



**CANADA-ITALY  
CO-DEVELOPMENT  
INCENTIVE FOR  
DOCUMENTARY  
PROJECTS  
GUIDELINES  
2015-2016**

## The Canada-Italy Co-Development Incentive

The Canada-Italy Co-Development Incentive (the “**Incentive**”) is a collaboration between the Canada Media Fund (**CMF** or “**Party**”) and the Directorate General Cinema of the Italian Ministry of Cultural Heritage, Activities and Tourism (“**DGC**” or “**Party**”) (the CMF and DGC, collectively the “**Parties**”) to fund the co-development of eligible one-off documentary projects between producers from Canada and Italy.

The total amount of funding available through the Incentive is CDN \$200,000 (approximately 150,000 €) with CDN \$100,000 (approximately 75,000 €) contributed by each of the CMF and DGC. 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 DGC determining eligibility for the Italian portion of the project. Projects will be evaluated and chosen by a committee comprised of representatives from each of the CMF and DGC 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 DGC funding in development or in production.

The total maximum contribution for each project funded through the Incentive shall be CDN \$50,000 (approximately 40,000 €), consisting of (a) a CMF contribution which shall not exceed 75% of the Canadian development budget and (b) a DGC contribution which shall not exceed 80% of the Italian development budget.

The total contribution from each of the CMF and DGC 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 DGC encourage that such elements be proportional to each Party’s respective funding contributions.

### Project Eligibility

Eligible projects must meet the following criteria:

- Involve at least,
  - one (1) Canadian producer (eligible under CMF criteria), and
  - one (1) Italian producer ( eligible under DGC criteria and enrolled at the Production Company Register kept by the Directorate General Cinema of the Italian Minister of Activities, Cultural Heritages and Tourism).
- Be a one-off documentary of at least 31 minutes (a) that meets the requirements to obtain the positive assessment of Italian Nationality; and (b) is intended to be broadcasted in Canada by an eligible Canadian broadcaster (as defined in the CMF Development Program Guidelines).
- Be a new project. For clarity, projects will be ineligible and unable to apply to the Incentive if:
  - they have previously applied for financial support for film production from any European, national, or regional fund; or previously received financing from the CMF or,
  - for the Italian portion of the project , the producer has already submitted the Statement of beginning of Principal Photography (DIL) to DGC.
- Comply with the rules of the Italy-Canada Audiovisual Co-Production Agreement of November 13, 1997.

- The Canadian portion of the project must include a Development Fee of 10% of the Canadian development budget by an eligible Canadian broadcaster.
- The Canadian portion of the project must comply with the applicable criteria under the CMF's Convergent Stream, and the Italian portion of the project must comply with the applicable criteria under DGC's Legge cinema (Legislative Decree 22.01.2004,n.28)

Ineligible projects include:

- live recordings, TV games, talk shows, reality shows or educational, teaching and 'how-to' programmes;
- documentaries promoting tourism, "making-of", reports, animal reportages, news programmes and "docu-soaps";
- projects including pornographic or racist material or advocating violence;
- works of a promotional nature;
- institutional productions to promote a specific organisation or its activities.

### Key Dates

Funding will be awarded to eligible projects in accordance with the following application process:

1. **May 12, 2015:** Call for applications
2. **December 9, 2015 :** Deadline for Submission
3. **December 2015 – January 2016:** Project Selection according to the Evaluation Grid (included below)
4. **January 22, 2016:** Notification of Successful Applicants.

### 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 project must be submitted in (a) Italian in Italy and in (b) English or French in Canada.
- 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 application submission 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.
- The co-producers must nominate one co-producer to be responsible for the application ("**Responsible Co-producer**") and the project must be submitted by the Responsible Co-producer to its applicable funding entity (i.e., the CMF or DGC). Once submitted, the project will be shared between the CMF and DGC. For clarity, it is recommended that the majority co-producer of the project be nominated as the Responsible Co-producer.
- Despite the fact that a Responsible Co-Producer will be nominated for each project, the application form must be signed by all producers.

- Applications must include the following **Administrative** information:
  - A list of the films produced by the Italian film company/ies
  - A list of the films produced by the Canadian film company/ies
  - The deal memo or the co-development agreement
  - Contracts proving the acquisition of necessary rights (e.g. option contract, script writer's contract etc.)
  - Calendar on project development stages
  - Development budget
  - Development financing plan
  
- Applications must include the following **Creative** information:
  - CV of screen writer(s) and, if already selected, the director
  - Script writer's notes
  - Director's notes (if applicable) Producer's notes
  - Brief project summary (maximum 5 pages)
  - Treatment (maximum of 20 pages)

## Evaluation criteria

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

Cultural value of the project: 50 points

- Originality and creativity of the proposal (max. 30 points)
- Blending of Italy and Canada cultural or community concepts in a way that engages audiences from both territories and beyond (max. 20 points)

Track record and target audience: 30 points

- Potential for the project to reach Canadian, Italian and international audiences(max. 10 points)
- Track record, experience and achievements of the creative team (max. 10 points)
- Track record, experience and achievements of the production company(max. 10 points)

Feasibility of the project: 20 points

- Feasibility of the development financial plan (max 10 points)
- Realism of the agenda/timeline of the project (max 10 points)

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

## Payment procedures

The grant 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 DGC 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 the DGC, in Italy:

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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 [www.cinema.beniculturali.it](http://www.cinema.beniculturali.it) for the latest Guideline news and documentation.