



**CANADA-NORTHERN IRELAND
CO-DEVELOPMENT
INCENTIVE FOR
AUDIO-VISUAL PROJECTS
GUIDELINES
2020**

Guidelines for Canada-Northern Ireland Co-Development Incentive for Audio-Visual Projects 2020

These Guidelines are divided into seven Sections as follows:

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Introduction

The Canada-Northern Ireland Co-Development Incentive (“the **Incentive**”) is a collaboration between the Canada Media Fund (**CMF** or “**Party**”) and Northern Ireland Screen (“**NIS**” or “**Party**”) (the CMF and NIS, collectively the “**Parties**”) to fund the co-development of eligible audio-visual projects between producers from Canada and Northern Ireland.

It is the intent of the Parties to partner on this Incentive for a period of 3 years (2018-2019 to 2020-2021).

The total amount of funding available through the Incentive for the 3-year period is CDN \$600,000 (approximately £345,000) with CDN\$300,000 (approximately £172,000) contributed by each of the CMF and NIS. The amount available for each year of the Incentive will be CDN \$200,000 (approximately £115,000) with CDN\$100,000 (approximately £57,000) contributed by each of the CMF and NIS. Such funding will take the form of a repayable advance.

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 NIS determining eligibility for the Northern Irish portion of the project. Projects will be evaluated and chosen by a committee comprised of representatives from each of the CMF and NIS 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 NIS funding in development or in production.

The total maximum contribution for each project funded through the Incentive shall be CDN \$50,000 (approximately £29,000), consisting of (a) a CMF contribution which shall not exceed 75% of the Canadian development budget and (b) a NIS contribution which shall not exceed 75% of the Northern Irish development budget.

The total contribution from each of the CMF and NIS for each project will be determined on a case-by-case basis.

While the ownership, financial control and creative contributions shall be determined in the co-development agreement between the applicable international co-producers, the minimum minority co-producer share shall not be less than 20%. As a general guideline, the CMF and NIS encourage that such elements be proportional to each Party’s respective funding contributions.

Project Eligibility

Eligible projects must meet the following criteria:

- Is either,
 - a television project in the following genres: drama, documentary, animation, entertainment or education;¹
 - or**
 - digital media content made for other platforms, including web series, video games, transmedia projects, virtual or augmented reality.
- Involve at least one Canadian producer (eligible under CMF criteria) and one Northern Irish producer (eligible under NIS's criteria);
- If the proposed project has already been in receipt of development funding from either CMF or NIS, the applicant must demonstrate clearly what the new 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 or Experimental Stream – Prototyping Program Guidelines and the Northern Irish portion of the project/content complies with Northern Ireland Screen Fund development guidelines.
- The television project (if applicable) must be supported by a Letter of Commitment by an eligible Canadian broadcaster² and an eligible UK or Irish broadcaster³. However, such Letter of Commitment is not mandatory at application stage but will be required for selected projects before any contracts are signed or funding released. The Letter of Commitment must include a Development Fee of 10% of the development budget by an eligible Canadian broadcaster for the Canadian share of the budget.

Application Process

Key dates for 2020

Launch of the Incentive:	May 5, 2020
Deadline to apply:	August 14, 2020
Decisions announced to applicants:	September 14, 2020

No additional material can 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 the NIS and CMF as relevant.

¹Educational programming that is solely curriculum-based or developed directly for schools is ineligible.

²Any of the following will be considered a "Canadian Broadcaster":

- a. A Canadian programming undertaking, public or private, licensed to operate by the Canadian Radio-television and Telecommunications Commission (CRTC) (including exempt broadcasters regulated by the CRTC via *Broadcasting Order CRTC 2015-88*);
- b. An online service owned, controlled and operated by a Canadian CRTC-licensed programming undertaking;
- c. An online service owned, controlled and operated by a Canadian broadcasting distribution undertaking ("BDU"), licensed to operate by the CRTC; and
- d. CRTC-licensed VOD-services.

³ Eligible UK or Irish broadcaster is a broadcaster, public or private, licensed to operate by Ofcom or the Broadcasting Authority of Ireland.

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 project must be submitted in (a) English in Northern Ireland and in (b) English or French in Canada;
- Only recent costs (i.e. costs incurred up to 6 months prior to application) will be considered eligible costs under the Incentive. However, the cost 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 NIS) 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.

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

Canadian Producers should submit the complete application via <https://telefilm.ca/en/log-in>.

Northern Irish producers can find further details on how to apply via www.northernirelandscreen.co.uk/funding

All successful applicants must enter into contracts with the NIS and CMF within 6 months of the offer of funding.

Evaluation criteria

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

- Cultural value of the project;
- Originality and creativity of the proposal;
- Blending of Northern Irish and Canadian cultural concepts in a way that engages audiences from both territories and beyond;
- Representation of (i) the themes of Northern Irish culture, voices, heritage and experience and (ii) the CMF's mandate (to foster, promote, develop and finance the production of Canadian content and relevant applications for all audio-visual platforms) and vision (to give Canadian and world audiences access to innovative, successful Canadian television and digital content on all platforms);
- Target audience;
- Potential for the project to reach Canadian, Northern Irish and international audiences;
- 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.

Payment procedures

The repayable advance 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 NIS 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

For the Canada Media Fund, in Canada:

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For Northern Ireland Screen, in Northern Ireland:

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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 and www.northernirelandscreen.co.uk for the latest Guideline news and documentation.