



Ministerio
de Educación
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Dirección del Cine y Audiovisual Nacional



Ministerio
de Industria,
Energía y Minería

ANDE
Agencia
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Uruguay XXI
PROMOCIÓN DE INVERSIONES,
EXPORTACIONES E IMAGEN PAÍS

Uruguay Audiovisual Program

General Rules of the 2020-2021 call

1- Background

During 2019-2020, the pilot Uruguay Audiovisual Program was implemented by ANDE, 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 of Uruguay XXI (UYXXI).

This led to the opening of three calls for projects planned as part of the Road Map of the audiovisual sector, which were to meet two objectives as a matter of priority:

- To carry out international audiovisual productions in Uruguay, by attracting the sale of audiovisual services to international productions.
- The realization of 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.

On instruction from the Ministry of Economy and Finance (MEF), this Program will be executed by ANDE and its governance will be ruled by an inter-institutional committee with representatives of ANDE, ICAU, DINATEL, and Uruguay XXI.

2- General objective

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

3- General Terms

These Conditions constitute the General Rules applicable to all special lines defined within the framework of the AUP and, therefore, their provisions will 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 planned to launch several special lines, which in each case will be governed by these general rules and by the specific bases relating to each special line defined.



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The special lines have been defined as follows:

- International audiovisual productions in Uruguay ("International Line")
[Link to the call](#)
- International audiovisual advertising production in Uruguay ("Advertising Line")
(bases in preparation, will be published in due course)
- National audiovisual productions in Uruguay - Production and post production
(bases in preparation, will be published in due course)
- National audiovisual productions in Uruguay -Development
(bases in preparation, will be published in due course)

The Inter-institutional Committee may suggest the creation of other special lines and in each case, once approved by ANDE, the specific basis of the support in question will be published on its website.

On each occasion, ANDE will communicate through its website the opening and closing date of each of the special lines defined, which may vary according to the type of support provided.

If any provision foreseen in the Special Lines is not consistent or is in contradiction with the General Rules, the provisions of the specific Rules of the line will prevail.

5- About the amount of the Call

For the implementation of the PUA 2020-2021, the Ministry of Economy and Finance will provide a total support of USD 7,000,000 (seven million US dollars) for the set of projects that are approved in all the special lines.

Calls for proposals for the different lines will be opened once the funds are available in ANDE to meet the contracts with the beneficiaries. Under no circumstances will ANDE be able to commit to providing financial support under the PUA if the availability of the required funds is not assured.

ANDE will not be responsible in any case for the non-opening of the calls for proposals, to the extent that this is due to the lack of funds available for their execution.

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

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



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Until the opening date is formalized by ANDE, the call cannot be considered open, without prejudice to the fact that the conditions of the special lines are made public in order to facilitate the project preparation processes.

6- Exemption from liability - Withdrawal of the call

ANDE reserves the right to withdraw from any of the calls for proposals made under the PUA 2020-2021 at any stage of its implementation, as well as to reject proposals that do not comply with the conditions set forth in these General Terms and Conditions and/or the Specific Terms and Conditions; ANDE also reserves the right to reject them if it does not consider them appropriate for ANDE and/or any of the other institutions participating in the PUA, without generating any right for participants to claim for expenses, fees, or compensation for damages, or for any other reason.

By the mere fact of applying, the applicant companies accept, without reservation, 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 submission of proposals - modify the documents by "clarification", 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 are published.

8- Operating Regulations of the Uruguay Audiovisual Program

These Rules constitute the Operational Regulations (RO) of the Uruguay Audiovisual Program, establishing the general rules and procedures that will guide the instrument, whose administration is in charge of the National Development Agency (ANDE). The particular conditions of each line are explained in their specific bases.

9- Acceptance of the terms and conditions

By the mere fact of presenting themselves to any of the Calls, it will be understood that all those who present proposals, know and accept without reservation the terms and conditions established in this document and in the specific terms of the special line in question.

10- Consultations and clarifications

Interested parties may submit any questions or clarifications they deem necessary in writing to pua@ande.org.uy.



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11- Consent for data processing

Those who present themselves, from now on expressly consent to ANDE, MEC- ICAU, MIEM - DINATEL and UYXXI giving treatment to their personal data according to Law 18.331 (Law of Protection of Personal Data and Habeas Data) and by 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 from the holder. In this sense, an adequate level of protection will be guaranteed, in accordance with the aforementioned legislation.

12- Authorization

Project participants who submit proposals within the framework of this Program, by the mere fact of presenting themselves, hereby expressly authorize ANDE and/or any of the other institutions participating in 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.

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