

Result of the process process following Call for Proposals EAC/03/2003

Measures to support the participation of European works and professionals in film festivals organised in third countries

Deadline: 12/5/2003

PROGRAMME MEDIA Plus

**Sélection suite à l'Appel à Propositions EAC/03/2003
Soutien à la participation d'oeuvres européennes et de professionnels
européens
dans les Festivals de films organisés dans les Pays Tiers
Date limite 12/5/2003**

Référence	Bénéficiaire	Evènement	Contribution proposée (en €)	% du financement
0303-PR01-1001-BE	European Film Festivals Coordination (Brussels)	Action 1 & 2 worldwide	250.000,00	50,00 %
0303-PR01-1003-DE	European Film Promotion (Hamburg)	Action 2 worldwide	210.000,00	50,00 %
0303-PR01-1002-FR	Europa Cinémas (Paris)	Action 3 worldwide	250.000,00	50,00 %

0303-PR01-1006-IT	Istituto Internacional del Cinema Latino (Rome)	Action 1, 2 & 3 in Latin America	90.000,00	50,00 %
TOTAL			800.000,00	

SHORT DESCRIPTION OF THE PROJECT NUMBER 0303-PR01-1001-BE

Applicant : Coordination Européenne des Festivals de Cinéma (CEFC)

1-Description of the project:

The Coordination of European Film Festival (CEFC) has applied for actions 1 and 2 and aims at establishing a support service for all Festival organisers around the world interested in enhancing the participation of European Films. It will additionally organise a package containing 8 films, with a view to screen them in festivals located in two different geographical areas: CEI – Balkans & Turkey and South Asia. No films included in the package can be screened 18 months after its first release. The package should contain a majority of films which have already received an award at least at a national and european level (Film Festival Award, or national Academy award, EFA, MELIES, etc...). Each selected festival shall screen at least 3 European films from the package.

In addition, 2 training sessions shall take place in locations and around themes to be yet determined. A programme of 8 staff exchanges is also planned. Furthermore, the CEFC will put in place a data base of European films, in collaboration with the other beneficiary EFP. Finally, a total of seven Round Tables shall be organised at the occasion of selected Festivals.

The festivals are selected with a minimum of films programmed, a minimum number of professionals and a minimum of attendance. The list of the FF targeted is:

- For Action 1 (advice and assistance in the programming of European films, submission of package of films, meetings organised or staff exchange) :

- Module 1 and/or 2: Manaki Brothers FF (Macedonia), Sarajevo FF (Bosnia), IFF of New Film Split (Croatia), FF of Wheels - Ankara (Turkey), Dakino - Bucarest (Romania), IFF of Belgrade (Serbia), Mumbai, New Delhi, Madras, and Calcutta (India), Jakarta IFF (Indonesia), EFF Colombo (Sri Lanka), Dhaka (Bangladesh);

- Module 3: Mar del Plata IFF (Argentina), Cairo IFF (Egypt), IFF Saint-Petersburg (Russia), Hong Kong IFF (Hong-Kong), International of New Latin American Cinema (Havana - Cuba), Mumbai FRAME (India), Istanbul-TIFIC (Turkey).

- For Action 2 (support for translation, transport and promotion of European films screened), the list of FF targeted is: IFF of St-Petersburg (Russia), FAJR Teheran (Iran), Muestra del Guadalaraja (Mexico), IF of Havana (Cuba), IF of Singapore.

The selection of the package of European films will be entirely under the responsibility of the EFC.

2 -Project details:

Name of the project:

Actions 1 & 2

Action 1: Integrated Services to festivals

Module 1 : Advice and Assistance in the programming of European films at festivals in third countries

Module 2 : Pre-programmed model festival packages of European films at festivals in third countries

Module 3 : Round Tables and meetings of professionals

Action 2: Promotion of the participation of European films (at festivals in third countries)

Territory:

Action 1 : Module 1 & 2: Balkans, Turkey, CEI, Asia /
Module 3 : India (Mumbai), Argentina, Egypt (Cairo), Russia
(St Petersburg), Cuba, Hong-Kong, Turkey (Istanbul).
Action 2 : Russia (St Petersburg), Teheran (Iran), Mexico
(Guadalaraja), Cuba (Havana), Singapore.

3 -Time table of the project:

Period of the project:

From 01/09/03 to 31/12/2004

SHORT DESCRIPTION OF THE PROJECT NUMBER 0303-PR01-1003-DE

Applicant : European Film Promotion e.V. (EFP)

1-Description of the project:

Application from the consortium of national and regional European Film Promotion Agencies to mount promotional activities in support of selected European films at ten leading World Festivals. The consortium is made up of the national promotion agencies from 21 countries. The festivals have been chosen for their regional importance and international profile. They are Buenos Aires, Shanghai, Moscow, Rio de Janeiro & Pusan in a first priority, and Sundance and Tokyo as second priority. Applicant proposes to work directly in partnership with the Festivals, providing a range of support services for European films selected at the festivals. Key aspects involve the provision of financial support for print production and transport, dubbing and sub-titling, production and publication of promotional and advertising materials, public relations events and the travel and subsistence of professionals.

European Film Promotion has an established structure which carries out specific actions in support of the activities of their members at some of the identified festivals and other members have been regular attendees at the remaining festivals. They aim to work through the development of direct relationships between EFP and the festivals selected in order to promote the selection of European films by these festivals. They plan to offer the festivals the incentive of financial support for the prints together with the presence of talent associated with the films and a complimentary promotion plan. They plan to concentrate mostly on working with the Sales Agents for the selected films in order to deliver the support proposed to the films and related professional talent.

2 -Project details:

Name of the project: **Action 2** : Promotion of the participation of European films
(at festivals in third countries)

Territory: Argentina (Buenos Aires), China (Shanghai), Russia
(Moscow), Brazil (Rio de Janeiro), South Korea (Pusan),
USA (Sundance), Japan (Tokyo)

3 -Time table of the project:

Period of the project: From 01/11/03 to 31/12/2004

SHORT DESCRIPTION OF THE PROJECT NUMBER 0303-PR01-1002-FR

Applicant : EUROPA CINEMAS

1-Description of the project:

The applicant has proposed two different schemes in support of the European films. The first scheme comprises a support for distribution of European films in third countries : The distributors who engage in the distribution of European films successfully presented at the Festivals supported within the framework of Action 1 and 2 of this Call, shall submit applications including the usual company details and the distribution plan for the film with budget etc. After a selection process, contracts will be awarded to the successful applicants. Upon completion of the distribution of the projects selected, Europa Cinemas will assess the file and make payment on the basis of invoices up to the maximum of 50% of the eligible costs, such as print traffic, production of copies, subtitling or dubbing costs etc.... In keeping with the guidelines, the acquisition costs for the film are strictly excluded.

The second scheme proposed by the applicant comprises a support for screening of European films in cinemas in third countries. Europa cinemas proposes to reimburse part of the costs paid by the cinema owner for a first period of screenings of the films presented in the Festivals having been supported by Actions 1 or 2 and bought by local distributors. The final amount to be paid will be directly linked to the number of entries achieved by the European film and the revenues paid to the distributor from the exploitation of the film. Europa Cinemas proposes to reimburse the exhibitor an amount equivalent to 0.5 €per entry and per screen, with a limit of 1000 €per film and per screen. The exhibitors are supposed to supply details of the plans and programming schedule and will receive an agreement with Europa cinemas, stipulating the objectives regarding programming of European films in their cinemas.

Europa Cinemas' efforts will be directed at the promotion of selected films presented during the Action 1 and 2 of this scheme, which are carried out by the other successful applicants.

2 -Project details:

Name of the project: **Action 3** : Follow-up measures

Territory: Latin America, South-East Asia, Balkans, Eastern Europe

3 -Time table of the project:

Period of the project: From 01/10/03 to 31/12/2004

SHORT DESCRIPTION OF THE PROJECT NUMBER 0303-PR01-1006-IT

Applicant : Istituto Internazionale per il Cinema e l'Audiovisivo dei Paesi Latini (EUAMLATICINE)

1-Description of the project:

The aim of this association is to promote exchange of the audiovisual production mostly between European countries and South America, but also with Latin language regions of the American Continent (from Caribbean, Canada and United States). EuAmLatiCine aims at integrating in this project the three action lines in order to achieve the commercialisation of the European Films promoted in the territories concerned. Film Festivals targeted are in Latin America with specific attention to Brazil, Colombia and the "Cono Sur". The selection of films submitted to film festivals will be done with the help of European institution such as ARP, Producers Club, AIDAA, and mostly EFCA, in order to establish a list of film candidates for the action proposed. AuAmLatiCine are expecting EFCA to bring them the commercial knowledge to identify potential market for distribution and film candidates.

A financial support for the transport of copies, subtitles, and promotion costs will be brought to host festivals, but also to the distributors in the frame of the action 3. In order to increase the chance to distribute the films screened in different Festivals, specific actions will be taken at local level with the local distributors.

2 -Project details:

Name of the project: **Actions 1, 2 & 3**
Action 1: Integrated Services to festivals
Module 1 : Advice and Assistance in the programming of European films at festivals in Latin America
Module 2 : Pre-programmed model festival packages of European films at festivals in the Cono Sur and Colombia
Module 3 : Round Tables and meetings of professionals
Action 2: Promotion of the participation of European films at International festivals in Brazil and Cono Sur
Action 3 : Follow-up measures in Brazil and, secondly, within the Cono Sur and Colombia

Territory: Latin America

3 -Time table of the project:

Period of the project: From 01/07/03 to 31/12/2004