GUIDE FOR APPLICANTS
CALL FOR PROPOSALS EACEA/24/2018

SUPPORT FOR THE
DEVELOPMENT OF EUROPEAN VIDEO GAMES

CREATIVE EUROPE (2014 - 2020)
MEDIA Sub-programme

DISCLAIMER

The present guide intends to provide useful information for applicants. It does not replace or overrule the official Guidelines.

INTRODUCTION

This Guide for applicants provides practical guidance on how to apply to the Calls for Proposal launched under the MEDIA Sub-programme of Creative Europe.

Before making an application, please ensure that you have carefully read the specific Guidelines of the funding scheme for which you want to apply. We also recommend reading the **eForm User Guide**: https://eacea.ec.europa.eu/creative-europe/funding/support-for-development-european-video-games-2019_en

The first section of this document contains a **checklist** which allows you to **verify whether the application you intend to submit is eligible**.

The second section deals with **how to generate, complete and submit the eForm and its attachments**. We recommend that you refer to this section whilst completing your eForm in order to avoid making mistakes as throughout this section, you will receive **important tips** and **answers to Frequently Asked Questions (FAQ)**. We will also point out **common mistakes**.

In the third section some tips on **communication** with the Agency are given. It also deals with what to do **in case you encounter technical problems**.

SECTION 1 – ELIGIBILITY CHECKLIST

Before making an application, please carefully verify whether your application is eligible. In order to be eligible, you will need to tick <u>all</u> boxes under <u>all</u> of the questions below. This checklist is for your own purpose and must **not** be submitted with the application.

1.1. Is my company eligible to apply for the Video Games Call?

Are you applying as a company? A legally constituted company is a company which has been founded by a legal act compliant with the relevant legislation. *Natural persons are ineligible.*	**Is your company a video game production company?** A video game production company is a company whose main object and activity is video game production/development (or equivalent) <u>as indicated in the official national registration documents</u>, unless registration under specific activity codes is not required by national law, in which case the status will be verified on the basis of the track record of the company.	**Has the company been legally constituted for at least 12 months prior to the date of application?**
☐ **YES**	☐ **YES**	☐ **YES**
IS YOUR COMPANY A EUROPEAN COMPANY?		
Is your company established in one of the countries participating to the MEDIA Sub-programme? - EU Member States; - Eligible non-EU countries: An updated list can be found on the following link: https://eacea.ec.europa.eu/creative-europe/library/eligibility-organisations-non-eu-countries_en ☐ **YES**	**Is your company owned**, whether directly or by majority participation (i.e. majority of shares), **by nationals from countries participating to the MEDIA Sub-programme** (see the previous question)**?** ☐ **YES**	

CAN YOU DEMONSTRATE A RECENT SUCCESS?

Have you produced or developed a previous video game that has been commercially distributed in the period <u>after</u> 01/01/2016 and <u>before</u> the date of application?
Not accepted are video games:
- for which you have been sub-contracted for the development and/or production.
- on which you only have a personal credit (company credit is needed)
- in Early Access

☐ **YES**

Do you have a sales report proving the commercial distribution of this previous video game? The sales report should relate to the reference period, i.e. should demonstrate sales after 01/01/2016 and before the date of application.

☐ **YES**

Was this previous work a <u>narrative storytelling video game</u>?
In order to be considered a narrative storytelling video game, the story must be told or shown <u>throughout the whole game</u> (in-game storytelling) and not only as an introduction or an ending to the game.

☐ **YES**

Was this previous work:
- a puzzle game, memory game, sports game, racing game, running game, rhythm/singing/dancing game, social game, quiz game, party game, versus-fighting game, word and spelling game, number game, mind game?
- an (interactive) e-book, interactive fiction, interactive animation, interactive documentary?
- a platform for games?
- a reference work (encyclopaedia, atlas, catalogue, database and similar)?
- a tool and software service aimed solely at technological development and/or used solely for further developing already existing game concepts?
- an information or purely transactional service?
- a project promoting tourism?
- a multimedia art project or installation?
- a website being, or dedicated specifically to, social platforms, social networking, internet forums, blogs or similar activities?
- a project including pornographic or racist material or advocating violence?
- a work of a promotional nature being part of a promotional campaign or advertising for a specific product and/or brand?
- an institutional production to promote a specific organisation or its activities?

☐ **NO**

DOES YOUR COMPANY OWN THE MAJORITY OF RIGHTS RELATED TO THE PROJECT WITH WHICH IT IS APPLYING?		
Do you own the majority of the rights related to the project with which you are applying?	**Do you have a duly dated and signed (by the author(s)) contract covering the rights to the artistic material included in the application?** The following types of contracts will be accepted: - an option agreement concerning the transfer of rights between the author and the applicant company, of an adequate duration to cover the whole development schedule and clearly setting out the conditions for exercising the option; or - a contract transferring the rights from the author to the applicant company. The option agreement or transfer of rights contract can be replaced by: - a unilateral declaration of the transfer of rights to the applicant company where the author is the producer, a shareholder or an employee of the company; - a co-production or co-development agreement duly dated and signed by the parties and clearly showing that the applicant company holds the majority of the rights at the date of the application.	**If the project is an adaptation of an existing work** (literary, audiovisual, comic-strip, etc.), **do you also hold the majority of the rights relating to the rights of adaptation to this work** with an option agreement or transfer of rights contract duly dated and signed**?**
☐YES	☐YES	☐YES

1.2. Is the project with which I am applying eligible?

Is the project a **narrative storytelling video game?** *In order to be considered a narrative storytelling video game, the story must be told or shown throughout the whole game (in-game storytelling) and not only as an introduction or an ending to the game.*	Is the project intended for commercial distribution?	Is the project: - a puzzle game, memory game, sports game, racing game, running game, rhythm/singing/dancing game, social game, quiz game, party game, versus-fighting game, word and spelling game, number game, mind game? - an (interactive) e-book, interactive fiction, interactive animation, interactive documentary? - a platform for games? - a reference work (encyclopaedia, atlas, catalogue, database and similar)? - a tool and software service aimed solely at technological development and/or used solely for further developing already existing game concepts? - an information or purely transactional service? - a project promoting tourism? - a multimedia art project or installation? - a website being, or dedicated specifically to, social platforms, social networking, internet forums, blogs or similar activities? - a project including pornographic or racist material or advocating violence? - a work of a promotional nature being part of a promotional campaign or advertising for a specific product and/or brand? - an institutional production to promote a specific organisation or its activities?	Is the production phase of the project scheduled to start within 8 months from the date of application? The start of the production phase is considered the moment on which the first playable prototype or first trial version is produced, whichever comes first.
☐ **YES**	☐ **YES**	☐ **NO**	☐ **NO**

1.3. Is my application eligible?

My company is eligible as I could tick all the boxes under question 1.1. ☐ **YES**	The project with which I am applying is eligible as I could tick all boxes under question 1.2. ☒ **YES**
I am requesting a financial contribution of EUR 10.000 or more ☐ **YES**	I am submitting only 1 application under this Call ☒ **YES**

FREQUENTLY ASKED QUESTIONS (FAQ) ABOUT THE ELIGIBILITY OF APPLICANTS

What activities are eligible to prove that my company is a video game production company?

*The main activities of the applicant company must contain <u>video game production</u> or <u>video game development</u> or <u>software production</u> or <u>software development</u> or any equivalent in national languages. The following activities will be accepted as eligible activities: <u>computer programming activities</u> (NACE 62.0.1), <u>Ready-made interactive leisure and entertainment software development</u> (SIC 62011). The following activities will **NOT** be accepted as eligible activities: <u>Publishing of computer games</u> (SIC 58210 / NACE 58.2.1), <u>Other software publishing</u> (NACE 58.2.9), <u>Computer consultancy activities</u> (NACE 62.0.2), <u>Manufacture of games and toys</u> (NACE 32.4.0). If the company is not registered under an eligible activity, its registration at the national chamber of commerce must be updated <u>before the date of application</u>.*

Is a newly established company eligible for support?

No, this Call for proposals is open to Video Game production companies which have been legally constituted (with supporting documents) for at least 12 months prior to the date of application and that can prove a recent success.

My company received support under a previous Call for Proposals. Can my company apply for this Call for Proposals?

Yes, you can. However, you must apply with a <u>different</u> project. The EU can only fund the same project once.

Can I apply as an individual?

No, natural persons (individuals) may not apply for a grant, except self-employed persons or equivalent (e.g. sole traders) where the company does not possess legal personality separate from that of the natural person.

FREQUENTLY ASKED QUESTIONS (FAQ) ABOUT THE ELIGIBILITY OF THE PROJECT

Are sequels/prequels eligible projects?

Sequels and prequels are considered different projects and are therefore eligible provided that they are narrative storytelling eligible projects and that they fulfill all the other eligibility criteria. However, the applicant should explain how the sequel/prequel is different from the original game. Keep in mind that the originality of the game is being assessed under the award criteria.

Are DLC/expansion packs eligible projects?

Downloadable contents (DLC) and expansion packs can be eligible if they comply with the definitions of video game and narrative storytelling, and of course if they fulfill all other eligibility criteria. For example, a DLC containing a new story-driven chapter could be eligible while a DLC containing new characters, skins, vehicles, equipment, etc. will NOT be eligible.

Are location-based video games eligible?

Being location-based (or not) is not an eligibility criterion. Therefore, a geolocation-based video game would be eligible, provided that it fulfills all other eligibility criteria. In particular, this means that it must be a narrative storytelling video game (many geolocation-based games are not narrative games), that it must have a commercial distribution and that it must not be an ineligible type of video game (social games for example).

Are Virtual Reality/Augmented Reality/Mixed Reality projects eligible?

The guidelines do not exclude such technologies/platforms. However, in order to be eligible, the project

MUST be a video game (not an interactive fiction or an interactive documentary or a VR experience …) and must fulfil all other eligibility criteria.

I have a fantastic highly narrative sports game. Is it eligible?

No, sports games are not an eligible type of project, even if they are narrative. The same goes for every ineligible type of project/video game.

Can you provide definitions of the ineligible types of projects?

It is simply not possible to publish a definition for each and every existing type of video game/project in the guidelines. However, we provide some elements below which can help you understand what is meant by some of them. These are not official definitions, but rather explanations and hints.

(interactive) e-books, interactive fictions, interactive animations, interactive documentaries: *These are not video games according to the definitions published in the guidelines (rules, game environment, victory). In addition, a video game must be marketed as a video game, not as a book.*

Puzzle games: *A puzzle game focuses on the problem solving in order to clear a level/chapter and is often accompanied by a scoring challenge. These types of puzzles can be for example logical, jigsaw, physics-based or (tile-) matching puzzles. Action or adventure games involving puzzles or riddles are not considered puzzle games because the purpose of the game is not the puzzle itself.*

Memory games: *The goal of a memory game is, for example, to turn over cards or reveal pictures in order to match pairs.*

Sports games: *A sports game is a game where the goal is to win a sports game/competition. All sports games are ineligible. Bowling, pool, darts, etc. are also sports. Many racing games are also sports games.*

Racing games: *A racing game is a game where the goal is a racing competition. The type of race is not important. All racing games are ineligible (car races, horse races, kart races, sci-fi races, etc.).*

Running games: *A running game is a game with the goal to run/fly/drive/swim, etc. as long as possible in order to get the best possible score. It can also be called runner or endless runner.*

Rhythm/Singing/Dancing games: *Any game in which the goal is to sing a song, dance to a song or play a song with a musical instrument device (e.g. guitar, drums, etc.). Usually, the ultimate goal of such games is a scoring goal.*

Social games: *A social game is a game where the in-game progression is heavily dependent on social interactions. For example, if the users have no friend (or not enough friends), quickly they will stop progressing in the game, unless they are willing to pay in order to bypass this lack of friends. Most social media (e.g. Facebook) games are social games. However, many games include social features (like online gaming or communication, sharing information, beating scores, etc.) and this is not a problem, provided that the business model is not based on social interactions.*

Quiz games: *The goal of a quiz game is to answer questions, either to beat opponents or to beat a score.*

Party games: *A party game is usually a collection of mini-games compiled in a game to be played by a group in multiplayer mode (online or offline).*

Versus-fighting games: *Vs-fighting games are combat one-on-one games (sometimes 2 on 2 or 3 on 3) inspired by combat sports. The goal of a vs-fighting game is to beat the opponent in one or several rounds. Some vs-fighting games can also be sports games (e.g. boxing, wrestling, ultimate fighting games, etc.).*

Word and Spelling games, Number games, Mind games: *Word games are games in which the goal is to create words, sentences, to play with words, letters or spelling, etc. Number games are games where the goal is to play with numbers. Mind games are games aiming at using and/or developing brain skills. Word, Spelling and Number games are also Mind games.*

FAQ ABOUT MULTIPLE APPLICATIONS/RESUBMISSIONS

Can I apply with several projects under the same Call for Proposals?

No, the same applicant is limited to one submission per Call for Proposals.

My project was rejected under the previous Call for Proposals. Can I apply again with the same project?

Yes, it is possible to re-submit the same project, provided that the production phase is not scheduled to start before 8 months after the new date of submission. Please make sure that your project is still eligible under the current guidelines.

SECTION 2 - GENERATING AND COMPLETING THE eFORM

2.1. Registration in the Participant Portal

Before being able to create a grant application through the eForm, all applicants have to register their organisation in the Education, Audiovisual, Culture, Citizenship and Volunteering Participant Portal or the Funding and Tender Opportunities Portal. The Participant Portal is the tool through which all legal and financial information related to organisations will be managed. Information on how to register in the Participant Portal can be found at: http://ec.europa.eu/education/participants/portal or https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/beneficiary-register.

If you have additional queries regarding the Participant Portal, please consult the following FAQ: http://ec.europa.eu/education/participants/portal/desktop/en/support/faq.html or https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/faq.

Registration in the portal will result in the creation of a Participant Identification Code (PIC). You will need this PIC to generate your eForm.

COMMON MISTAKE

When registering in the Participant Portal, please be careful to encode the correct 'Registration Date'. This is NOT the date on which the registration in the portal is done, but the date on which the company was legally registered with the national authorities as a legal entity. The registration date will be used to verify the eligibility criteria.

If after registration any information related to your company changes, you must update your company details in the portal. Please consult the following FAQ for instructions: http://ec.europa.eu/education/participants/portal/desktop/en/support/faq.html or https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/faq.

FAQ: I already have a PIC from a previous application. Do I need to create a new one?

You only need to create a PIC once. If your organisation already created a PIC in order to apply for a previous Call for Proposals, the same PIC has to be used.

HOWEVER, please verify that your company's details are still correct. If the details have changed (e.g. change in address), please update them BEFORE creating the eForm. If you created a PIC before but were not selected for funding, these changes can be made by the person who registered your organisation in the Participant Portal. If you created a PIC before, and it was validated because you were selected for funding, the changes in the portal must be done by the LEAR (Legal Entity Appointed Representative).

2.2. Generating the electronic application form (eForm)

Once you have your PIC, the eForm can be generated by going to the Participant Partnership Management Tool: https://eacea.ec.europa.eu/PPMT/

Ensure that Adobe Reader 9 or higher is installed on your computer.

Create a new application by clicking on "Create new application for funding" on the left side of the screen.

Select the Creative Europe Programme

You can filter the different calls under the MEDIA Sub-programme by clicking on the arrows next to Sub-programme name.

Double-click on the line of the type of application you want to make.

You must then enter your PIC code, click on 'Add to list', 'Next step' and on 'Create application eForm'. Your eForm will be generated. If Adobe Reader/Acrobat opens, but your screen remains blank, make sure to click on 'Enable All Features'.

IMPORTANT

The eForm must be saved on your local computer or local network drive before you can start filling it in.

Please verify that you have chosen the correct eForm corresponding to Development of European Video Games*. You can verify this on the first page of the eForm (Action). If you have chosen an incorrect eForm, please re-start the process of generating your eForm.*

2.3. Testing the eForm

Test your connection to the Agency's online submission service. Click on the 'Test your connection' button in the footer of the eForm. This is not to submit your eForm but merely to test that your software settings and internet connection allow an application to be submitted. If having clicked on this button, you do not receive confirmation that your connection was successful, please consult the 'Known Issues' section of the eForm homepage: https://eacea.ec.europa.eu/documents/eforms_en. Here you can find, amongst other things, advice on internet settings and Adobe (Reader or Acrobat) security settings, either of which can prevent a successful connection to the Agency's online submission service.

Please note that, if after performing a successful test, you move your eForm to a different computer or upgrade your version of Adobe, you will need to perform the test again. For a fuller description of how the 'Test your connection' function works, please consult the eForm User Guide: https://eacea.ec.europa.eu/creative-europe/funding/support-for-development-european-video-games-2019_en

2.4. Completing the eForm

Fields marked with symbol (*) are mandatory.

We will not comment on each and every field in the eForm below, but only on those fields that are important for the eligibility of the application or where common mistakes are made.

COVER PAGE

Please indicate the language used to complete the form

Note that the eForm must be completed in one of the official languages of the Union, <u>preferably in English, French or German</u>. <u>Do not use multiple languages</u> in your eForm. If possible, use the same language as the one used for the detailed description of the project, which is to be attached to the eForm (See section 2.5, Annex I below).

PART A

Identification of the applicant and if applicable other organisation(s) participating in the project

A.1. Organisation

The greyed-out areas in this section will be pre-filled with information coming from the Participant Portal. Only the internet address of the company must be filled out manually.

FAQ: There is a mistake in the details /they are not up to date. What should I do?

This means that a mistake was made when you registered the company on the Participant Portal or that the details changed since you registered the company.
It is recommended to correct the details on the Portal and to generate another eForm if you still have time. If you have no validated PIC yet (i.e. you were not selected for funding before), the changes can be made by the person who registered the organisation in the Participant Portal. If you have a validated PIC (i.e. you were selected for funding before), the changes in the portal must be done by the LEAR (Legal Entity Appointed Representative).

A.2. & A.3.

For each application, a contact person (person responsible for the management of the application) and a legal representative (person authorized to represent the organization in legally binding agreements) must be indicated. By default, these are the same in the eForm. If the contact person is a different person than the legal representative, please click on 'Check this box if the legal representative is different from the person responsible for the management' and you will be able to encode details for the legal representative.

Please use Latin characters and provide professional contact details (not private ones).

Title - Indicate the appropriate title (e.g. Mr., Ms.)

Role in the organisation - Indicate the person's position in the organisation (e.g. President, Chief Executive Officer, Managing Director, etc.).

Phone and fax numbers - Please insert the full numbers including country and city/area code (e.g. +32-(0)2- 2991111). Under "Telephone 2", insert a mobile number of the contact person.

PART B. Organisation and Activities

The greyed-out section are pre-filled with information coming from the Participant Portal. The rest must be completed manually.

Part B.1. Structure of the organisation

Type of organisation - Select from the drop down menu the corresponding type of organisation (e.g. Video Games Developer/Producer).

Part B.2. Aims and activities of the organisation

Please provide a short presentation of your organisation. Note that much more detailed information will be requested in Part D.3 of the eForm.

Briefly describe the role of your organisation in the application.

Part B.3. Other EU grants

Please provide information on EU funding received in the past three years. Indicate the EU Programme and the Action (Creative Europe – MEDIA Video Games), the grant agreement number (contract reference number, e.g. 2016-0000), the company that was awarded the grant and the title of the project.

Should you have requested funding from another EU Programme for the **same project** as the one for which you are filling in the current application form, fill in these fields by indicating the Programme concerned and the amount requested. In case your application is selected for funding by the other Programme, you should inform our services by e-mail immediately: eacea-media-development@ec.europa.eu.

PART C. Description of the project

Part C.1. Information concerning the project

Category/Genre of work: Several genres can be chosen. Please specify in more details the sub-genre.

Gameplay options: Both options can be chosen.

Gaming platform: Several platforms can be chosen. Please specify when applicable.

Delivery media: Several media can be chosen. Please specify when applicable.

Language of the submitted artistic material: Please detail the language of the artistic material that you attach to the eForm.

IMPORTANT

Correctly identifying the language of artistic material is crucial information to ensure an adequate evaluation of your application.

Production language: Please indicate the language in which the video game will be produced.

Localisation language(s): Please indicate the other languages considered for dubbed versions.

Expected PEGI rating (or equivalent): Only one rating must be chosen. If the game is not subject to PEGI classification, PEGI N/A must be chosen. In such case, please specify the closest equivalent and specify the rating authority.

Key members of the creative team: Up to 10 key members can be added.

Requested amount in €: The requested amount of MEDIA support for the project can vary between 10.000 € and 150.000 € but may not exceed 50% of the total development costs of the project.

COMMON MISTAKE

Verify that the amount that you are entering here correspond to the amount in the Excel version of your budget which you must attach to the eForm. For instructions on the Excel version of the budget, please consult section 2.5. of this Guide.

Start date of production phase: This date should be at least 8 months after the date of submission of the application. Example: if you submit the application on the deadline of 27/02/2019, the start of the production phase of your project cannot be earlier than 28/10/2019. *The pop-up reminder of the 8-month rule will not block the submission.*

FAQ: What happens if the applicant is planning to start the production phase according to the Guidelines (later than 8 months after the date of submission), but in the further development process it turns out that the production phase will start earlier?

The project will become ineligible since the eligibility rules must be respected throughout the application and process and during the lifetime of the grant.

Eligibility period: In principle activities may not start before the date of signature of the grant agreement or notification of the grant decision. However, if the development process for the project for which support is being sought is already ongoing and cannot be put on hold for the duration of the selection process for reasons inherent to the nature of the development process, the period of eligibility of costs will start on the date of submission of the application.

If you are in a situation in which you need to start the action and the eligibility period of costs on the date of submission of the application, please click 'Yes'.

Part C.2. Summary of the project

Description of the project for publication

This description may be used by the European Commission in its public dissemination platform in case your application should be selected for funding. As you may not wish detailed information about your project to become publicly available, please provide an overall description of your project.

If you provide this general description in another language than English, you will also need to provide a version in English.

Summary of the project

The summary can be provided in the language of the project/script. If this language is other than English, an English version of the summary must be provided.

Please note that – contrary to the 'Description of the project for publication' – this synopsis will not be made public.

Part C.3. Ownership of rights

Duration of the ownership of rights or option

Please make sure that the dates you fill in correspond to the dates in the rights contract.

If rights are assigned to the company in perpetuity, the field "To (dd/mm/yyyy)" should be filled with the date of 31/12/2099.

FAQ: Which proofs are required to justify that the company is the owner of the majority of the rights related to the project?

No later than on the date of submission, the company must have a duly dated and signed contract covering the rights to the artistic material submitted in the application. The contract must be duly dated and signed by the author(s).If the project is an adaption of an existing work (literary, audiovisual, comic-strip etc.), the applicant must also hold the majority of the rights relating to the rights of adaptation to this work with an option agreement or transfer of rights contract which is duly dated and signed.
The contracts must be provided in Annex 5, which must be attached to the eForm. For instructions on compiling this annex, please see section 2.5. of this Guide.

FAQ: The writer/creator of the project is employed by the applicant company. There is no contract of ownership as such, as everything the writer is creating during his/her working hours belongs to the company. What should we do?

An employment contract with the writer/creator can be accepted as proof of ownership of rights if this is clearly stated in the contract. If there is no such clause, a bilateral declaration between the company and the writer/creator would be sufficient.

PART D. Technical capacity

Part D.1. Shareholding and main activity

Shareholders/Owners

In order to verify that the applicant company is European and independent (see Section 6.1. of the Guidelines for the definitions), complete information on the shareholding of the company must be provided.

The column "Main activity if legal person" applies only in case one of the shareholders is another company. Please describe the nature of business of this company. If this does not apply, insert "N/A".

Date of creation/registration of the applicant company according to the company's registration/memorandum of association

In order to be eligible, the applicant company must have been legally constituted for at least 12 months prior to the date of submission of the application.

Company's activity exactly as mentioned in the company's registration/memorandum of association

In order to be eligible, the main object and activity of the company must be video game production or development.

Please copy the company's activity <u>exactly as mentioned</u> in the company's

registration/memorandum of association in the original language, and provide a translation in English. In the description, add the activity code under which your company is registered.

What activities are eligible to prove that my company is a video game production company?

*The main activities of the applicant company must contain <u>video game production</u> or <u>video game development</u> or <u>software production</u> or <u>software development</u> or any equivalent in national languages. The following activities will be accepted as eligible activities: <u>computer programming activities</u> (NACE 62.0.1), <u>Ready-made interactive leisure and entertainment software development</u> (SIC 62011). The following activities will **NOT** be accepted as eligible activities: <u>Publishing of computer games</u> (SIC 58210 / NACE 58.2.1), <u>Other software publishing</u> (NACE 58.2.9), <u>Computer consultancy activities</u> (NACE 62.0.2), <u>Manufacture of games and toys</u> (NACE 32.4.0).*
If the company is not registered under an eligible activity, its registration at the national chamber of commerce must be updated <u>before the date of application</u>.

Part D.2. Previous experience of the organisation

In order to be eligible, the applicant must prove that it has produced a previous <u>eligible</u> work (i.e. a work that complies with all eligibility criteria described in section 6.2 of the Guidelines) that has been commercially distributed in the period <u>after</u> 1/01/2016 and <u>before</u> the date of submission of the application.

IMPORTANT

*Carefully verify that the project you encode in this section of the eForm complies with all the criteria. Note that if the previous work in the eForm is not eligible, the **entire application will be ineligible** <u>even if you are able to provide information on another previous work that does respect the eligibility criteria</u>.*

FAQ: My company was in charge of the whole development of the previous game but was subcontracted by another studio. Is it eligible as a recent success?

As indicated in the guidelines, having been sub-contracted to develop and/or produce a previous eligible video game is not considered as a track record for a recent success.
If you can prove that your company developed or produced this game, then it could be eligible provided that it fulfils all the other eligibility criteria.
*This can be proved by on-screen credits ("**developed by**" or "**produced by**" are <u>the only eligible credits</u>), a co-development/co-production agreement indicating clearly that your company is the developer/producer, or other sources such as Steam, GooglePlay, GOG, etc., confirming the development/production credit.*

FAQ: My previous game was selected for support in 2014. It was produced and has been commercially distributed between 01/01/2016 and the date of submission. Can I use it as a recent success?

Yes, you can use it BUT only if the video game still fulfills ALL the eligibility criteria. Please note that there have been many changes in the eligibility criteria since 2014, so you are invited to read carefully section 6 of the guidelines.

Date of distribution of the previous work

This date must fall between 01/01/2016 and the date of submission of the application.

FAQ: My previous video game was released before 01/01/2016 but it still available on Steam. Is it eligible as recent success?

To prove the commercial distribution of a previous eligible video game, the applicant must provide a relevant sales report over the reference period. Being available for sales on Steam or another platform is not sufficient. Of course, the release date of the video game may well be before the reference period provided that effective sales were made <u>during</u> the reference period. This must be clearly indicated on the sales report.

FAQ: My previous game has been commercially distributed in Early Access on Steam over the reference period. Is it eligible as recent success?

No, Early Access video games (or equivalent) are not eligible as recent success as they are not completed video games yet and they are still being developed.

FAQ: Are free2play or freemium games considered as commercial distribution?

They can be. Commercial distribution means that the video game generates revenues. These revenues can be generated from the retail sale of the game, but also from the sale of in-game items or from advertising. The business model must be clearly explained in the application and the applicant must be able to provide a sales report.

Evidence demonstrating that the applicant company produced the eligible previous work

You may choose more than one field regarding the evidence demonstrating that your company produced the eligible previous work.

IMPORTANT

The evidence must be provided in the annex 'Proof related to previous work and miscellaneous', which must be attached to the eForm. For instructions on compiling this annex, please see section 2.5. of this Guide.

Part D.3. Presentation of the applicant company

This part is mandatory. Please make sure that you address all elements as requested in the eForm.

PART E. Project implementation/award criteria

IMPORTANT

The award criteria and their weight have changed compared to previous years. Please consult Section 9 of the Guidelines.

The information in this Part will serve as a basis to evaluate the award criteria.

Miscellaneous

Is the submitted project specifically targeted at a young audience (children up to 12 years old) as evidenced by the content being suitable for and the strategies being specifically targeted at this age group?

Clicking 'Yes' will imply that you are asking for the 5 additional young audience points.

IMPORTANT

The attribution of the 5 additional young audience points is subject to evaluation. They can only be attributed to projects that are <u>specifically</u> targeted at a young audience of children up to 12 years old, as evidenced by the content being suitable for and the strategies being specifically targeted at this age group. As such, this will have to be addressed in detail in the application and substantiated in the strategies provided.
Projects targeting a larger audience segment, including a young audience up to 12 years old, will not be eligible for the additional young audience points.

FAQ: My video game is targeting children from 6 to 16 years old. Will I get the extra points for young audience?

No, the extra points for young audience will be awarded only to projects <u>specifically</u> targeted at young audience (children up to the age of 12 years old). This will be checked thoroughly at evaluation stage, taking into account the type of video game, the content (story, visual approach, etc.) and the strategies (distribution, marketing, communication, target audience, etc.).

PART F. Budget

It is recommended to first prepare the Excel budget, using the <u>mandatory template</u>, and to then copy the figures to Part F of the eForm.

The total expenditure and the total income (grey fields) must be balanced.

All lines must be filled in - 0 (zero) is the default value.

Reminder: The EACEA/MEDIA contribution can vary between 10.000 € and 150.000 €. The EU grant is limited to a maximum co-financing rate of 50% of the total development costs.

IMPORTANT

In case of discrepancy between the amounts encoded in Part F of the eForm and the Excel version of the budget, the amounts encoded in Part F of the eForm will prevail.

2.5. Attachments

IMPORTANT

*The annexes are mandatory and must be attached to the eForm. There is a limit to the **total combined** size of your attachments of **10MB**, so make sure to scan documents in low resolution (but be sure that they are legible).*

If you receive a message advising you that the total size of the documents exceeds the maximum allowed, please reduce the size as this will block submission.

*The information to be provided in the Annexes **cannot** be provided in the form of **downloadable documents** (WeTransfer, Dropbox, etc.). **Only** external links to material such as **high resolution images or audiovisual presentation material** (show reels, teasers, sound samples, etc.) can be accepted and **only <u>in support of other information</u>** provided in the Annexes themselves. In any case, such exceptional*

external links must be stable and may not be modified after the date of submission. If there is no way to verify that the material has not changed after the date of submission of the application, it will under no circumstances be considered in the evaluation of the application.

If a mandatory template exists, it can be found on the website https://eacea.ec.europa.eu/creative-europe/funding/support-for-development-european-video-games-2019_en

Annex I. Detailed description of the project (in free Word or PDF format)

This should contain artistic material such as pictures, graphic bible, script, storyboard, level and character design, creative director's note, etc. for the project in a single word or pdf document.

IMPORTANT

Keep in mind that this material will be used to evaluate your application on the basis of the award criteria so make sure that you cover all aspects of these criteria.

Annex II. - Budget (in excel format)

The **mandatory template** can be found on the website https://eacea.ec.europa.eu/creative-europe/funding/support-for-development-european-video-games-2019_en.

IMPORTANT

Please do not insert new lines in the template.

Please take sufficient time to prepare your budget. You need to do this before starting to fill in the eForm. All amounts must be given in € (euro). Applicants from countries outside the 'euro zone' must use the official EUR exchange rate (accounting rate) published by the Commission's Directorate-General, applicable on the date of publication of the Call for Proposals (October 2018): http://ec.europa.eu/budget/contracts_grants/info_contracts/inforeuro/index_en.cfm

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FAQ: In the budget, where should I write the costs related to the purchase of the rights to use a name, place or brand?

Any rights linked to an IP should go under sub-heading 1.1 (Rights acquisition).

FAQ: In the budget there is space for "Casting and crew". However, this does not make sense for my video game project. What shall I do?

Casting and crew does make sense for certain video game productions where voice talents are commonly involved. However, if this does not apply for your project, just leave this budget item empty.

FAQ: Where should I write depreciation costs of equipment in the budget?

Depreciation costs of equipment should be included in 2.3 Technical costs of prototyping (as only the depreciation of equipment specifically dedicated to the action will be eligible).

FAQ: Are the costs of computer software / software license eligible costs? If so, where should I include them in the budget?

Only the depreciation costs of software and licenses (not the full purchase price) can be eligible and only if they are specifically dedicated to the action. In such case, they should be included in 2.3 Technical costs of prototyping.

FAQ: Where should I include the office rent in the budget?

Office rent cannot be included in the budget as direct eligible cost. However, it is eligible as part of the indirect costs (overhead) for which a flat-rate amount is eligible, i.e. up to 7% of the eligible direct costs of the action. The same applies to the costs of electricity, water, internet, postage, etc.

FAQ: Would the prints of figurines used for the marketing of the video game be eligible costs?

Yes, the print of figurines produced in connection with the marketing of the submitted video game could be eligible, but ONLY if these figurines are produced during the development phase, i.e. before the production of the first playable or first trial version. In such case, they should appear under sub-heading 2.4 of the budget (Communication & marketing).

FAQ: I need to prepare a budget in Euros, but my company is based outside the Euro zone. Which exchange rate shall I use?

The exchange rate published on the InforEuro website on the date of the publication of the current Call for Proposals (i.e. October 2018).InforEuro is available at the following web page:
http://ec.europa.eu/budget/contracts_grants/info_contracts/inforeuro/index_en.cfm

Annex III. - Duly dated and signed Declaration of honour

The **mandatory template** can be found on the website https://eacea.ec.europa.eu/creative-europe/funding/support-for-development-european-video-games-2019_en.

COMMON MISTAKES

Please make sure that the Declaration on the honour is filled out correctly, i.e.:
- Title of the project: the title you encoded on the cover page of the eForm
- Company Name: the legal name of your company
- On the first line, after "I, the undersigned, representing the following legal person/company": the legal name of the company (and not the name of the legal representative)
- On the third line: the correct EU grant requested, i.e. the exact same amount as you encoded next to 'EACEA/MEDIA Contribution' in Part F of the eForm.
- Next to signature: signature of the legal representative of the company, as identified in Part A.3 of the eForm
- Date: date of signing the declaration
- Name and first name of the legal representative, as identified in Part A.3 of the eForm
- Done at: state the location where the declaration was signed

Annex IV. - Track record

The **mandatory template** can be found on the website https://eacea.ec.europa.eu/creative-europe/funding/support-for-development-european-video-games-2019_en.

IMPORTANT

*Note that if the previous work in the eForm is not eligible, the **entire application will be ineligible**, even if you are able to provide information on another previous work, for example in the track record, that does respect the eligibility criteria.*

Annex V. Proof related to previous work and miscellaneous

The applicant <u>must</u> provide proof of production and commercial distribution of the previous work(s) mentioned in Part D.2 of the eForm (used to verify the eligibility of the application).
In addition, the applicant <u>must</u> provide proof that it holds the majority of the rights related to the project with which it is applying.
Finally, the applicant may include letters of commitment for co-development or co-production, any letter showing pre-sales or possible distribution and/or respective agreements considered useful for the evaluation of the submitted project.

To facilitate the evaluation of your application, please provide these documents in this order and include a table of contents.

SECTION 3 - CONTACTS WITH THE AGENCY

3.1. Help preparing the application

The Agency cannot help you preparing an application. All queries related to the preparation of an application should be addressed to the **Creative Europe Desk** or antennae of your country. A contact list is available at: https://ec.europa.eu/programmes/creative-europe/contact_en.

3.2. Submitting the eForm

Deadline: 27 February 2019, before 12.00h midday Brussels time

Once your eForm is complete and all mandatory documents have been attached, **you must validate and submit it.**

Before submitting the application, **ensure that the e-mail address of the contact person is correct as this address will be used to send an e-mail from the Agency acknowledging receipt of your electronic application.**

IMPORTANT

It is strongly recommended not to wait until the last day and a fortiori the last minute to apply.

The submission process itself may take several minutes to complete. Only if the application is received by the Agency's servers by the deadline will it be deemed admissible. *Failed submission attempts, whatever may be the reason, will not be accepted.*

Applications which could not be submitted in time, or are made in any other way than by submitting the eForm online will be automatically rejected. **No exceptions will be made***.*

Make sure that you have submitted your eForm online and that you have received an e-mail acknowledging receipt and stating your submission number.

*In case of a **technical problem on the day of the deadline**, please immediately send an e-mail with the complete and validated eForm, including the attachments, accompanied by print screens of the technical problem and clearly describing the technical problem to the two functional boxes:*

*eacea-media-development@ec.europa.eu
and
Eacea-Helpdesk@ec.europa.eu*

In case the above e-mail reaches us after the deadline, your application will be inadmissible.

FAQ: Is it possible to make changes to an application which has already been submitted as long as the deadline has not passed yet?

If time permits, we recommend that you submit a new, modified application. We will take into account the last version of the application. If you have run out of time, please send an e-mail with the corrections needed. In any case, please immediately – and in any case BEFORE the deadline – contact eacea-media-development@ec.europa.eu stating the reference number of your initial applications and the changes needed.

3.3. Technical problems during the submission

For **technical problems** related to the eForm, please consult the **eForm User Guide**: https://eacea.ec.europa.eu/creative-europe/funding/support-for-development-european-video-games-2019_en.

In case of a **technical problem well before the deadline** (e.g. you are not able to create the eForm, the eForm crashes or freezes, you encounter problems during submission, etc.), first consult the '**Known issues'** on the following page*: https://eacea.ec.europa.eu/documents/eforms_en*. It, amongst others, explains what to do in case your submission is unsuccessful due to a **'Network Error'**.

After referring to these documents, if you still have questions or the technical problem has not been solved, you may contact the **EACEA Technical HelpDesk, preferably by e-mail** (eacea-helpdesk@ec.europa.eu) so that there is a written trace of your question. When doing so, attach your eForm and clearly describe the technical problem. It is advisable to attach print screens (showing date and time) to illustrate the problem.

On the day of the deadline, the HelpDesk can also be joined by phone **(+32 229 90705),** though it is not recommended because the lines may be busy. In any case after a call, it is necessary to send an e-mail afterwards (but still before the deadline), referring to the phone conversation you had. The HelpDesk is available **from Monday to Thursday from 08.30 to 17.30, and on Friday from 08.30 to 17.00 (Brussels time),** except on the day of the deadline for submission when the **Technical HelpDesk closes at 12.00 h midday Brussels time.**

After 12:00 midday Brussels time on the day of the deadline, your application will under no circumstances be accepted due to the **principle of equal treatment of all applicants**

FAQ: I have tested the connection, my eForm is fully valid and all documents are attached, yet I cannot submit my application. I receive a warning message stating a "submission error" mentioning that due to a technical problem, the submission process has failed.

*This type of message often appears when your security settings do not enable the sending of the eForm. You have first to check your security settings and disable them by following the instructions that you can find in the '**Known issues'** section of the following webpage:*
https://eacea.ec.europa.eu/documents/eforms_en