

EURIMAGES GUIDELINES ON PATRONAGE (GENDER EQUALITY)

A. PURPOSE:

The purpose of this document is to provide guidance on the procedures for obtaining patronage from Eurimages **in the area of gender equality**.

B. DEFINITIONS:

For the purpose of these guidelines, unless the context clearly indicates otherwise, the following terms shall have the meaning set forth below:

- a) “activity” shall include an event, initiative and/or a project;
- b) “Fund” shall mean Eurimages;
- c) “patronage” is the provision of non-financial support by Eurimages. It entails the use of Eurimages’ logo and name in the applicant’s communication strategy in relation to the approved activity. It may also include in-kind support such as participation of a member of the Eurimages team in the activity;
- d) “person” shall include any individual, firm, company, corporation, association, joint venture or partnership (whether or not having separate legal personality).

C. CRITERIA:

When evaluating a request for patronage, Eurimages will take into consideration the following:

- a) compatibility of the activity with the objectives of the Fund as set out in Resolution (88)15 revised;
- b) pertinence of the activity to the strategies or support schemes of the Fund;
- c) impact on the visibility of the Fund within the film industry;
- d) international nature of the initiative;
- e) track record of the requesting organisation in the area of promoting gender equality **and the added value of the initiative in comparison with existing gender equality projects**.

D. PROCEDURE

1. The applicant (natural or legal person) shall provide the following:
 - a) a detailed description of the activity **clearly explaining how it relates to Eurimages’ gender equality strategy**;
 - b) a clear explanation of how the activity is compatible with the Fund’s objectives and its potential to enhance the visibility of the Fund;
 - c) company profile and/or professional bio of the applicant **and track record in the area of gender equality**;

Where necessary, the Fund’s secretariat reserves the right to request further information from the applicant.

2. After assessing the request, the Fund's secretariat shall present to the Board of Management a recommendation to approve or disapprove the request for patronage. The final decision will be taken by the Board of Management at its discretion, in the light of the criteria mentioned above.
3. If an application is successful, the applicant shall be notified (by e-mail or letter) of the decision taken by the Board of Management.
4. Being a past recipient of patronage from the Fund in no way guarantees or suggests that such recipient will be successful in seeking subsequent patronage.