

Interreg



Co-funded by
the European Union

Italy – Croatia



REEL Online Info day

Public call presentation

16/01/2025



Public call overview



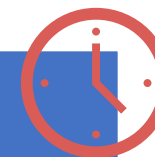
Production of 8 short movies that highlight cultural, artistic, and architectural heritage of Italy – Croatia Programme area



Economic operator + director under 35



Maximum €20,000 per short movie (excluding VAT).



60 days
08/01 – 09/03/2025



Market survey subject

- The survey aims to identify at least eight distinct economic operators who will produce a short film with a duration of approximately 10 minutes (excluding credits)
- The economic operators will require a director born or resident in the Programme area. The director, on the expiry date of the call, must be under 35.
- The shooting will be made in the territory of Italy and/or Croatia involved in the Interreg CBC Italy - Croatia Programme 2021/2027.





Eligible Programme territory



- **Italy:** Teramo, Pescara, Chieti, Brindisi, Lecce, Foggia, Bari, Barletta-Andria-Trani, Ferrara, Ravenna, Forlì-Cesena, Rimini, Pordenone, Udine, Gorizia, Trieste, Pesaro e Urbino, Ancona, Macerata, Ascoli Piceno, Fermo, Campobasso, Venezia, Padova, Rovigo
- **Croatia:** Primorsko-goranska, Ličko – senjska, Zadarska, Šibensko – kninska, Splitsko – dalmatinska, Istarska, Dubrovačko – neretvanska, Karlovačka.





Thematic focus – Adriatic Odyssey

- Theme is inspired by Predrag Matvejevic's quote on the Adriatic Sea as a "sea of intimacy.»
- Exploration:
 - Physical journeys (adventures, holidays).
 - Inner journeys, time travel, and virtual explorations.
- Genres: Fiction, drama, animation, etc.
- Each economic operator, together with its young director, will have to develop a creative and original proposal for the short movie following the topic of Adriatic Odyssey.
- The promotion of lesser-known destinations through short films is highly encouraged. By definition, lesser-known destinations are locations that are relatively underexplored or less frequented by tourists compared to popular, mainstream travel hubs.



Applicants eligibility

- Economic operator must:
 1. Be registered in the Commercial Register or in an equivalent register in a EU Member State or in an equivalent State;
 2. Own the general requirements laid down in art. 94 and art. 95 of Leg. Decree no. 36/2023;
 3. Work mainly in the sector of “Activities of film production, video and television programs” (code ATECO 2007 J 59.11, code NACE J 59.11 or non-European equivalent);
 4. Not beneficiary of other contributions and/or funds for the same audiovisual work;
 5. Be participating to the present market survey.
- The economic operators will require a director under 35 born or resident in the Programme area.





Applicants eligibility

- ✓ • Each economic operator can apply for the executive production of maximum one short movie.
- ✗ • If the economic operator sends more than one application, all the applications submitted by the same economic operator will be rejected.
- ✓ • Each young director can participate to the public call in conjunction with one economic operator.
- ✗ • If a young director participates to the public call in conjunction with more than one economic operator, all his/her applications will be rejected.





Production requirements

- Shooting in original language with English and Italian or Croatian subtitles or vice versa;
- Approximate duration of 10 minutes (excluding opening and end credits);
- Shooting in 2K resolution or higher.
- The use of stock footage is not admitted.
- Each successful tenderer must include the REEL project logo, those of its partners, and any other specifications provided by the Apulia Film Commission in the opening and/or end credits of the work and in all related materials that may be produced.





Budget requirements



- Budget: Maximum € 20,000.00 + VAT as provided by law (if due).
- Other requirements:
 - No less than 15% will be addressed to the young director;
 - No more than 20% will be addressed to the actors.
 - It is recommended that general fees and production fees are not higher than 15%.





Application process



March 9, 2025 (23:59 UTC+1).



Via PEC for Italian operator
E-mail for non-Italian operators



All documents must be submitted
in English and in non-editable
PDF format





Application process - required documents



1. Application Form (Annex 1);
2. Company profile (curriculum) of the economic operator;
3. Curriculum vitae of the producer;
4. Copy of a valid identity document of the legal representative of the economic operator;
5. Original script (minimum 5 pages);
6. Synopsis of max. 300 characters (space included);
7. Curriculum vitae of the director;
8. Copy of a valid identity document of the director;
9. Total budget of the project;
10. The economic proposal (Annex 2).





Selection criteria and evaluation of proposals

- Maximum score: 100 points.
- Key evaluation criteria:
 - Quality of film project (max 90 points)
 - Economic offer (max 10 points).

Assessment criteria of the quality of the film project	Maximum score
Originality and creativity of the script and consistency with the topic	40
Promotion of lesser-known territories	10
<i>Curriculum Vitae</i> of the economic operator and the producer	15
<i>Curriculum Vitae</i> of the director	15
Adequacy and coherence with the proposed budget	10
TOTAL	90



Selection criteria and evaluation of proposals

- The proposals that have obtained an over-60 score will be inserted in the ranking list.
- First tie-breaker: Priority given to the operator with the highest score for originality, creativity, and topic consistency.
- Second tie-breaker: Priority given to the operator with the youngest director.
- Final tie-breaker: Decision made by drawing lots.
- Among the eight selected short movies, at least three will have a Croatian director and three an Italian director.





Selection criteria and evaluation of proposals

- The Apulia Film Commission will use e-procurement platform to finalize contracts.
- Non-Italian operators will receive technical support for registration.
- Contracts will grant the Apulia Film Commission full ownership and rights to the works.
- If negotiations fail, other applicants from the ranking list may be considered.
- The Apulia Film Commission may revise scripts and influence artistic/production choices.
- Authors and producers will participate in meetings organized by the Apulia Film Commission to ensure unity across all short movies.





Benefits of participation

- Gain visibility by having your work featured in a cross-border area that spans Italy and Croatia..
- Contribute to highlighting and preserving lesser-known destinations, boosting their recognition through creative storytelling.
- Collaborate with industry professionals, expand your network, and enhance your credentials by participating in a high-profile project.
- Receive funding of up to €20,000 for the production of your short movie, along with support and guidance from the Apulia Film Commission.
- Play a part in advancing sustainable and inclusive tourism practices by promoting cultural and natural heritage through innovative audiovisual tools.





Interested?

- Visit our websites:
 - [Apulia Film Commission](#)
 - [REEL Project](#)
- Follow us on [Facebook](#) for updates and opportunities!

The banner features a black diagonal banner with the text "OFFICIALLY OPENED" in large, bold, orange letters with a black outline. Below this, the text "PUBLIC CALL FOR THE EXECUTIVE PRODUCTION OF 8 SHORT MOVIES" is written in black. On the left, there is a stylized black silhouette of a camera operator. On the right, a film strip is shown. The top of the banner contains logos for Interreg, the European Union, the Apulia Film Commission, and other partners.

Interreg



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the European Union

Italy – Croatia



Apulia Film Commission Foundation



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<https://www.italy-croatia.eu/web/reel>