shall be accompanied by an estimated budget in euros using the **Template Budget** provided in **Appendix II**, covering the overall implementation period of the contract. This estimated budget must be consistent, accurate, clear, complete and cost-effective, in the light of the

² Delivered in a suitable format for a Learning Management System (LMS) to be agreed upon with the Grantee(s).

activities proposed. It should be accompanied by a **detailed budget for the first year of the contract**.

Each Grantee shall also be required to contribute to the project by way of its own resources and/or by contribution from third parties. The Grantee's contribution must be described in detail in Section 11 (Co-funding) of the Application Form (see **Appendix I**). Co-financing may take the form of financial or human resources, in-kind contributions or income generated by the action or project.

Contribution (financial or in-kind) by third parties received by the Grantee after the submission of the proposal shall be formally agreed with the Eurimages Secretariat when these third parties are private companies or public or private organisations established outside Eurimages or Council of Europe member States.

7. Preferred proposals

Further to the general objective, preference will be given to:

- Proposals made by organizations established in Eurimages member States
- Proposals targeting in priority film professionals involved in international collaborations and established in Eurimages member States
- Proposals involving non-profit organizations specialized in environmental issues in the audiovisual field.

8. Excluded proposals

The following types of action will not be considered:

- Proposals providing financial support to third parties (re-granting schemes);
- Proposals concerning only or mainly individual scholarships for studies or training courses;
- Proposals supporting political parties.

9. Funding conditions:

The funds for the grant should in principle be distributed as follows **on a yearly basis**:

- 60% of the amount granted for each of the years of implementation (e.g. 60% of €100,000 for the first year) will be paid to the Grantee, or the Lead Grantee in case of a consortium, when the Grant Agreement between the Parties is signed (for the first year of implementation) or upon approval of the narrative and financial reports for the preceding year (for the subsequent years of implementation) ;
- the balance of the amount granted for each of the years of implementation will be paid to the Grantee, or the Lead Grantee in case of a consortium, based on actual expenditure incurred, and after the presentation and acceptance by the Board of Management of Eurimages of the annual narrative and financial reports for the Grant implementation.

10. Reporting requirements:

- **narrative reporting** requires a full narrative report on the use made of the grant and a copy of the register of the persons present during each of the activities, including names and signatures of participants;

financial reporting requires in particular a statement in the currency in which the Grant Agreement will be concluded (Euros), in English, stating the payments made for the

implementation of the activities, certified by an auditor, a chartered accountant or a statutory auditor duly enrolled in a national professional body, authorised to practice in the country of establishment of the Grantee (or Lead Grantee in the case of a consortium). Certifying professionals must not have been involved in the development or implementation of the Project. The certification shall be conducted in accordance with the legal and regulatory requirements applicable to the Grantee.

Eurimages reserves the right to ask for copies of the “appropriate original supporting documents” (see below) with, if need be, summary translations into English.

“Appropriate original supporting documents” refers to signed contracts, invoices and acceptances of work (for all transactions), payment authorisation for all transactions should also be provided in case the Grantees use such practice, and reliable evidence of payment (authorised payment orders and bank statements).

As regards consultancy services, presenting “appropriate original supporting documents” requires presentation of evidence of the outputs produced, contracts with experts and consultants containing a specific description of services to be carried out, invoices produced after the works have been performed and delivered (the specialties of the consultants shall correspond to the nature of activities for which they are contracted).

The above descriptions are not comprehensive. Any doubt regarding the interpretation of the notion of “appropriate original supporting documents” should lead the Grantee or the Lead Grantee in case of a consortium to consult the Council of Europe.

V. HOW TO APPLY?

1. Documents to be submitted:

Each proposal shall contain:

- The completed and signed **Application Form** (see **Appendix I**)
- Legal registration documents for the applicant organisation
- Documents supplementing the information of the application form including but not limited to:
 - ✓ Description of the applicant(s) profile (one page)
 - ✓ Description of the project development, implementation, and maintenance: timeline, detailed content of the course, technical proposal for the online learning system
 - ✓ Foreseen evolutions over time of the content of the course and technical capabilities
 - ✓ Potential other partners contributing to the project
 - ✓ Environmental sustainability strategy foreseen in the implementation of the project
 - ✓ Detailed provisional budget and financing plan per year in line with the proposed activities.

Applications that are incomplete will not be considered.

2. Questions

Questions regarding this specific call for proposals must be sent at the latest by 31 January 2024 before the deadline for the submission of proposals, in English or French and shall be exclusively sent to the following address: eurimages.tender@coe.int with the following reference in subject: **Green production e-learning platform**.

3. Deadline for submission

The application form, **completed and signed by all applicants**, together with the supporting documents, must be submitted in electronic form (in PDF) using the following link: **<https://form.typeform.com/to/gkWNYzfc>**.

Applications must be received **before 12 February 2024, 10 am (Paris time)** Applications received after this date and time will not be considered.

4. Change, alteration and modification of the application file

Any change in the format, or any alteration or modification of the original application file, will cause the immediate rejection of the application concerned.

VI. EVALUATION AND SELECTION PROCEDURE

The projects presented will be assessed by an Evaluation Committee composed of staff members of Eurimages or the Council of Europe, of members of the Eurimages Board of Management or of experts in sustainable film production from Eurimages member States.

The procedure shall be based on the underlying principles of grant award procedures, which are transparency, non-retroactivity, non-cumulative awards, not-for-profit, co-financing and non-discrimination, in accordance with [Rule 1374 of 16 December 2015 on the grant award procedures of the Council of Europe](#).

On recommendation of the Evaluation Committee, Eurimages may invite eligible applicants to present and detail their proposal before a final selection is made.

The applicants, and their projects, shall fulfil all the following criteria:

1. Exclusion criteria:

Applicants shall be excluded from the grant award procedure where they or, in the case of legal persons, their owner(s) or executive officer(s):

- a. have been sentenced by final judgment on one or more of the following charges: participation in a criminal organisation, corruption, fraud, money laundering, terrorist financing, terrorist offences or offences linked to terrorist activities, child labour or trafficking in human beings;
- b. 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 are subject to a procedure of the same kind;
- c. have received a judgement with res judicata force, finding an offence that affects their professional integrity or constitutes a serious professional misconduct;
- d. do not comply with their obligations as regards payment of social security contributions, taxes and dues, according to the statutory provisions of the country where they are established;
- e. are an entity created to circumvent tax, social or other legal obligations (empty shell company), have ever created or are in the process of creation of such an entity;
- f. have been involved in mismanagement of the Council of Europe funds or public funds;

- g. are or appear to be in a situation of conflict of interest or a potential conflict of interests;
- h. are retired Council of Europe staff members or are staff members having benefitted from an early departure scheme;
- i. have not fulfilled, in the previous three years, their contractual obligations in the performance of a contract concluded with the Council of Europe leading to a total or partial refusal of payment and/or termination of the contract by the Council of Europe;
- j. are included in the lists of persons or entities subject to restrictive measures applied by the European Union (available at www.sanctionsmap.eu).

By signing the Application Form, applicants shall declare on their honour that they are not in any of the above-mentioned situations (See **Appendix I, Item 12**).

The Council of Europe reserves the right to ask applicants at a later stage to supply the following supporting documents:

- for the items set out in paragraphs a), b), c) and f), an extract from the record of convictions or failing that an equivalent document issued by the competent judicial or administrative authority of the country where the applicant is established, indicating that these requirements are met;
- for the items set out in paragraph d), a certificate issued by the competent authority of the country of establishment.

2. Eligibility criteria:

In order to be eligible for a grant, an applicant must:

- be legally constituted as a non-governmental organisation or as a public or private company in an Eurimages member State or a Council of Europe member State
- have been active for at least 2 years in at least one of the fields related to the project: environmental sustainability, the film and audiovisual sector or training/online learning
- have team members dedicated to this project with a command of French and English of at least level B2 of the Common European Framework of Reference for Languages.
- include an environmental sustainability strategy as part of the project proposal.

Multiple applications are not allowed and shall lead to the exclusion of all applications concerned.

3. Award criteria

Applications will be assessed against the following criteria:

A. References/Track record and experience	45
Experience in the fields related to the project: environmental sustainability, the film and audiovisual sector or online learning	20
Operational, financial, and professional capacity, including staff, to carry out activities described in its project proposal and to maintain its activity throughout the period for which the grant is awarded	20
Previous experience of implementing education or training activities (not necessarily online) in the field of sustainable film production	5
B. Proposal for a Green Production E-learning platform	55
Relevance and quality of the proposal with regard to the content of the course and its potential for evolution	25
Relevance and quality of the proposal with regard to the technical proposal for an online learning system (Learning Management System)	20
Quality, accuracy, clarity, completeness and cost-effectiveness of the application and the estimated budget and of the possible co-financing sources	10
C. Final score = A+B	100

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

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

The selection of the Grantee will be approved by the Eurimages Board of Management on the recommendation of the Evaluation Committee.

VII. NOTIFICATION OF THE DECISION AND SIGNATURE OF GRANT AGREEMENTS

On completion of the selection process, all applicants will be notified in writing of the final decision concerning their respective applications as well as on the next steps to be undertaken.

The selected Grantee will be invited to sign a Grant Agreement (See Appendix III, for information only), formalising their legal commitments. **Potential applicants are strongly advised to read the draft contract, in particular its requirements in terms of payment and reporting.**

VIII. INDICATIVE TIMETABLE

Phases	Indicative timing
Publication of the call	11 December 2023
Deadline for the submission of questions on the call for proposals All questions shall be addressed only to the following email address eurimages.tender@coe.int with the following reference in the subject line: <u>Questions – Green Production E-Learning Platform 2023</u> . Answers to the questions submitted will be sent to all tenderers who have made themselves known.	31 January 2024
Deadline for submitting proposals Proposals shall be submitted exclusively through the following link: https://form.typeform.com/to/gkWNYzfc	12 February 2024, 10 am
Assessment of proposals including: <ul style="list-style-type: none"> • Eligibility check by the Eurimages Secretariat • If appropriate, invitation to eligible applicants to present and detail their proposal • Recommendations for selection by the Evaluation Committee 	18 March 2024
Information to applicants on the results of the award procedure Adoption of the recommendation by the Executive Committee during its meeting at the end of March (exact date tbc)	29 March 2024 (tbc)
Signature of the grant agreements	2 April 2024 (tbc)
Start of implementation period	1 May 2024

This timetable is indicative and subject to changes.

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