

**CANADA-LUXEMBOURG  
CO-DEVELOPMENT  
AND CO-PRODUCTION  
INCENTIVE FOR  
AUDIOVISUAL  
PROJECTS  
GUIDELINES  
2020-2021**

## Canada-Luxembourg Co-Development and Co-Production Incentive for Audiovisual Projects

The Canada-Luxembourg Co-Development and Co-Production Incentive for Audiovisual Projects (“Incentive”) is a collaboration between the Canada Media Fund (“CMF” or “Party”) and the Fonds national de soutien à la production audiovisuelle/Film Fund Luxembourg (“FFL” or “Party”) (“CMF” and “FFL” collectively the “Parties”) to support the co-development of television projects (fiction and animation), animated feature films, and digital media projects, as well as the co-production of digital media projects (AR – VR – transmedia projects - new technologies) for eligible projects involving producers from the two countries.

The total combined budget of the Incentive is CAN\$900,000 (or approximately €600,000) per year (for a total of CAN\$1,800,000 (or approximately €1,200,000) for the two-year period), with each party contributing CAN\$450,000 (or approximately €300,000) per year.

The total maximum combined contribution for each funded development project (television, animated feature film or digital media) is CA\$100,000 (or approximately €65,000), and the total maximum combined contribution for each production project (digital media) is CA\$500,000 (or approximately €320,000). The contribution of each country to selected projects will be determined on a case-by-case basis. The Incentive may be combined with funding from other programs of the FFL and the CMF. However, the maximum contribution by either country in any one project is limited to 75% of eligible expenses for that country. The contribution is in the form of a non-repayable contribution for development or production.

The purpose of the Incentive is to support the creation of new projects. For this reason, projects that have already received funding from one of the Parties during a prior financial period are not eligible for the Incentive.

### Eligible projects must meet the following criteria:

1. The project is a co-development (television, animated feature film or digital media) or a co-production (digital media). Television projects must be a dramatic series, animated series or animated feature film. Digital media projects must be in the area of virtual or augmented reality, transmedia projects, or new technology.
2. The ownership, financial control and creative contributions (based on key creative positions) are to be determined in the co-development or co-production agreement between the producers. However, the CMF and FFL expect these elements to be proportional to each country’s financial contribution. The minority co-producer must own at least 15% of the project’s copyright. However, the Incentive encourages projects in which the ownership share is close to equal.
3. The project must involve at least one Luxembourg producer eligible under FFL criteria and at least one Canadian producer eligible under CMF criteria. However, a project co-developed or co-produced by a producer with a third country producer is also eligible provided that the Canadian and Luxembourg producers have significant financial and creative involvement in the project (i.e., the third country producer must not own more than 15% ownership or control of the project).
4. The project presents cultural content and has the potential to interest audiences in both countries and transcends national borders.

5. The co-producers must ensure that the project meets the criteria of the funding organization in their respective countries. In this regard, Canadian applicants must meet the requirements set out in section 3.1 of the applicable 2020–2021 CMF Program Guidelines<sup>1</sup>, and Luxembourg applicants must meet the requirements of the *Loi du 22 septembre 2014 relative au Fonds national de soutien à la production audiovisuelle* and of the *Règlement grand-ducal du 4 novembre 2014 portant exécution de la loi du 22 septembre 2014 relative au Fonds national de soutien à la production audiovisuelle* and of any other rules and criteria in effect.
6. Projects submitted must comply with rules pre-established in the Agreement between the Government of Canada and the Government of the Grand-Duchy of Luxembourg regarding Audiovisual Co-Production.

**Types of project not eligible for funding include:**

- Projects containing pornographic or racist material, or material condoning violence;
- Productions that aim to promote a specific organization and its activities;
- Products of a specifically corporate or industrial nature or primarily intended for promotional purposes;
- Catalogues or compilations of repurposed material presented without any new, value-adding original content;
- System software;
- Archival aggregation websites;
- Any other type of program listed in section 3.2.TV.2 of the CMF 2020–2021 Development Program Guidelines or in section 3.2.2.1 of either the 2020–2021 Commercial Projects or Innovation & Experimentation Program Guidelines.

**Selection Criteria and Process**

Projects will be evaluated by a selection committee composed of representatives of the CMF and FFL.

Applications will be assessed in accordance with the evaluation criteria below. Furthermore, the selection committee will adopt a reciprocity approach in order to ensure a fair balance of investment provided by Canada and Luxembourg and a fair balance between majority and minority projects between both countries.

**Evaluation Criteria**

Cultural value of the project and target audience: 50 points

- Story and theme (originality of content, topic), overall interest of the proposal
- Narrative structure, style, creativity
- Distribution potential (festivals, national and international distribution, audience)

Track record of the teams: 25 points

- Track record, experience and achievements of the creative team
- Track record, experience and achievements of the production companies
- Concept of the collaborative process

Feasibility of the project: 25 points

- Project viability: budget, financial plan
- Realism of the project schedule

---

<sup>1</sup>Prototyping Program, Commercial Projects Program or Innovation & Experimentation Program, as applicable.

## Key Dates

Launch of the call for projects:	August 10, 2020
Closing date to submit projects:	November 12, 2020
Announcement of the selected projects:	Around December 10, 2020

The Incentive team is available to facilitate introductions between producers located in Canada and Luxembourg.

## Applications — Important Information and Required Documentation

- Applications must be submitted within the deadlines published above and on the Parties' websites and in accordance with the stipulations set out in the application form.
- Projects must be submitted in English or in French in both Canada and Luxembourg.
- The cost eligibility period starts on the date the application is filed, and no funding will be applied to costs incurred prior to that date. Only costs related to the acquisition of copyright shall be eligible retroactively, for a period of 12 months preceding the date of the submission.
- Each co-producer is responsible for submitting the complete application to the authority (CMF or FFL) in its own country. The same set of documents must be submitted by each co-producer and the application form must be signed by all co-producers.
  - Canadian producers should submit their complete application through the Dialogue platform at <https://telefilm.ca/en/log-in>
  - Luxembourg producers should submit their complete application to <https://applicant.efilmfund.lu/>
- Applications must include the following **administrative** information:
  - For **all** projects (development or production, television, animated feature films or digital media)
    - List of projects produced by the Luxembourg production company
    - List of projects produced by the Canadian production company
    - Signed letter of intent or signed co-development or co-production agreement
    - Contracts proving the acquisition of necessary rights (e.g., option contract, screenwriter's contract, etc.)
    - Project schedule
    - Budget
    - Financing plan
  - For the Canadian production company:
    - Complete incorporation documents
    - Signed and dated CMF Directors and Shareholders form

- Applications must include the following **creative** information:
  - For **all** projects (development or production, television, animated feature films or digital media)
    - CV of creative and production team members (screenwriters, directors, producers — or the equivalent positions in digital media)
    - Project summary
  - For **television and animated feature film development** projects:
    - Treatment
  - For **digital media production** projects:
    - Description of the project and its main features (technology, architecture, navigation, interface, graphic design, creative elements, user experience, functionalities, etc.)
    - Support materiel (prototype, screenshots, videos, mock-ups, diagrams, tables, etc.)

Any other document or visual material that the applicants consider valuable to the presentation of the project will be accepted.

The Parties reserve the right to require that applicants submit any other documentation deemed necessary to complete the assessment of their project.

The CMF and FFL are under no obligation to support any of the projects submitted if the standards and objectives of the CMF and FFL are not met.

Application forms can be found on the CMF and FFL websites.

### Contact persons for the program

For the CMF in Canada:  
Jill Samson  
[jill.samson@telefilm.ca](mailto:jill.samson@telefilm.ca)

For the FFL in Luxembourg:  
Karin Schockweiler  
[karin.schockweiler@filmfund.etat.lu](mailto:karin.schockweiler@filmfund.etat.lu)

Please note that these Guidelines may be changed or modified as required, without notice. For the latest Guideline news and documentation, please consult the CMF website at [www.cmf-fmc.ca](http://www.cmf-fmc.ca) or the FFL website at [www.filmfund.lu](http://www.filmfund.lu).