

Media Cymru x Ffilm Cymru Wales

Greening the Screen Development Fund 2024 Application Guidance Notes

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[Ffilm Cymru Wales](#) is dedicated to advancing a sustainable film sector, which is inclusive, innovative and green. Media Cymru’s aim is to support the growth of the Cardiff Capital

Region's thriving media sector by investing in research and development (R&D) to deliver outstanding innovation.

The Ffilm Cymru Wales x Media Cymru Greening the Screen Development Fund enables Wales-based enterprises to apply for an amount between £25,000 and £50,000 to research and develop innovation-driven green products, services and processes in film and TV that respond to the priorities in The Screen New Deal: Transformation Plan for Wales. The fund will enable the research and development of sustainable solutions to the challenges of net zero and the decarbonisation of the screen sector in Wales.

Scope

This aim of this competition is for projects to provide sustainable solutions to the challenges of net zero and the decarbonisation of the sector, responding to the priorities in [The Screen New Deal: Transformation Plan for Wales](#).

We are particularly interested in:

- **Shifting to renewable energy** in studios, offices and post production houses, phasing out diesel for generators, and maximising energy efficiency on set and location.
- **Rethinking transport** by mapping the challenge, eliminating diesel in vehicles, minimising travel, and shifting modes of transport to those using renewable energy.
- **A circular approach to tackling material and food waste** through better monitoring to reduce waste, prioritising local suppliers and low carbon options, and the reuse of materials and production assets.
- **Information gathering and collaboration**, including assessing the sustainability of assets used in production, support to green suppliers, and creating carbon budgets for production.
- **Insetting and offsetting** business models.

By the end of the project, we would expect you to have developed a working prototype or minimal viable product as an output from your R&D. We would also like you to have developed a solid business plan, a cashflow forecast and a pitch deck ready for investors.

Who can apply?

To lead a project your organisation must:

- Be based in Wales
- Have an R&D idea
- Operate within the media sector or demonstrate that the R&D directly benefits the media sector
- Be available to conduct the R&D project between 30 September 2024 and September 2025
- Submit only one application per enterprise as a project lead. Your organisation may be listed as a supporting team member on up to three applications.
- Provide assurance that you have appropriate financial processes in place to deliver the project in accordance with funding terms and conditions
- Manage any necessary sub-contracts with any third parties
- Agree to be the contractual lead to the Media Cymru Grant Agreement if successful
- To lead, manage and deliver the project in accordance with the agreed proposal and budget
- Keep appropriate financial records of all expenditure
- To be the point of contact for reporting and monitoring on the project, liaising with a dedicated Ffilm Cymru Wales and Media Cymru staff.

We will undertake due diligence checks on lead enterprises, with outcomes considered against the scale of funds and project activities. The lead applicant (and any third parties) must submit supporting documents on request.

We welcome applications from all different sizes and types of organisations including micro-businesses, sole-traders, and freelancers.

With all our activity we are keen to reach the widest audience possible to ensure we hear the best ideas. We recognise that too often R&D investment circulates around networks which are not representative of our wider community in its social and cultural diversity. We aim to change that pattern and are working to address these structural imbalances in our

organisation and in the wider sector. We also hope to inspire transformative and inclusive lines of R&D that will challenge existing ways of producing and thinking.

Exclusions

The Greening the Screen Development Fund is **not** suitable for:

- Content creation (for example short films, feature films and pilots)
- One-off art commissions
- Feasibility studies
- Mobile hydrogen development
- Commissioning business as usual activities for example, a new sustainable solution that does not have an innovative edge to the way your company usually addresses new projects
- Applications that lack evidence that the proposed innovation is expected to lead to significant and positive economic impact
- Applications that lack research and development or innovation.

Eligible projects

Your project must:

- Have total project costs and grant funding request of no more than £50,000
- End by September 2025
- Last between 6 – 12 months (if £25,000.00) or 9 - 12 months if above £25,000 and up to £50,000.
- Be led by one enterprise
- Declare your Subsidy Control position.

Accessibility

If you have any specific requirements that would make the application more accessible to you (such as advice, scribing or reading support) or would like to discuss this application in an alternative format (video or audio formats, audio narration, large font, plain text, or alternative language) please get in touch via email media.cymru@cardiff.ac.uk or phone 02922 511 434.

Subsidy control

A subsidy is where a public authority provides support to an enterprise that gives them an economic advantage, meaning that equivalent support could not have been obtained on commercial terms. Subsidies that are awarded in compliance with the Subsidy Control Act 2022 provide a legitimate way for public funding to support economic activity.

The Greening the Screen Development Fund is offered as Minimal Financial Assistance (MFA) Subsidy, in the form of a cash grant from Cardiff University and additional support from the Alacrity Foundation and Cardiff Metropolitan University (PDR).

Minimal Financial Assistance

Under MFA rules, public authorities can award up to £315,000 of financial assistance to an organisation over an 'applicable period' of three financial years. To establish your eligibility, we require you to confirm that the funding you receive will not exceed the £315,000 limit for MFA across the 'applicable period' of three financial years.

In the application you will be asked to declare your eligibility to receive funding as MFA. To establish your eligibility, we require you to confirm that the addition of our grant funding plus a further £2,500 of additional cash grant equivalent support as provided by the Alacrity Foundation and Cardiff Metropolitan University (PDR). The details of the support are outlined in the Project Support section below. Please ensure the total value does not exceed your £315,000 limit for MFA across the 'applicable period' of three financial years.

If this amount exceeds £315,000, please contact media.cymru@cardiff.ac.uk as you may be eligible for the Research, Development, and Innovation Streamlined Subsidy Scheme.

This 'applicable period' is:

- the elapsed part of the current financial year ending 30 March (i.e. from April) and
- the two financial years immediately preceding the current financial year.

When assessing the previous assistance that you may have received, please consider the following:

- Minimal Financial Assistance
- De Minimus Aid
- Small Amounts of Financial Assistance (SAFA) given as Special Drawing Rights (SDR)
- Services of Public Economic Interest (SPEI) Financial Assistance

Award or notification letters from public authorities should clearly state the basis and date of award. If in doubt, you should contact the public authority granting the assistance to confirm its nature. You do not need to include assistance granted on a different basis, for example a grant made under the EU State Aid General Block Exemption Regulation (GBER).

Assistance must include all organisations in your group structure that operate under 'common control'. Further details on this can be found in Annex 1 of the Statutory Guidance for the UK Subsidy Control Act 2022, para 15.40-15.46, pp. 175-176.

If you are unsure about your obligations under the Subsidy Control Act 2022, you should take independent legal advice. We are unable to advise on individual eligibility or legal obligation.

Project assessment criteria and application questions

Your application proposal will be assessed in five key areas:

1. Does the R&D idea fulfil the green brief/scope? (10 points)

We want you to clearly articulate an opportunity, challenge, or gap in the environmental market within the Film and TV sector that responds to the Transformation Plan for sustainable production in Wales. The delivery of this project can be guided by the R&D process and the applicant should be open to where the work takes them. For this fund the applicant should have done a degree of feasibility into their potential idea.

We will not fund one off art commissions, financing the delivery of single festivals/concerts or content focussed pilots for film/television productions. We also do not to consider mobile hydrogen proposals.

We want you to clearly explain the idea for the product, service or experience you would like to develop through this R&D funding. Please also tell us about why this is important, what is the challenge or opportunity this work would support. We would also like you to articulate any feasibility work you have completed that would support your proposal.

We define R&D as a creative and systematic process of conducting research as you develop your new product, service, or experience. R&D often begins with an identifiable problem, need or opportunity, rather than assuming a solution. The R&D process then allows you to identify how best to address that problem or need. You may have good ideas about how best to do this but expect these to change or evolve as part of the R&D process.

This is your opportunity to outline the areas of work that you would like to explore as part of this project. Please outline what you would like to do, how you propose to do it (your 'methodologies' or research process) and who will deliver these activities, including any support you require from other organisations. Be realistic here in terms of what you can achieve in the timeframe with the resource available.

2. Is the proposal achievable and realistic? (10 points)

Please consider the duration, budget, and suggested timeline for activities. Projects need to be completed within 6-12 months. We want you to outline a plan for your R&D that draws on

appropriate expertise and takes into account other commitments on your time that gives us confidence that you are able to deliver within the proposed duration of the project.

Please also consider the recommended 16 hours of support from PDR and The Alacrity Foundation in your plan.

3. Does the proposal offer value for money? (10 points)

Please consider how well spend has been considered, the clarity of allocation of resources to each item and whether deliverables represent value for money.

At the application stage we will only be asking for indicative costs and the maximum cash grant you are seeking. All costs must be necessary for the delivery of your project.

If your application is successful, we will ask you to provide a more detailed budget and brief justifications outlining the nature of these costs. We will also agree a schedule of payments with you which may include an advance grant payment.

To claim the final payment of your grant, we will ask you to demonstrate that you have actually incurred all these costs during the grant period by providing us with a signed declaration supported by a list of all your expenditure.

Please consider the work you would like to undertake and who will be conducting this work.

You should also note the recommended requirement for attendance of up to three members of your team at the mandatory hours of support from PDR and The Alacrity Foundation and ensure the time for this is included in your project plan.

4 Will the proposal have a positive environmental impact? (10 points)

Please consider to what extent the proposal supports the priorities of The Screen New Deal: Transformation Plan for Wales, mitigates any negative impacts, compares to alternative market solutions, and has the potential to scale-up.

You need to consider the environmental impact of your R&D activity. Impacts may include:

- Contribution to net zero targets.
- Having a positive environmental impact for you/your company/wider industry.
- Increasing audience awareness of the climate emergency.

Your response could refer to:

- Reduced environmental impact on your company and the sector as a result of this work.
- Lowering emissions.
- Reduced transport use.
- Reducing or repurposing materials.
- More energy efficient processes.

5 PD Will the proposal have a positive economic and/or social impact? (10 points)

Please consider the potential economic impact of your project. We want to support ideas that have the potential for long term financial sustainability. A key driver of this work is to provide individuals/companies with additional income streams and IP to exploit. The economic impact will be different for all applicants and could range from a freelancer seeking to explore innovative ways of approaching new green technology to make them more employable to companies wanting to use this development phase to explore developing new IP. The key is that the applicant has considered the potential impact of their proposal.

a. Economic impact (5 points)

The longer-term economic benefit of your R&D activity may be:

- It enables the growth of your company or practice (or the creation of a new company) by supporting the development of a new concept, product, service or experience.
- It gives you a competitive advantage by increasing your efficiency.
- It offers the potential for future additional revenue streams.
- It creates broader economic benefits in the Welsh media sector.

Your response could refer to:

- The target markets for the product, service or experience you wish to create and any other potential markets (domestic, international or both).
- The size of the target markets for the product, service or experience you wish to create.
- The long-term financial sustainability of the product, service or experience you will create through your R&D.
- Reduced costs / increased production efficiency.
- Increased revenue from sales.
- Increased revenue from licensing.
- Increased revenue from exports.
- New business model.
- Improved quality of products, services and/or experiences.
- Increased employment of other staff.
- Development of new intellectual property (IP).
- Exploitation of existing IP.

The more tangible and ambitious these benefits are, the stronger a project will score against these criteria.

b. Social and cultural impact (5 points)

You need to consider the social and cultural impact of your R&D activity. Impacts here and added social value may include:

- Enabling a just transition to Net Zero.
- Reaching underserved or diverse markets.

- Increasing equality of access to the sector.
- Increasing people's levels of wellbeing or quality of life.
- Increasing international awareness of the Welsh sector and fostering international collaboration.

Application questions

Please note all applications must be submitted via the online form on our website:

www.media.cymru/innovation-pipeline

Should you wish to prepare your answers offline, the key application questions are*:

1. **Project title.**
2. **Please introduce us to yourself/company/organisation and the work that you currently undertake (max. 300 words).**
3. **Please write a summary of the green product, service or process you would like to develop through this R&D project (max. 300 words).**
4. **Please tell us about any work you have undertaken to assess the feasibility of the idea you would like to develop (max. 300 words).**
5. **Please tell us about the Research and Development (R&D) activities you would like to undertake during this project and how this will support the development of a green product, service, or process (max. 300 words).**
6. **What is your proposed duration for the project in months?**
Your project should last between 6 – 12 months (if £25,000.00) or 9 - 12 months if above £25,000 and up to £50,000.
7. **Please demonstrate how your R&D project activities are achievable in the timeframe you have proposed.**
It is important that you demonstrate a clear and achievable timescale for key deliverables. You may wish to use key dates and project milestones to answer this question.

8. What is your estimated budget for the R&D phase?

We are offering between £25,000 and £50,000 for this round of funding.

9. Please provide an indication of the kind of costs you are likely to incur in the delivery of your project through the R&D phase.

This budget is provisional. You will be asked to provide a more detailed budget at a later stage if your application is successful, with guidance as needed.

10. Please explain how your R&D project might have a positive economic impact. This can include the impact for you, your company, or the sector (max. 300 words).

Your response could refer to application guidance above.

11. Please explain how your project will have a positive social and cultural impact (max. 250 words).

See application guidance above.

12. Please explain how your project will have a positive environmental impact (max. 500 words).

See application guidance above.

*To view the full application, please visit the online form on our website:

www.media.cymru/innovation-pipeline

Project support

If successful, grant recipients will benefit from four mandatory sessions (totalling eight hours), plus an optional session (two hours) with world leading design consultancy and applied research facility PDR. These sessions will be to support you on your innovation journey and are based around an established methodology for developing an approach to R&D projects:

Session one: Challenge and plan.

Session two: Making sense of research data.

Session three: Ideation and prototyping.

Session four: Findings and next steps.

There will also be four mandatory support sessions (totalling eight hours) from The Alacrity Foundation providing business development and commercialisation expertise to projects.

Projects will also be supported and monitored by the Sustainability Manager from Ffilm Cymru Wales and a Producer from Media Cymru.

Briefing dates and support

20 May 2024: Fund opens for applications.

03 June 2024: In-person industry engagement event at Tramshed Tech (email Louise@FfilmCymruWales.com).

28 June 2024: Application deadline (midday).

w/c 19 August 2024: Notification to applicants of awards.

30 September 2024: Projects commence.

If you are interested in arranging a 121, please contact Ffilm Cymru's Sustainability Manager, Louise Dixey: Louise@ffilmcymruwales.com or greeningthescreen@ffilmcymruwales.com