

# **EVALUATION GUIDE**

## **CALL FOR PROPOSALS 22/11**

### **SUPPORT FOR THE DEVELOPMENT OF ON AND OFF-LINE INTERACTIVE WORKS**

# INTRODUCTION

## 1. Aim of the Evaluation Guide

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

- to identify the different stages of the evaluation process and its methodology;
- to define the role of each assessor;
- to provide standard evaluation forms for the assessors. The use of these forms is mandatory for all assessors.

## 2. Assessors

For MEDIA support for Interactive Works, the assessors are:

- **the MEDIA Unit of the Executive Agency**, in charge of checking the eligibility of projects and assessing the selection criteria (**parts A and B of the evaluation guide**). The selection criterion relating to the financial capacity is only assessed for companies which have been pre-selected. The Agency also grants the automatic points (**part D of the evaluation guide**).
- at least **two experts**, in charge of assessing the award criteria (**parts C of the evaluation guide**)
- **an Evaluation Committee**, with at least 2 officials from the MEDIA Unit at the Executive Agency and at the Commission assisted by at least 3 independent experts. 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 and establishes a list of projects proposed for selection.

## 3. Organisation of the evaluation process

Evaluation phase	Assessor	The project
Eligibility criteria	Executive Agency	<b>Is eligible</b> ⇒ is assessed against selection criteria <b>Is not eligible</b> ⇒ is eliminated from the selection process
Selection criteria	Executive Agency	<b>Meets the selection criteria</b> ⇒ is assessed against award criteria <b>Does not meet the selection criteria</b> ⇒ is eliminated from the selection process. If the selection criterion concerning the financial stability is assessed as not fulfilled, the project is eliminated or can be supported subject to the provision of a bank guarantee, an interim payment or without pre-financing.
Award criteria	Experts	<b>Is scored</b>

Eligibility, Selection and Award criteria	Evaluation Committee	Is finally assessed and scored.
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#### **4. Ranking of the projects**

The Evaluation Committee checks the consistency between the appreciation made by the experts and their relevance for each application. It carefully analyses the list of proposals and verifies the overall consistency of the results. This phase follows a peer assessment by external experts who have been briefed and are monitored by the Evaluation Committee.

On the basis of the final scores for the award criteria and of the scores for the automatic points, the projects are ranked in order of merit and the best ones are proposed for selection.

#### **5. Decision regarding the amount of support**

The Evaluation Committee can propose to lower the amount of support requested by the applicant. The Evaluation Committee must justify its decision on the basis of the development budget, by indicating which items are overestimated.

#### **6. Decision by the Commission**

After transmission of the list proposed by the Evaluation Committee to the MEDIA Committee for information and to the European Parliament for scrutiny, the Commission adopts a decision granting support to the best projects. 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 Agency. If a proposal is eliminated for non-compliance with the eligibility rules, the applicant company will be notified as soon as possible. In case of rejection after evaluation of the award criteria, the experts' evaluations are not communicated to applicants for reasons of confidentiality and impartiality.

#### **8. Confidentiality and conflicts of interest**

The names of the experts assessing a specific application are confidential. Upon reception of the submission(s), experts are asked to sign a declaration of honour by which they declare that they are not placed 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 the 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**

<b>Assessor: MEDIA Unit, Executive Agency</b>
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Proposals must comply with each of the criteria below. Failure to comply with one of them entails the elimination from the selection process. **Only eligible proposals qualify for the next stage of the evaluation process.**

The Agency does not ask applicants for missing documents. However, if the documents provided by the applicant company don't allow a complete and final assessment of the eligibility, the Agency will 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:**

**1. A project must be submitted before the closing submission date. The EACEA Call for Proposals 22/11 is open from the date of its publication in the Official Journal until 13/04/2012.**

**2. A production company can submit a maximum of two applications for support to the development support of interactive works for the 2012 budget year.**

**3. Companies submitting an application must have as their main object and activity audiovisual production and /or the production of interactive works (or equivalent).**

**4. Companies submitting an application must be independent companies. They must not have majority control by a broadcaster, either in shareholding or commercial terms. 'Majority control by a broadcaster' is considered to occur where more than 25% of a production company's share capital is held by a single broadcaster (50% where several broadcasters are involved) or where, over a three-year period, more than 90% of a production company's revenue is generated from sales to a single broadcaster.**

**5. Companies submitting an application must provide evidence that they have completed an eligible interactive work that has been distributed during the two calendar years preceding the publication of the Call for Proposals and the date of submission of their application.**

If the evidence concerning the distribution during the reference period is missing or doesn't allow to meet the requirement, the application is directly eliminated from the selection procedure.

In any case, the Agency will check the compliance with this criterion against the distribution document provided in the original application and will take into account only the previous work mentioned in the original application.

**6. Companies submitting an application must be established in one of the following countries: Member States of the European Union, countries in the European Economic Area participating in the MEDIA 2007 Programme (Iceland, Liechtenstein and Norway), Switzerland and Croatia. The companies must also be owned and continue to be owned, either directly or by majority shareholding, by nationals of these countries.**

**7. Only the activities for the following interactive works are eligible:**

The concept development (up to a first playable application) of digital interactive content complementing an audiovisual project (drama, creative documentary or animation) specifically developed for at least one of the following platforms:

- Internet
- PC
- console
- handheld device
- Interactive television

This digital content must present:

- substantial interactivity with a narrative component
- originality, creativity and innovation against existing works
- European commercial potential

Only the following types of audiovisual project intended for commercial exploitation can be complemented by the submitted interactive work:

- a drama of at least 50 minutes (the total length of the series in the case of a series);
- a creative documentary of at least 25 minutes (length per episode in the case of a series);
- an animation of at least 24 minutes (the total length of the series in the case of a series).

**8. Only proposals submitted using the official application forms (both online and paper application package version), completed in full and signed (original signatures required) will be considered.**

**9. Applicants must state that they are not in any of the situations described in Articles 93(1), 94 and 96(2)(a) of the Financial Regulation applicable to the General Budget of the European Union.**

**10. The minimum grant is €10,000. The maximum grant is €150,000.**

**11. Financial support cannot exceed 50% of the total eligible costs, except for projects intending to promote European cultural diversity. For this category of projects, financial support cannot exceed 60% of the eligible costs.**

Actions 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. The action must be centred on the cultural specificities of the countries involved and highlight the values held by their populations.

**12. The submitted project must not have entered into production before the date of signature of the Grant Decision or before the date of signature, by the last party, of the Agreement between the beneficiary and the Agency.**

**13. Subsidised projects may not benefit from any other European Union funding for the same activity.**

**TABLE USED TO CHECK THE ELIGIBILITY CRITERIA:**

Company	Project Reference	Eligibility criteria n° (Y/N)													Conclusions (Accepted or Rejected)	Comments
		1	2	3	4	5	6	7	8	9	10	11	12	13		

## B. SELECTION CRITERIA

<b>Assessor: MEDIA Unit, Executive Agency</b>
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For the evaluation of selection criteria, the assessor is asked to give a global evaluation regarding the ability of the applicant company to carry out the project, from financial and operational points of view.

### 1. Operational capacity

This criterion is assessed on the basis of the details relating to the experience of the members of the applicant company directly attached to the development of the submitted project and the list of productions already produced by the applicant company and/or the producer of the referral work as well as on the basis of the documents related to the ownership of rights.

No later than on the date of submission, the applicant company must show that it holds the majority of the rights relating to the project for which support is being sought. It is required to provide a contract covering the rights to the artistic material. This contract must be duly signed and dated by the author(s). If the project is an adaptation of an existing literary, audiovisual or comic-strip work, the applicant company must also show that it holds the majority of the rights relating to the rights of adaptation to this work with an option agreement or transfer of rights contract.

If in the original application, no document concerning the rights situation is provided, the application is eliminated.

### 2. Financial Capacity

For requests equal to or under €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.

For the protection of the financial interest of the European Union, the financial capacity of the applicant companies which have been pre-selected for development support (after assessment of the award criteria) is assessed on the basis of:

- the balance between capital and reserves and liabilities
- the annual profitability
- the proved co-financing
- the level of the total development budget and the requested contribution

If on the basis of the documents provided the Agency considers that the financial capacity is not proven or is not satisfactory, it may refuse the application, request additional information, require a bank guarantee, offer a grant agreement without pre-financing or make a first payment after at least 50% of the estimated expenditure has been incurred on the basis of an Interim Financial Report certified by an external approved auditor.

<b>LIST OF THE SELECTION CRITERIA:</b>
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- |   |
|---|
| <ol style="list-style-type: none"><li>1. Operational capacity</li><li>2. Financial capacity</li></ol> |
|---|

**TABLE USED TO CHECK THE SELECTION CRITERIA:**

Company	Project Reference	Recommendation of the Committee (yes/no)		Comments, conditions if applicable
		1	2	



## C. AWARD CRITERIA

### AWARD CRITERIA CONSIDERED BY THE INDEPENDENT EXPERTS

<b>Company Name</b>	
<b>Project Title</b>	
<b>Country</b>	
<b>Requested amount</b>	

<b>Award criteria (0 to 100)</b>	<b>Score</b>	<b>Score justification</b>
<b>1. Quality of the Development strategy taking into account:</b> - adequacy of the stages of conception/elaboration - adequacy of the foreseen schedule - sufficiency of detail - potential of the creative team	<b>0 to 10</b>	
<b>2. Consistency of the Development budget taking into account:</b> - adequacy to the projects - appropriateness of costs	<b>0 to 10</b>	
<b>3. Capacity of the company to realise the project taking into account:</b> - track record of the company - potential of the team members attached to the development	<b>0 to 10</b>	
<b>4. Quality of the Financing strategy taking into account:</b> - adequacy of the estimated production costs - awareness of suitable potential partners/territories - sufficiency & realism to detail - co-financing capacity of the company	<b>0 to 10</b>	
<b>5a. Quality of the Project:</b> Originality of the concept and degree of innovation in the project content compared to existing works	<b>0 to 5</b>	
<b>5b. Quality of the Project:</b> Quality of the interactivity and of the interface conception	<b>0 to 5</b>	
<b>5c. Quality of the Project:</b> Quality of visual, sound and graphic elements	<b>0 to 5</b>	
<b>5d. Quality of the Project:</b> Creative potential of the project taking into consideration the creative team and the likelihood to succeed due to artistic/technical qualities	<b>0 to 5</b>	
<b>6. Innovation, appropriateness of</b>	<b>0 to 20</b>	

<b>the techniques used in the work and quality of interactivity taking into account:</b> - adequacy in the use of digital technologies/software/studio work & delivery platform - degree of innovation in the same above		
<b>7. Potential for European exploitation and suitability for the target audience taking into account:</b> - realism of the envisaged target audience - cross-border appeal - awareness of the markets & sales revenues	<b>0 to 20</b> 	
<b>Total /100 :</b>		

<b>Would you recommend the selection of the project?</b>	<b>Yes</b>	<b>No</b>
<b>Please highlight main strengths in case of selection / main weaknesses in case of rejection:</b>    		

**Only if you recommend selection:**

<b>Do you agree with the amount of support requested?</b>	<b>Yes</b>	<b>No</b>
<b>If Not, how much would you propose taking into account that a reduced amount can only be justified on the basis of the development budget?</b>  <b>Please indicate which items you consider overestimated.</b>		

<b>Award criteria</b>	<b>Score</b>
<b>1. Quality of the Development strategy (0 to 10)</b>	
<b>2. Consistency of the Development budget (0 to 10)</b>	
<b>3. Capacity of the company to realise the project (0 to 10)</b>	
<b>4. Quality of the Financing strategy (0 to 10)</b>	
<b>5a. Quality of the Project: Originality of the concept and degree of innovation in the project content compared to existing works (0 to 5)</b>	
<b>5b. Quality of the Project: Quality of the interactivity and of the interface conception (0 to 5)</b>	
<b>5c. Quality of the Project: Quality of visual, sound and graphic elements (0 to 5)</b>	
<b>5d. Quality of the Project: Creative potential of the project taking into consideration the creative team and the likelihood to succeed due to artistic/technical qualities (0 to 5)</b>	
<b>6. Originality and innovation in the techniques used in the work (0 to 20)</b>	
<b>7. Potential for European exploitation (0 to 20)</b>	
<b>Total /100 :</b>	

**Criterion: Cultural Diversity (only for projects asking for a 60%)**

**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. The project must be centred on the cultural specificities of the countries involved and highlights the values held by their populations.**

	Yes	No
Does the applicant company justify in a convincing way the contribution to the cultural diversity bearing in mind the above mentioned definition?		
Justify your appreciation		

## D. AUTOMATIC POINTS

**Assessor: MEDIA Unit, Executive Agency**

The agency will grant the following automatic points:

<b>Criteria</b>	<b>Number of points</b>
A project which has been the subject of training supported by the MEDIA Programme	2
An applicant company established in a country with low production capacity <sup>1</sup>	1
An applicant company which benefited from development support under MEDIA PLUS or MEDIA 2007 for a project that has been produced	1  (No matter how many projects supported by MEDIA have been produced)

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<sup>1</sup> The following are considered as countries with low production capacity: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Greece, Hungary, Iceland, Éire/Ireland , Liechtenstein, Latvia, Lithuania, Luxemburg, Malta, Norway, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Sweden and Switzerland