

EVALUATION GUIDE



(Specific information for the preparation of proposals for the call for proposal /2010 published in the Official Journal of the European Union on x February 2010).

**Preparatory Action
MEDIA International 2010**

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1.

Foreword

This document refers to the evaluation criteria from the *Preparatory Action MEDIA International Work Programme 2010* and defines in detail the procedures applied to the evaluation of proposals submitted in response to the Preparatory Action MEDIA International Call for Proposals 2010.

It also gives a brief summary of the activities which will be carried out by the Commission's services after the evaluation.

The evaluation is undertaken by the Commission's services assisted by independent experts. (An independent expert is an expert who is working in a personal capacity and, in performing the work, does not represent any organisation.) Only information submitted by the applicants in accordance with the Guidelines and Application forms 2010 will be available to the independent experts.

A senior Commission official will act as chair person for the evaluation, and Commission officials will chair the various meetings during the evaluation process and ensure that it is fair, competent and transparent in order, in particular:

to prevent any direct or indirect conflict of interest;

to enforce confidentiality; and

to ensure an adequate documentation of the evaluation results vis-à-vis applicants and other relevant parties.

In addition to the experts who will take direct part in the evaluation process, the Commission may also choose to be assisted by one or several *observers* with the objective of monitoring the evaluation process. If this is the case, observers will immediately after the evaluation produce a report with the major objective of assessing to what extent the evaluation has been conducted in accordance with the guidelines and rules laid down in the information given by the Commission on the Preparatory Action MEDIA International Call for Proposals 2010 and with normal practice within the Commission.

Additional documents which will be consulted by the experts during the evaluation of proposals are:

The Preparatory Action MEDIA International Work Programme 2010 which provides a description of the objectives and aims of the Preparatory Action MEDIA International actions envisaged in the Call for Proposals 2010. The eligibility, selection and award criteria are also described.

The Preparatory Action MEDIA International Call for Proposals 2010 as published in the Official Journal of the European Union and on the EUROPA website.

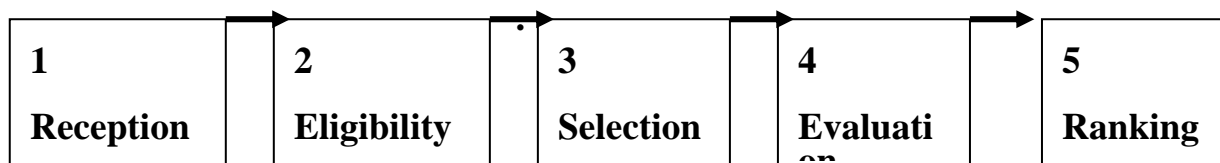
The Preparatory Action MEDIA International Guidelines and Application forms 2010 , which are used by the applicants in preparing and submitting their proposals.

DISCLAIMER: This Evaluation Guide is intended to inform applicants and experts assisting the Commission in the evaluation of proposals about the evaluation process. It does not supersede the rules and conditions laid out, in particular, in the Preparatory Action MEDIA International Work Programme 2010, the Preparatory Action MEDIA International 2010 Call for Proposal and in the Financial Regulation applicable to the General Budget of the European Commission as well as its Implementing Rules.

2. Evaluation Process

2.1. Summary of the evaluation process

The evaluation of the proposals will be carried out in accordance with the following process. The application of the eligibility, selection and award criteria is set out in the Preparatory Action MEDIA International Work Programme 2010. The evaluation process contains the following stages:



1.Reception, opening, registration and acknowledgement by the Commission of all submitted proposals.

2.Verification by Commission staff of compliance with the eligibility criteria.

3.Verification by Commission staff of compliance with the selection criteria.

4.Evaluation of proposals according to the award criteria by the Commission's services assisted by independent experts, including an opinion on the selection criteria.

5.Preparation of the Evaluation Report detailing the outcome of the evaluation, including an evaluation summary report (ESR) for each proposal. A ranking for all proposals evaluated is established, on the basis of which the successful applicants are identified.

After the Commission's internal decision-making process has been finalised, the coordinators of all the proposals are informed in writing about the outcome of the evaluation of their respective proposals (cf. 1.4).

2.2. Registration of proposals and checking of eligibility and selection criteria

Following registration and acknowledgement of all submissions, the Commission's evaluation committee will undertake an initial verification of the eligibility and selection criteria of all proposals. Copies of proposals which have passed these verification steps will be passed on to the independent experts for their assessment. The decision to exclude a proposal for failing the eligibility or selection criteria check is taken by the Commission's evaluation committee.

In addition to the verification steps outlined above, proposals will be assessed in terms of conformity to the Work Programme. Where a proposal is considered to be outside the scope, it will be submitted to independent expert examination.

After consideration of the results of this examination, the Commission's services will decide whether the proposal will be further evaluated.

2.3. Evaluation of proposals according to the award criteria

The evaluation will be undertaken by the Commission's evaluation committee assisted by independent experts and will cover all the proposals that have passed the verification steps outlined above. Each proposal will be examined by at least two independent experts supervised by the Commission's evaluation committee.

2.3.1. Assessment by each independent expert

Each independent expert shall assess the proposals that have been assigned to her/him in accordance with the award criteria specified in the work programme and the call for proposals. At any time during this phase, the expert may contact the Commission's evaluation committee, but s/he will be required not to discuss any aspects of the proposal with the other independent experts, since at this stage the assessment is to be carried out on a purely individual basis.

A form (the individual assessment form) is used by each of the independent experts when assessing a given proposal during this phase. The independent experts shall strictly base their assessment on the award criteria specified in the work programme.

Once an independent expert has completed the individual assessment form for a proposal, s/he shall sign it and hand it over to the Commission's evaluation committee secretariat. The quantitative rating of proposals is intended to give a synthetic indication of the perceived conformity to the assessment criteria. Narrative comments shall be reasonably brief, consistent with the quantitative rating and meant to provide input for ensuing discussions with the Commission's evaluation committee and other independent experts.

Independent experts are encouraged to use the full range of points available to them when assessing proposals. If a particular feature of a given proposal is excellent, then the maximum number of points should be awarded. It should also be noted that experts are expected to provide adequate comments next to each criterion.

2.3.2. Assessment by the Commission's evaluation committee

When all the individual assessment forms concerning a proposal have been completed, the Commission's evaluation committee will be convened, and the independent experts may be invited to attend.

During this meeting the independent experts may also give an overall opinion on each proposal on the basis of the award criteria indicated in the work programme. This opinion will be taken into account when the Commission's evaluation committee applies the award criteria.

The Commission's evaluation committee, possibly assisted by the independent experts, will carry out an overall assessment of each proposal with the aim of achieving consensus on all its aspects. The meeting will result in the completion of the *Proposal Consensus Report* drafted by the rapporteur, which shall be signed by all the members of the evaluation committee. Apart from a quantitative and qualitative assessment of individual features of each proposal on the basis of the award criteria indicated in the work programme, the

consensus report shall also provide room for general comments, which can if necessary complement the comments on the individual criteria. Comments shall be sufficiently elaborated to give guidance for negotiations or improvements in view of a possible later resubmission.

This *Proposal Consensus Report* is the basis for the draft *Evaluation Summary Result form (ESR)*, which has to be signed by all the members of the Commission's evaluation committee. As a minimum, the draft ESR must reflect the evaluation committee's and experts' views (via comments and scores) on each criterion as well as provide if necessary overall comments (including suggestions for modifications and possibilities for clustering with other proposals) and the final scores given for the proposal. The comments should support and be consistent with the scores agreed.

As an outcome to the evaluation process, the Commission's evaluation committee will have available a list of all the proposals ordered by consensus scores, plus proposals, proposal abstracts and the supporting scores and comments from the draft ESRs. On the basis of the outcome of the evaluation process, the Commissions services will then record the proceedings and outcome of the evaluation process in a final *Evaluation Report* including:

A draft ESR for each proposal; and

A list ranking the proposals passing thresholds, and establishing a priority among those proposals with a tied score. The *Evaluation Report* will be signed by all members of the evaluation committee.

2.4. Outcomes of the evaluation

In summary, the evaluation will yield the following outcomes:

At least two *individual assessment forms* per proposal, reflecting the initial assessment of the proposal by each independent expert.

One *Consensus Report* per proposal, reflecting the consensual view and assessment of each proposal by the Commission's evaluation committee assisted by the independent experts.

One *Evaluation Summary Result Form (ESR)* per proposal, documenting the overall consensus reached by the Commission's evaluation committee on the strengths and weaknesses of each proposal..

One *Evaluation Report* detailing the proposed ranking of all the eligible proposals on the basis of their respective merits, and mentioning where appropriate aspects requiring special attention in ensuing negotiations.

2.5. Implementation plan and rejected proposals

An implementation plan (selection decision) will be prepared by the Commissions services on the basis of the ranking of proposals given in the *Evaluation Report*. It will contain a priority list of proposals in view of possible funding, and a reserve list, where appropriate, to allow for the failure or withdrawal of proposals.

The Commission's services will also draw up a list of proposals to be rejected. This list will comprise all proposals found to be ineligible, not passing the

selection criteria, and those which, standing low in the final ranking, cannot be funded for budgetary reasons. The Commission's services will also reserve the right to reject proposals below a given position in the final ranking when it is considered that the level of quality (regardless of budget availability) is not adequate.

The coordinators of all the proposals will be informed in writing about the final outcome of the evaluation for their respective proposals. Where clarifications on specific aspects of a proposal are needed with a view to its improvement in accordance with the ESR, the respective coordinator will be contacted by the Commission with the aim to provide such clarifications, in compliance with the principles of equal treatment and non-discrimination.

3. Independent experts

3.1. Selection and appointment of independent experts

In general, independent experts are expected to have skills and knowledge appropriate to the areas of activities in which they are asked to assist. All experts must also have a high level of professional experience in the public or private sector. Experts must also have appropriate language skills in view of the proposals to be assessed. The names of the experts who have assessed a particular proposal will not be disclosed.

3.2. Conflict of interest / confidentiality

The Commission's services will take all reasonable steps to ensure that the independent experts assisting in the evaluation process are not faced with a conflict of direct or indirect interest in relation to the proposals on which he/she is required to give an opinion.

All evaluation records and reports, the proposals received and any other documentation relating to the evaluation of proposals shall be treated as strictly confidential by all persons involved in the evaluation in any capacity during and after the evaluation exercise. No documents may be photocopied without the specific permission of the Commission staff in charge. No documents or electronic data in any form may be taken off the evaluation premises.

Consultation between the independent experts and with the Commission's services in the course of the evaluation process is permissible, but only within the limits and according to the rules detailed in this document. Confidentiality is assured as all the members of the Commission's evaluation committee and the independent experts are bound to respect the same confidentiality rules. .