



screen.brussels 
the regional audiovisual solution

screen.brussels academy – 14 nov 2023

AGENDA

- ❑ Why adapt our rules for applying
- ❑ What are the adaptation
- ❑ Other points of attention
- ❑ Funding application deadlines 2024
- ❑ Online form adaptations & tips
- ❑ Q&A

WHY ADAPT OUR RULES FOR APPLYING ?

- We probably are the most requested regional fund
- Our budget is slightly reduced to 3 M
- We need to focus on our DNA
- We need a clear positioning
- You and your partners need to understand our positioning and our constraints

❑ Economic eligibility criteria

- ❑ Min **50 %** (40%) of the overall financing confirmed for feature film, series, documentary
- ❑ Min 60 % of the overall financing confirmed for special formats: XR, video games and audio content (podcast, audiobooks...)
- ~~❑ Min 80 % for web series~~
- ❑ Minimum of eligible spend are without VAT and unforeseen costs
- ❑ Min 250 000 € of eligible spend for feature film and series **of minimum 10' per episode**
- ❑ Min 75 000 € of eligible spend for documentary, XR and video games
- ❑ Min 45 000 € of eligible spend for series **less than 10' / episode**
- ❑ Min 30 000 € of eligible spend for audio content

WHAT ARE THE ADAPTATION

□ Jury assessment criteria

□ Social and cultural added value	3%	(4%)
□ Production team and co-producers, directors, casting	7%	(6%)
□ Funding plan	15%	(20%)
□ Economic and structuring aspects	75%	(70%)
□ Eco Bonus	2%	
□ Total	102%	

WHAT ARE THE ADAPTATION

Social and cultural added value

3 points

- In terms of script quality , subject of the project

Production team, directors, casting

7 points

- Professionalism and track record of the applicant and the coproducers
- Quality of the coproduction contract, reciprocity...
- Quality and appeal of the director/head of animation
- Quality and appeal of the casting for fiction/characters and of the subject for animation/documentary subject/immersive experience/concept for special formats,

WHAT ARE THE ADAPTATION

Funding plan

15 points

- Quality of financing contracts linked to sales: distribution, sales, commercial potential..
- Percentage of funding acquired
- Financial and/or strategic importance of funding from screen.brussels in the Belgian budget
- Financial return potential and repayment capacity

□ Economic and structuring aspects

75 points

- Investment-eligible expenditure ratio
- Amount (in absolute terms) of eligible expenditure
- Amount (in absolute terms) of non-eligible expenditure
- Impact on the Brussels production company
- Impact on the Brussels film crew
- Impact on the Brussels service providers
- **Number of days of filming or animation in the Brussels-Capital Region**
- Impact on the Brussels-Capital Region in terms of territorial marketing
 - **the action takes place in whole or in part in the Brussels-Capital Region;**
 - exterior and/or interior shots of Brussels will be identifiable on screen;
 - **animation “made in Brussels Animation Valley”;**
 - potential for media exposure and international distribution;
 - potential in Category A Festivals
 - ...

WHAT ARE THE ADAPTATION

Eco Bonus

2 points

Reminder: from June 2022 , 2 bonus points can be awarded :

- 1 point if the production company can attest to the presence and action of an eco-advisor to accompany the project;
- 1 point if the production company has been granted the Brussels-Capital Region's Ecodynamic label or another equivalent label for those located in Wallonia or Flanders.

OTHER POINTS OF ATTENTION

- ❑ Talk to us at least 1 week before the application deadline;

- ❑ Read carefully the rules and pay attention to our positioning before writing your producer's note:
 - Explain the genesis of the project, who initiated it, how the co-production was set up, why Belgium, why Brussels ?
 - Impact on your production company
 - Impact on the Brussels film crew
 - Impact on the Brussels service providers
 - Number of days of filming or animation in the Brussels-Capital Region
 - Impact on the Brussels-Capital Region in terms of territorial marketing

 - If it's a second application of the same project, give a description of the new elements justifying this second presentation.

OTHER POINTS OF ATTENTION

- ❑ Evaluate the expenditure that are not eligible;
- ❑ Supporting documents for agreements and financing indicated as "confirmed" in the application must be quantified, dated and signed;

Rem: you can send additional documents up to 1 week after the deadline BUT, the application must meet ALL the eligibility criteria at the time of the submission.

- ❑ It's mandatory to use our template for the financing plan and the summary budget
- ❑ Detailed budget: your template + eligible expense in Brussels + non eligible expenses + expenses elsewhere in Belgium + expenses abroad

OTHER POINTS OF ATTENTION

- ❑ Contracts between production and screen.brussels must be signed at the latest 3 months after the decision and before the 24th Decembre for the last session of the year;

FUNDING APPLICATION DEADLINES 2024

- ❑ Session 24
 - ❑ Submission: Friday 12th January
 - ❑ Decision: Friday 23rd February

- ❑ Session 25
 - ❑ Submission Friday 31st May
 - ❑ Decision Tuesday 9th July

- ❑ Session 26
 - ❑ Submission Friday 13th September
 - ❑ Decision Tuesday 22nd October

ONLINE FORM – WHAT'S NEW?

- ❑ The new economic criteria are integrated
- ❑ People linked to the same company can read all the fund requests
- ❑ Possibility to duplicate a request form (the title must be adapted)

- ❑ Spread the word (ask partners & crew to subscribe our database first)
- ❑ Read the signs (rules include bullet points for your consideration)
- ❑ *Chi va piano va sano* (do one thing at a time, save regularly)
- ❑ In case something goes wrong (log out/login but don't enter new info)

Q&A time