



# Information session - European slate and mini-slate development 2025

14 October 2024, 14:30 Brussels time

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# European Slate and Mini-Slate Development

## 2025 Call for proposals

*European Education and Culture  
Executive Agency*



Info session

14 October 2024

# Agenda

1. Introduction
2. Objectives and eligibility criteria
3. Q&A

BREAK

4. Assessment of proposals
5. How to apply – common errors
6. Q&A

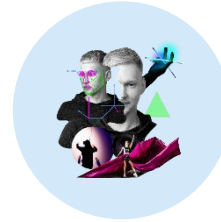
# Content cluster



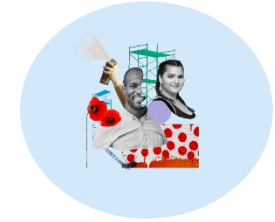
European (mini-)slate development



European co-development



Video games and immersive content development



TV and online content

Development

Production

Increase capacity of producers to develop projects with potential for wide circulation

Foster **competitiveness** of **European independent** production companies and **increase** their **economic weight** on the market

Support cooperation among production companies from different **MEDIA countries**

Support the development/production of **high quality European works** with wide cross-border exploitation potential

Strengthen the **independence** of producers in relation to broadcasters and digital platforms

Originality

Innovation

Commercial ambition

# No changes for 2025 Calls

- **Reminder on the last changes done in 2024:**
- No restrictions anymore **between** calls > applicants can submit applications for the various calls in the same year **BUT:**
- Not more than one application for the Slate/Mini-Slate Calls
- Not eligible if selected under the previous year's call
- **The same work cannot be submitted in more than one application!**
- Why?
  - Create opportunities for companies that are diversifying their activities
  - Increase transparency on where the funding is going to





# European slate and mini-slate development

Reduce risk, invest in talent & creativity and support growth

# Objectives

- Foster the **competitiveness** of European independent production companies and increase their **economic weight** on the market
- Increase the **capacity** of audiovisual producers to develop projects with **potential to circulate** throughout Europe and beyond
- Facilitate European and international **co-production**
- Give a possibility to **emerging talents** to direct a short film supported by experienced companies

# Slate vs. mini-slate

	SLATE	MINI-SLATE
NUMBER OF PROJECTS	3 to 5 + optional short	2 to 3 + optional short
ACCESS	open to all MEDIA countries	limited to LCC (A and B group)
PREVIOUS EXPERIENCE	2 previous works	1 previous work
BUDGET	18 000 000	5 500 000

Everything else (eligibility & award criteria, lump sums) is EXACTLY the same



# Eligible participants

- Independent
- European
- audiovisual production companies
- with recent experience in producing internationally distributed works

- ❖ Only applications by **single applicants** (i.e. mono-beneficiary)
- ❖ Only **one application** per Call
- ❖ **Not beneficiary** of a (mini-)slate funding grant for **last year's Call**

# Eligible participants

- Independent: no majority control, directly or indirectly, by an audiovisual media service provider, either in shareholding or commercial terms
  - ✓ Majority control: more than 25% of share capital held by a single AVMS provider (50% in case of several AVMS providers)
- Audiovisual production company: the company's main objective and activity is audiovisual production

# Eligible participants

European: established in

- ✓ **Slate**: one of the MEDIA countries
- ✓ **Mini-slate**: one of the LCC group A or B MEDIA countries
- ✓ and **owned** directly or indirectly, wholly or by majority participation, **by nationals** from MEDIA countries
- ✓ for **publicly listed** companies: location of the **stock exchange** determines the nationality

# Eligible participants

## 27 EU MS

Austria  
Belgium  
Bulgaria  
Croatia  
Cyprus  
Czechia  
Denmark  
Estonia  
Finland  
France  
Germany

Greece  
Hungary  
Ireland  
Italy  
Latvia  
Lithuania  
Luxembourg  
Malta  
Netherlands  
Poland  
Portugal  
Romania

Slovakia  
Slovenia  
Spain  
Sweden

## Group A

## Group B

**7 Associated  
countries**  
Iceland

Norway  
Lichtenstein  
Albania  
Bosnia and  
Herzegovina  
North Macedonia  
Montenegro  
Serbia  
Ukraine\*

# Eligible participants

- Companies that can demonstrate **recent experience** in producing internationally distributed works:
  - produced 1 (mini-slate) / 2 (slate) previous works since 2018 that respect:
    - ✓ an ANI, FIC or DOC (one-off or series) of min. 24 minutes (immersive projects: no minimum)
    - ✓ actually released in cinema, broadcast on TV or made available on digital platforms in at least 3 countries other than their own before the deadline for submission
    - ✓ all releases were of a commercial nature (i.e. no screenings during festivals)



# Eligible participants

- Companies that can demonstrate recent experience in producing internationally distributed works:
  - The company was
    - ✓ the sole production company
    - ✓ in case of co-production, the major co-producer in the financing plan or credited as delegate producer
    - ✓ or, personal onscreen credit as producer or delegate producer (only CEO or shareholder)



**No other credits, even if seemingly equivalent, will be accepted**

# Eligible participants

- Previous work(s) must be detailed in the MEDIA Database (just as the works submitted for funding)
- If the previous work(s) is ineligible = application is ineligible (i.e. no other works will be considered)
- The information provided in the MEDIA Database must be CORRECT and PROOF must be available upon request

# Eligible activities

- Development of:
  - ✓ Slate: min. 3 and max. 5 eligible works
  - ✓ Mini-slate: min. 2 and max. 3 eligible works
- Eligible works: Animation (ANI), creative documentary (DOC) or fiction (FIC) projects (one-off or series) for commercial exploitation

Primarily intended for:	Cinema	TV/digital platform	Interactive, non-linear projects
ANI	Min. 60 minutes	Min. 24 minutes	No minimum
DOC		Min. 50 minutes	
FIC		Min. 90 minutes	

- Series with a joint distribution and marketing strategy have to be submitted as a series
- First day of principal photography: min. 10 months after deadline

# Eligible activities

- **OPTIONAL:** Development and production of a short film
  - ✓ Short ANI, DOC or FIC of **max. 20 minutes** (one-off or series of short formats)
  - ✓ No previews, advertising films, pilots, trailers, teasers or demos
  - ✓ The **director** must be an **emerging talent**, i.e. with some professional experience, but who has not yet directed a project that would be eligible for support, seeking guidance and support towards making their **first commercial** audiovisual work.
  - ✓ First day of principal photography: after the deadline
  - ✓ If ineligible, the application remains eligible (if all other conditions are fulfilled)

# Eligible activities

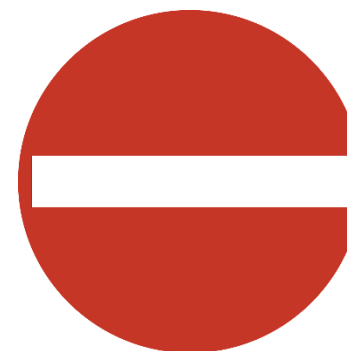
- The applicant company must own the **majority of rights** (incl. rights of adaptation if relevant) related to all projects through a signed contract (in case of **European** co-production, an equal sharing of rights is allowed)
- Duration: normally not more than **36 months** (extensions possible if justified and requested through an amendment)
- Start of the action:
  - ✓ Default: after signature of the Grant Agreement
  - ✓ Retroactivity to date of submission with justification + approval



# Eligible activities

- Ineligible projects

- ✓ Live recordings, TV games, talk shows, cooking shows, magazines, TV-shows, reality shows, educational, teaching and « how to » programmes
- ✓ Documentaries promoting tourism, « making-of », reports, animal reportages, news programmes 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
- ✓ Music videos and video-clips
- ✓ Video games, e-books and interactive books
- ✓ Student films and graduation works



# Financing

- The **lump sums** per project depend on the **genre, type and - for FIC - size** of the projects
- **Maximum EU grant = sum of lump sums** that apply to the individual projects included in the application

Format	Estimated production budget	ANI	DOC	FIC
One-off	≤ 5M	EUR 55 000	EUR 30 000	EUR 45 000
	> 5M			EUR 60 000
Series	≤ 5M	EUR 60 000	EUR 35 000	EUR 55 000
	> 5M and ≤ 20M			EUR 75 000
	> 20M			EUR 100 000

Short film: **EUR 10 000**

# Q&A



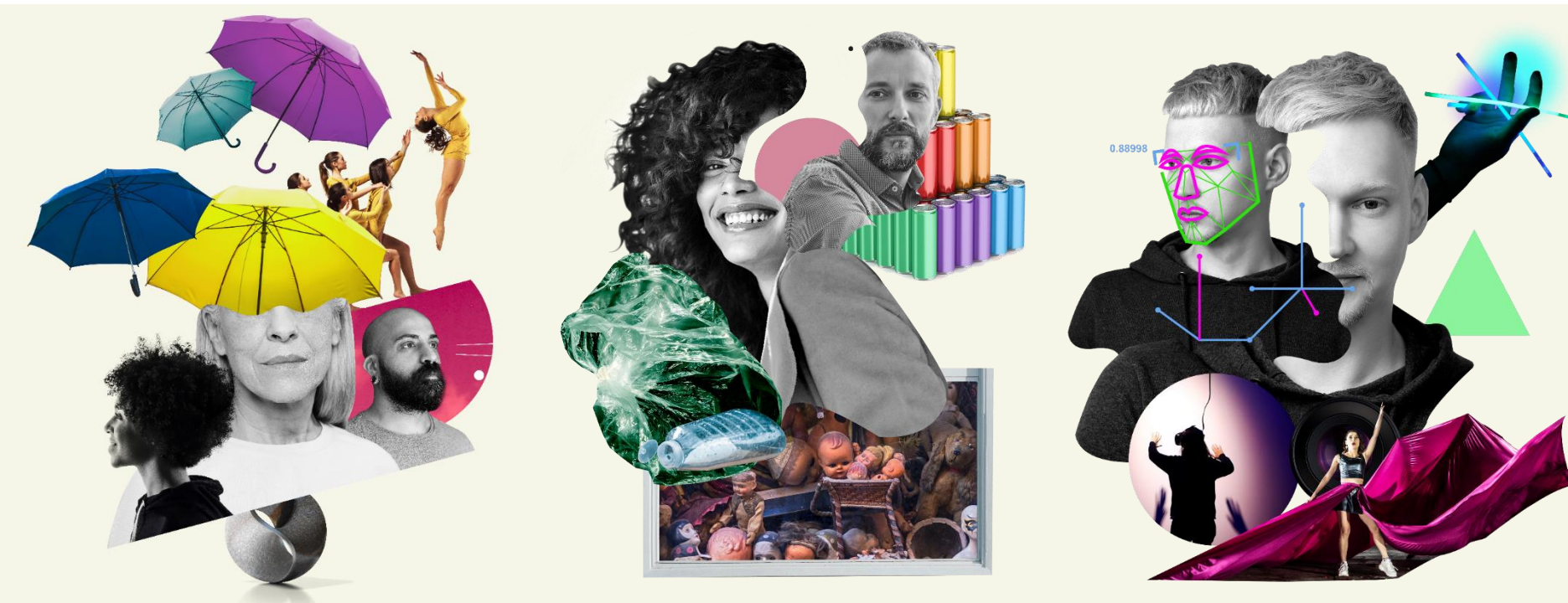


**STRETCH YOUR LEGS ...  
TAKE A CUP OF COFFEE ...**

**BACK AT XX:XX**



# How are proposals assessed?





# How are the proposals assessed?

## ADMISSIBILITY CRITERIA

- ▶ Submission requirements

## ELIGIBILITY CRITERIA

- ▶ Eligible participants
- ▶ Eligible activities

## FINANCIAL AND OPERATIONAL CAPACITY AND EXCLUSION

- ▶ Expertise and solvency
- ▶ Situations of exclusion (eg bankruptcy)

## AWARD CRITERIA

- ▶ Evaluation of the quality of the proposal

# Admissibility and eligibility check

- In principle checked before assessment of the award criteria
- BUT call foresees that the eligibility of the previous work(s) and European ownership and independence will only be checked at GAP stage
  - Why: reduction of workload -> speeding up selection
  - Some applications entering GAP may be declared ineligible at that stage only
  - No check will be done on applications not reaching the funding threshold -> may come back next Call and only find out then that they are ineligible if invited to GAP



**Criteria are STRICT so make sure that you respect them FULLY before submitting an application**

# Award criteria

- Common structure
  1. **Relevance (35 points)**
  2. **Quality of content and activities (30 points)**
  3. **Project management (20 points)**
  4. **Dissemination (15 points)**
- Overall threshold: 70/100



Consult breakdown of the criteria in the Call and keep all elements in mind when preparing your application

# Award criteria

## 1. Relevance (35 points)

- a) Relevance and added value of the proposed slate to **improve the company's position** on the European and international market in relation to its: (15 points)
- ✓ co-production approach
  - ✓ partnership with players from different countries, including from countries with different production capacity
  - ✓ visibility at major film festivals and physical and online markets
  - ✓ capacity to increase the company's turnover
  - ✓ capacity to increase the number, ambition or size of projects in development

# Award criteria

## 1. Relevance (35 points)

- b) Ability of the company to adapt** to a competitive and changing audiovisual landscape by being innovative in its activities in terms of genres, formats, platforms, emerging talents or new territories (10 points)
- c) Adequacy of the strategies presented to ensure a more sustainable and environmentally-respectful industry** (5 points)
- d) Adequacy of the strategies to ensure gender balance, inclusion, diversity and representativeness**, either in the project/content or in the way of managing the activity (5 points)



# Award criteria

## 2. Quality of content and activities (30 points)

- a) **Quality and creative potential** of the works in the slate (15 points)
- ✓ Strength and distinctiveness of idea/subject matter/project focus and dramatic potential
  - ✓ Quality of the writing, narrative choices, character development and the world of the story
  - ✓ Creative potential/quality of the visual approach and art work

# Award criteria

## 2. Quality of content and activities (30 points)

### b) **Potential to reach audiences** at European and international level (15 points)

- ✓ Transnational appeal, including for online audiences, of the concept/subject of the works
- ✓ Potential of the works to cross borders taking into account
  - the creative team
  - the intended cast or the international ambition with regard to the cast
  - the collaboration strategy with non-national partners

# Award criteria

## 3. Project management (20 points)

- a) Adequacy of the **development strategy** (10 points): Adequacy of the development plan, schedule and development budget to the needs of each work
- b) Adequacy of the **financing strategy** (10 points)
  - ✓ Adequacy of the production costs of each work and to its development budget
  - ✓ Adequacy of the financing strategy
    - compared to the estimated production costs in terms of awareness of the suitable potential financial partners and territories targeted
    - in terms of diversity of sources of funding foreseen

# Award criteria

## 4. Dissemination (15 points)

- a) The **marketing strategy** allowing to reach audiences at an early stage. This includes the definition of USP, target audiences and markets, innovative marketing and audience engagement tools, promotional activities(5 points)
- b) Relevance of the European and international **distribution strategy** regarding: (10 points)
  - ✓ the identified target audience
  - ✓ distribution methods foreseen
  - ✓ distribution partners in place or envisaged
  - ✓ awareness of the markets, European/international vision
  - ✓ relevance of choice of territories

# How to apply?



# How to apply

- Any application must consist of:
  - ✓ Part A: Administrative information (but also duration and max. EU grant)
  - ✓ Part B: 'Technical' description of the project (information that allows to assess the award criteria) + definition of work packages and deliverables
  - ✓ Part C: NEW: collection tool of KPI-related data
  - ✓ Mandatory annexes (downloaded together with Part B)

# How to apply

- **Mandatory annexes:**
  - ✓ Lump sum calculator: calculates max. EU grant based on projects included in the application (mandatory template)
  - ✓ Creative dossier of projects submitted for funding (mandatory template)
  - ✓ PDF with information about film(s)/work(s) to be generated via the MEDIA Database: data related to the previous work(s) and works submitted for funding
  - ✓ Proof of ownership of rights (and rights of adaptation) for all projects submitted for funding, including the short film (if any)
  - ✓ Supporting documents of co-production, distribution and financing for all projects submitted for funding
  - ✓ Declaration on independence and ownership: breakdown of shareholding of the company (mandatory template)
  - ✓ Declaration on language of the submitted materials (mandatory template)

# How to apply

- Part B: A correct definition of work packages and deliverables are crucial elements in order to obtain the full EU grant
- Work packages: 1 per project (e.g. 4 DOC + short = 5 WP)
- Deliverables: will need to be submitted during the lifetime of the project
- Due dates of deliverables: keep in mind what you will choose as start date of the action -> either:
  - Standard: month following the signature of the grant agreement
  - Upon request: fixed retro-active start date (never earlier than date of submission of the application)



# How to apply

- Mandatory deliverables per work package:
  - Updated creative development
  - Update on research work undertaken and visual material
  - Update on key artistic crew/casting
  - Updated financing and production budgets and schedule
  - Updated distribution and marketing strategies
  - Interoperable standard identifier and link to the final work, if produced

# Common mistakes in submission system

- **Acronym and short summary** (to be encoded when starting the application)
  - ✓ Acronym: helpful if it refers to the company (i.e. not Slate2025 for example)
  - ✓ Short summary (abstract): must deal with objectives, activities, type and number of persons benefiting from the project, expected results, type and number of outputs to be produced. **Do not include confidential info.** The **synopsis** of the **projects to be developed** goes in the **MEDIA Database**

# Common mistakes in Part A

- **Budget (EU grant requested) incorrectly encoded in Part A**

## Application forms

Proposal ID 101048440

Acronym Test TV application

### 3 - Budget

No	Name of Beneficiary	Country	Requested grant amount
1		FR	0,00
2		RO	0,00
Total			0,00

==

<i>down menu)</i>	Lump sums (EUR) <i>(automatic)</i>
	EUR 55.000
	EUR 35.000
≤5M	EUR 45.000
>5M and ≤20M	EUR 75.000
>5M	EUR 60.000
	EUR 10.000
	<b>EUR 280.000</b>

# Common mistakes in lump sum calculator

- Do NOT change the amounts of the lump sums

<b>Estimated EU contribution</b>			
<b>ATTENTION: The list of projects has to correspond with the list of work-packages described in part B. Please use the same order!</b>			
<b>1 PROJECT = 1 WORK-PACKAGE</b>			
Project (Work Package) Number	Project title (manual input)	Type of project (manual selection from drop-down menu)	Lump sums (EUR) (automatic)
1	Project ABC	Animation one-off	EUR 55.000
2	Project DEF	Animation one-off	EUR 35.000
3	Project GHI	Animation series	EUR 45.000
4	Project JKL	Creative documentary one-off	EUR 75.000
5	Project MNO	Creative documentary series	EUR 60.000
6	Short	Fiction one-off, estimated production budget ≤5M	EUR 10.000
		Fiction one-off, estimated production budget >5M	
		Fiction series, estimated production budget ≤5M	
		Fiction series, estimated production budget > 5M and ≤20M	
			<b>EUR 280.000</b>

# Common errors in Part B

- Use the template!!! (goes for all **mandatory** templates)
- Do NOT put it in another format
- Do NOT add other types of documents such as CVs
- Do NOT leave mandatory sections blank (no info = 0)
- Provide information in the correct section
- Follow the mandatory WP structure and insert mandatory deliverables
- Ensure that the info is coherent with the rest of the documents in the application
- Ensure that it is readable

# Common errors in info on shareholding

- First encode the applicant **company** (i.e. not natural persons) in the 'Instructions' sheet
- Encode the entire shareholding of the company and make sure that it is coherent!
  - ✓ If the shareholder is a **company** → Legal person
  - ✓ If the shareholder is an **individual** → Physical person
- Do not forget to encode the nationality, i.e. either country where the company is registered or nationality of the physical person

# Common errors in info on shareholding

- Main activity: **only** to be filled in for legal persons, i.e. companies!
- If the shareholder is a legal person, provide the **full chain** of shareholding as requested, with **all the necessary elements** (nationality!), until the level of physical persons (or stock market) is reached

If any of the listed shareholders is a legal person/company, please describe the **FULL** chain of the shareholders, until the level of nationals (i.e. physical persons). Please include the percentage of shares and nationalities of such nationals. If the company is publicly listed, please provide the location of the stock exchange. Please note that in case of insufficient information on this point, the applicant may be considered as ineligible.

MAIN source of requests for additional information  
**Enormous** workload which is easily avoidable

# Frequent errors in applications - Other

- Do not forget to **encode the previous work(s) AND the works submitted for funding in the MEDIA Database** – may make the application ineligible!
- Encode correctly the first day of Principal Photography
- Do not forget to **upload the PDF generated** from the MEDIA Database in the application
- *Do not forget to complete **Part C and the language declaration***
- **Make sure to upload the annexes in the right slot!!!**

If not all mandatory documents are there, the application may be considered **inadmissible**



# Frequent errors in applications - Other

- Do not add documents that are not requested
- Respect the template and applicable limitations for the creative dossier and do not insert documents under a downloadable link
- Submit rights contracts (and rights of adaptation) for ALL projects (including the short film if applicable) and make sure that they are sufficiently long in terms of duration
- **Submit on time!**

The better applications are structured, the quicker the evaluation, the quicker the decision!

# Q&A





# Content questions?

Creative Europe desks:

<https://ec.europa.eu/culture/resources/creative-europe-desks>

EACEA functional mailboxes:

[EACEA-MEDIA-DEVSLATE@ec.europa.eu](mailto:EACEA-MEDIA-DEVSLATE@ec.europa.eu)

[EACEA-MEDIA-MINISLATE@ec.europa.eu](mailto:EACEA-MEDIA-MINISLATE@ec.europa.eu)



# Technical (IT) questions?

IT related individual questions regarding the Portal Submission System: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/helpdesks/contact-form>

F&TP support section: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/support>

# Thank you



Creative Europe  
2021-2027

**PUSH BOUNDARIES**



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Slide 7, source: pixabay.com

