

Programa Uruguay Audiovisual

Realización de producción
publicitaria audiovisual
internacional en Uruguay

Bases generales de la
Convocatoria en inglés
2020-2021

Uruguay Audiovisual Program

General Rules of the 2021 call for proposals

1- Background

During 2019-2020, the pilot Uruguay Audiovisual Program was implemented by ANDE (National Agency of Development), with the participation of the Ministry of Education and Culture (MEC) through the Uruguayan Film and Audiovisual Directorate (ICAU), the Ministry of Industry, Energy and Mining (MIEM) through the National Directorate of Telecommunications and Audiovisual Communication Services (DINATEL) and Uruguay XXI.

This generated the opening of three calls for proposals foreseen as projects in the Road Map for the audiovisual sector, which prioritized two objectives:

- To realize international audiovisual productions in Uruguay, through the attraction of sales of audiovisual services to international productions.
- To promote national audiovisual productions in Uruguay, through the promotion of the production and post-production phases of Uruguayan works, with a component in the development phase.

The governance of the Program will be ruled by an inter-institutional committee with representatives from ANDE, ICAU, DINATEL and Uruguay XXI and the financial execution will be in charge of ANDE.

2- General objective

The Uruguay Audiovisual Program (hereinafter "PUA") aims to promote the development of the audiovisual sector in Uruguay by strengthening local capacities, professionalizing the different links in the sector's value chain and incorporating the country competitively in the international production market.

3- General Rules

These Guidelines constitute the General Rules applicable to all special lines defined within the framework of the PUA and, therefore, their provisions shall be considered an integral part of all contracts to be signed with any beneficiary of the Program.

4- Special Rules

Within the framework of the Program, it is foreseen to launch several special lines, which in each case will be governed by these general rules and by the specific rules relating to each special line defined.

The special lines have been defined as follows:

- Production of international audiovisual productions in Uruguay ("International Line").

[LINK to the web site of the call](#)

- International audiovisual advertising production in Uruguay ("Advertising Line").

[LINK to the web site of the call](#)

- Production of national audiovisual productions in Uruguay - Production and Post-Production
(Bases in preparation, to be published in due time).

- Production of national audiovisual productions in Uruguay -Development
(Bases in preparation, to be published in due time).

The Inter-Institutional Committee may suggest the creation of other special lines and in each case, once approved by all the participants of the Program, the specific Bases of the support in question will be published on the web site of the institution designated to receive the applications.

On each occasion, the designated institution will communicate through its website, the opening and closing date of each of the defined special lines, which may vary according to the type of support to be granted. The other participating institutions will also publish and disseminate the Program Guidelines.

If any provision of the Special Lines is inconsistent or contradicts the General Norms, the provisions of the specific Guidelines for the line shall prevail.

5- About the amount of the Call for Proposals

For the implementation of the PUA 2021, the Ministry of Economy and Finance will provide support of up to USD 7,000,000 (seven million US dollars) during the year 2021.

Once the calls for proposals for the different lines have been opened, the projects submitted will begin to be technically evaluated and may be approved when the funds are available at ANDE. The results of the evaluations will not be communicated until the respective authorities have adopted a final resolution, after receiving the suggestions of the Technical Committee. In no case may the institutions participating in the Program commit to grant financial support under the PUA if the availability of the required funds is not assured.

ANDE or the institution designated in each case will not be responsible in any case for the non-subscription of contracts, to the extent that this is due to the lack of funds available for its execution.

ANDE and/or the Inter-institutional Committee reserve the right not to allocate the entire amount foreseen for the Program, due to the unavailability of funds and/or for any other cause that the Committee deems justified.

The opening of the calls for each of the different lines will be published on ANDE's website and by the institution responsible for executing the special line in question.

Until the availability of funds is confirmed, contracts will not be signed with the beneficiaries, without prejudice to the publication of the conditions of the special lines in order to facilitate the project preparation process.

6- Exoneration of responsibilities - Withdrawal of the invitation to tender

ANDE reserves the right to withdraw from any of the calls made within the framework of the PUA 2021, at any stage of its implementation, either due to lack of funds or because the proposals do not meet the conditions set forth in these General Conditions and/or in the Specific Conditions; ANDE also reserves the right to reject them if it does not consider them convenient for ANDE and/or for any of the other institutions participating in the PUA, without generating any right of the participants to claim for expenses, fees or indemnification for damages, or for any other reason whatsoever.

By the mere fact of applying, the applicant companies accept, without objection, this exclusion of liability for the institutions that make up the PUA.

7- Modifications

ANDE, with the approval of the Inter-institutional Committee, may, for any reason and at any time before the deadline for the submission of proposals, modify the documents through "clarifications", either on its own initiative or in response to clarifications requested by the interested parties. The "clarifications" will be published in the same site(s) where the Program and its respective calls for proposals are published.

8- Operating Regulations of the Uruguay Audiovisual Program

These Guidelines constitute the Operating Regulations (OR) of the Uruguay Audiovisual Program, establishing the general rules and procedures that will guide the instrument, which is administered by the National Development Agency (ANDE). The particular conditions of each line are set forth in its specific conditions.

9- Acceptance of terms and conditions

By the mere fact of submitting a proposal to any of the Calls for Proposals, it shall be understood that all those submitting proposals are aware of and accept without reservation the terms and conditions set forth herein and in the specific terms and conditions of the special line in question.

10- Questions and clarifications

Interested parties may submit any queries or clarifications they deem necessary in writing to the e-mail address indicated in the terms and conditions of each specific line.

11- Consent to data processing

Applicants expressly agree that ANDE, MEC- ICAU, MIEM - DINATEL and Uruguay XXI may process their personal data in accordance with the provisions of Law 18.331 (Personal Data Protection and Habeas Data Law) and Decrees 664/008 and 414/009.

The above implies that, in the processing of personal data provided by applicants, such data may only be used for the purposes for which they have been requested to the holder. In this sense, an adequate level of protection will be guaranteed and in accordance with the aforementioned legislation.

12- Authorization

Project participants submitting proposals within the framework of this Program, by the mere fact of submitting, expressly authorize ANDE and/or any of the other participating institutions of the PUA, to use their name, institutional logo and photographs of any act and/or event in which they participate in relation to this Program, through any media, accepting that reference may be made to the fact that the Uruguay Audiovisual Program was financed with funds from the ANDE Development Fund, if applicable.

ANDE and/or any of the other PUA participating institutions may request the beneficiaries of PUA funds express authorization to disseminate images of the content of the project for the promotion of the Program.



PUA@ANDE.ORG.UY
MISIONES 1280- MVD, UY
+598 2915 3404