Guide
S&V4
Climate Change &
Climate Action (Round 44)

All applicants should read this *Guide for Applicants ("*Guide") before completing an official application form and submitting it on www.baionline.ie (hereafter "BAIonline"). The official application form can be downloaded from BAIonline or www.bai.ie.

The Guide details information that must be provided as part of an application. The BAI reserves the right to correct or clarify any part of this Guide. In the event that this Guide is altered or revised, an updated version will be made available on the BAI's website www.bai.ie and on BAIonline and identified by the month and year it was published. **Applicants are responsible for ensuring that they are using the current versions of the Guide and application form.**

For all queries regarding the Guide please contact the BAI at:

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E: info@bai.ie

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        2-5 Warrington Place

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        Ireland

Potential applicants who are not familiar with the application process should note that applications must be made online. The BAI has issued guidance to assist potential applicants with the online application system, BAIonline.ie and would strongly encourage potential applicants to read these guidelines and familiarise themselves with the requirements of the online system, including the requirement to be a registered user prior to making an application online.

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1. Introduction

Global issues

The purpose of this funding initiative further to Sound & Vision 4 is to facilitate eligible applicants to develop new programmes focused on **Climate Change and Climate Action**, which will, educate, motivate and empower Irish viewers and listeners to build knowledge, skills, attitudes and values necessary to actively adopt sustainable climate actions to respond to the challenges of climate change.

Sound and Vision 4 ("SV4") is a funding scheme for television and radio programmes and developing broadcasting, established under the provisions of the Broadcasting Act 2009 ("the Act"). Among other things section 154(1)(c) of the Act provides for the funding of new programmes which raise awareness and understanding of global issues impacting on the State and countries other than the State.

With the agreement of the Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media, the Climate Action Plan 2021 contains a specific action to provide financial support for a funding round further to SV4. The Climate Action Plan was published by the Minister for the Environment, Climate and Communications, Minister Eamon Ryan, T.D., which sets out *Ireland's roadmap to becoming a climate neutral economy and resilient society by 2050 (refer to Climate Action Plan 2021).*

National Dialogue on Climate Action

This specific funding action is an initiative further to the National Dialogue on Climate Action (NDCA)[1]. The purpose of the NDCA is to create a comprehensive structure to support widespread public and stakeholder engagement on climate change, empower people across all of society to adopt more sustainable behaviours, and be a vehicle to facilitate public participation in Ireland's Climate Action Plan. The ongoing work of the NDCA is underpinned by three key objectives:

1. Improving climate literacy by creating awareness about, and promoting understanding of, climate change;
2. Funding, supporting and enabling active engagement in climate action at a local and national level, conducting public consultations, and promoting self-efficacy by empowering the public to adopt more sustainable behaviours;
3. Capturing insights from engagement activities and conducting social and behavioural research to measure behavioural change and provide an evidence base to inform the Climate Action Plan and sectoral climate policies.

Public Need

In this context, and in line with the statutory requirements, which are embedded in the Authority's Strategy Statement, the objective of this funding initiative is to serve a public need for listeners and viewers to Irish licensed broadcasters at a national, regional and local level, acknowledging the important role that such national, regional and local broadcasters have and expertly fulfil in being a source of trusted information for their listeners and viewers, particularly in critical matters such as the global climate crisis. The broadcast content aired by these stations is unique in bringing local, regional and national perspectives to a global issue.

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[1] Refer Section 8 of CAP2021

Broadcast Media

Both the independent production and Irish broadcasting sectors have the opportunity to play an important role in prioritising climate literacy, connecting with, and inspiring, audiences to make 'behavioural changes through new and diverse programme content focused on climate change and climate action.

There is also the opportunity for both sectors to collaborate with each other and with climate experts to identify the key climate challenges particular to a local, or regional, or national area and the associated behavioural changes. There is also the opportunity to target specific demographics, including children and youth, and to be inclusive, for example, of rural/urban/coastal/socio-economic/minority groups.

Both sectors also have the opportunity to lead by example and adopt climate- neutral/climate-friendly/low-emission production values in project planning and delivery.

2. Aims and Objectives of the Climate Change & Climate Action Funding Initiative

The aims of the funding initiative are to:

- **Climate Literacy - Enhance Social Understanding of Climate Change leading to Climate Action/s among audiences:** Offer the independent production and Irish broadcasting sectors the opportunity to provide new programming that will enhance listeners and viewers understanding of Climate Change leading to Climate Action/s among audiences in this time of global climate crisis.

  The programming should move beyond raising awareness of climate change. The content should focus on educating, encouraging and facilitating the changes we urgently need across Irish society to address the climate challenges; impact/s on the target audience/s should be integral to the programme proposal. Some useful questions to ask:

  - *What systemic, lifestyle and/or behavioural changes will your programme proposal bring about? or*
  - *How will your proposed programme inspire and empower audiences? or*
  - *How will the proposed programme/s bring a new understanding of the challenges and opportunities arising from the climate crisis and/or result in new behaviours among Irish audiences that help to address climate change?*
  - *How will your proposed programme impact a sufficient number of listeners or viewers to achieve the aim of this funding initiative of reaching high numbers of people through this round if it is to contribute to societal change?*

- **Inclusion - Enhance Social Justice and Inclusion in the transition to a - sustainable, climate-neutral economy:** core to the just transition is real democracy in which communities, including young people and minorities, can actively contribute and influence the decisions that affect their daily lives.

- **Outputs & Outcomes/Impacts - Capture Media Metrics and Indicators:** Capturing data and reporting on the impact/s of the programming on climate change understanding, willingness to take action and associated sustainable behavioural change/s among audiences. A report on the outputs and associated outcomes of this funding initiative will be collated for the purposes of updating the activities of the NDCA action plan.

3. Round 44 & SV4

The purpose of this document ("the Guide") is to provide applicants and potential applicants to Round 44 of Sound & Vision 4 ("the Scheme") with guidance on the focus of this funding initiative, Climate Change & Climate Action and also, an overview of the application and assessment processes. It is important that potential applicants read all the available documentation for this funding initiative prior to completing the Application Form and making a submission.

Sound and Vision 4 ("the Scheme") is a funding scheme for television and radio programmes, developed under the provisions of the Broadcasting Act 2009 ("the Act"). The objectives of the Scheme are:

- Develop high quality programmes based on Irish culture, heritage and experience,
- Develop these programmes in the Irish language,
- Increase the availability of programmes referred to above to audiences in the State,
- Represent the diversity of Irish culture and heritage,
- Record oral Irish heritage and aspects of Irish heritage which are disappearing, under threat, or have not been previously recorded, and
- Develop local and community broadcasting.

To achieve these objectives, the Scheme offers grant funding to new television and radio programmes which deal with various themes. As Round 44 is for programming that provides real impetus for sustainable action among audiences in the face of the global climate crisis, the relevant theme for this round is:

- Raising public awareness and understanding of global issues impacting on the State and countries other than the State.

For more information on the objectives, scope and funding of the Scheme please read *Sound & Vision 4: A Broadcasting Funding Scheme (April 2020)* ("the Scheme Document") which is available at www.bai.ie.

4. Reporting on outputs and outcomes of funded projects

It is important for potential applications to note that the outputs and associated outcomes of this funding initiative will be collated and subsequently considered and assessed in the context of the relevant commitments in the Climate Action Plan 2021.

In this regard, a report on the overall outputs and associated outcomes of the funding awarded under Round 44 will be published. Accordingly, it is imperative that any proposal has regard to how outputs and outcomes will be measured. This must be clearly set out in the application form. While measuring audience figures will be highly appropriate and valuable, such as TAM and JNLR (if feasible), the outcomes arising are critical too. i.e. an applicant must demonstrate the impacts of the proposal on the target audience. *What will the educational and /or societal change/s to support climate action be, how will you demonstrate these impact/s, learnings and/or societal behavioural change/s, any medium to long term impacts and/or sustainability aspects?*

Therefore, when developing your programme proposal, you should give consideration to the enhanced understanding and the likely climate mitigation or adaption outcomes that your programming could achieve and clearly set out how you will monitor, evaluate and report on these

outcomes. *Questions to ask include what are the deliverables of your programme proposal and how many people were engaged? Then what was/were the actual impact/s and how were these measured? What audience learnings or behaviour / attitudinal change has your programme proposal brought about?*

The evaluation methods could include audience reach figures, audience surveys, audience feedback including via social media, audience interviews, audience councils / focus groups, audience research, case studies and/or audience testimonials.

Ireland's Climate Action Plan 2021 refers to potential climate change activities, including adaptation and mitigation, under five main themes which are:

- Home/Energy
- Travel
- Food & Waste
- The Circular Economy[2]
- Local Climate & Environmental Action

These themes are integral to the work of the NDCA and applicants are encouraged to consider one or more of these climate action themes (areas) in their programme proposal. However, this is not essential. In this regard, the BAI encourage innovative, creative and inclusive programme proposals on climate education, action and behavioural changes towards a climate-neutral future.

There is provision in the budget for this aspect of the proposal and the BAI would note that the final payment of any grant award will be dependent on the submission of demonstrable and verifiable measures of **both** outputs and the associated outcomes.

5. Procedures for Making an Application

5.1 Submitting an Application: All applications must be made via the BAI's online application website, BAIonline. Completed applications must be submitted via BAIonline by 12 noon on the closing date for each funding round unless otherwise stated. The closing times and dates are published on www.bai.ie. Applications can only be submitted when a funding Round is open. Each funding Round will be open for a minimum of four weeks prior to the published closing date. Incomplete applications will be disqualified. The BAI's decision in this regard will be final.

5.2 Registration: Anyone who wants to apply to the Scheme must be registered as an Applicant on BAIonline. **Prospective applicants must request registration no less than 2 working days before a funding Round closes.**

Go to BAIonline to find out how to register. Refer to the BAI Online FAQs on BAIonline if you are unsure how to submit an application or contact the BAI at info@bai.ie.

5.3 Application checklist: In order to be in a position to make an application for funding, you should be able to answer 'yes' to the following 12 questions:

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[2] The circular economy approach keeps resources in use for as long as possible, extracts the maximum value from them whilst in use, then recovers and regenerates products and materials at the end of life e.g. re-use and repair.

1	I have registered with BAIonline	Y/N
2	I have checked the Contractor for my programme is also registered with BAIonline	Y/N
3	I have read the S&V4 Scheme; the current S&V4 Guide for Applicants (Round 44 – Climate Change & Climate Action)	Y/N
4	I will complete the application form template and save it as **one PDF (**less than 8MB) prior to uploading this document to BAIonline**.** All third-party confirmations are included within the application and all information in the application is legible. Any material considered confidential is saved in an appendix as **one PDF** and the rationale for seeking confidentiality is clearly set out and uploaded to BAIonline	Y/N
5	I will check the application document for computer viruses before it is uploaded to BAIonline	Y/N
6	I have completed all mandatory fields on the online part of the application form on BAIonline	Y/N
7	My proposed project is ready to go into production	Y/N
8	Production of my proposed project has not commenced	Y/N
9	My proposed project is new	Y/N
10	My proposed project is not a standard news and current affairs programme	Y/N
11	The majority of the other Finance required to produce this project is demonstrated as secured in my application	Y/N
12	Any personal information included with the application is necessary	Y/N
The answer to all the above questions should be 'yes'. When you are satisfied 1 – 12 are complete, you are ready to submit your application via BAIonline		

5.4 Verification of information: All information submitted as part of an application for funding must be true and correct.

5.5 Closing Date: The application and any relevant attachments must be submitted via the Baionline system, BAIonline, by **12 noon on Tuesday, 26th July 2022.**

5.6 Confidential Material: Information which an applicant considers to be confidential should be uploaded as a separate attachment to the application in the Confidential Material section on the BAIonline. The BAI will ensure that such information is appropriately handled including on completion of the particular application process.

5.7 Freedom of Information: The BAI undertakes to use its best endeavours to hold confidential any material provided in response to this process, subject to the BAI's obligations under law, including the Freedom of Information Act 2014 ("FOI Act"). Applicants and Contractors are asked to consider if any of the information supplied to the BAI in an application or during subsequent contracting should **not** be disclosed because of its information content, to identify same and to specify reasons for its sensitivity. The BAI will consult with applicants about confidential, personal or commercially sensitive information before making a decision on any request received under the FOI Act. Such information may be released in response to an FOI request.

5.8 Data Protection: In order to operate this funding round effectively, we will require information about the applicant and detailed information on the proposed content. This data and documentation will include personal information such as job titles, salaries and e-mail addresses.

The BAI shall comply with its obligations under the General Data Protection Regulation Directive, the Data Protection Act 2018 and any other applicable data

privacy laws and regulations when handling and processing any such personal information submitted to this funding initiative.

The information submitted in an application, including any personal information, will be used to process the application and to liaise with the applicant.

Any personal information submitted (excluding the Contractor's contact details used for the purposes of Baionline.ie) will only be retained in the event that the application is successful. Such information would be required for the funding contract and subsequent measuring of the performance of the grant and the associated outcomes. The information may also be used for the purpose of reviewing Sound & Vision 4 and by external researchers. In such instances all personal information would be anonymised.

The BAI is obligated and committed to protecting all personal data submitted in response to a call for applications to this funding round. The BAI has an appointed Data Protection Officer who is registered with the Data Protection Commission.

You can find out more on how the BAI processes personal information in the BAI's published policy at: https://www.bai.ie/en/about-us/data-protection-policy/ and the BAI's terms and conditions at: https://www.bai.ie/en/about-us/terms-conditions/.

5.9 Conflicts of Interest: The BAI must comply with the Ethics in Public Office Act (1995) the Standards in Public Office Act (2001). In this regard, if, as an applicant, you become aware of circumstances which might give rise to a conflict of interest in the context of your application, you must promptly bring such circumstances to the attention of the BAI.

6. Assessment Procedures

There are a number of stages in the evaluation process and each stage involves the assessment of an application against predetermined criteria which are underpinned by the 2009 Act and the policies of the BAI. The assessment and decision phases are:

- o Qualification
- o Qualitative
- o Strategic
- o Authority

For the guidance of applicants, the BAI sets out below how the procedures for each of the stages will be applied in assessing applications.

6.1 Preliminary Assessment Phase

Applicants must meet a number of minimum criteria to be considered for funding. This includes that Applicants to the scheme must be eligible to apply and the application must be for programming that is permitted by the scheme and the funding sought must be within the limits permitted.

In this context, the proposed programming must address Climate Change and Climate Action. Further guidance on these criteria is set out below and the Preliminary Evaluation Scoring Matrix is set out at Appendix 1 for information and reference.

If any of these minimum criteria are not met, applications will be disqualified. The BAI's decision in this regard will be final.

6.1.1 Who can apply for funding?

Individuals and established legal entities are eligible to apply for funding under the Scheme. Individuals must be Irish or EU nationals/residents. Legal entities must be incorporated in Ireland or the EU.

6.1.2 What can the Scheme Fund?

Funding is available for the production costs of new programme content for particular programme formats and genres and the theme of 'raising public awareness and understanding of global issues impacting on the State and countries other than the State' and in particular, **Climate Change and Climate Action**.

The Scheme will only accept applications for programmes that are ready to go into production. The Scheme does not accept applications for programmes already in production.

New Programmes: All programmes funded must be new. The BAI is open to considering applications for second or follow-on programmes or series of programmes. In this case, the applicant must outline the following in their application form (online and in the pdf version of the completed application form):

- Set out how the proposed project is 'new'; and,

- Demonstrate that the original and/or subsequent programme or series is substantially complete when the application is submitted. If a follow-on programme/ series is awarded funding in principle, the currently contracted programme/ series must be completed and delivered to the BAI's satisfaction before a contract for the follow-on programme/ series will be concluded. Please note that the standard 12-month deadline for concluding contract negotiations applies for a follow-on programme/ series.

6.1.3 What are Scheme's programme themes and language requirements?

Programmes **must** deal with the SV4 theme of 'raising public awareness and understanding of global issues impacting on the State and countries other than the State'. The global issue focus is **Climate Change and Climate Action**. Potential applicant's attention is drawn to the five themes further to Ireland's Climate Action Plan 2021 namely: -

- Home/Energy
- Travel
- Food & Waste
- The Circular Economy
- Local Climate & Environmental Action

Applicants are encouraged to consider at least one of these themes, however it is not essential. The information as set by the DECC further to these themes is a useful reference point. It provides context and information on the climate challenges and the mitigation or adaptive actions that we can take. Further information can be found on the Government website here.

Programmes can be Irish, English, bilingual (Irish and English) or multilingual (i.e. Irish plus two or more languages)[3]. Bilingual and multilingual programmes must include a minimum of 30% Irish language content.

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[3] Programming in English and another language (s) that is not Irish can be categorised as 'English' language programmes.

6.1.4   What are the Scheme's format and genre requirements?

The Scheme accepts a range of genres and formats as set out in the table below. The only exclusion is programming which is produced primarily for news and current affairs.

Accepted Formats:	Documentary; Education; Animation; Drama; and, Entertainment
Accepted Genres:	Children's; Arts/Culture; Contemporary Society; History/Heritage; Science/Nature/Environment; and, Adult/Media Literacy
Excluded Genres:	News and Current Affairs

Applicants must categorise their proposed programme(s) into one genre and format only based on the above matrix when making their online application. While some programmes like docu-drama may include elements of more than one format or genre, applicants should select the one that is most appropriate in the context of the overall programme. It is the responsibility of the applicant to select the most appropriate format and genre. Scripted comedy programmes can be submitted under the Drama format. Education projects must contain a learning outcome for the audience - applications that appear to be more informative and with no clear learning outcome may be re-categorised. Applicants are encouraged to support their selection, if required, in the application documentation.

The BAI retains the right to re-categorise applications during the assessment process if, in its view and based on the application documentation, a programme/s has been inappropriately categorised. The BAI's decision on this matter is final.

6.1.5   What is the requirement to broadcast?

The BAI will only fund the production of programmes that will be broadcast by an eligible broadcaster. At application stage, the BAI requires applicants to provide a letter of commitment from a broadcaster which confirms agreement to broadcast the programme in line with the BAI's requirements.

The eligibility criteria for a broadcaster are set out below.

- Radio programmes must be broadcast by a broadcaster licensed by the BAI or an RTÉ service.
- Television programmes must be broadcast on a free television service which provides near universal coverage to the State[4]; or on an appropriate network provider, as defined in Section 77(1)[5] of the Broadcasting Act 2009; or MMD system as part of a community content provision contract under Section 72 of the Broadcasting Act 2009.

Peak-time Broadcast: The eligible broadcaster attached to the project must make a commitment to broadcast the proposed programmes at peak times. All applications must include a signed broadcaster's letter of commitment to this effect, unless specifically exempted as set out above.

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[4] A free television service is defined in the Act as "a television broadcasting service for the reception of which no charge is made by the person providing the service, and the reception of which is available to at least 90 per cent of the population of the State".

[5] "Appropriate Network" means an electronic communications network provided by a person ("appropriate network provider") which is used for the distribution or transmission of broadcasting services to the public.

Peak viewing and listening times are:

Radio programmes	7 a.m. – 9 p.m.
Television programmes	6 p.m. – 11.30 p.m.

Some programmes are exempted from the peak time requirement. These are:

Children's Programmes	- These are exempt from peak time requirement unless broadcast on a dedicated children's channel. - Peak time for such channels will be designated by the BAI with reference to factors such as the nature of the channel and the programming being supported. - This general exemption excludes the 00.00 – 07.00 period.
Educational programmes (including but not limited to adult/media literacy programmes)	- These are exempt from peak time requirement. - This general exemption excludes the 00.00- 07.00 period.
Irish language & long form programmes	The peak time requirement for programmes broadcast in the Irish language (whether radio or television), and long form programmes on television, extends to midnight.

6.1.6   Access Services (Television only)

In order to facilitate the understanding and enjoyment of television programmes by people who are deaf or with hearing difficulties, all funded programmes must make provision for subtitling. The subtitling provided should conform to the BAI Subtitling Guidelines and accompanying subtitles must be available/accessible to viewers each time the funded programme is broadcast in the State.

Similarly, in order to facilitate access to programmes for people who are deaf, with hearing difficulties, blind or with visual impairments, some funded programming must make provision for Irish Sign Language (ISL) for deaf or hearing impaired **and/or** Audio Description (AD) for blind or visually impaired.

With that in mind, TV Drama and children's TV applications **MUST have at least one broadcast with AD and/or ISL, with the cost deemed an eligible cost**.   Drama and Children's programming applicants are free to choose which element suits their project best. This is deemed as an eligible cost and provision for these costs should be made in the budget.

Funding is also available to applicants who wish to provide Irish Sign Language (ISL) and/or audio description (AD) services in other formats (Education, Documentary, Entertainment). **The BAI *strongly* encourages such applications, either with ISL or AD or both, with the cost also deemed an eligible cost.**

Flexibility around these measures will be considered. For example, a primary broadcast at peak times may be permitted without ISL provided a broadcaster commits to a further secondary ISL broadcast, either at peak or off-peak hours. Further details on subtitling, ISL and AD can be found on the BAI website here: http://www.bai.ie/en/codes-standards/#al-block-1.

6.1.7 Is broadcasting the only way to distribute Scheme funded content?

Completed programming funded under S&V4 can be distributed via cinema or online means (in whole or in part) before being broadcast on TV or on radio i.e. the 'cinema first' or 'digital first' principles. The BAI will permit a cinema first or digital first release only where the application has met with the Scheme's 'Requirement to Broadcast' as set out above.

Cinema First

The Scheme requires that for the 'cinema first' principle the audiovisual programme/s must be broadcast during the peak time schedule of the eligible broadcaster within 6 months of the initial cinema release.

Digital First

One of the main objectives of this 'digital first' principle is for programming funded under the Scheme to engage wider audiences. All applicants that submit a cost for 'digital first' must demonstrate how they will meet this objective. The BAI would also encourage applicants that propose to use the 'digital first' principle to do so to enhance creativity and innovation.

The hosting of the material funded under the Scheme must be done in agreement with the eligible Broadcaster. If material is hosted on platforms other than the Broadcasters website/player the Applicant will be responsible for covering any copyright related costs that may be applicable, these cannot be charged to the project. In this regard, copyright related costs are the responsibility of the Applicant and Broadcaster who commissioned the project. The BAI will not allow charges for any copyright costs that should already be met by the commissioning entity.

In principle, the 'digital first' aspect of a project is secondary to the linear broadcast. Material provided digitally first can be re-edited but must align closely with the linear broadcast and adhere to the S&V4 requirements.

Television

The requirement for the 'digital first' release is that the audiovisual programme/s must be made digitally available within 6 months of the delivery of the content to the broadcaster.

Funding for the delivery costs should be low given that the material provided, in whole or in part, would be produced as part of the linear broadcast. Indicatively, costs for the delivery of 'digital first' should not exceed 2.5% of the project budget. If an Applicant seeks 'digital' first' costs, the Applicant must demonstrate value for money and will be required to report on the outcome of any 'digital first' initiative within a year of project completion.

The Applicant must also make provision for Access. Please refer to page 10 of this Guide.

The approach to the 'digital first' principle must be agreed with the eligible Broadcaster and for guidance purposes only, could include: -

- all or part of the programme being made available digitally first e.g. a pre-transmission distribution via a TV player such as the RTÉ player or as an on-demand programme on Virgin Media or on a VOD service provider before appearing as a broadcast; or on a broadcaster's social media platforms and apps;
- using 'digital first' to promote the programme e.g. with promo clips on social media, the use of hashtags, instagram stories, photo sharing etc.;
- a focus on certain genres and formats, including animation, children's content generally and short-form content in multiple genres, reflecting the tastes and behaviours of young audiences in particular;
- making additional material available in that material that was intended for the production was not used in the final cut e.g. extended interviews;
- Facilitating and promoting audience engagement online via viewer polls, comments and competitions etc.

Radio

The requirement for the 'digital first' release is that the audio programme/s must be made digitally available within 6 months of the delivery of the content to the broadcaster.

Also, funding for the delivery costs should be low given that the material provided, in whole or in part, would be produced as part of the linear broadcast. Indicatively, costs for the delivery of 'digital first' should not exceed 5% of the project budget. If an Applicant seeks 'digital' first' costs, the Applicant must demonstrate value for money and will be required to report on the outcome of any 'digital first' initiative within a year of project completion.

The Applicant should also consider making provision for Access.

The approach to the 'digital first' principle must be agreed with the eligible Broadcaster and for guidance purposes only, could include: -

- all or part of the programme being made available digitally first e.g. a pre-transmission distribution via a Radio Station's website, social media platforms and apps such as a podcast, before appearing as a broadcast;
- using 'digital first' to promote the programme; with promo clips on social media, the use of hashtags, instagram stories, photo sharing etc.;
- a focus on certain genres and formats, including children's content and short-form content in multiple genres, reflecting the tastes and behaviours of young audiences in particular;
- making additional material available in that material that was intended for the production was not used in the final cut e.g. extended interviews;
- facilitating and promoting audience engagement online via viewer polls, comments and competitions etc.

6.1.8   Are there limits on the level of funding?

Under European Commission (EC) regulations concerning State aid to films and other audio-visual works, the maximum grant aid intensity permissible is limited to 50%. The EC has accepted that the programmes specified under the Broadcasting Act 2009 generally fall within the three exclusions to the 50% maximum contained in the EC guidelines. These exclusions relate to programmes which are difficult to make, low-budget or counteract the limited geographic extension of certain languages and cultures.

Applications for funding that meet the following BAI criteria must provide a rationale in the "Low Budget" section on BAIonline as to how the proposed programme has the character of an audio-visual work that is difficult to make:

1. **the total budget exceeds €55,000 (radio) or €750,000 (television), and**

2. **the total grant aid requested is in excess of 50% of the total budget, and**

3. **the programmes are *not* in the Irish language, and**

4. **the programme does *not* deal with adult literacy.**

The criteria for assessing "difficult to make" include:

- Producer, broadcaster or project resources

- Lack of commercial potential

- Lack of significant audience appeal

- Specificity of the linguistic, educational and cultural themes

- The experimental nature and/or creative risk

TV applications only: In addition, EU regulations provide that member States may require a minimum level of production activity to take place in their territory to qualify for grant aid. The following table outlines the BAI requirements in this regard. Applicants are required to confirm that they will comply with these requirements when applying for funding.

Grant: Total Budget	Territorial Spend
If the BAI grant is less than 50% of the total budget, then:	160% of the grant aid awarded must be spent within the territory of the Republic of Ireland. For example, if the grant is €30k for a project with a total budget of €100k, then €48k must be spent in the Republic of Ireland.
If the BAI grant is 50% or more of the total budget, then:	80% of the overall production budget must be spent within the island of Ireland. For example, if the grant is €60k for a project with a total budget of €100k, then €80k must be spent within the island of Ireland.

The BAI may, in certain circumstances, accept a lower percentage of spending than those outlined above, for example, where there are justifiable editorial reasons or there is a conflict between the BAI's requirements and the requirements of other funders. Applicants are required to provide a rationale for the lower percentage spending in these instances.

The Scheme will only accept applications for programmes that are ready to go into production. The Scheme does not accept applications for programmes already in production. Applications for standalone development or completion funding are not eligible in the general funding rounds.

6.1.9 What are eligible costs?

The only costs that can be funded under S&V4 are eligible costs. Eligible costs are the costs associated with the production and delivery of the programme(s) and, in addition to general production costs, may include financial, legal and banking costs. Development costs may be eligible provided they are directly related to the production of the programme and have been supported by budget notes. Applicants should provide a rationale for all costs in their budget notes/ detailed budget breakdown. In the instance of an international production, Applicants are reminded that any costs incurred that are associated with the production, regardless of where the cost is incurred, are considered as eligible costs in the context of the Scheme. Therefore, the application budget and finance plan should include these costs and financing for such costs should be adequately demonstrated in the application as secure.

Ineligible costs are costs that are related to the production and delivery but are not directly related to programme-making or delivery. Examples of ineligible costs include depreciation, general website costs and training.

In most cases capital costs are ineligible. However, where the applicant is a community group engaged in programme production, some capital costs may be eligible for funding. In these cases, applicants must provide a full rationale as to why these capital costs are required and provide three quotes for the procurement of such equipment. These shall be assessed on a case-by-case and the BAI will contribute up to a maximum of 80% of such capital costs.

The Scheme can fund a maximum of 95% of the costs in the eligible budget. Due to the overall demand on Scheme funding, Applicants for AV projects are advised that the indicative maximum for a funding request is €500,000 and grants of this amount are more likely to be the exception than the standard funding amounts awarded.   For detailed information in relation to the amounts that can be sought for individual projects, applicants should consult the funding matrix as set out below:

Radio Programmes

Minimum award	Maximum award	Grant awarded will not represent more than the following percentage of the total eligible budget
	€20,000	Up to 95%
€20,001	€40,000	Up to 90%
€40,001	€55,000	Up to 85%
Greater than €55,001		To be negotiated on a case by case basis but will not exceed 85%

Television Programmes

Minimum award	Maximum award	Grant awarded will not represent more than the following percentage of the total eligible budget
	€50,000	Up to 95%
€50,001	€250,000	Up to 90%
€250,001	€500,000	Up to 85%

6.1.10 Commencement of Production

Please note that once an application has been submitted, and assessment is underway, production may commence but this is at the applicant's own risk.

6.2 Qualitative Evaluation Phase

If the applicant and application are deemed eligible in the Preliminary Evaluation Assessment Phase, the application qualifies for consideration for the award of funding. The next stage is the Qualitative Evaluation Phase. During this phase each application is assessed on its own merits in the context of the scheme objectives and predetermined qualitative criteria in the context of the purpose of the funding round, Climate Change and Climate Action. The Qualitative Evaluation Scoring Matrix is set out at Appendix 1 for information and reference.

We will assess how you demonstrate that the outcomes of what you propose will enhance the awareness and understanding of viewers and/or listeners of the global climate crisis, giving rise to behavioural change/s and action/s (i.e impact on attitudes, values, and adoption of sustainable climate practices); the level of inclusiveness, including diversity; the quality of the application, including demonstration of climate change expertise and if necessary, the partnerships proposed and the achievability of what is proposed; lasting impacts, sustainability and replicability; and, demonstration of value for money.

There are 4 criteria and an applicant must achieve a score of 50% or more in each of the 4 criteria to qualify for further assessment for the award of funding. The assessment criteria are as follows:

- Public value for viewers & listeners in terms of climate literacy
- New / Additionality & Innovation
- Feasibility & Partnerships & Quality of the Application
- Resources & Case Made for Funding

6.3 Strategic Assessment Phase:

In instances where there are more qualifying applications than funds available, the BAI will have a second evaluation phase. This will focus on the quality of individual applications as well as on the overall package of funding awards that best fulfils the aims of this funding initiative. Final recommendations are then submitted to the Authority for ratification. The Strategic Assessment Scoring Matrix is set out at Appendix 1. The assessment criteria for this phase are:

- Diversity of formats, genres, content and audiences served, including gender equality and inclusion
- Scalability and/or longevity of programme proposal
- Readiness to Production and ability to Report on project outputs and outcomes
- Qualitative Assessment Score

6.4 Authority Consideration:

The final stage sees the Authority make final decisions on the applications, considering recommendations emerging from the previous assessment phases. Following ratification, the BAIonline application status of any recommended application will be indicated as "Successful".

6.5 The Decision-Making Process

The following procedures will be followed by the BAI in determining the suitability of an applicant for the award of funding:

6.5.1 An initial evaluation will be made of each application to ensure that it meets with the qualifying criteria of the scheme including applicant eligibility and that all the information and documentation required has been submitted. Any applicant that does not meet with any one of the listed criteria will be disqualified and will be excluded from the application process (refer Appendix 1). The BAI staff will check for any potential conflicts of interest with the assessors prior to distributing any applications to the next stage of assessment.

6.5.2 The eligible applications are then arranged in groups. The groupings may be informed by proposal type (Radio or TV); format; genre; amount requested and so forth and assigned to a Qualitative Assessment Panel.

The Panel will be made up of BAI staff and external assessors and in the formation of each Panel, the BAI will take into account appropriate skills and experience required to assess the projects. Each application is assessed by each external Panel member independently and then a meeting is convened to discuss each application. The panel will agree a score for each application and a list of the funding recommendations will be agreed. The Executive will then circulate a draft of the matters agreed to each panel member for consideration and approval. On completion of all the panel assessment meetings, including signoff on the assessment meeting documentation, the complete list of funding recommendations is compiled. If the recommended amount of funding exceeds that which is available for the round, a strategic assessment phase will be required.

6.5.3 A Strategic Assessment Panel is established of senior members of the BAI management and staff members involved in the running of the S&V4 round. This forum considers collectively the Qualitative Assessment Phase scores, the Panel recommendations and the strategic criteria. The BAI is obligated to aim for a balance of content outcomes that facilitates the best mix of formats, genres, language and audiences based on the applications received for the round. The applications that achieve the highest scores will be awarded funding.

6.5.4 The final stage sees the Authority make the final decisions on the applications, considering the recommendations emerging from the previous assessment phases.

6.6 Funding Decisions

Successful applications

Where the BAI has approved an application for funding, the following steps apply:

- The BAI informs the applicant of the decision, setting out any condition(s) attaching to the offer.
- The BAI will make public a list of the funding offers ratified by the Authority.
- The successful applicant must confirm his/her acceptance of the offer of funding and any condition(s) attached thereto by the BAI.
- A successful applicant is required to enter into a contractual agreement with the BAI, on terms to be specified by the BAI. Such terms include a schedule relating to the drawdown of funds by an applicant. Funds are administered by the BAI in accordance with the terms of the contractual agreement.

Unsuccessful applications

Where the BAI has rejected an application for funding, applicants are notified individually and provided with information on the performance of their application in the assessment process. The BAIonline application status will indicate at what stage your application was rejected:

If the application is rejected during the Qualification Assessment Phase, the status will indicate 'Rejected - Preliminary'.

If an application is rejected during the Qualitative Assessment Phase, the online status will indicate it as 'Rejected – Stage 1' when the Round has been ratified.

- If an application is rejected during the Strategic Assessment Phase, the online status will indicate it as 'Rejected – Stage 2' when the Round has been ratified.

6.7 Contracting

A copy of the template contract is available on www.bai.ie/en

When contracting with the BAI a successful applicant will be required to provide certain deliverables to the BAI. For information, below is a non-exhaustive list of what would be required at contracting. Note that these documents do not have to be in place when making an application; they are included here for guidance only.

- Budget & Finance Plan
- Project plan, including milestones, outputs and outcomes
- Grant Details
- Signed Statement of Commitment from Chairperson or the Financial Controller
- No Set off letter from the relevant Bank
- Tax Clearance Information[6]

6.8 Reporting

The grantee must report on the outputs and associated outcomes of the funded programme content. Accordingly, the grantee will have to monitor, record and detail the impacts of the programme content on the targeted audience/s and provide data on key performance indicators including the measurement of learnings, actions and/or behavioural changes arising; mitigation and/or adaption behaviours that assist in achieving a greener future for Ireland. The BAI will provide outcome report guidelines.

Audit

All grantees must retain documentary evidence of expenditure incurred against the grant for audit purposes. The BAI will conduct random audits as provided for in the BAI's funding contract.

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[6] If such documentation is already on file at the BAI, there is no need to duplicate it. Simply inform the BAI that the documentation was previously submitted for another BAI activity.

6.9 Disclaimer

The information supplied in this document is not an exhaustive account of the statutory requirements and legal obligations on applicants for funding under the Scheme. It should not be regarded as a complete or authoritative statement of the law.

Persons to whom the present document is made available must make their own independent assessment after taking their own professional advice and making such further investigations, as they deem necessary on all relevant matters. The BAI makes no representation or warranty, express or implied, with respect to the information contained in the present document or with respect to any oral or written information made or to be made available to any potential applicant or its professional advisers. Any liability in this regard is expressly disclaimed.

7. Application Format

This section of the document explains the separate elements of the Official Application Form and sets out the information the BAI requires under each element. This should be read in conjunction with the Application Form which is available from www.bai.ie and BAIonline. Applicants who fail to complete **all** mandatory sections of the Application Form and provide **all** mandatory documentation **in the correct format** will be rejected at preliminary evaluation stage. The table below identifies the items that are mandatory for each type of application.

The material outlined in the table below needs to be incorporated into one PDF document only. Links to documentation held external to the application document should not be included with the exception of Animation samples. Embedding documentation within the application attachment is not recommended due to the risk that it may not be readable/accessible to the BAI.

#	Application Form Contents	Mandatory
1	Programme Specification, including Treatment	For all applications
2	Budget	For all applications
3	Budget Notes and/or a Detailed Budget	For all applications*
4	Finance Plan, including Territorial Spend	For all applications
5	Letter of Commitment from a Broadcaster	For all applications**
6	If proposing to use the 'Digital First' principle, letter of commitment from eligible Broadcaster should include confirmation of agreed approach to the creation of material for the digital first aspect of the proposal	For all applications if using the principle
7	Letter(s) of Commitment from other Funders	Advised but not mandatory***
8	CVs and letters of Commitment (if applicable) from Key Personnel /Talent / Contributors	For all applications
9	Indicative Running Orders	Mandatory for radio applications and recommended for TV applications, except for scripted dramas
10	Scripts	For Drama applications
11	Animation Samples	For Animation applications only

* Budget notes are recommended for all applications and are mandatory for Radio projects, a detailed budget is required for all TV projects.

**see section 6.1.5 for certain exceptions.

***please read sections 6.1.8 and 6.1.9 for information on acceptable thresholds.

Items not included in the above list such as show reels and promotional material should not generally be included in the application. If applicants include additional supporting material in the

Application Form that they believe is essential to the assessment of their projects, they must set out their rationale for it. This includes links to animation artwork stored on the internet (see sections 11 and 12 of the Application Form). The BAI reserves the right not to view or consider any material not submitted on the Online Form or the Application Form. All material listed from #1-10 in the table above should be incorporated into the application document, external links to documentation will not be accepted.

7.1 Programme Specification

Use this part of the application form to convey what your programme is about to the BAI's assessors. Complete each section as per the guidance in the form. Provide headline details about your project in the first section. In the second section, explain your programme idea in a couple of lines in the synopsis and then set out the Programme Content in more detail. This should include your approach to the narrative and the audio or audiovisual approach. The Programme Specification should not be used solely to provide background information on a subject; you must explain how your programme is going to deal with the subject, e.g. what will the recording and editing approach be and how the finished programme will look/sound? Please note that if you receive an offer of funding, you will be asked to provide a treatment for inclusion in your contract with the BAI for the funding. The second section of the Programme Specification is the treatment. You may need to revise this for the purposes of the contract.

7.2 Budget

The Application Form includes one budget template for radio projects and one for television projects. Both budget templates are divided into two sections – eligible costs and ineligible costs (see Section 6.1.9 for definitions and examples). Line items have been categorised under sub-headings in these sections. All applications must include a completed budget template for their project using the existing categorisation and breakdown. Please see the BAI's requirements for budgets below.

Completing the Template

Television applications must include the total figures for each relevant line item in the budget. Use the budget notes and/or detailed budget section to provide a breakdown of these figures, particularly if you are entering figures in the line items marked "Other".

Radio applications must itemise the cost of each budget item and indicate fully how this figure has been calculated. This should be set out with reference to the Unit Description, Number and relevant Rate. If your project will incur costs not listed in the template, use the "Other" line item and provide the necessary explanations in the Budget Notes. In the case of staffing and productions costs, a daily rate should be provided if less than one week is involved. An hourly rate should only be provided where less than a day is required. See below a sample completed line item where a producer is budgeting for their time in days. The total therefore is the number of days times the producer's rate:

No.	Personnel	Unit Description	Number	Rate	Total
1	Producer	Day	x	€xxx	= number x rate

VAT

Line items in the Budget must be submitted exclusive of VAT unless the applicant is **not registered** for VAT. In that instance, an applicant may include VAT as a cost in those line items where VAT is a non-deductible cost to the applicant. The BAI requires successful applicants to provide confirmation from the Revenue Commissioners at appropriate points that their VAT status has not changed.

Currency

The budget must be presented in the currency in which the majority of the production will be financed. If the production will not primarily be financed in Euro or Sterling, a Euro budget should also be provided. Contracts will be finalised and signed based on indicative Euro payments. This will be further explained during contract negotiations.

Travel and Subsistence

Travel costs should be in line with the current Civil Service rates – circular here
http://circulars.gov.ie/pdf/circular/per/2017/05.pdf

Subsistence costs should be in line with the most recent Civil Service rates – circulars as follows:

Subsistence: https://circulars.gov.ie/pdf/circular/per/2017/06.pdf

Overheads and Production Fee / Contingency Fee

Calculate overheads as a percentage of the eligible costs. This should generally be up to 5%. This is a contribution towards the related overhead costs incurred by the producer during production.

A production or contingency fee may be included in the budget and is calculated as a percentage of the eligible costs. The production or contingency fee is set with reference to factors like the complexity, duration and scale of the production and recognises the potential for changes in financial requirements that may arise over the course of programme production.   This is generally up to a maximum of 10%; however, this can be negotiated on a case-by-case basis.

Accounts

Provision must be made in the budget for the cost of an accountant's report of the project under the M45 – Grant Claim standard i.e. the engagement of a qualified person to examine and sign off on a final cost statement etc.[7] Refer to your homepage on BAIonline for guidance on the M45 Grant Claim standard.

Archiving and Subtitling (BAI Delivery)

All programmes funded under the Scheme will be archived by the BAI; provision should be made for this cost.   For radio one CD copy of the programme will be required. For TV one DVD plus an AS-11 .mxf digital copy of the programme with an appropriate subtitle .stl file and a DPP metadata .xml file submitted on a suitable carrier for each television programme. **Please note that unless it has been otherwise agreed in writing, all funded television will be required to submit programme material in accordance with the above.** It is advised that suitable provision for these costs is included in the application budget. Specific requirements for TV digital items, for example naming conventions, will be outlined to you prior to contracting with the BAI.

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[7] European Commission rules require that a formal review is completed on each project to ensure compliance with the Scheme Document and EC State Aid rules.

Television programmes must be broadcast with the availability of subtitling. Provision must be made for subtitling in the budget. Subtitling and the provision of other access services are considered eligible production costs by the BAI. Please also ensure to budget for delivery of the .stl file and any relevant access digital files that need to be submitted with the AS11 digital copy of the programme. In the case of programmes that are not in the English language, an English translation .stl file will also be required to be submitted.

For television programmes that include Irish Sign Language (ISL) and/or Audio Description (AD) access services, the requirements for delivery to the BAI will be set out in the contract for funding. Note that Drama and Children's programmes have a mandatory requirement for ISL and/or AD. Digital AS-11 files should also contain the relevant file with audio description or ISL.

7.3 Budget Notes and/or a Detailed Budget

This section is mandatory. Applications without Budget Notes and/or a Detailed Budget will be disqualified in the first stage of assessment.

All radio applications **must** include budget notes. It is recommended that all Television projects provide budget notes; in the instance of television applications, they must include budget notes and/or a more detailed budget. The detailed budget must be easily referenced against the budget template. Use the "Page/Ref" column in the budget template to do this.

Use the budget notes to explain how you are going to achieve the programme described in the treatment using the resources listed in the budget. The notes should link to these parts of the application for the assessor. Applicants must adequately justify the time, rates and costs for line items in this section. The notes should provide a breakdown of any costs that are 'bundled' in the budget, e.g., travel and subsistence, and they should explain why particular cost lines are necessary and justified in the context of the proposed programme.   Clearly identify where the same person fulfils more than one role, and, if different rates are proposed, this must be justified in these notes. Applicants should also include a summary of the items that have been included in the overhead costs and an explanatory note on the production fee, if you have included one.

Where the applicant is a community group engaged in programme production, some capital costs may be eligible for funding. If requesting funding for capital costs, provide a rationale in the budget notes for these costs. Note the grant can fund up to a maximum of 80% of capital costs.

7.4 Finance Plan

The finance plan must be presented in the currency in which the majority of the production will be financed. If the production will not primarily be financed in Euro or Sterling, a Euro budget must also be provided.

Set out all the funders for the project under the eligible and/or ineligible section of the finance plan, as appropriate. The applicant can be a funder to the project. Clearly state the total amount of funding you are seeking from the Scheme and calculate it as a percentage of the Eligible Costs. The total amount in the finance plan must reflect the total amount in the budget. The Scheme cannot fund over 95% of the eligible costs nor can it fund any of the ineligible costs. 95% is only available in the case of radio projects with a total eligible budget of equal to, or less than, €20k and television projects with a total eligible budget of equal to, or less than, €50k. Please see Section 6.1.8 above for details on the funding matrices that apply.

TV Applicants only: In the Territorial Spend table, applicants confirm that a certain minimum percentage of the total budget or grant will be spent in a particular territory. The percentage spend and territory spend are different depending on whether the grant is greater or less than 50% of the total budget. Complete the table as instructed in the Application form.

7.5 Letter of Commitment from a Broadcaster

Letters of commitment from a broadcaster must meet the following requirements:

- It must be set on the broadcaster's headed paper, recently dated and signed by the broadcaster.
- It must refer to the title of the applicant's project.
- It should indicate the channel on which the programme will be broadcast.
- It should commit to broadcasting the programme or series at peak times (see Section 6.1.5 for definition of peak times).
- It must commit to broadcasting the programme or series with the relevant access services e.g. subtitling (for television programmes only).
- In the event of programmes being delivered with Irish Sign Language or Audio Description, it should commit to broadcasting at least one broadcast of this version within one year of the initial broadcast.
- It should confirm any financial commitment to be provided by the broadcaster, if applicable.
- It should confirm any commitment to the Digital First Principle by the broadcaster, if applicable; and
- It should confirm that the broadcaster is eligible under the Scheme (see Section 6.1.5 for broadcaster eligibility).

As outlined in section 6.1.5, in **certain** circumstances a letter of commitment from the broadcaster may not be required at the application stage. **For these particular circumstances, Applications that do not include a broadcaster letter must give an indication of the type of broadcaster intended for the programme.**

For all other programme formats, in instances where there is no Broadcaster letter included that sets out the above listed required commitments, the BAI reserves the right to reject applications at preliminary assessment stage.

7.6 Letter(s) of Commitment from Other Funders

If parties other than the BAI, the broadcaster and the applicant are proposing to provide funding for the project, letters of commitment in this regard should be included in the application. These should be on headed paper, signed and dated within three months of the relevant round closing date. The letter should identify the project by name and confirm the amount of support being provided, when it will be available, and any conditions attached to this support. These letters and dates are not mandatory but in the absence of such correspondence the BAI reserves the right to consider in assessment that this support is not confirmed even though it may be listed as confirmed elsewhere in the application, and if a significant level of funding is not confirmed as secured, the project may be discounted from the application process. Draft/unsigned documentation from funders will not be accepted as evidence of support.

As stated above, all funding should be confirmed as secured. Indicatively, if at least 85% of the funding is not demonstrated as secured at the time of application submission, the BAI reserves the right to discount the project from the application process.

7.7 CVs and Letters of Commitment from Key Personnel

This information is mandatory for key personnel. A CV can be a profile or biography if it is appropriate for the application. You may also wish to provide letters or emails of commitment from key personnel where their involvement could be deemed difficult to secure. If any key personnel have worked on previous Sound & Vision projects for other contracting entities this information should be included in the biography submitted for these individuals.

Please note that personal data should only be provided if you believe it is required to assess the project. Accordingly, if any personal data is included this information should be attached in the Confidential Material section on BAIonline.

7.8 Key Talent / Key Contributors

Letters of Commitment from Talent/Key contributors should also be submitted if relevant. In this regard, Applicants are encouraged to include letters of commitment from Talent/Key Contributors that are essential to the delivery of the project and/or difficult to confirm.

This material should correspond with the material listed in the Programme Specification outlined in your application. Please note that in the absence of such correspondence the BAI reserves the right to consider in assessment that participation by these individuals is not confirmed even though it may be listed as confirmed elsewhere in the application.

Please note that personal data should only be provided if you believe it is required to assess the project. Accordingly, if any personal data is included this information should be attached in the Confidential Material section on BAIonline.

7.9 Indicative Running Orders

Radio applicants must include indicative running orders for their projects, except for radio drama applications that include a full script. If the proposal is for a series, one or two indicative running orders may be sufficient. Running orders can also be provided for television programmes where applicants believe it will aid understanding of the other elements of their application e.g., the treatment.

7.10 Scripts

Scripts must be provided for all Drama programmes and must be in the language in which the programme will be broadcast. For a programme series where all scripts are not available, applications must include at least one script and outlines of all programmes in the series. Scripts **are also advisable** for other formats e.g., documentaries, where there is a significant drama element. Shooting scripts may also be included.

7.11 Animation Artwork

Applications for animation programmes must include animation artwork. If it is not possible to include this with the application given the size limitation on the application file, applicants can provide a link to key artwork that can be accessed via the internet. This is at the applicants' own risk. If there is any difficulty accessing the material, the BAI is not obliged to revert to the applicant. The BAI reserves the right not to view or consider any such material not submitted on the Online Form or the Application Form. Animation artwork is the only instance when an external link to documentation is accepted.

7.12 Cinema First Principle

If an Applicant wishes to distribute a film prior to fulfilling the S&V4 broadcast requirement this should be set out in detail in the application. The information should include the approach to the cinema release, associated timeframes and any associated production costs should be clearly identified in the budget. The BAI still requires a Broadcaster Confirmation letter and will require the film to be broadcast on an eligible broadcaster during the peak-time schedule within 12 months of the initial cinema release.   However, if the programme content is a feature film, feature length documentary, drama or animation, the BAI is opened to permitting the peak-time linear broadcast within 24 months of the initial cinema release.

7.13 Digital First Principle

Television

If an Applicant wishes to distribute audiovisual content prior to fulfilling the S&V4 broadcast requirement this should be set out in detail in the application. The information should include the approach to the digital release, including whether in whole or in part, any associated partnerships / funders, associated timeframes and any associated production costs should be clearly identified in the budget. The BAI still requires a Broadcaster Confirmation letter, which should include a written commitment to the Digital First principle and will require the audiovisual content to be broadcast on an eligible broadcaster during the peak-time schedule within 6 months of the delivery of content to the Broadcaster.   However, if the programme content is a feature film, feature length documentary, drama or animation, the BAI is open to permitting the peak-time linear broadcast within 12 months of the delivery of the content to the Broadcaster.

Radio

If an Applicant wishes to distribute audio content prior to fulfilling the S&V4 broadcast requirement this should be set out in detail in the application. The information should include the approach to the digital release, including whether in whole or in part, any associated partnerships / funders, associated timeframes and any associated production costs should be clearly identified in the budget. The BAI still requires a Broadcaster Confirmation letter, which should include a written commitment to the Digital First principle and will require the audio content to be broadcast on an eligible broadcaster during the peak-time schedule within 12 months of the delivery of content to the Broadcaster.

Appendix 1 – Assessment Scoring Matrices

As outlined above in section 6.1, SV4 provides that an applicant and the application must meet a number of criteria to qualify for the assessment for the award of funding. The applicant should note that if they do not achieve a Pass score under each criterion, the application will not be eligible for assessment for the award of funding.

Qualification Scoring Matrix

Criteria	Pass/ Fail
Eligibility: Is the applicant eligible to apply for funding under SV4 and the Climate Change and Climate Action Funding Initiative and does the application comply with the fundamental requirements of SV4? This has regard to whether:	
a) the status of the applicant complies with the requirements of the scheme and the funding initiative;	
b) the proposed progamme format, genre and language fall within those permitted by SV4	
c) the proposed programme theme/s relate/s to Climate Change & Climate Action	
d) the funding amount requested falls within the limit permissions of SV4	
e) the applicant has made sufficient provision for Access Services as per the BAI requirements (TV applicants only)	
f) the applicant provided confirmation that production had not commenced prior to submitting the application to the SV4	
Enhancement of climate literacy / understanding of the global climate crisis and stimulus to action/s: Has the applicant provided confirmation that the proposed project is directly related to this enhanced public education / public understanding of climate change leading to climate action/s amongst its listeners? Has the applicant provided evidence of audience reach and ability to report on climate actions arising?	
Is the Application Complete? Has the applicant complied with all of the competition guidelines and submitted all the relevant documentation? (this includes a broadcaster confirmation letter to broadcast the programme during the peak-time schedule were requested and demonstrated that a sufficient level of funding is secure (i.e. 85% or higher).	

Achievement of a pass score in the qualification phase will determine only whether the application is eligible to be considered for the award of funding. If the application is found to be eligible, the pass score awarded during the qualification phase will thereafter be disregarded and will play no role in the consideration of the most suitable applications for funding which will be determined solely by reference to the criteria as set out in the Qualitative Scoring Matrix and the Strategic Scoring Matrix.

Qualitative Assessment Scoring Matrix

Criteria Mandatory	Available Score
Public value for viewers and listeners in terms of climate literacy: To what extent does the proposal clearly detail and demonstrate how it will support and motivate listeners and viewers to undertake actions that will have a notable and measurable impact in relation to enhanced knowledge and/or climate action/s i.e. contribute to sustainable behavioural change amongst the target audience? In this regard, to what level is the applicant considered a source of trusted speech/spoken content? To what extent does the proposal demonstrate its educational value and aims? To what extent does the proposal demonstrate inclusivity in addressing the climate challenge taking cognisance of ensuring no community and no-one is left behind? To what extent does the proposal demonstrate the impacts of the programme content including education and/or motivating societal change towards sustainable behaviours? Are the outputs and outcomes sufficiently detailed, demonstrated and are any long-term and sustainable aspects likely and supported by sufficient evidence? What is the size of the potential audience reach for the programme content? In this context, please clearly set out the potential to contributing a high impact on societal change.	50
New / Additionality & Innovation: To what extent does the content of the programme/s add to the range of viewing or listening options for audiences in Ireland? To what extent does the proposal address diversity in the content of the proposal? How compelling and innovative is the application in terms of the programme pitch and the approach to programme production? Has the applicant demonstrated any other innovative aspects to the proposal for example incorporating Digital First? To what extent, if any, does the applicant demonstrate low/zero-emission production values?	20
Feasibility & Partnerships & Quality of the Application: Does the proposal clearly demonstrate in terms of objectives, approach and planning that the project outcomes are feasible? Regard shall be had to the qualifications, experience and suitability of the person or team who / that will manage implementation. What level of collaboration, including with environmentalists / environmental organisations / agencies or scientists or engineers or urban planners or local councils or communities or local / regional / national networks and so forth, is proposed and what additionality does it bring to the proposal?	20
Resources & Case made for funding: Are the resources proposed clearly explained and are they adequate and realistic in the context of the proposed proposal? Does the proposal represent value for money? How much is the funding needed? Would the project be difficult to make without BAI support? Has the applicant concluded any partnerships, formal or informal, with relevant third parties? If yes, with a co-investor, what level of co-investment is involved, what level of enhancement will it bring to the project and does it provide greater leverage for BAI funding? If the Applicant is part financing the project, is the amount indicated coming from them realistic? The track record of the Applicant and key personnel involved in the project, including supporting details such as CVs as set out in the application and has the applicant demonstrated capacity to deliver? To what extent has the applicant demonstrated sufficient climate change experience and knowledge?	10

An Applicant must score a minimum of 50% under each criterion to qualify for consideration of award of funding.

Strategic Assessment Scoring Matrix

Criteria	Available Score
Diversity of formats, genres, content and audiences served: *To ensure a diversity of culturally relevant content is produced, a balance of the award of funds across the permitted formats, genres and audiences needs to be achieved. Regard will also be given to the diversity in the proposed programme content, including gender equality and inclusion.* *To ensure a diversity of Irish audiences are served, a balance of the award of funds across the various target audiences and demographics needs to be achieved. This will include regard to programming in the Irish language / bi-lingual where the applicant has demonstrated that the programme/s will be broadcast with a minimum of 30% in the Irish language.*	60
Scalability and/or longevity of programme proposal: *To what extent can the proposed programme/s idea/s be continued into the longer term and what is the potential to be scaled up? Regard will also be given to the potential audience in terms of the level of impact on climate action, including societal behaviour.*	30
Readiness to Production and ability to Report on Project Outputs and Outcomes; *To ensure that a suite of programming is broadcast in a timely manner further to this funding initiative and the required data and findings of programme/s output and outcomes are delivered in a timely manner.*	10
Qualitative Assessment Score	--