



THE JERUSALEM DEVELOPMENT AUTHORITY

**CANADA-JERUSALEM
CO-DEVELOPMENT
AND CO-PRODUCTION
INCENTIVE
GUIDELINES
2017**

The Canada-Jerusalem Co-Development and Co-Production Incentive

The Canada-Jerusalem Co-Development and Co-Production Incentive (“Incentive”) is a collaboration between the Canada Media Fund (“CMF” or “Party”) and the Jerusalem film fund at the Jerusalem Development Authority (“JDA” or “Party”) (“CMF” and “JDA”, collectively the “Parties”) to create a joint program that encourages co-development and co-production of television and digital media projects.

The total maximum contribution for each funded project in development shall be CDN \$100,000 (or approximately 287,000 Israeli shekel), and the total maximum contribution for each project in production shall be CDN \$250,000 (or approximately 715,000 Israeli shekel). Contribution from each country in each project will be determined on a case by case basis. The Canadian contribution to each project will take the form of a repayable advance for development projects and a repayable contribution for the production projects over the Canadian share of the budget (see Appendix for details). The Israeli contribution to each project will take the form of a repayable contribution over the Israel share of the budget.

For the Canadian share of the budget, the maximum contribution awarded through the Incentive shall not exceed:

- For development projects in television and digital media, 75% of the Canadian eligible costs;
- For production of television projects, 49% of the Canadian eligible costs;
- For production of digital media projects, 75% of the Canadian eligible costs¹.

For the Jerusalem share of the budget, the maximum contribution awarded through this incentive shall not exceed the JDA’s support systems criteria regarding the genre and suitable support track of the project.

Eligible Projects must meet the following criteria:

1. The project is a live-action television project in one of the following genres: drama, children and youth, variety and performing arts; or a digital media project of one of the following types: documentary, drama, animation, Virtual Reality, Augmented Reality, video game, and is produced for the appropriate digital platform.
2. The project must involve at least one Israeli producer and/or Israeli production company or studio that operates in Jerusalem with proven experience in the audiovisual market, in addition to other criteria established by JDA as details for every genre and suitable support track on “the Jerusalem Film Fund” website, and at least one Canadian production company eligible under CMF criteria.
3. The minority co-producer should own at least 20% of the project’s copyright. The share of ownership of copyright of each co-producer should be proportionate to each country’s contribution to the project.
4. In the case of a tripartite co-production, the investment by the third-country co-producer must be formally involved in the project development and/or production before the application to the Incentive.
5. The Israeli portion of the project must respect other criteria established by JDA and the Canadian portion of the project must respect other criteria established by the CMF.
6. Television projects must comply with the rules pre-established in the Israel-Canada Audiovisual Co-Production Agreement, Signed in March 18th 1985.

¹ For all digital media projects (development and production): at least 75% of the eligible costs are Canadian costs.

7. The ownership, financial control and creative contributions (based on key creative positions) are to be determined in the co-development and/or co-production agreement between producers; however, the CMF and JDA encourage that these elements be proportional to each party's funding contributions;
8. For the Canadian share of a project, if the project is a project made for television, it should include a financial contribution of 10% of the Canadian share of the budget from an eligible Canadian broadcaster. If the project is meant for digital platforms, there is no requirement for a broadcaster contribution.
9. Without prejudice of these and other criteria established by the parties, all projects and respective contracts must observe national legislation in its respective country of production.
10. The maximum period for the delivery of the results of the development phase shall not exceed 12 months following the first payment. The maximum period for the delivery of the results of the production phase shall be determined on a case-by-case basis.

Evaluation criteria

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

Cultural value of the project: 50 points

- Originality and creativity of the proposal (max. 30 points)
- Blending of Israel 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

- Track record, experience and achievements of the creative team (max. 15 points)
- Track record, experience and achievements of the production company (max. 15 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)

Key Dates

Launch of the Call for projects:	February 15, 2017
Closing date to submit projects:	October 19, 2017
Announcement of selected projects:	November 30, 2017

The incentive team will facilitate introductions between producers and digital media agencies or territorial service providers located in both Canada and Jerusalem. Producers who wish to be a part of this contact network should follow [this link](#) to create their profile online.

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 English or French in Canada. Israeli producers should comply with the application rules established in the JDA programs.
- 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 JDA) 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.
 - Canadian Producers should submit the complete application through <https://telefilm.ca/en/etelefilm>
 - Jerusalem producers should submit the complete application at JDA, under the application processes established by JDA.
- Applications must include the following **Administrative** information:
 - For **all** projects (development/production, television/digital media)
 - A list of the projects produced by the Jerusalem production company
 - A list of the projects produced by the Canadian production company
 - The deal memo or the co-development or co-production agreement
 - Contracts proving the acquisition of necessary rights (e.g. option contract, script writer's contract etc.)
 - Calendar on project stages
 - Budget
 - Financing plan
 - For **development** or **production** projects in **television**
 - Development Fee or License Fee from an eligible Canadian broadcaster representing at least 10% of the Canadian share of the project
- Applications must include the following **Creative** information:
 - For **all** projects (development/production, television/digital media)
 - CV of creative and production teams (screenwriters, directors, producers – or equivalent positions in digital media)
 - Brief project summary
 - For **television and digital media development** projects
 - Treatment

- For **television production** projects
 - Draft script (final draft, if available)
 - Detailed series bible
- For **digital media production** projects
 - Description of the project and its main features (technology, architecture, navigation, interface, graphic design, creative elements, user experience, functionalities, etc.).
 - Support materiel (prototype, screenshots, videos, mock-ups, diagrams, tables, etc.)

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

There will be no obligations for the CMF and JDA to support any of the projects submitted if the standards and objectives of the JDA and CMF are not met.

Application forms can be found on the CMF website.

Contact for the program in Canada:

For the Canada Media Fund

Jill Samson

jill.samson@telefilm.ca

Contact for the program in Israel:

Producers should contact the Jerusalem film fund at the Jerusalem Development Authority.

Please note: These Guidelines may be changed or modified as required, without notice. Please consult the CMF website at www.cmf-fmc.ca for the latest Guideline news and documentation.

Appendix

Development: Repayable advance for the Canadian share of the project

Please refer to the [CMF 2017-2018 Development Guidelines](#) - section 2.2.

Production: Repayable contribution for the Canadian share of the project

The CMF will recoup its contribution from revenue generated by exploitation of the project.

The contribution will be recoupable by the Parties on a pro rata *pari passu* basis until it is fully recouped.

Once the CMF has recouped 100% of its contribution, the CMF will participate in profits in the same manner in which it recouped its contribution, except that it will limit their share of profits at 10% of the revenues.

For greater clarity, “pro rata and *pari passu*” includes the concept that the recoupment contribution will be proportional to the share of project financing compared to other sources of recoupable financing.