



CANADA-IRELAND CO-DEVELOPMENT INCENTIVE FOR AUDIO-VISUAL PROJECTS 2018

Applicant Guidelines

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Guidelines for Canada-Ireland Co-Development Incentive for Audio-Visual Projects 2018

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Introduction

The Canada-Ireland Co-Development Incentive (“the **Incentive**”) is a collaboration between the Canada Media Fund (**CMF** or “**Party**”) and the Broadcasting Authority of Ireland (**BAI** or “**Party**”) (the CMF and BAI, collectively the “**Parties**”) to fund the co-development of eligible audio-visual projects between producers from Canada and Ireland.

It is the intent of the Parties to partner on this Incentive for a period of 3 years (2017 to 2019). The CMF and BAI reserve the right to modify these Guidelines for the 2019 iteration of the Incentive.

The total amount of funding available through the Incentive for the 3-year period is CDN \$600,000 (approximately €410,000) with CDN\$300,000 (approximately €210,000) contributed by each of the CMF and BAI. Amount available for each year of the Incentive will be CDN \$200,000 (approximately €137,000) with CDN\$100,000 (approximately €70,000) contributed by each of the CMF and BAI. Such funding will take the form of a repayable advance.

To be considered for funding through the Incentive, projects must comply with both Parties’ general funding criteria, with the CMF determining eligibility for the Canadian portion of a project and BAI determining eligibility for the Irish portion of the project. Projects will be evaluated and chosen by a committee comprised of representatives from each of the CMF and BAI through a selective process (using the Evaluation Criteria listed below). It is important for Applicants to note that eligibility to or financing through the Incentive does not guarantee the Applicant eligibility or financing for further CMF or BAI funding in development or in production.

The total maximum contribution for each project funded through the Incentive shall be CDN \$50,000 (approximately €35,000), consisting of (a) a CMF contribution which shall not exceed 75% of the Canadian development budget and (b) a BAI contribution which shall not exceed 95% of the Irish development budget.

The total contribution from each of the CMF and BAI for each project will be determined on a case-by-case basis.

While the ownership, financial control and creative contributions shall be determined in the co-development agreement between the applicable international co-producers, the minimum minority co-producer share shall not be less than 20%. As a general guideline, the CMF and BAI encourage that such elements be proportional to each Party’s respective funding contributions.

Project Eligibility

Eligible projects must meet the following criteria:

- Is primarily a television project (digital media extensions that relate to the television project and that are meant for non-linear platforms will be considered as eligible costs in the budget);
- Be one of the following formats – drama, documentary, animation, entertainment or education¹;
- Fulfil (i) the themes and objectives of the BAI's Sound and Vision Scheme; and (ii) the mandate and vision of the CMF;
- Involve at least one Canadian producer (eligible under CMF criteria) and one Qualifying producer (eligible under the BAI's Sound & Vision Scheme);
- Comply with the rules of the Agreement on Film and Video Relations between the Government of Canada and the Government of Ireland, 1989;
- Be a new project. For clarity, projects will be ineligible and unable to apply to the Fund if:
 - The project has previously been awarded financial support for audio-visual production from any European, national, or regional fund; or previously received financing from the CMF;
- The project must be supported by an eligible Canadian² and an eligible Irish broadcaster³ through a Letter of Commitment. However, such Letter of Commitment is not mandatory at application stage but will be required for selected projects before any contracts are signed or funding released. The Letter of Commitment must include a Development Fee of 10% of the development budget by an eligible Canadian broadcaster for the Canadian share of the budget. It is open to the eligible Irish broadcaster to include a development fee of up to 10% of the development budget for the Irish share of the budget. Confirmation of this commitment should be included in the Broadcaster Letter of Commitment.

Ineligible projects include:

- live recordings, TV games, talk shows, reality shows or teaching and 'how-to' programs to be shown directly in schools;
- documentaries promoting tourism, "making-of", reports, news and current affairs programs and "docu-soaps";
- projects including pornographic or racist material or advocating violence;
- works of a promotional nature;
- institutional productions to promote a specific organisation or its activities;
- any other genres of programming listed in section 3.2.TV.2 of the 2018-2019 CMF's Performance Envelope Program.

Application Process

Key dates for 2018

Launch of the Incentive:	July 18, 2018
Deadline to apply:	September 28, 2018 by 12:00 noon local time
Decisions announced to applicants:	November 2018

No additional material can be submitted after the deadline. Projects for funding will be selected by according to the Evaluation Criteria set out below. Applicants will be notified by the BAI and CMF as relevant.

¹ Educational programming that is solely curriculum-based or developed directly for schools is ineligible.

² Eligible **Canadian** broadcaster is a broadcaster, public or private, licensed to operate by the Canadian Radio-television and Telecommunications Commission (CRTC).

³ Eligible **Irish** broadcaster means a free television service which provides near universal coverage to the State; or on an appropriate network provider, as defined in Section 77(1)3 of the Broadcasting Act 2009; or MMD system as part of a community content provision contract under Section 72 of the Broadcasting Act 2009.

Important Information and Required Documentation

- Applications must be submitted according to the deadlines published above and on the Parties' websites and in accordance with the stipulations noted in the application form;
- The project must be submitted in (a) English or Irish in Ireland and in (b) English or French in Canada;
- Only recent costs (i.e. costs incurred up to 6 months prior to application) will be considered eligible costs under the Incentive. However, the cost related to the acquisition of author right is eligible retroactively for a period of 12 months preceding the date of the submission;
- Each co-producer will be responsible to submit the complete application to the authority (CMF or BAI) of its own country. The same set of documents must be submitted by each co-producer and the application form must be signed by all co-producers.

Applications must include the following Administrative information:

- A list of the films/ audio-visual projects produced by the Irish company/ies;
- A list of the films/ audio-visual projects produced by the Canadian company/ies;
- The deal memo or the co-development agreement;
- Contracts proving the acquisition of necessary rights (e.g. option contract, script writer's contract, etc.);
- Calendar on project development stages;
- Development budget;
- Development financing plan;
- Details on the proposed eligible broadcasters that meet the criteria described above.

Applications must include the following Creative information:

- CV of screen writer(s) and, if already selected, the director;
- Script writer's notes;
- Director's notes (if applicable);
- Producer's notes;
- Brief project summary (maximum 5 pages);
- Treatment (maximum 20 pages);
- A document explaining the stage at which the project has reached as of the date of this application and identify its needs in terms of development (max 600 words);
- A document describing the envisaged activities during the development of the project including the schedule until the start of production (e.g. schedule and timeline, scriptwriting, script editing, research work, director recruitment, proposed casting/casting methods, proposed locations/ location scouting) (max 600 words);
- A document describing the financing strategy envisaged for the production of the submitted project and a preliminary/proposed finance plan, including, if relevant, suitable potential partners (applicants will not be bound by proposals submitted at application stage).

The Parties reserve the right to require other documentation from applicants for the completion of the assessment of the project.

Canadian Producers should submit the complete application via <https://telefilm.ca/en/log-in>.

Irish producers should submit the complete application at www.baionline.ie.

All successful applicants must enter into contracts with the BAI and CMF within 6 months of the offer of funding.

IMPORTANT ADDITIONAL GUIDANCE: APPLYING ONLINE

All applicants should read this Guidance before submitting the application form through www.baionline.ie (hereafter "BAIonline"). The official application form can be downloaded from www.bai.ie or BAIonline.

PLEASE NOTE The application form is the main document which should be completed and uploaded to BAIonline. The BAIonline System is set up primarily for applications for production funding and therefore at the initial application page a number of headings do not directly correlate with the official Application form for this scheme. Applicants need to follow the information below when creating a new application online.

BAI Online: Guidance for Creating an Application

- BAI online: **Programme Pitch** – Please provide short description of the proposal. Maximum 250 words.
- BAI online: **Contractor** – Please provide Irish applicant company name.
- BAI online: **Genre** – Please note the entry you selected on the paper form under genre and choose the closest description to that from the drop-down list online.
- BAI online: **Theme** – On the application form this list is titled **'Criteria for Eligible Projects'** and includes three options. Please note the entry you selected on the paper form under criteria and choose the closest description to that from the drop-down list online.
- BAI online: **Format** – This is labelled **'Genre'** on the application form and includes four options. Please note the entry you selected on the paper form under genre and choose the closest description to that from the drop-down list online.
- **How does the project deal with themes?** Please briefly describe how the **theme/criteria selected** is met in the proposal.
- **Does the project meet the low budget criteria?** Please select Yes.
- BAI online: **Financial Details** – Please include total project costs (Ireland and Canada combined). However, under **funding requested** please enter funds applied for to BAI only.
- BAI online: **Production Schedule** – Please provide the Development Schedule.
- BAI online: **Tick boxes** – All fields are mandatory. Please read references to production as references to development.

Evaluation criteria

Projects will be evaluated by representatives of the CMF and BAI based on the following criteria:

- Cultural value of the project
- Originality and creativity of the proposal;
- Blending of Ireland and Canada cultural concepts in a way that engages audiences from both territories and beyond;
- Representation of (i) the themes of Irish culture, heritage and experience; adult or media literacy; or public awareness and understanding of global issues impacting on the Irish State and other countries or any of these in the Irish language; and (ii) the CMF's mandate (to foster, promote, develop and finance the production of Canadian content and relevant applications for all audio-visual platforms) and vision (to give Canadian and world audiences access to innovative, successful Canadian television and digital content on all platforms);
- Target audience;
- Potential for the project to reach Canadian, Irish and international audiences;
- Track record, experience and achievements of the creative team;
- The extent to which the creative team includes women in a leadership role;
- Track record, experience and achievements of the production company;
- Feasibility of the project;
- Feasibility of the development financial plan, including confirmation of 3rd-parties' support, if any;
- Realism of the agenda/timeline of the project.

Payment procedures

The repayable advance will be paid in two instalments: 70% after signature of the funding agreement; 30% after the submission and approval of the final version of the treatment, and final expenses report. If the eligible costs actually incurred by the applicant during the development phase are lower than anticipated, CMF and BAI will calculate the amount of funding on the actual costs, and the beneficiary will, where applicable, be required to repay any excess amounts already paid.

Contacts for the program

For the Canada Media Fund, in Canada:

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For the BAI, in Ireland:

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Please note: these Guidelines may be changed or modified as required, without notice. Please consult the CMF website at www.cmf-fmc.ca and www.bai.ie for the latest Guideline news and documentation.