

EVALUATION GUIDE

CALL FOR PROPOSALS EACEA 23/2011

**SUPPORT FOR TELEVISION BROADCASTING OF
EUROPEAN AUDIOVISUAL WORKS**

INTRODUCTION

1. Aim of the Evaluation Guide

The aim of the **Evaluation Guide** is:

- to help assessors to understand the different stages of the evaluation process;
- to define the role of each assessor;
- to provide standard evaluation forms for the assessors;
- to provide a glossary to facilitate and to harmonise the understanding of the evaluation guide. The glossary is based on the **Guidelines**, which contain a detailed description of the entire support scheme. As applicants have prepared their applications on this basis, assessors should in any case have a thorough knowledge of these guidelines.

2. Assessors

The assessors are:

- **the MEDIA Unit at the Executive Agency**, in charge of checking the eligibility of applications and assessing the selection criterion relating to the financial capacity (only for the companies which have been pre-selected) (**parts A and B.1 of the evaluation guide**);
- an evaluation committee, with at least 2 officials from the MEDIA Unit (Executive Agency + Commission) plus 4 to 6 independent experts (selected on the basis of their independence, professional experience and quality). The Evaluation Committee validates the eligibility check and reviews the assessment of the selection and award criteria. The evaluation committee provides a clear justification for all its decisions. Minutes of its meetings are taken and transmitted to the Member States (MEDIA Committee) and to the Commission for decision;
- **the European Commission**, which takes the **final decision** regarding the selection of proposals.

3. Organisation of the evaluation process

Evaluation phase	Assessor	The application
Eligibility Check	MEDIA Unit at the Executive Agency	Is eligible ⇒ is assessed against selection criteria Is not eligible ⇒ is eliminated from the selection process
Selection criteria	MEDIA Unit at the Executive Agency	Meets the selection criteria ⇒ is assessed against award criteria Does not meet the selection criteria ⇒ is eliminated from the selection process. If the selection criterion concerning the financial stability is assessed as not fulfilled, the application is eliminated or can be supported subject to the provision of a bank guarantee, an interim payment, or without pre-financing.
Award criteria	Evaluation Committee	Is finally assessed and scored.
Final decision	The Commission	Is selected or rejected

4. Ranking of the projects

On the basis of the final scores for the award criteria, the applications are ranked by order of merit. Those with the highest scores within the budget available are proposed for selection. The total budget available for the call for proposals cannot in any case be exceeded at the end of the selection process.

The breakdown of the available budget between genre (fiction, animation and documentary) is decided on the basis of the total amount requested for the eligible projects of each genre and its share of the total requested amount. The share of the requested amount for each genre is applied to the available budget.

5. Decision regarding the amount of support

The evaluation committee can decide to lower the amount of support requested by the applicant. The evaluation committee must justify its decision on the basis of the production budget (by indicating which items are overestimated), the overall financing structure of the project and the budget available.

6. Decision by the Commission

After transmission of the list proposed by the Evaluation Committee to the MEDIA Committee for information/approval and to the European Parliament for scrutiny, the Commission adopts a decision granting support to the projects with the highest scores, within the limits of the budget available. The total budget available for the Call for Proposals cannot in any case be exceeded at the end of the selection process.

7. Information of the applicants

In case of non eligibility or rejection, applicants are informed by the Executive Agency. **The details of the experts' evaluations are not communicated to the applicants.**

8. Confidentiality and conflicts of interest

The names of the experts are confidential. In order to avoid any conflict of interest, experts involved in the submitted projects and/or with the applicant companies will not participate in the evaluation process.

Experts are asked to sign a declaration of honour by which they declare that they are not in a position which may give rise to a situation of conflict of interests and they commit themselves to respect confidentiality, anonymity and independence.

In conformity with Commission Regulation (EC) N° 651/2009 the Agency publishes every year on its website a list of experts used during the previous years.

A: ELIGIBILITY CRITERIA

Assessor: MEDIA Unit, Executive Agency

A.1. ELIGIBILITY OF APPLICATIONS

Applications must comply with each of the criteria below. Failure to comply with one of them entails the elimination from the selection process. **Only eligible applications qualify for the next stage of the evaluation process.**

In case of non compliance with one or several of the criteria below, the application is ineligible and is eliminated from the selection process.

If the documents provided by the applicant company do not allow a complete and final assessment of the eligibility, the Executive Agency may request additional information in order to be able to confirm whether or not the application complies with the eligibility criteria.

LIST OF THE ELIGIBILITY CRITERIA :

APPLICATION FORMS

- | |
|---|
| <ol style="list-style-type: none">1. Applications are submitted before the relevant deadline and respecting the time limits requested by the Guidelines (at the latest on the date of the first day of principal photography) and filled in using the application forms specific to the call for proposals and to the scheme.2. Respect of the number of applications per project: a project can be submitted twice.3. The applicant is a European independent audiovisual production company4. The applicant is the majority producer5. The project is a European project (based on the technical and artistic staff involved) and respects the min. duration per genre.6. At least 50% of the financing of the project comes from European sources and is confirmed at the latest 2 months after the submission.7. At least three broadcasters from different member states are involved in the project. Their participation must respect the threshold set in the Guidelines par. 5.3.3 (from 0,1% to 1% of the total production budget, depending on country of origin of the broadcaster)8. The 7 and 10 years licence period for the broadcasters is respected for pre-sales and co-productions respectively. |
|---|

TABLE USED TO CHECK THE ELIGIBILITY CRITERIA:

Company	Genre	Project Title	Project ref.	Accepted or Rejected								Comments
				1	2	3	4	5	6	7	8	

B. SELECTION CRITERIA

Assessor: MEDIA UNIT, Executive Agency

For the evaluation of selection criteria, the assessors are asked to give a global evaluation regarding the ability of the applicant company to carry out the project, from operational and technical points of view.

LIST OF THE SELECTION CRITERIA:
--

- | |
|--|
| <ol style="list-style-type: none">1. Operational capacity: Experience, professional competencies, qualifications required to produce the project.2. Financial Capacity: Stable and sufficient sources of funding to maintain activity throughout the period during which the project is carried out |
|--|

1. Operational Capacity: this criterion is assessed on the basis of the CV's of the director and the company staff responsible for the project, taking into account the previous audiovisual work carried out by the applicant company.

2. For requests equal to or under EUR 25,000, the applicant must sign a Declaration of Honour certifying that in case of selection, it has stable and sufficient sources of funding to maintain its activity throughout the lifetime of the project.

For requests exceeding EUR 25,000, the audited annual accounts of the 2 most recent completed fiscal years for profit companies and of the last year for non profit companies (i.e. balance sheet, profit and loss accounts and the annexes) must be included within the application form. These accounts should be certified by an approved auditor external to the company.

If, on the basis of the documents submitted, the Agency considers that financial capacity has not been proved or is not satisfactory, it may reject the application, ask for further information, require a guarantee, offer a grant agreement either without pre-financing or make a 1st payment after at least 60% of the estimated expenditure has been incurred, on the basis of an Interim Financial Report approved by an external auditor and the signed contract between the producer and the main broadcaster.

C. AWARD CRITERIA

Assessor: Evaluation Committee

For award criteria, projects are scored by the assessors from 0 to 100 (half points are not allowed). **A clear justification must always be given by the assessors.**

Each expert awards points for each criterion on the basis of the table below and the average is taken (without decimals).

1. Criteria related to the distribution of the project

1.1. The European dimension and financing of the project (45 points)

Indicative Points attribution:

	Works from countries with high production capacity¹	Works from countries with low production capacity²	Works from from new Member States or candidate countries³
3 broadcasters from 3 different countries participating in the MEDIA Programme	1-10 points	11-20 points	21-30 points
At least 4 broadcasters from 4 different countries (of which at least 3 from countries participating in the MEDIA Programme)	11-45 points	21-45 points	31-45 points

Points will be awarded taking into account:

- the country of origin of the applicant company
- the financial participation of the broadcasters and their level of commitment
- number of broadcasters involved in the project
- the level of non national financing

In each category, the evaluation committee and the experts will award the final score taking into account both the financing structure of the project and the characteristics of the applicant company as follows:

With regards to the broadcasters involved, their level of commitment both in terms of their financial participation and in terms of the solidity of their commitment will be evaluated.

The above as well as the level of non national financing will be evaluated in the light of the country of origin, the size of the production company, the subsequent difficulties in attaching the broadcasters to the project and the efforts made by the company to that effect.

1.2. International distributor's involvement (10 points)

Aspects taken into account:

- number and track record of the distributors involved in the project
- amount of the distributor's investment
- existence of a distribution arm in the applicant production company

¹ France, Germany, Italy, Spain and United Kingdom.

² Austria, Belgium, Denmark, Finland, Greece, Eire/Ireland, Iceland, Liechtenstein, Luxembourg, Norway, Netherlands, Portugal, Sweden and Switzerland.

³ Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia and Slovenia.

Indicative attribution of points:

- 0 points: - no distributor involved
 - no distribution department
- 1-3 points: - involvement of a distributor with little experience and no Minimum
 Guarantee (MG) and/or
 - existence of a distribution department
- 4-6 points: - a well established distributor without a MG and/or
 - distributor with little experience with a MG and/or
 - well established distribution department
- 7-9 points: - well established distributor with a MG
- 10 points: - well established distributor with a substantial MG

2. Criteria related to the work

2.1. International appeal and quality of the work (25 points)

Aspects taken into account:

- quality of the project
- international sales potential
- international marketing strategy (including planned dubbed/subtitled versions)

Indicative points attribution:

- 0-5 points: no international appeal / limited marketing strategy
- 6-10 points: low international appeal / standard marketing strategy
- 11-15 points: good international appeal / good marketing strategy
- 16-20 points: strong international appeal / strong marketing strategy
- 21-25 points: the project will be sold worldwide

2.2. Enhancement of European linguistic and cultural diversity (7 points)

0 to 5 points for the enhancement of European linguistic diversity (on the basis of the number of European linguistic areas covered).

And

0 to 2 points: for the enhancement of European cultural diversity. Projects presenting an interest in promoting European cultural diversity are those which bring together different cultural identities national and/or regional within a framework of inter-cultural dialogue among at least two European countries.

2.3. Enhancement of the European Audiovisual heritage (3 points)

From 0 to 3 points awarded on the basis of the importance (in quantity and quality) and rarity of the European archive material used.

3. Criteria related to the company

3.1 Track record of international sales (10 points)

From 0 to 10 points awarded on the basis of the number of projects sold on the international market and the number of territories in which the projects have been sold. The market situation in which the producer is based will be taken into account.