

Welcome

Screen Stakeholders Funding Scheme Round 8: Information Session



Fís Éireann
Screen Ireland

For the **Story Makers**

Information Session

Presenters:

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Skills Development Executive



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Screen Ireland

For the **Story Makers**

Purpose of today's session



To enable potential applicants to
decide whether or not to apply and to
'put their best foot forwards'

Agenda



- About the scheme
- Overview of Round 7 & key updates this year for Round 8
- What you can apply for
- Advice on making a strong application & common pitfalls
- ASTARS application portal - Application walk-through
- Assessment & decision timeframes
- Next steps if funded or not funded
- Pre-application meetings & contact details
- Questions anytime throughout

About the scheme



- Yearly fund
- For activities in the next 6-12 months
- Programmes that will have significant **impact** and make a positive **difference** for the Screen Sector
- Activities must take place in Ireland, or if online, for Irish participants
- €1M to invest in Round 8 (vs ~1.2M last year)

Round 7 Overview



- 53 applications with total ask surpassing €2.3M
- Supported 37 applications
- Fund increased by SI from €1.2M to €1.4M (unlikely to be an increase this year)
- Large number of proposals across:
 - GEDI
 - Emerging & Future Technologies
 - Digital Games
 - Next Gen
 - Writers

Changes for Round 8



Main Changes:

1. Stronger focus on outcomes and impact (ie difference)

(Esp Encourage applications that address key systemic challenges within the sector, that if addressed, will have a wider sectoral benefit)

2. Must speak with us if putting in more than 1 application (v limited)

Also,

3. Contracting closed out within 3 months of offer

4. Increased focus on financial sustainability (co-funding, fees (while still affordable & accessible))

5. AI declaration – case by case (ethical, legal, human-centred, transparent, EU AI Act, Public Sector AI Guidelines) – speak to us in advance

Eligibility



Who can apply:

- Guilds
- Social Enterprises
- Charities
- Training Providers
- Screen Sector Organisations

Not eligible to apply:

- Producer companies
- Third-level colleges
- Public Sector Bodies

What you can apply for



Strand 1

- Up to a maximum of €30,000
- To deliver a range of activities that support the screen sector
- For high quality, substantial and impactful skills development activities/programmes

Strand 2

- Up to a maximum of €60,000
- To develop and deliver **one** high-quality, substantial skills development programme
- Would have a significant impact on the screen **sector**

What you can apply for

- **Learning activities:** Course, events, masterclasses, workshops, seminars or webinars
- **Events and networking:** Conferences, panel discussions
- **Professional support:** Mentoring, shadowing, writers' room, or consultancy support
- **Research and insights:** Data gathering and/or skills needs analysis

Note: Broad scope by design

Priority Themes



1. Careers in the Screen Industry for Young People and Transition Year Programmes (Next Gen)
2. Company/Business Development/Entrepreneurship/Freelancing
3. Creative IP and Leveraging IP
4. Emerging & Future Technology/Virtual Production/Artificial Intelligence
5. Gender, Equality, Diversity & Inclusion
6. Irish Language
7. Nationwide/Regional Development
8. Skills Gaps Priority Roles (significant skills gaps roles in areas such as Accounts, Assistant Directors, Locations, Intimacy Coordinators, among others as listed on website) (new in Round 7)
9. Sustainability/Green Production
10. Sustainable Careers (including improving workplace culture, wellbeing and safety, job-sharing, returners and workforce retention)

Note: Portfolio Approach & a programme could address >1 theme but NOT all

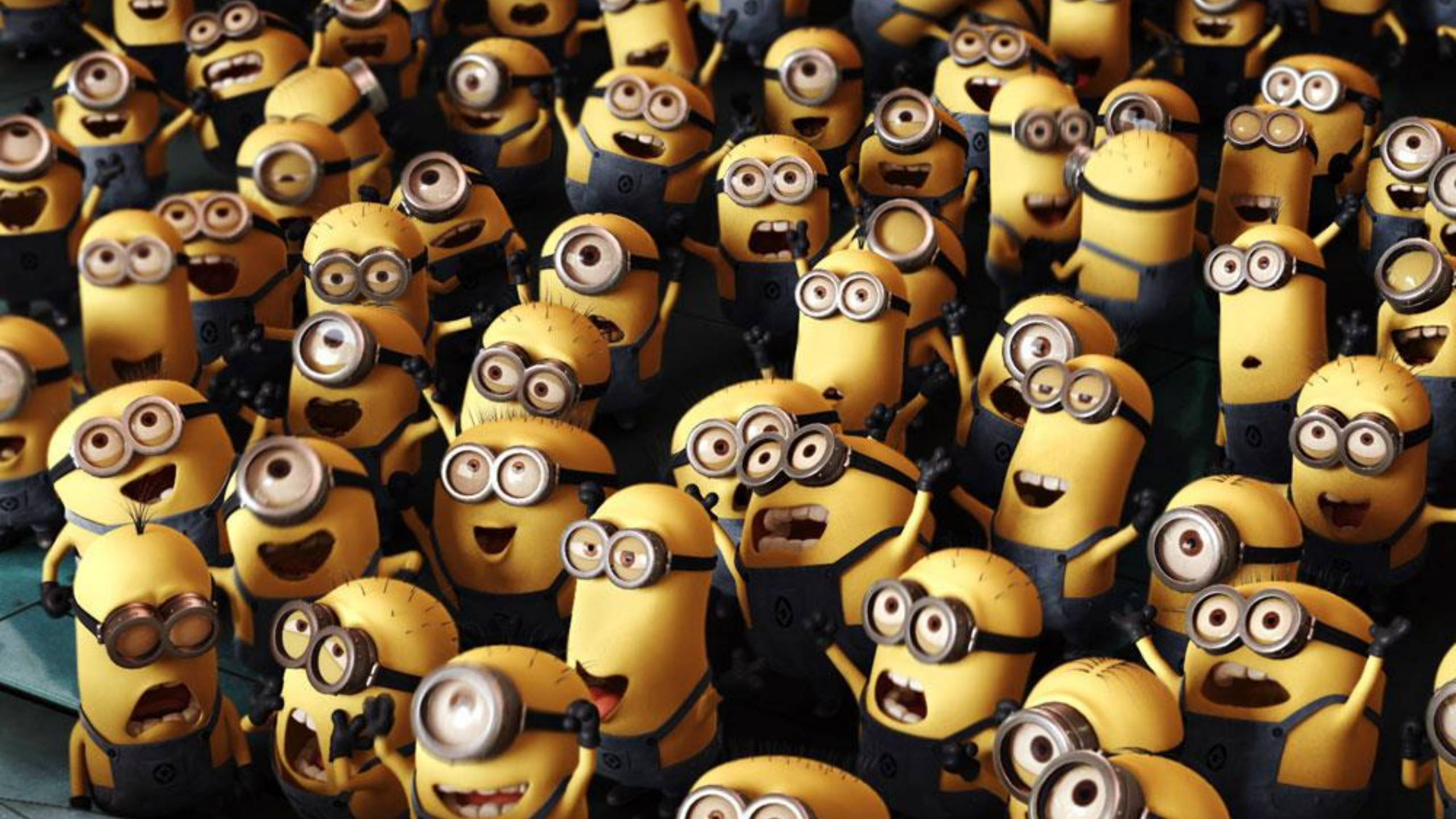
Making a strong application



Making a strong case

1. Compelling, well-articulated challenge/need/problem/opportunity (with evidence)
2. Robust, feasible, workable solution
3. Clear focus on outcomes/benefits/impact/quality/making a difference AND value for money
4. Relevant track-record & capacity to deliver (inc. governance & accountability)

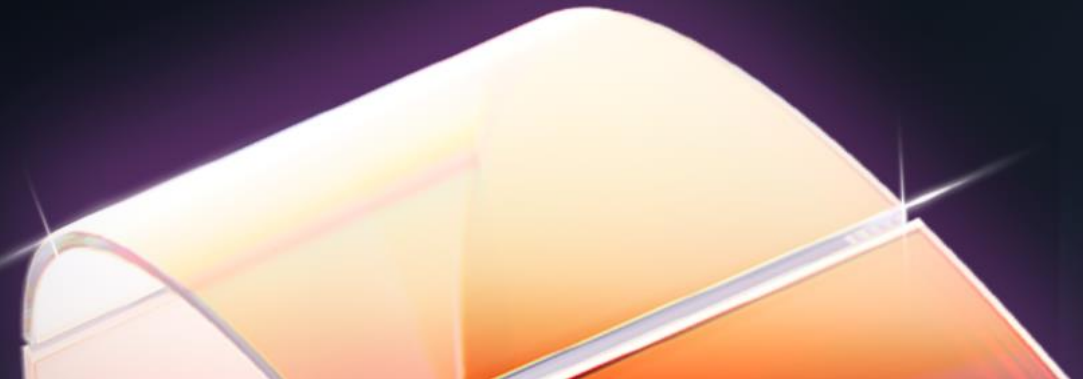






Pick me! Pick me!

Making a Strong Application



MAKE A CASE

NOT A REQUEST

Problem: Solution ~ Two-Way Fit



Does your solution – match the needs?





HELP US UNDERSTAND THE CHALLENGES/NEEDS/PROBLEMS TO BE ADDRESSED



HELP US UNDERSTAND THE SOLUTION

g o p l i c a t i o n



CLEAR FOCUS ON THE BENEFITS

Problem: Solution ~ Two-Way Fit



Does your solution – match the needs?

Recap:

Making a strong application

1. Compelling, well-articulated challenge/need/problem/opportunity (evidence based, why is the problem important?)
2. Robust, feasible solution (activities should demonstrate how they address the need/problem to enable the benefits)
3. Clear focus on outcomes/benefits/quality/impact/making a difference/value for money (& Why your solution is better than current approaches/alternatives)
4. Relevant track-record & capacity to deliver (inc. governance & accountability)

General advice



Making a strong case

- Make a case, not a request (why should Screen Ireland invest in this)
- Tell a compelling story – it's a pitch
- Evidence vs opinion – give your proposal the evidential support it deserves
- Engage the head and heart
- Why you?
- Why you and **not** someone else (what 'extra' are you bringing to the problem)?
- Focus on benefits/impact/making a difference AND value for money

General advice



Common Pitfalls in Previous Rounds

- "Jumping to the solution" and not articulating the challenge or "the why"
- Supporting evidence of need (Not opinion) Note: evidence may be anecdotal/lived experience
- Lack of focus on benefits/impact/making a difference
- Value for money (this is not just about cost – e.g. could be expensive per participant but represent high value for the person and/or sector or could be low cost per participant but of low value to the sector)
- Applying to Strand 2 when application should come through Strand 1
- Ensure you have capacity to deliver if successful

General advice



Common Pitfalls in Previous Rounds

- Is this the right funding scheme?
- Lack of context for organisation/background (inc legal nature of organisation)
- Governance – lack of focus on this and understanding of needs of a public body (is not about trust – it's about appropriate structures, systems and processes)
- Lack of awareness of comparable alternatives / similar programmes
- Budget & finance plan – ensuring it's detailed & shows total programme funding (inc other sources)

Application Form Walk-through

1. Contact Information (not scored)
2. Summary (not scored)
3. Challenges to Address
4. Proposed Activities
5. Outcomes and Benefits
6. Track Record
7. Finance & Budget
8. Declarations and Data Protection (not scored)

ASTARS application portal



www.applications.screenireland.ie

- Must register as a Screen Stakeholder
- Register asap and begin your application early
 - Allow time for any questions with us and to build your proposal
- All notifications and correspondence is through the email you register with
 - If using an info@xxx – ensure you are monitoring this inbox
- Technical issues with the ASTARS application portal: technicalsupport@screenireland.ie
- For all other questions: stakeholders@screenireland.ie & reference FAQs on the webpage

ASTARS Login

Email

Password

Log In

[Forgot Password?](#)

New User?

[Register Here](#)

Should you encounter log in issues please check you are using the correct registration email and password.

If you still encounter problems please contact technicalsupport@screenireland.ie

Welcome to the Fís Éireann/Screen Ireland ASTARS Platform

The newly built ASTARS (Application, Skills Tracking and Reporting System) has been designed to manage funding applications, monitor skills training, and reporting through a central database. Please log in to manage your current submissions and review upcoming deadlines.

As the national agency for the Irish film, television drama, animation and documentary industry, Fis Eireann/Screen Ireland is the creative partner to the sector, investing in talent, creativity and enterprise. We are inspired by original storytelling that will emotionally move audiences at home and abroad. Through a wide range of practical funding supports across development, production, distribution, promotion and skills development, Screen Ireland supports the sector at every stage.

We support filmmakers in their creative pursuit to share valuable artistic, cultural and commercial stories on screen.

Registration

- **There are multiple types of accounts depending on which category you wish to apply to so it is important to register with the relevant account in order to make your application.**
 - Development Funding – register as Production Company/Producer with exception of the Screenplay Development category
 - Screenplay Development Funding – register as Writer
 - Production Funding – register as Production Company/Producer
 - Distribution Funding – register as Distribution Company/Distributor
 - Short Film Funding – register as Production Company/Producer
 - Event Funding: Festival & Awards – register as Festival and or Organisation
 - Publicity Funding: Festival Selection Support – register as Producer and/or Production Company
 - Marketing Funding: Asset Production Fund – register as Producer and/or Production Company
 - Screen Stakeholders Funding - register as Screen Stakeholder
- **Should you have any issues setting up your account or if you would like to register for multiple accounts under the one email address please contact technicalsupport@screenireland.ie**

Production Company/Producer

Distribution Company/Distributor

Actor

(individual applicant)

Writer

(individual applicant)

Director

(individual applicant)

Crew Members

Screen Stakeholder

*** Project Title**

Title of Proposed Activity

*** Strand One or Two**

Select One



*** Brief summary of the proposed activities**

60 words left

*** Amount requested**

*** Total Budget of activities (if larger than amount requested)**

*** Total reach of activity:**

What is the approx. total number of Irish participants (citizens or residents in Ireland) who will benefit from participating in proposed activities

*** Please break down this total reach into:**

- Number of Irish participants across a structured training programme(s)
- Number of Irish participants/audience across a wider sectoral initiative or event

*** Target audience / participant profile**

20 words left

Proposed count(ies) of activities (if in-person)

- Antrim
- Armagh
- Carlow

*** Dates of activities**

150 words left

*** Format of delivery (as relevant)**

Select one ▼

*** Which of the priority themes will your proposal address?(select one or more)**

- Careers in the Screen Industry for Young People and Transition Year Programmes(Next Gen)
- Company/Business Development/ Entrepreneurship / Freelancing
- Creative IP and leveraging IP
- Emerging & Future Technology/Virtual Production/Artificial Intelligence
- Gender, Equity, Diversity & Inclusion
- Irish Language
- Nationwide/Regional Development
- Skills Gaps Priority Roles
- Sustainability/Green Production
- Sustainable Careers (including improving workplace culture, wellbeing and safety, job-sharing, returners and workforce retention)

* What area is this activity primarily aimed at :

Select one

- Select one
- Above the line(Live-action)
- Animation
- Below the line(Live-action)
- Digital Games
- Distribution
- Documentary
- Emerging & Future Tech
- Gender, Equity, Diversity, Inclusion, including Access**
- Nationwide/Regional development
- Next Gen
- Sectoral
- Sustainability / Green Production
- Unscripted
- Well-Being & Sustainable Careers
- Other (please detail)

*** What other funding schemes have you applied for through Screen Ireland that are related to this programme?**

100 words left

*** Would Screen Ireland be the sole funder of this programme?**

Select one 

*** Are you charging a fee to participants?**

Select one 

*** Has your organisation signed up to the Safe to Create Code of Behaviour?**

Select one 

*** If you are awarded funding under this scheme, can you commit to completing the contracting process within three months of receiving an offer?**

Select one 

*** Have you used AI in preparing this application, or do you plan to use AI in the development or delivery of the programme?**

This question is for information-gathering purposes only. Any use of artificial intelligence will not affect the scoring, eligibility, or assessment of your application.

Challenges to Address section

CONTACT INFORMATION

1.SUMMARY

2.CHALLENGES TO ADDRESS

3.PROPOSED ACTIVITIES

4.OUTCOMES AND BENEFITS

5.TRACK RECORD

6.FIN

Understanding of the challenges / problems / needs / skills gaps to be addressed, with supporting evidence.(This section will be scored and is worth 25 points)

*** What are the critical or key challenges / problems / needs / skills gaps you want to address with this proposal?**

Try not to tell us about the solution or what your proposal is. Please focus on the need in the sector you want to address, providing context and background on what the challenge is. Applications which address systemic issues/needs in the sector will be particularly welcome (ie issues which if addressed would have wider benefits to the sector)

500 words left

*** Please include any supporting information/evidence to help us understand the challenge your trying to address**

This could include references from government, sectoral or economic reports or strategies. You could reference surveys and other data or sources you have researched, including evidence from lived experience.

Proposed Activities section

CONTACT INFORMATION

1.SUMMARY

2.CHALLENGES TO ADDRESS

3.PROPOSED ACTIVITIES

4.OUTCOMES AND BENEFITS

5.TRACK RECORD

Quality, relevance, and value for money of the proposed activities.(This section will be scored and is worth 25 points)

* Aims and objectives of all proposed activities

What do you hope to achieve through this programme(s) / what are the goals?

200 words left

* Details of the proposed activities

Provide a clear structured plan / breakdown of the activities. For instance what each activity / session involves, the duration of the activity (e.g weekend workshops, 5 day residential lab etc), dates if known, how many participants per activity etc

500 words left

* Participant profile/target audience for all proposed activities

Proposed Activities section

*** Proposed tutor/host/guest profiles for all proposed activities (as relevant).**

350 words left

*** Proposed venue/delivery format for all proposed activities (as relevant)**

100 words left

*** Based on the proposed Screen Ireland funding amount you are requesting, what would be the estimated cost investment per Irish participant?**

Example: For a funding application of €30,000 which has 30 participants, the cost per participant is €1,000.

Outcomes & Benefits section

CONTACT INFORMATION

1.SUMMARY

2.CHALLENGES TO ADDRESS

3.PROPOSED ACTIVITIES

4.OUTCOMES AND BENEFITS

5.TRACK RECORD

6.FIL

Outcomes and benefits to the sector (including addressing priority themes).(This section will be scored and is worth 25 points)

*** Outline how your proposal benefits individuals, groups , organisations and/or the wider sector across of the Irish Film, Television, Animation, Digital Games, VFX, XR or related sectors, and what is the significance of running this programme at this time?**

500 words left

*** What are the expected short-term outcomes (0 – 6 months):**

100 words left

*** What are the expected medium-term outcomes (6 months to 2+ years):**

Outcomes & Benefits section

*** How does your proposal address your selected priority themes ?**

500 words left

*** Please refer to other similar initiatives in Ireland. What makes your programme better/special/different? Or how does it add value to what is currently happening in the sector?**

300 words left

*** If your programme has run before, how are you improving, growing or developing the programme in this proposal?**

*** If your programme has run before, how do you assess the ongoing need for this programme?**

100 words left

*** How do you evaluate the impact of your programme, and what are the success indicators?**

Track record of the Stakeholder in terms of skills activities, initiatives and supports for the sector.(This section will be scored and is worth 25 points)

*** Provide an overview of your track record delivering skills activities, initiatives and supports for the sector**

300 words left

*** Provide an overview of your organisation's legal and governance structure and experience with reporting to funders, your reporting systems and processes**

Track Record section

*** If your organisation received Stakeholders funding in the past, please give a brief update on the status of the activities funded including any positive outcomes and impacts. If you are yet to deliver on previous Stakeholder funding, provide an update on when this will be delivered.**

300 words left

*** Who in your organisation will lead on this programme? Please include if the role(s) is currently employed in your organisation or if you will be hiring additional staff.**

100 words left

*** If your programme runs on an annual basis, please indicate your future plans and progress towards co-funding and financial sustainability.**

Add the details for your Budget and Finance Plan.

BUDGET

[Click here to add Budget line](#)


FINANCE PLAN


In this section, please specify the amount you are requesting from the Screen Stakeholders Fund and identify any additional funders supporting this programme.

- Complete the Finance Plan even if Screen Ireland is your sole funder.

[Click here to add Finance Plan line](#)

Budget

 Stakeholder Budget

Item Description	Quantity	Quantity Type	Cost	Total	Notes
<input type="text"/>	<input type="text"/>	Select one 	<input type="text"/>	€0.00	<input type="text"/>
				€0.00	



Save

i In this section, please specify the amount you are requesting from the Screen Stakeholders Fund and identify any additional funders supporting this programme.


Funders	Status	Likelihood	Total	Other comments / notes
<input type="text"/>	select one ▼	select one ▼	<input type="text"/>	<input type="text"/>
			€0.00	



Save

Copies of the organisation's annual accounts

Last two financial years (if applicable)

 **Drop files here or browse files**

Maximum file size: 2 GB | Maximum number of files: 2


Valid tax clearance certificate


 **Drop files here or browse files**

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 Save Draft

 Withdraw

Assessments & Decisions



- Internal assessment process by Screen Ireland (reviewed by Panel, Exec and signed off by Board)
- Scored against criteria (out of 100):
 - Understanding the challenges/problems/needs/skills gaps to be addressed (25)
 - Quality, relevance and value for money of the proposed activities (25)
 - Outcomes and benefits to the sector (including addressing priority themes) (25)
 - Governance & Track record of the Stakeholder in terms of skills activities, initiatives and supports for the sector (25)
- Choosing a **portfolio of programmes** to invest in, applications that are a good fit and the case is well made
- **Decisions by mid-July**

If you are funded



Next steps if funded

- Assigned a Screen Ireland Project Advisor
- Complete a Workplan (if required)
- Submit required information for contracting (see website for details & have ready)
- Attend info session with Screen Ireland's Marketing team and Business Affairs team
- Attend training sessions (as required) e.g. Governance
- Sign contract (within 3 months)
- Payments via instalments (usually 80:20)

If you are not funded

If unsuccessful

- Request feedback on your application
- Consider if other schemes might be a fit
 - e.g. Skills Development Events Fund, other organisations
- Consider how an application could be developed for next round
- Keep in touch

Remember



- Must register as a **Screen Stakeholder** on the portal
- Questions about your proposal: stakeholders@screenireland.ie
- Technical issues with the application portal: technicalsupport@screenireland.ie
- Deadline is Tuesday 14th April at 1pm
- **Register now**, start your application, contact us with queries

Pre-application meetings



- Aim is to help you make best application you can for your proposal (put your 'best foot forward'; and to have an informed view if this scheme is a good potential fit for you)
- We can provide a **steer** on whether or not a potential idea is broadly eligible
- We can clarify questions on the process and criteria
- We cannot make design decisions for you – how you propose to do your project is up to you (we are focused on the need and the potential impact)
- We cannot endorse or reject applications up front – this is completely separate from the Panel process



Any questions or requests for follow up meeting:

stakeholders@screenireland.ie

Thank You & Good Luck



Fís Éireann
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For the **Story Makers**



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