



**TOWARDS GREATER GENDER EQUALITY:  
Promoting the Role and Image of Women  
in the Southern Mediterranean Audiovisual Sector**

**FIRST CALL FOR PROPOSALS**

Deadline for submission: 15 September at 21:00 (GMT)

**Presentation**

The project *Towards Greater Gender Equality: Promoting the Role and Image of Women in the Southern Mediterranean Audiovisual Sector* - SouthMed WiA, is designed to promote gender equality and support the film sector<sup>1</sup> in seven Southern Mediterranean countries: Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Tunisia.

The overall objective of SouthMed WiA is to strengthen the capacities of the audiovisual operators in the target countries to contribute to sustainable development and cultural diversity, by promoting gender equality and enhancing the image of women in the film sector.

In this framework, the objective of this call for applicants is to support projects addressing weaknesses and issues related to gender equality and the under-representation of women in the audiovisual sector, both on the screen and behind the camera, including the perpetuation of stereotypes relating to the image of women in Arab societies, with the ultimate goal of influencing widespread cultural attitudes and public opinion.

SouthMed WiA will support the beneficiaries of the grants during the implementation of the projects by providing capacity building activities and continuous coaching.

The present call contains three lots:

**Lot 1: Research activities**

**Lot 2: Training**

**Lot 3: Awareness raising and advocacy**

The indicative amount available for the 3 lots is EUR 340 000.

Any grant requested under this call for proposals must fall between minimum EUR 80 000 and maximum EUR 100 000.

Applicants cannot submit more than one application.

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<sup>1</sup> In this call for proposals the audiovisual sector includes fiction, documentary and animation, be them for theatrical release, TV programmes or the web. The sector is also called "film sector" in the text.

SouthMed WiA reserves the right not to award all available funds if the submitted applications do not fill the selection criteria.

SouthMed WiA is implemented by a consortium led by Interarts, Spain, in partnership with: Culture & Media Agency Europe (CUMEDIAE), Permanent Conference of the Mediterranean Audiovisual Operators (COPEAM), The Screen Institute Beirut (SIB), Superior School of Audiovisual and Cinema of Tunisia (ESAC) and in association with the European Women's Audiovisual Network (EWA).

For the purpose of the present call for proposals, Interarts will act as “contracting party” on behalf of the consortium.

SouthMed WiA is funded by the European Union within the framework of the regional programme MedFilm designed to contribute to cultural diversity and development by promoting equality, namely gender equality in the southern Mediterranean region through support to the film sector.

## **Guidelines**

### **1. Eligibility**

#### **1.1. Eligibility of applicants**

In order to be eligible, applications must comply with the following conditions:

- Applications must involve at least two partners: one of the partners shall act as lead applicant and the other(s) as co-applicant(s).
- Applicants must be established in the seven targeted countries<sup>2</sup>.
- Applicants must be legally registered organizations, i. e. non-profit organisations, public body, local authorities, SMEs or other economic operators working in the film or audiovisual sector as their professional core activity<sup>3</sup>.
- Lead applicants must be directly responsible for the preparation and management of the project proposal with their partners, not acting as an intermediary.
- Lead applicants must have a valid bank account registered under their legal name.

Other conditions:

- All applications must be submitted in English, the official language of SouthMed WiA. All official documents submitted in Arabic must include a translation into English or French.
- Projects shall allocate 12,5% of the grant to activities related to mobility and capacity building, including the attendance of minimum two representatives to networking events and trainings across the region and/or other countries in Europe, which will be coordinated by SouthMed WiA team throughout the project implementation.
- All applications must have an external audit assigned to the project proposal and forecast 2, 5% of the total budget to this end. The total cost of the audit shall not exceed 3000 EUR.

Priority issues:

- Links with local, international and Euro-Mediterranean audiovisual networks will be considered as a positive factor insofar they are an added value for the implementation of the project.

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<sup>2</sup> The eligible countries are Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Tunisia.

<sup>3</sup> Actions and activities under this grant shall not generate profit for the Beneficiary(ies). Profit is defined as a surplus of the receipts over the eligible costs approved by the Contracting Party when the request for payment of the balance is made.

- The selection will take into account the regional dimension of the project by ensuring as wide geographical coverage as possible.
- Applications involving at least two partners established in two different countries among the seven targeted countries, will be positively assessed.
- The involvement of at least 50% of women in the staff of the applicant organisations.

## 1.2. Eligibility of projects

### Duration

The projects shall start as of **October 2017** and terminate by **February 2019**.  
The projects' duration will be different according to the lot as follows:

Lot 1 Research: 12-16 months

Lot 2 Training: 12 months

Lot 3 Awareness raising and advocacy: 12 months

### Type of eligible activities:

#### Lot 1 Research

Priority will be given to:

- Analysis of balance and role assignments of women and men in the film sector, e.g. : research on gender representation and stereotypes and the role of women, investigation of female characters and life aspiration in popular films and TV shows;
- Studies detecting the unspoken gender values of South Mediterranean cultures as well as religious and social values affecting the film sector and proposals of different ways of approaching gender equality;
- Research on gender disparity behind the camera among content creators, producers, distributors, and other professionals of the sector - and on the barriers affecting women's participation in the audiovisual sector;
- Research on the impact and effects of gender stereotypes in the film sector on the viewers, especially children and teen-agers;
- Research on the gender approach in the audiovisual translation and proposals on how to better integrate it.

#### Lot 2 Training

Priority will be given to:

- Projects contributing to the improvement of script development with a gender equality dimension, especially for the most popular shows: soap opera, TV series, etc, for emerging and/or consolidated actors of the film sector;
- Collaborative actions with film schools to support the integration of the gender dimension in the audiovisual curricula, mentoring and career development activities for (young) female film professionals;
- Peer-to-peer learning by women for women, especially young ones, unleashing an identification and emulation process;
- Activities contributing to increase the knowledge of specialized trainers and facilitators of the film sector on the importance of gender equality in the audiovisual sector and its impact in society, and strengthening their capacities to take it into account;
- Targeted training for female film professionals from the region to improve their capacities and support their access to markets and networks at local, regional and international level.

### **Lot 3 Awareness raising and advocacy:**

Priority will be given to:

- Activities fostering citizens' awareness about gender stereotypes in the audiovisual sector and the use and abuse of the image of women; including campaigns, TV commercials, social media and the web, public discussions, seminars, workshops and conferences;
- Awareness raising campaigns/lobby activities supporting gender equality and a more positive presence of women in the film sector, targeting production companies, TV programmers distributors;
- Cooperation activities with local, national or regional authorities to support gender equality in the audiovisual sector;
- Information and communication activities addressing young people, especially girls, to foster their future professional interest in the film sector;
- Dissemination and visibility initiatives promoting local female operators of the film sector, including activities promoting them as role models to young women;
- Collaborative actions involving schools, universities, script doctoring, audiovisual training institutions, public or private organisations active in the film sector, contributing to support a gender equality approach in their local environment.

### **The following types of projects will not be eligible for funding:**

- Events of religious or political character;
- Projects concerned with sponsorships;
- Projects concerned only or mainly with individual scholarships for studies, research or training courses;
- Operational costs of applicant organisations (only administrative costs related to the project implementation are eligible);
- Debts and obligations;
- Projects which consist exclusively or primarily in capital expenditure, such as infrastructure, land, equipment;
- Projects intended only to raise funds or promote the visibility of the applicant or its partner(s).

## **2. Financial provisions**

Grants may cover 20% to 80% of the total eligible costs of the project.

### **2.1. Eligible costs**

Only "eligible costs" can be covered by a grant. The categories of eligible and non-eligible costs are indicated below.

Eligible costs are costs actually incurred by the beneficiary of a grant which meet the following criteria:

- They are incurred during the duration of the project;
- They are indicated in the estimated overall budget of the project;
- They are incurred in connection with the project which is the subject of the grant, and are necessary for its implementation;
- They are identifiable and verifiable, in particular being recorded in the accounting records of the beneficiary;
- They comply with the requirements of applicable tax and social legislation of the applicant's country.

## Eligible direct costs

The eligible direct costs are those which, with due regard for the conditions of eligibility set out above, are identifiable as specific costs directly linked to the implementation of the project, such as:

- Travel and subsistence expenses (for networking meetings, training and peer to peer activities, conferences, etc.) which can not exceed the EU standards<sup>4</sup>;
- Staff costs related to the project implementation;
- Professional fees for experts involved directly in the implementation of the project;
- Costs of consumables and supplies, provided that they are identifiable and assigned to the project;
- Costs arising directly from requirements linked to the implementation of the project (dissemination of information, translations, documentation, printing and distribution of leaflets, etc.);
- Costs of rental of venues linked to the project;
- Costs for the external audit.

## Eligible indirect costs

The eligible indirect costs are related to the functioning and general activities of the grant beneficiaries: they cannot be attributed entirely to the implementation of the project, but are still partially generated by it (e.g. costs connected with infrastructure, legal advice, documentation, IT, office supplies, communications, etc.)<sup>5</sup>. These costs are to be funded on a flat rate basis not exceeding 7% of the direct eligible costs.

## 2.2. Ineligible costs

The following costs are not eligible:

- Debts and debt service charges (interests);
- Provisions for losses or potential future liabilities;
- Purchases of land or buildings;
- Purchases of vehicles;
- Office rent, unless the applicant can demonstrate that additional and specific office rental is necessary for the project implementation;
- Currency exchange losses;
- Credits to third parties.

## 2.3. Co-financing

The co-financing may take the form of the applicant's own resources (self-financing), the income generated by the project, and financial contributions from third parties.

The main applicant, if awarded with a grant, must duly justify and declare all the expenses as well as the funding from **SouthMed WiA** and the total co-funding in the final report. Regarding in-kind contributions, the main applicant, if awarded a grant, must declare that these contributions meet the local market prices and provide the detail of unities, working hours and unit costs in the final financial report.

## 3. Monitoring and support to beneficiaries

The **SouthMed WiA** Project Steering Committee (PSC) will provide advice to grant beneficiaries on issues such as management, dissemination and networking, in order to ensure the correct implementation and management of the project.

<sup>4</sup> <http://ec.europa.eu/europeaid/sites/devco/files/perdiem-rate-20150318.pdf>

<sup>5</sup> <http://ec.europa.eu/europeaid/companion/document.do?nodeNumber=19.3.1.5>

#### 4. Contract and modalities of payment

The **contracting party** will sign a contract with the grant beneficiary that will include information of the activities to be carried out, the contract value, the modalities of payment and reporting.

##### Payment modalities<sup>6</sup>:

- a first instalment, equivalent to 40% of the approved grant, will be made in the four weeks following the signature of the contract;
- a second instalment, equivalent to 40% of the approved grant, will be made following the submission and approval by the contracting party of the mid-term report;
- a final instalment, equivalent to 20% of the approved grant, will be made at the end of the project, following the effective completion of activities, submission of technical and financial documentation and completion of an external audit, and following written approval by the contracting party.

**Instalments will be paid by bank transfer only to grant beneficiary's bank account (lead applicant).**

#### 5. Reporting

The grant beneficiary will submit, by electronic form, a **mid-term technical and financial report** presenting the implementation of half of the project duration: description of the main activities, target groups reached, current and potential networking partners, attendance to capacity building and other training activities, and samples of communication and dissemination of the project as well as contacts with the EU delegations in the region. It will also include an audit report with an updated budget reporting the verifiable costs and the implementation period.

The grant beneficiary will submit, by electronic form, a **final report** within 45 days following the completion of the project. The final report shall include:

- A **technical report** of no more than 5 pages, indicating:
  1. Impact of the project on target audiences,
  2. Main activities,
  3. Communication and dissemination activities at local, national and regional level, including contacts with the EU delegations,
  4. Main conclusions and results,
  5. Sustainability of the action, if applicable.
- A **financial report**, including the details of the project expenditures and financing, and the audit report (all original invoices shall be submitted and revised by the auditors).
- **Annexes**: documents that can support the technical report, such as publications, communication materials, videos, interviews, photos, lists of participants, etc.

The email address for the submission of the reports is: [callone@smedwia.eu](mailto:callone@smedwia.eu).

The grant beneficiary will upload any communication and dissemination material (Press releases, banners, posters, flyers, invitations, photos, videos etc...) on the **SouthMed WiA** platform, throughout the implementation of the project.

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<sup>6</sup> This information is to be considered indicative; the payment conditions will be further specified in the contract with the beneficiaries of the projects.

## 6. Publicity

Grant beneficiaries must acknowledge the EU contribution throughout the project implementation (e.g. press releases, publications, posters, programmes, audio-visual material, website and social media dissemination, etc.).

To this end, the contracting party will provide communication guidelines for the visual identity to the **SouthMed WiA** grant beneficiaries. [Please click here to download and read carefully the communication guidelines \(914 KB\)](#).

The contracting party reserves the right to use, disclose, reproduce and distribute the content and outcomes of the funded projects.

## 7. Submission of proposals

Applications must be submitted online using the application form. The application form is online at the following link: <http://www.smedwia.net/en/services/presentation/>

**Deadline:** Applications must be uploaded online no later than **15 September 2017, at 21:00 (GMT)**.

Applications shall be submitted in English.

Any question related to the preparation of the application may be sent by e-mail until 21 August 2017 <sup>7</sup> to the following address: [callone@smedwia.eu](mailto:callone@smedwia.eu).

## 8. Evaluation results and selected projects

On 2<sup>nd</sup> October 2017 <sup>8</sup>, the results of the evaluation process will be notified via email to all the applicants, and will be published via the **SouthMed WiA** information channels.

### EVALUATION CRITERIA

Deadline for submission: **15 September 2017**.

Application will be assessed on a scale from 0 to 100 and will be ranked accordingly to their merit. The threshold is set at 75/100 points.

	Criteria	Definition	Max Weighting
1.	Relevance of the project	This criterion evaluates the relevance of the content of the project vis-à-vis the objectives and priorities of the call and the needs of the target groups (the format, the consistency of the project in relation to the objectives) in the area of implementation. This criterion evaluates 1) how clearly and strategically those involved (partners, target groups, final beneficiaries) are chosen and how their needs have been defined and addressed, and 2) how at long term the project might have an overall impact in the region in terms of	30

<sup>7</sup> After this date a document with the frequent asked questions (FAQ) will be published on the website of SouthMed WiA.

<sup>8</sup> This date is to be considered indicative.



		sustainable cultural and/or social development.	
2.	Potential of the project and feasibility	This criterion assesses the potential of the project by evaluating the feasibility, appropriateness and clarity of the action plan and sequence of activities, the resources, the use of indicators and the involvement of the partners.	20
3.	Quality of the financial offer	This criterion evaluates the project budget, the ratio between the estimated costs and the real costs and the funding strategy with detailed evidence of complementary funding sources.	20
4.	Previous experience	This criterion evaluates the technical expertise of the applicant and the partners in the fields related to the project in order to ensure the good quality of the outputs. This criterion takes also into consideration the management and financial capacity of the project team.	15
5.	Communication Strategy / dissemination activities	This criterion evaluates the dissemination and communication strategy of the project and its adequacy to address different target groups and audiences, building synergies, networks and collaborations with other projects and operators.	15

*This project is co-funded by the European Union under the Med Film regional programme*



*SouthMed WiA's partners:*



culture & media agency europe, a.s.b.l.



*Associate partner:*

