

MTA 0569/2018



Education, Audiovisual And Culture Executive Agency

**CREATIVE EUROPE: Culture**

**SPECIFIC GRANT AGREEMENT FOR AN ACTION**  
**WITH MULTIPLE BENEFICIARIES**

**SPECIFIC AGREEMENT 2018 - 0537 / 001 - 001**

This specific agreement (hereinafter referred to as "the Specific agreement") is concluded between:

The **Education, Audiovisual and Culture Executive Agency** (hereinafter referred to as "the Agency"), acting under powers delegated by the European Commission (hereinafter referred to as "the Commission"), represented for the purposes of signature of the Specific agreement by Karel BARTAK, Head of Unit,

on the one part,

**and**

NARODNI FILMOVY ARCHIV  
MALESICKA 12,  
CZ - 130 00 PRAHA

VAT NUMBER: CZ00057266

hereinafter referred to as "the coordinator", represented for the purposes of signature of this Specific agreement by Michal Bregant

and the following other partners:

**2.INSTITUT UMENI - DIVADELNI USTAV**

**3.NARODNI PAMATKOVY USTAV**

duly represented by the coordinator by virtue of the mandate[s] included in Annex VIII for the signature of this Framework partnership agreement and any subsequent Specific partnership agreement, hereinafter referred to collectively as “the partners”, and individually as “partner” for the purposes of this Framework partnership agreement where a provision applies without distinction between the coordinator or another partner,

on the other part.

The following annexes form an integral part of the Specific agreement:

Annex I Description of the action

Annex II Estimated budget of the action

## **ARTICLE 1 – SUBJECT MATTER OF THE SPECIFIC AGREEMENT**

The Specific agreement is concluded in the context of the partnership established between the parties. It is drawn up in accordance with the relevant terms of Framework partnership agreement No **2018 - 0537 / 001 - 001** which has been signed between the Agency and the beneficiaries (hereinafter referred to as "the Framework agreement").

The Agency has decided to award a grant ("specific grant for an action"), under the terms and conditions set out in the Specific agreement and the Framework agreement, for the action entitled **CREATIVE EUROPE DESK - Czech Republic** ("the action") as described in Annex I.

With the signature of the Specific agreement, the beneficiaries accept the grant and agree to implement the action in accordance with the terms and conditions of the Specific agreement and the Framework agreement, acting on their own responsibility.

## **ARTICLE 2 – ENTRY INTO FORCE OF THE SPECIFIC AGREEMENT AND DURATION**

**2.1** The Specific agreement shall enter into force on the date on which the last party signs.

**2.2** The action shall run as of **01-01-2018** ("the starting date of the action") and shall end on **31-12-2018**.

## **ARTICLE 3 - MAXIMUM AMOUNT AND FORM OF THE GRANT**

The grant shall be of a **maximum amount of EUR 145.000,00** and shall take the form of:

**(a) The reimbursement of 49,66% of the eligible costs of the action ("reimbursement of eligible costs"), which are estimated at EUR 292.007,21 and which are:**

**(i) actually incurred ("reimbursement of actual costs") for the categories of costs indicated in Annex III.**

(ii) reimbursement of unit costs: not applicable

(iii) reimbursement of lump sum costs: not applicable

**(iv) declared on the basis of a flat-rate of 7 % of the eligible direct costs ("reimbursement of flat rate costs") to cover the indirect costs**

(b) Unit contribution: not applicable

(c) Lump sum contribution: not applicable

(d) Flat-rate contribution: not applicable

## **ARTICLE 4 – ADDITIONAL PROVISIONS ON REPORTING, PAYMENTS AND PAYMENT ARRANGEMENTS**

### **4.1 Reporting periods, payments and additional supporting documents**

In addition to the provisions set out in Articles II.23 and II.24 of the Framework agreement, the following reporting and payment arrangements shall apply:

- Upon entry into force of the Agreement, a pre-financing payment representing 80% of the maximum amount specified in Article 3 shall be paid to the coordinator;

### **Payment of the balance**

- Sole reporting period from 01-01-2018 to the end of the period set out in Article 2.2: The balance shall be paid to the coordinator in accordance with Article II.23.2 (a) to (d).

### **Other supporting documents:**

The request for payment of the balance shall be accompanied by a certificate on the financial statements and underlying accounts (“Report of Factual Findings on the Final Financial Report – Type I”) as set out in Annex VII of the Framework agreement for each grant for which the total contribution in the form of reimbursement of actual costs as referred to in Article 3(a)(i) is less than EUR 750.000.

### **4.2 Time limit for payments**

The time limit for the Agency to make the payment of the balance is 60 days.

### **4.3 Language of requests for payments, technical reports and financial statements**

All requests for payments, technical reports and financial statements shall be submitted in English, French or German.

## **ARTICLE 5 – BANK ACCOUNT FOR PAYMENTS**

All payments shall be made to the coordinator's bank account, denominated in euro as indicated below

Name of bank: CESKA NARODNI BANKA  
Precise denomination of the account holder: NARODNI FILMOVY ARCHIV  
Full account number (including bank codes): CZ6907100200010083337011

## **ARTICLE 6 – ADDITIONAL PROVISIONS ON USE OF THE RESULTS (INCLUDING INTELLECTUAL AND INDUSTRIAL PROPERTY RIGHTS)**

In addition to the provisions of Article II.8.3 of the Framework agreement, the beneficiaries shall warrant that the Agency and/or the European Union (hereinafter referred to as the “Union”) has the rights to:

- (a) communicate the results of the action by any other types of communication not specified in the General Conditions of the Framework agreement;
- (b) edit or re-write in another way the results of the action, including shortening, summarising, modifying the content, correcting technical errors in the content;
- (c) cut, insert meta-data, legends or other graphic, visual, audio or word elements in the results of the action;
- (d) extract a part (e.g. audio or video files) of, divide into parts or compile the results of the action;
- (e) prepare derivative works of the results of the action;
- (f) translate, insert subtitles in, dub the results of the action in:
  - all official languages of EU
- (g) authorise or sub-licence the modes of exploitation set out above to third parties.

The Agency and/or the Union shall have the rights of use specified in the General Conditions of the Framework agreement and set out above for the whole duration of the industrial or intellectual property rights concerned.

## **ARTICLE 7 – SPECIAL PROVISIONS ON BUDGET TRANSFERS**

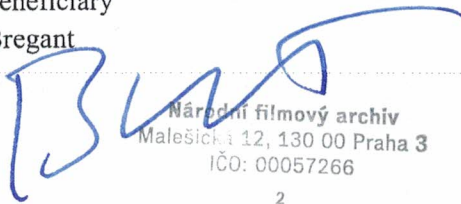
By way of derogation from the first subparagraph of Article II.22, budget transfers between budget categories are limited to 10% of the estimated eligible costs of the action specified in Article 3.

**ARTICLE 8 – REQUESTS FOR THE BALANCE PAYMENT AND SUPPORTING DOCUMENTS**

By way of derogation from Article II.23.2 of the Framework agreement, the coordinator shall submit a request for payment of the balance within 90 days following the end of the reporting period for which, in accordance with Article 4.1 of the Specific agreement the payment of the balance is due.

**SIGNATURES**

For the beneficiary  
Michal Bregant



Národní filmový archiv  
Malešická 12, 130 00 Praha 3  
IČO: 00057266  
2

Signature  
Done at *PRAGUE* on *18/4/2018*

For the Agency  
Karel BARTAK  
Head of Unit

Signature  
Done at Brussels, on

In duplicate in English

Agreement number: 2018 - 0537 / 001 - 001

Model specific partnership agreement for an action - multi: October 2016

## **Annex I**

### **Description of the action**

## 1) Internal organisation of the Desk

Please describe briefly how the consortium/ staff forming the CEDesk is working together!

*(Internal working methodologies in order to exchange offices, i.e. regular meetings of the consortium, phone conference, etc, reflection on/development of common strategies. Indicate staff training and other activities*

The Creative Europe Desk Czech Republic consists of the Creative Europe Desk – MEDIA and Creative Europe Desk – Culture. These are autonomous entities operating under three different host institutions - the National Film Archive and the Arts and Theatre Institute. The Creative Europe Desk – Culture also includes a special Cultural Heritage Section hosted by the National Institute for the Protection and Conservation of Monuments and Sites. The CED – MEDIA acts as coordinator.

The professional public differ substantially for each of CEDs. Each of the Desks has therefore its own strategy, implementation and communication methods tailored to the needs of their respective target groups. At the same time we look for possible points of mutual cooperation such as audience development, cross sectorial cooperation and innovations, which are interests common for all the target groups, or promotion of the CE programme to general audience.

We hold regular meetings approx. every two months in order to discuss upcoming events, news in our sectors etc. Besides that, we started to hold annual meetings outside our premises in order to build the team and discuss the overall strategy for our cooperation– in 2017 our meeting took place at Kuks Hospital, which was awarded the Europa Nostra in 2017. We discussed a new communication strategy, our common activities regarding the audience. The meeting proved as a very efficient tool to improve our joint work in many aspects. A meeting is already planned in 2018 in Kromeriz. For joint events and actions, we use an online tool ASANA. It allows to share notes, ideas, project workflow and communication.

Both offices undergo regular training to be able to give a competent and up to date advice to the applicants (CED MEDIA: audiovisual management, marketing – provided by the MEDIA Training initiatives; CED Culture: project management, leadership, team cooperation, and language skills). In 2017 CED Culture opened part-time position for communication and promotion of the programme responsible for external communication of the programme and close communication with supported projects.

A joint training will be undertaken in the area of social media by people responsible for social media in respective offices.

## 2) Activities and Events (events to be listed in excel sheet)

**Public presentation of the Programme at various events – seminars, conferences, festivals, etc. (on local/regional/national level)**

Please describe the major events you plan to attend and explain your choice and the expected inputs and impact):

### CED MEDIA

We decided to attend the bellow listed major events (both national and international) because they are attended both by high profile industry professionals and or wide audience. Therefore they are important bot for reach out to new professionals and promotion of the programme. For CED they are also important to keep up with the industry and market developments. Depending on the event, we present the programme through stands with information materials and special info sessions for industry participants . Representative of Creative Europe – MEDIA is available to provide information



about the programme to the interested public at all principal audiovisual events in the Czech Republic and abroad. We also cooperate as a minor partner on the industry workshop organised by the respective events. It is an efficient way how to help capacity building of the sector and increase the visibility of the programme as a useful partner to film professionals and all the stakeholders in the audiovisual industry.

The key domestic events are **Finale Plzen** – a major event for the Czech producers and thanks to the presentations of project in development, a good place to meet potential applicants and present MEDIA support. **AniFilm** – a major event in the region for the animation industry, includes festival and its industry part, known as Animarket, pitching workshop Visegrad Animation Forum and Gamed Day focused on gaming. Good place to present programme support for the animation industry and meet new professionals, especially emerging ones. **FIFF Karlovy Vary** – most important international audiovisual event of the year, with an international industry attendance and quality range of events we developed with the festival's Film Industry Office, focused on distribution. Good opportunity to organize international workshops thanks to cooperation with EP LUX Prize. **IDFF Jihlava** – meeting place for documentary filmmakers from all over Europe, and Emerging Producers – opportunity to present MEDIA support, share information and develop with this particular target group. **GDS** – main event for game developers – direct contact with all potential applicants in the Czech game industry.

The key international events are **Berlinale EFM** and **Cannes MIF**, as they are most widely attended by the Czech professionals. We are present to assist them regarding the programme and European cooperation and we also participate at the MEDIA stand and other initiatives organized by the EC.

Another type of attendance is participation and presentation of the programme at other professional meetings of institutions and associations in the Czech audiovisual industry such as **Audiovisual Producers' Association, the Association of Exhibitors**.

#### CED Culture

**We attend various events differing mainly by target groups and organizers:**

**wide audience:** we would like to present Creative Europe through supported projects at various events like festivals and fairs and to make attractive stand (described in communication strategy) including large scale photographs of supported project. We would like to be present at **Colours of Ostrava** (the biggest music festival in the Czech Republic, the biggest literature book-fair **Svět knihy** or at the theater festival such as **Theater World Brno**. We plan to follow up to three major public events of supported projects.

**professional audiences:** we will accept invitations to event focused on professionals like conferences, panel debates to present Creative Europe programme and we will cooperate with organizers of festivals and fairs to deliver tailor made presentations, lectures panel discussions on various themes. We are also in close cooperation with other EU programmes such as Erasmus+, Europe for Citizens and European House in order to organize **joint events**. We would like to follow main events such as **Cross-roads** (musical conference for professionals) in respective fields.

#### **Workshops/Seminars/Infodays/Conferences organised by the CEDESK**

Please describe the needs and strategy behind the implementation of the foreseen workshop/seminar/Infoday (choice of location and dates; choice of target groups, choice of content) and expected impact

### CED – MEDIA

We organize three main kinds of our own events

Seminar with **presentation of the programme** as a whole or its schemes such as Producer's Support seminar or CE InfoDay which we organize together with CED Culture. The aim is to inform and assist the potential applicants, target group – professionals, potential applicants, usually in Prague, after publication of new calls or as a follow up to the European Film Forum or the Desk meeting in Brussels/Berlin /Cannes. Other events of this kind will depend on the actual outcome of the meeting or forum and they will have a form of roundtables according to schemes or sectors (animation, documentary, festivals)

**Industry themed workshops** – working on a specific theme related to the programme and identified as a weak point within the industry – such as marketing, distribution, presentation skills and strategies. The aim is to build the capacity of the various actors in the audiovisual sector and improve their positioning on the EU market. Target groups – professionals, potential applicants, usually in Prague. For 2018, we plan a roundtable on distribution of animation, workshop on the state documentary sector and marketing workshops both for exhibitors and producers. To organize these workshops, we work with the partners as Institute of Documentary film, Association of Animated film or Czech Television.

**Audience focused event** – presentation of programme supported films in a form of special screening event. One is a part of the programme of European Film Days in spring. It is curated by the festival and very successful. Another one, organized by us in cooperation with our host, NFA and LUX is Film Summer at NNZ – summer cinema.

### CED – Culture

**Target Group:** potential applicants and other professionals from culture and creative sectors

**Location and dates:** The seminars and workshops will be held mostly in Prague. The capital city is located in the centre of the Czech Republic; the seminars will take place in the relevant period before the call deadlines in order to achieve vital discussion based on conceptual, organizational and technical problems occurred in the period of preparation the applications. Workshops will be organized in the course of the year.

**Choice of content:** We will focus on the proposal of the Creative Europe Programme, its new priorities and themes such as audience development, digitization, mobility, new business models and other relevant themes. We will also describe the core of the European Cooperation and priorities of the programme etc. We always focus on the Q&A, practical questions and a personal approach after the events. Our new approach in upcoming years would be to organize workshop on project management and project design.

### **Synergy Events**

Please describe briefly the Synergy Events you plan to organise jointly – Culture and MEDIA office, Choice of topics, outreach and impact

During the past programme period, we developed several core synergy events. Their common aim is to develop and strengthen capacity of the Czech cultural and creative industries in regard to the

Creative Europe programme priorities (Focal Point) and to promote the programme and increase its visibility (press session, Info Day).

**Press session** at the beginning of a new year focused on promotion of results and impact of the programme in the previous year. Target group: trade, cultural and general media - on-line, printed, electronic.

**Creative Europe Info Day** - identification and discussion of current issues. Building the capacity of potential applicants with regards to development of CE priorities, highlighting themes of interest specific for the Czech CCS (in 2017, it was involvement of Czech CCS stakeholders in policy discussion on EU level). Target group - all CCS stakeholders.

**Focal Point – Audience** – an event focused on best audience development practices presented in “Pecha Kucha” style. It became widely popular and well attended. In the next years we plan to continue developing it, with the focus shifting according to the strategic themes – e.g. in 2018 we plan to look more into the area of presenting cultural heritage to general public and making it accessible. Target group - CCS actors working with audience – museums, libraries, theaters, festivals etc

**Focal Point: IT** – the aim is to encourage and inspire cross sectorial cooperation and highlight common interests and synergies betw. CCS and IT sectors, including organization of common training and education. The format is workshop and presentation of already existing projects. Target group - developers of interactive works, games, apps, VR, CCS stakeholders. Organized in cooperation with Czech Games (České hry).

We also give the floor to stakeholders acting mainly on international level to meet, exchange know-how and network through informal events as a newly introduced **Christmas Brunch of Creative Europe**.

#### Events you organise with other desks and other funding initiatives

Please describe briefly the Events you plan to organise with other desks and other funding initiatives - Choice of topics, outreach and impact

#### CED MEDIA

In order to facilitate cross border cooperation and exchange of information on informal level, we plan to continue organize networking industry events with CED Slovakia and other Desks in neighboring countries (Poland, Austria, Hungary) such as Distributors’ Dinner in during the Karlovy Vary International Film Festival.

We will also organize seminar and workshops around topics on a European level important for the audiovisual sector, this especially in cooperation with CED Slovakia, because our audiovisual sectors are rather intertwined – e.g. in 2018 meeting with EDN for their initiative Media and Society, animation will be another topic, especially in connection with Animation Action Plan developed by EC.

#### **CED Culture**

We would like to follow good practice from previous years (such as joint CED presentation at Ars Electronica 2017, presentation in Tbilisi during conference Creative Georgia in 2016) to share our knowledge which diverse region by region and to multiply the impact of our experience.

It is necessary for our continuous update of the conditions and trends of cultural and creative sectors which improve our know-how and gives us better ability to disseminate the priorities of the Creative Europe Programme to our stakeholders.