

Call for a movie project

“The South Baltic Programme in moving images”

Terms of Reference

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1. Background and aim of the movie project

Bringing together more than 430 partners from the participating regions in Denmark, Germany, Lithuania, Poland and Sweden, the South Baltic Programme 2007-2013 has been co-financing the implementation of 69 cross-border cooperation projects since 2008, successfully building more than 100 partnerships, networks and clusters across the shores of the South Baltic. From multimodal cross-border tickets to innovative technologies for counteracting eutrophication, more than 600 innovative solutions, tools and concepts have so far been developed. Such projects have allowed the funded partnerships to translate the two Programme priorities of economic competitiveness and attractiveness & common identity into concrete action for the benefit of South Baltic citizens, companies and the environment. The Joint Secretariat has compiled all relevant results developed and tested between 2007 and 2013 under the following thematic fields:

- Business development
- Environmental solutions
- Transport development
- Tourism development
- Labour and skills development

The aim of the South Baltic movie project is to strengthen this capitalisation and leverage effect. Using the power of moving images and television to present selected project results in an appealing and innovative way, the movie shall thus increase the number of potential beneficiaries and end-users.

Another goal is to effectively disseminate the Programme's rich portfolio of solutions and good practices, thus encouraging their use and uptake beyond the funded partnerships while avoiding their filing and archiving in closed shelves.

2. Production and distribution

2.1 Content focus

An insight into selected thematic results, good practices and solutions from the current generation of South Baltic projects shall be placed at the heart of the movie, emphasising their benefit and transferability for communities within and even beyond the Programme area. In order to make a transition between the current and the new programming periods, results and solutions which already contribute to the new Programme's vision of blue and green growth through cooperation should be considered when deciding on the content of the movie. Beyond that, the responsible partners may propose to accompany the movie's focus on thematic results with additional angles such as the Programme's contribution to the implementation of the EU Strategy for the Baltic Sea Region (EUSBSR), key factors for successful project implementation and/or the value of people-to-people contacts across borders.

Regardless of the size and geographical scope of the project partnership, the movie must evenly present project results, good practices and/or regional portraits **from all five Member States**, to be ensured through the active participation of the Joint Secretariat in the implementation of the project.

2.2 Outputs

The main goal of the movie project is to develop easily distributable audiovisual contents for result capitalisation. The development process entails the following outputs:

- movie synopsis – a brief outline of the concept and main messages
- treatment / scriptment – a detailed description of individual scenes and events. The treatment / scriptment can include information about directorial and artistic style, character interactions, dialogue, voice over, etc.

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- Distributable high-definition audiovisual contents with total length of ca. 45 minutes for different use: TV broadcast, webcast, DVD, Blu-ray
- DVD / Blu-ray demo copies for the Joint Secretariat and TV broadcast outlets
- Decorative promotion: DVD / Blu-ray boxes and inlays with pictures and brief synopsis in English, Danish, German, Lithuanian, Polish and Swedish for the Joint Secretariat and TV broadcast outlets. At least three copies shall be secured for the Joint Secretariat.

The active involvement of the Joint Secretariat in the development steps above including preproduction, production, post-production and distribution shall ensure compliance with the aim of the movie project.

2.3 Distribution

In order to reach the broadest possible audience, broadcasting of the movie in local, regional, national and/or European television shall be envisaged. An appropriate form of cooperation with broadcasters shall be identified avoiding the classical purchase of advertising time. To ensure editorial flexibility, different versions of the movie project could be envisaged, for instance a short teaser (up to 1 minute) a trailer with main messages (ca. 3 minutes), detachable episodes with opening and closing credits each (ca. 7 minutes each) and/or a full version (ca. 45 minutes, e.g. 6 episodes assembled).

To customise the project to local, regional and national editorial needs, a voice-over channel or subtitles in the respective languages (English as well as the five national languages of the Programme area) shall be considered.

2.4 Credits and intellectual property

- i) The South Baltic Programme and its European Union affiliation must be properly listed in the credits of all distribution versions: teaser, trailer, detachable episodes and full version by means of logos and textual references as stipulated in the Programme Manual. In addition, the following disclaimer shall be listed in the credits: "The contents of the movie are the sole responsibility of the [PROJECT PARTNERS] and can in no way be taken to reflect the views of the European Union"
- ii) Oral reference to South Baltic projects, the South Baltic Programme and the European Union must be ensured, e.g. by means of narration script or interviews with end users.
- iii) All audiovisual contents of the movie must be royalty-free. Infringement of the intellectual property of third parties is inadmissible.
- iv) The partnership cannot make use of any audiovisual contents created within the project for commercial purposes.
- v) TV broadcast outlets shall be granted a non-exclusive license to broadcast the contents from the partnership
- vi) The South Baltic Programme bodies shall obtain the right for unlimited use and distribution of all audiovisual contents created within the project.

3. Framework conditions

3.1 Implementing partners

The project should be jointly implemented by at least two partners from two different South Baltic Member States, i.e. Denmark, Germany, Lithuania, Poland, Sweden.

The partnership shall follow the Lead Beneficiary principle. The Lead Beneficiary takes the overall responsibility for project implementation.

Under the South Baltic Programme, the Lead Beneficiary must be either a national, regional or local authority or their association, or an institution that will need to provide evidence that:

- it is established under public or private law for the specific purpose of meeting needs in the general interest, not having an industrial or commercial character,
- it has legal personality, and
- it is financed, for the most part, by the State, regional or local authorities, or other bodies governed by public law; or subject to management supervision by those bodies; or having an administrative, managerial or supervisory board, more than half of whose members are appointed by the State, regional or local authorities, or by other bodies governed by public law.

Bodies governed by public law and established under private law fulfilling the conditions listed above can act as Lead Beneficiary only if their financial and organisational capacity allows that. The ability of a potential Lead Beneficiary to pay back the Programme immediately when an irregularity in expenditure is detected must be ensured.

Partners must be either a national (governmental), regional or local authority or their association, or an institution that will need to provide evidence that:

- it is established under public or private law for the specific purpose of meeting needs in the general interest, not having an industrial or commercial character,
- it has legal personality.

The Lead Beneficiary and Partners have to be located in the South Baltic Programme's eligible area (decisive is the legal address of the organisation). Exceptions are (self-) governmental organisations that are located outside the eligible area but have a branch office in the eligible area (e.g. Marshal's Office of Warmia-Mazury).

Furthermore, due to the risk of late reimbursement in 2018 (see section 4.5), the capacity of the Lead Beneficiary and all Project Partners to pre-finance all project-related costs shall be ensured.

3.2 Proposal submission

The Lead Applicant (later Lead Beneficiary provided that the project is approved) should submit a concept note on behalf of the partnership with the following information:

- Short outline of the concept for the movie implementation including information about contents and form (main messages, directorial and artistic style, format, filming and editing techniques, etc.).
- Short outline of the timeframe for implementation
- Short outline of the plan to secure TV broadcasts through local, regional, national and/or European media outlets
- Simple indicative budget plan breaking down the budget lines *staff, travel and accommodation, external expertise* as well as partner budgets, ERDF allocation and partner co-financing contribution (see section 4.1).
- Short description of the project consortium, giving the institutional background and a brief motivation of the partners to apply.

A concept note template is available on the Programme website at <http://www.southbaltic.eu>

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The concept note has to be filled in English, the official and working language of the Programme. Applications submitted in another language will not be considered.

The following documents have to be submitted to the e-mail address: application@southbaltic.eu:

- An electronic version of the concept note (word file)
- A scanned version of the concept note with the signed Lead Applicant's declaration

Documents must be submitted **until 1 June 2015, 4.00 p. m. CET** (UTC+2) at the latest. Applications delivered after the deadline will not be considered.

3.3 Selection criteria

The selection is based on the results of a formal and eligibility assessment as well as a quality assessment, which is carried out by the Joint Secretariat (JS).

i) Formal and eligibility assessment:

- delivery of the concept note within the given timeframe and format (both electronic as well as signed and scanned version);
- fulfilment of the partnership requirements (incl. eligibility of partners, minimum two partners from two programme countries);

ii) quality assessment:

- creative and appealing movie concept with journalistically and aesthetically valuable contents
- reliable TV broadcast acquisition plan and outreach (local vs. Europe-wide broadcasting)
- cost-efficiency of the budget against the planned concept (value for money).

The decision on the approval of the submitted proposals is expected in June 2015. The JS will publish information about the outcome on the Programme website at www.southbaltic.eu

4. Financial conditions

4.1 Budget

The gross budget for implementation of the project shall not exceed EUR 100 000.

Depending on the location, the South Baltic Programme provides different co-financing rates from the European Regional Development Fund (ERDF) for organisations participating in projects:

- Partners from Poland, Lithuania and Germany can receive up to 85% of ERDF co-financing,
- Partners from Denmark and Sweden can receive up to 75% of ERDF co-financing.

The organisations implementing the project are expected to complement their grants with own contributions. These contributions must not come from other EU sources.

4.2 Subsidy Contract

After project approval, the Lead Beneficiary is obliged to sign the Subsidy Contract in order to receive subsidy from the European Regional Development Fund. The Joint Secretariat is responsible for contacting the project as soon as the requirements necessary to sign a contract are met.

The Subsidy Contract is signed between the Polish Ministry of Infrastructure and Development (acting as the Managing Authority for the Programme) and the Lead Beneficiary of the approved project. The contract confirms the final allocation of EU grants to the project and forms a legal and financial framework for the implementation of the project activities. In particular, the contract sets down the mutual liabilities and rights of the contracting

parties with regards to payment of grants, monitoring and reporting, recovery of funds, control and audit system of the project.

4.3 Reporting

The Lead Beneficiary of the movie project is requested to submit only one report (Final Progress Report) after the implementation of the project is finalised. Along with the report, the partnership is obliged to deliver the distributable audiovisual contents (digital versions and at least three DVD / Blu-ray copies including teaser, trailer, detachable episodes and full version) as well as the schedule for secured TV broadcasts.

Detailed description of the reporting requirements is included in the Chapter 10 of the Programme Manual.

4.4 Audit and control

All projects are obliged to follow the rules of the South Baltic Programme 2007 - 2013. All reported costs are subject to control according to the eligibility rules specified in the Programme Manual (Chapter 11).

4.5 Reimbursement of costs

As stipulated in Article 79 of the Council Regulation (EC) No 1083/2006, the total of pre-financing and interim payments made to the Programme account by the European Commission (EC) shall not exceed 95% of the approved total Programme budget. The remaining 5% will only be paid by the Commission upon receipt and verification of the Programme's final report, statement of expenditure and final claim. The final claim will be submitted to the EC in March 2017 the latest. However, as the EC has up to one year to approve the submitted documents, the remaining 5% might only be paid to the Programme account in March 2018.

As a consequence, there is a high risk that the above described rules and deadlines may lead to the situation that the movie project costs will only be reimbursed in 2018.

4.6 Duration and eligibility of costs

Funding is granted for a period lasting up to 4 months (implementation phase: July 2015 – October 2015). In addition, the partnership will be given additional time for managing tasks related to the conclusion of a subsidy contract (contracting phase: June 2015) as well as two months for the compilation and submission of the final report (closure phase: November – December 2015).

The eligibility of implementation costs starts on the first working day after the project approval and ends on the last day of the implementation phase. Nevertheless, all incurred costs related to the project can be paid by project partners until the last day of the closure phase, but not later than until 31 December 2015. **The final eligibility of costs ends on 31 December 2015. No expenditures paid by the project partners after this deadline are to be considered eligible.**

If necessary, the submission of the final report can be extended to January 2016, however, the eligibility timeframe above remains valid.

Contracting phase	Implementation phase	Closure phase
June 2015	July – October 2015	November – December 2015

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Only three budget lines shall be applicable:

- Staff
- Travel and accommodation
- External expertise and services (e.g. production company, FLC costs, etc.)

5. Timeframe summary

Timeframe	Date
Announcement of the movie call	24.04.2015
Deadline for the submission of proposals	1 June 2015, 4.00 p. m. CET (UTC+2)
Assessment of the submitted proposals	June 2015
Conclusion of the subsidy contracts	June 2015
Production (and subsequent release)	01.07.2015 – 30.10.2015
Final report to be delivered to the JS	December 2015/January 2016
Reimbursement of costs	see section 4.5