



SCREEN SCOTLAND  
SGRÌN ALBA



**CANADA-SCOTLAND  
CO-DEVELOPMENT  
INCENTIVE FOR  
TELEVISION AND  
DIGITAL MEDIA  
CONTENT  
GUIDELINES  
2019**

## The Canada-Scotland Co-Development Incentive for television and digital media content

The Canada- Scotland Co-Development Incentive for television and digital media content (the “**Incentive**”) is a collaboration between the Canada Media Fund (**CMF** or “**Party**”) and Highlands and Islands Enterprises (“**HIE**” or “**Party**”) (the CMF and HIE collectively, the “**Parties**”) to fund the co-development of eligible projects between producers from Canada and Scotland. This Incentive is also supported by Screen Scotland.

The total amount of funding available through the Incentive is \$300,000 (CAD) with \$150,000 (CAD) contributed by the CMF and \$150,000 (CAD) contributed by HIE. The CMF’s contribution will take the form of a repayable advance and HIE’s contribution will take the form of a non-repayable contribution.

The total maximum contribution for each project funded through the Incentive shall be \$50, 000(CAD). However, the CMF contribution shall not exceed 75% of the Canadian development budget and the HIE contribution shall not exceed 75% of the Scottish development budget.

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 HIE determining eligibility for the Scottish portion of the project. For Scottish applicants, priority will be given to applicants who have not been awarded slate funding by Screen Scotland and applications from the HIE are particularly encouraged.

Projects will be evaluated and chosen by a committee comprised of representatives from the CMF and HIE 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 HIE funding in development or in production.

The total contribution from each of the CMF and HIE 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 HIE 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) Scottish producer (eligible under HIE’s criteria).
- Whilst aimed at international audiences, projects should in some way reflect or promote Scottish culture, creativity and diversity and the CMF’s mandate (to foster, promote, develop and finance the production of Canadian content) and vision (to give Canadian and world audiences access to innovative, successful Canadian television and digital content).
- Is either:
  - A live-action or animated co-development television project that meet the CMF’s definition of either Drama or Documentary programming (found in [Appendix A](#)). For clarity, eligible television projects must have secured a letter of interest from the CMF’s definition of a Canadian Broadcaster (see 2.1.1 of the [Development Program Guidelines](#)).

OR

- o A co-development project created for digital platforms (including, but not limited to web series, video games, transmedia projects<sup>1</sup>, virtual or augmented reality) that is developed on an appropriate platform with regards to content and audience and meant to encourage knowledge sharing and technology transfer.
- The Canadian portion of the project complies with the applicable subsections of section 3.2 in the CMF's Development Program or applicable Experimental Stream Guidelines and the Scottish portion of the project complies with HIE's guidelines and policies available at <https://xponorth.co.uk>.

Ineligible projects include:

- projects made for theatrical release;
- projects including pornographic or racist material or advocating violence;
- works of a promotional nature;
- institutional productions to promote a specific organization or its activities.

## Key Dates

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

**5 September 2019:** Publication of Guidelines

**10 December 2019:** Deadline for submissions.

**24 January 2020:** Notification of the decisions to 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.
- For Scottish producers, there are specific dates and requirements for the eligibility of the company and the application of the eligible company with a project. Please refer to the previous section Key Dates above and check the website (<https://xponorth.co.uk>) to comply with HIE's guidelines.
- 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.
- Each coproducer will be responsible to submit the complete application to the authority (CMF or HIE) of its own country. The same set of documents must be submitted by each coproducer and the application form must be signed by all coproducers. **An application that is not complete on both sides will be automatically rejected.**
  - o Canadian producers should submit the complete application through <https://telefilm.ca/en/log-in>. The application should be submitted in English or in French.
  - o Scottish producers should submit the complete application at <https://xponorth.co.uk>. The application should be submitted in English or in Gaelic.

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<sup>1</sup> Transmedia is a form of storytelling that deploys the content across multiple digital platforms. A transmedia project proposes stories across multiple forms and platforms and delivers unique, but related, user experiences on each channel.

- Applications must include the following **Administrative** information:
  - Scottish company resume, including a list of projects produced by the company
  - Canadian company resume, including a list of projects produced by the 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.)
  - Calendar on project development stages
  - Development budget
  - Development financing plan
  - Preliminary estimate of the production budget with potential sources of funding
  
- Applications must include the following **Creative** information:
  - CV of screen writer(s)
  - CV of the director, if already attached to the project, and Vimeo or YouTube links with selection of audiovisual work previously done by the director
  - Script writer’s notes
  - Director’s notes (if applicable)
  - Producer’s notes (must include the target audience of the project)
  - Brief project summary (maximum 1 page)
  - Treatment (maximum of 20 pages)
  - List of deliverables: material that will be submitted by the applicants to the CMF and HIE during the development process:
    - Creative Deliverables: including but not limited to: script, creative material, storyboard, character design, etc.
    - Final deliverable: As a result of the development process the applicants should produce a Minimum Viable Product (“**MVP**”) which specifications may vary according to the content’s nature and the jury’s recommendations. The MVP may include a short demo, teaser, prototype among others and should reflect the story’s narrative geometry, the technology involved, the platforms used, marketing strategy, audiences, etc.

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

## Evaluation criteria

Projects will be evaluated by a jury of the CMF and HIE based on the following criteria:

Creative value of the project: 50 points

- Originality and creativity of the proposal (max. 30 points).
- Universality and pertinence of the proposal (max. 20 points). The universality of the project pretends to engage audiences for all over the world, beyond the local concepts of culture or community. Within this criteria is included the commercial potential and the coherence of the project's content with its target audience.

Track record and target audience: 30 points

- Track record, experience and achievements of the creative team (max. 12 points).
- Track record, experience and achievements of the production company (max. 12 points).
- Target audience described in the producer's notes (max. 6 points).

Viability of the project: 20 points

- Coherence of the budget with the scope of the project and viability of the development financial plan (max 10 points).
- Realism of the agenda/timeline of the project (max 10 points).

## Contacts for the program

For the Canada Media Fund, in Canada:

Jill Samson  
[jill.samson@telefilm.ca](mailto:jill.samson@telefilm.ca)

For HIE, in Scotland:

Iain Hamilton  
[iain.hamilton@hient.co.uk](mailto:iain.hamilton@hient.co.uk)

Jessica Fox, Screen Adviser  
[jessica@xponorth.co.uk](mailto:jessica@xponorth.co.uk)

The CMF has created an online tool to help facilitate introductions between Canadian and Scottish producers. If you'd like to find someone to work with on your project, please [sign up here](#) and create a profile.

Please note: these Guidelines may be changed or modified as required, without notice. Please consult the CMF website at <http://www.cmf-fmc.ca> and <https://xponorth.co.uk> for the latest Guideline news and documentation.