



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA



**CANADA–FRANCE
COWRITING AND
CODEVELOPMENT
INCENTIVE FOR
TELEVISION OR
DIGITAL MEDIA
PROJECTS
GUIDELINES
2021–2022**

2021–2022 Guidelines for the Canada–France Cowriting and Codevelopment Incentive for Television or Digital Media Projects

These Guidelines are divided into seven sections as follows:

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2. Project Eligibility
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Introduction

The Canada–France Cowriting and Codevelopment Incentive for Television or Digital Media Projects (“the **Incentive**”) is a collaboration between the Canada Media Fund (**CMF** or “**Party**”) and Ciclic Centre-Val de Loire (“**CICLIC**” or “**Party**”) (the CMF and CICLIC, collectively the “**Parties**”) to fund the cowriting¹ and codevelopment of eligible television and digital media projects between production companies in Canada and France.

The total amount of funding available through the Incentive is CAN\$300,000 (approximately €200,000) with CAN\$150,000 (approximately €100,000) contributed by each of the CMF and CICLIC. Such funding will take the form of a non-refundable contribution.

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

The total maximum contribution for each project funded through the Incentive shall be:

- CAN\$15,000 (approximately €10,000) for cowriting projects, or
- CAN\$75,000 (approximately €50,000) for codevelopment projects

consisting of (a) a CMF contribution which shall not exceed 75% of the Canadian cowriting or codevelopment budget and (b) a CICLIC contribution which shall not exceed 75% of the French cowriting or codevelopment budget.

Should a project later be supported by CICLIC during the production stage, under no circumstances shall the financial participation of CICLIC, together with any public assistance in France, exceed 50% of the total production budget, except in the case of small-budget or difficult works for which the Commission has authorized the following intensity level rates:

- 60% of the budget for difficult or small-budget audiovisual works
- 80% for difficult works in the creative documentary genre for which the total budget is less than or equal to €150,000 per hour

¹ The terms "co-writing" and "writing" as used within the Guidelines of this Incentive also refer to activities related to the predevelopment of a project.

The total contribution per project from each funding organization will be determined on a case-by-case basis.

While the ownership, financial control and creative contributions shall be determined in the cowriting or codevelopment agreement between the production companies involved, the share of the minority coproduction company shall not be less than 20%. As a general guideline, the CMF and CICLIC encourage that such elements be proportional to each Party's respective funding contributions.

Funded projects will be exempt from the requirement to spend funding within the regional territory of Centre-Val de Loire, except in the case of animation projects, for which the writer and part of the technical team will be required to be in residence at Ciclic Animation for at least two months.

Project Eligibility

Eligible projects must meet the following criteria:

- Projects must be at the writing or development stage and:
 - comprise linear or interactive content;
 - be intended for television or digital platforms;
 - be classified as one of the following genres: dramatic, children and youth or documentary programming;
 - be live-action or animated projects;
 - be developed in English or in French.
- Involve at least one French production company eligible under CICLIC criteria and one Canadian production company eligible under CMF criteria.
- If the proposed project has already been in receipt of writing or development funding from either CMF or CICLIC, the applicant must demonstrate clearly what the new writing (predevelopment) or development will entail and how it will develop the project further.
- The Canadian portion of the project/content complies with the applicable subsections of section 3.2 in the CMF's Development Program or Prototyping Program Guidelines and the French portion of the project/content complies with CICLIC's rules applicable to assistance for writing and developing documentaries, assistance for international development of fictional television programming with Canada, and assistance for the development of animated series and special television programming.
- The Incentive may be combined with funding from other programs under the CMF's convergent or experimental stream or other CICLIC programs if the project meets eligibility criteria for those programs.

Application Process

Key dates

Launch of the Incentive:	November 18, 2021
Deadline to apply:	January 30, 2022
Decisions announced to applicants:	Beginning of April 2022

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

Important Information and Required Documentation

- Applications must be submitted according to the deadlines published above and on the Parties' websites, and in accordance with the stipulations noted in the application form.
- Each coproduction company will be responsible for submitting the complete application to the authority (CMF or CICLIC) in its own country. The same set of documents must be submitted by each coproduction company to the authority in their country, and the application form must be signed by all companies coproducing the project.
 - Canadian production companies should submit the complete application through <https://telefilm.ca/en/log-in>. The application may be submitted in English or in French.
 - French production companies can find further details on how to apply via <https://ciclic.fr>
- The period of eligibility of costs will start the date the application has been submitted and no funding will be applied to costs which occurred more than six months prior to the application submission date. Only costs related to the acquisition of copyright are eligible retroactively for a 12-month period preceding the submission date of the application.
- Applications must include the following **Administrative** information:
 - A list of the projects produced by the French production company
 - A list of the projects produced by the Canadian production company
 - The deal memo or the cowriting or codevelopment agreement
 - Contracts proving the acquisition of necessary rights (for example, option contract, script writer's contract)
 - Development goals and timeline for the writing or development phase
 - Writing or development budget
 - Writing or development financing plan
 - For the Canadian production companies:
 - Complete incorporation documents
 - Signed and dated CMF Directors and Shareholders form
- Applications must include the following **Creative** information:
 - For cowriting projects
 - CV of key creative personnel
 - Brief project summary
 - Letter of intent from the writer
 - Letter of intent from the producer, including a description of the project's target audience
 - For codevelopment projects
 - CV of key creative personnel
 - Brief project summary
 - Letter of intent from the writer
 - Letter of intent from the producer, including a description of the project's target audience
 - Detailed description of the proposed project. For example, visual elements or mood boards in the case of television projects, or the main features of certain digital media projects (for example, technology, architecture, navigation, interface, graphic design, creative elements, user experience, functionalities)

- Preliminary plan for project progress to further stages: further development (if needed), production and distribution (maximum one page)

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

There will be no obligation on the part of the CMF and CICLIC to support any of the projects submitted if they do not meet the Parties' standards and objectives.

For all successful projects, the French coproduction company shall enter into a contract with CICLIC, and the Canadian coproduction company shall enter into a contract with the CMF within six months of the offer of funding.

Evaluation Criteria

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

- Cultural value of the project
- Originality and creativity of the proposal
- Blending of France's and Canada's cultural or community concepts in a way that engages audiences from both territories and beyond
- Target audience
- Potential for the project to reach audiences in Canada, France and around the world
- Track record, experience and achievements of the creative team
- The extent to which the creative team includes women in a leadership role
- Track record, experience and achievements of the production company
- Feasibility of the project
- Feasibility of the development financial plan, including confirmation of 3rd-parties' support, if any
- Realism of the agenda/timeline of the project

In the interests of ensuring the diversity of the audiovisual creation, the CMF and CICLIC shall also pay particular attention to emerging projects featuring writers and/or producers who are young or from an underrepresented group.

Payment Procedures

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

Contacts for the Program

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These Guidelines may be changed or modified as required without notice. Please consult the CMF website at www.cmf-fmc.ca or the CICLIC website at ciclic.fr for the latest Guideline news and documentation.