



**CANADA-DENMARK  
CO-DEVELOPMENT  
INCENTIVE FOR  
DIGITAL MEDIA  
PROJECTS  
GUIDELINES  
2020-2021**

## The Canada-Denmark Co-Development Incentive for Digital Media Projects

The Canada-Denmark Co-Development Incentive for Digital Media Projects (the “**Incentive**”) is a collaboration between the Canada Media Fund (**CMF** or “**Party**”) and the Danish Film Institute (“**DFI**” or “**Party**”) (the CMF and DFI, collectively the “**Parties**”) to fund the co-development of eligible digital media projects between producers from Canada and Denmark.

The overarching objective of the Incentive is to support the development of innovative digital media projects of high artistic quality and cultural value. The Incentive encourages the exploration of new ways of telling stories, the experimentation with new formats and platforms and the research of new ways of engaging with audiences as well as encourages the exploration of new models for content development, distribution and sustainable business models.

The Parties wish to collaborate for the purposes of the Incentive for a period of one year (2020–2021), with a view to extending the collaboration for additional years (e.g., 2021-2022).

The total amount of funding available through the Incentive is CAN\$300,000 with CAN\$150,000 contributed by each of the CMF and DFI. Such funding will take the form of a non-repayable 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 DFI determining eligibility for the Danish portion of the project. Projects will be evaluated and chosen by a committee comprised of representatives from each of the CMF and DFI 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 DFI funding in development or in production.

The total maximum contribution for each project funded through the Incentive shall be CAN\$70,000. The contribution from each of the CMF and DFI for each project will be determined on a case by case basis. However, the maximum contribution by each Party shall be 75% of the respective country portion of a project’s development budget.

### **Eligible Projects must meet the following criteria:**

1. The project is a co-development of new digital content, is innovative, and explores new ways of telling stories, experiment new formats and platforms and new ways of engaging audiences.
2. The project is developed on appropriate platform(s) with regards to content and audiences.
3. The project targets cultural markets. The storytelling has the potential to cross national boundaries and carries cultural content.
4. The ownership, financial control and creative contributions (based on key creative positions) are to be determined in the co-development agreement between producers; however, the CMF and DFI encourage that these elements should be proportional to each country’s funding contributions. The share of the minority co-producer shall not be lesser than 20%.
5. The project must involve at least one Danish producer eligible under the DFI’s criteria, and one Canadian producer eligible under CMF’s criteria.

6. Each co-producer will ensure the project complies with general funding criteria from the funding entity of their respective country. As such, Canadian applicants must meet the requirements set out in Section 1 and 3.1 of the CMF'S 2020-2021 Experimental Stream – Prototyping Program Guidelines, with the qualification that any reference to “the CMF” shall be interpreted to include both the CMF and DFI. Danish applicants must meet the requirements set out in the latest funding criteria 'Vilkår for støtte til tværmedielle projekter' (revised as of January 1<sup>st</sup>, 2019).

The following types of projects are ineligible for funding:

- Projects that are merely routine extension or prolonging of existing concepts.
- Products with a corporate only, industrial only or mainly promotional focus;
- Projects that are solely promotional platforms (i.e. not rich and substantial digital media);
- Catalogues or compilations of repurposed material, presented without any new, value-adding original content;
- System software;
- Development of new platforms if those platforms are not integrated in a digital storytelling architecture;
- Archival aggregator websites; and
- Projects that use the internet or mobile platforms to distribute linear content without any significant interactive or immersive features.

### **Key Dates**

1. **October 5, 2020:** Call for applications
2. **December 14, 2020:** Deadline for Submission
3. **January 2021:** Project Selection according to the Evaluation Grid (included below)
4. **Mid-February 2021:** Notification to Applicants

The CMF has created an online tool to help facilitate contact between potential co-development partners from Denmark and Canada. If you'd like to find someone to work with on your project, please [sign up here](#) and create a profile.

## **Selection Process and Evaluation Criteria**

Proposals will be evaluated according to the grid below. However, an overall reciprocity approach will be adopted by the selection committee to ensure a fair balance between majority and minority projects between both countries.

Projects will be evaluated and selected by representatives of the CMF and DFI based on the following criteria.

Cultural value of the project, innovation and target audience:

- Originality and creativity of the proposal, including innovative approaches in storytelling and format
- Cultural content that reaches and engages audiences across borders, including innovative approaches to reach audiences

Track record:

- Track record, experience and achievements of the creative team
- Track record, experience and achievements of the production company

Feasibility of the project:

- Feasibility of the development financial plan
- Realism of the agenda/timeline of the project

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

## **Application – 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.
- The period of eligibility of costs will start on the date the application has been submitted and no funding will be applied to costs which occurred prior to the program application deadline date. Only the costs related to the acquisition of author right is eligible retroactively for a period of 12 months preceding the date of the submission.
- Each co-producer will be responsible to submit the complete application to the authority (CMF or DFI) of 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 the complete application in English or French through <https://telefilm.ca/en/log-in>
  - Danish producers should submit the complete application in Danish or English through [www.dfi.dk/digitalmediaincentive](http://www.dfi.dk/digitalmediaincentive)

- Applications must include the following **Administrative** information:
  - A list of the projects produced by the Danish company
  - A list of the projects produced by the Canadian company
  - The deal memo or the co-development agreement
  - Contracts proving the acquisition of necessary rights (e.g. option contract, script writer's contract etc.)
  - Development goals and timeline for the development phase
  - Development budget
  - Development 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:
  - CV of key creative personal
  - CV of production team
  - Overview of the project (maximum 5 pages)
  - Description of the innovation in the storytelling, the format and the audience engagement (maximum of 5 pages)
  - Preliminary plan for project progress to further stages – further development (if needed), production and distribution (maximum 1 page)

### Contacts for the program

For the Canada Media Fund, in Canada:  
 Shelley Coultish  
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For the Danish Film Institute, in Denmark:  
 Mikkel Thomassen  
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Please note: these Guidelines may be changed or modified as required, without notice. Please consult the CMF website at [www.cmf-fmc.ca](http://www.cmf-fmc.ca) and the DFI website at [www.dfi.dk](http://www.dfi.dk) for the latest Guideline news and documentation.