**Ausschreibungsdetails**

**Call for Projects Animation Production Days**

**6.-8. Mai 2025**

**What type of projects can be submitted?**

* **TV series, TV specials, feature films**
* **games, mobile content, crossmedia and extended reality (VR, AR, MR) animation projects**
* **short film projects**, but **only if they can be further developed** into other formats
* projects should be at **concept** or **development stage**
* they should be **suitable for and open to European co-productions**
* they should have **potential for IP** (Intellectual Property) development and for European and international distribution

**Who can apply?**

**A maximum of two people per company** can register. One of them should be a **producer**. The author / scriptwriter, creator, director, head of animation or any other member of the creative team is also welcome to apply.

**The following information, texts (in English) and files are required:**

* Company details incl. **company profile** (max. 800 characters).
* **Contact information** for the company / project representatives you would like to register for the APD Producer Programme
* **Project details (title, project participants, format, genre, animation technique, target group, etc.)**
* **Financing details** (total budget, partners)
* **Synopsis** (max. 500 characters)
* **Personal statements** on the project **by the director / producer** (USP of the project, visual concept, cross or transmedia strategy etc.) (max. 900 characters)
* **Text for “What are we looking for at APD?”** (max. 300 characters)

**Files:**

* **Photos of the registered participants** (300 dpi at 3x4cm, jpg or tif).
* At least **2 illustrations / film stills** **of the project** (without text elements, in landscape format, jpg, RGB, 1079 x 685 px; 91 x 58 mm, 300 dpi)
* Overall **project PDF** (e.g. incl. concept, bible, filmographies, track records etc.) containing all information, you want to present to the selection committee (optional, max. 20 pages, 15 MB)
* If you already have a trailer/teaser (not required) to share with the selection committee please also include the access link in the online form.

**Selection Criteria**

The selection committee’s decision is based on the following **main criteria:**

* **Originality, creativity** and **innovation** in terms of content and design
* **Openness and suitability for cross-border co-productions**
* **Potential for the European / international market**

The selection committee also takes into account the company track record, especially with regard to European co-productions, as well as the experience and work of the creatives involved.

Furthermore, we aim for at least 50% of the participants in the Producer Programme to be women.

Special attention is given to projects which promote **sustainability, inclusion and diversity** on the content level and the production side

**Useful Links**

* **Link to the Submission-Form:** <https://animationproductiondays.de/onlineform/>
* APD Programme Overview: <https://animationproductiondays.de/programme/overview/>

**APD Co-Producer Programme**

Producers and studios who are not presenting a project at APD but who would like to negotiate co-production and collaboration opportunities with the producers of the selected projects can register for the APD Co-Producer Programme.

A maximum of two people per company can register.

The following information, **texts (in English)** and files are required for registration:

* Company details incl. **company profile** (max. 600 characters).
* **Text for: “What are we looking for at APD?”** (max. 300 characters)
* **Photos** of the registered participants (300 dpi at 3x4cm, jpg or tif)
* **Company track record** (pdf)
* **Link to registration-form:** <https://animationproductiondays.de/onlineform/>
* APD Programme Overview: <https://animationproductiondays.de/programme/overview/>