

EVALUATION GUIDE

CALL FOR PROPOSALS 21/09

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	Is eligible ⇒ is assessed against selection criteria Is not eligible ⇒ is eliminated from the selection process
Selection criteria	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 project is eliminated or can be supported subject to the provision of a bank guarantee or without pre-financing.
Award criteria	Experts	Is scored
	Evaluation Committee	Is finally assessed and scored.

4. Ranking of the projects

The Evaluation Committee checks the consistency between the scores given by the experts and their justification for each project. It may change the scores if it doesn't agree with the experts, but must always justify its decisions (part E of the Evaluation guide).

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. The total budget available for the Call for Proposals cannot in any case be exceeded at the end of the selection process.

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. Evidence that the proposal failed to meet the rules is provided in the event of a challenge by the applicant. In case of rejection after evaluation of the award criteria, the experts' evaluations are not communicated as such to applicants.

8. Confidentiality and conflicts of interest

The names of the experts 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.

A: ELIGIBILITY CRITERIA

Assessor: MEDIA Unit, Executive Agency

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 21/09 is open from the date of its publication in the Official Journal until 12/04/2010.

2. A production company can submit a maximum of two applications for support to the development support of interactive works for the 2010 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 period between 1 January 2007 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 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. 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 original concept of the submitted interactive work. This contract must be duly signed and dated by the authors(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. In case of adaptation, if only the rights to the existing work or only the rights to the adaptation of this work are provided, the application is also eliminated from the selection procedure.

9. Only proposals submitted on the official application forms, completed in full and signed (original signatures required) will be considered.

10. 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 Communities.

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

12. Financial assistance 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 specifics of the countries involved and highlight the values held by their populations.

13. The submitted project must not have entered into production before the date of signature, by the last party, of the agreement between the beneficiary and the Agency.

14. Subsidised projects may not benefit from any other Community funding for the same activity.

TABLE USED TO CHECK THE ELIGIBILITY CRITERIA:

	Project Reference	Conclusions (Accepted or Rejected)														Conclusions (Accepted or Rejected)	Comments
Company		1	2	3	4	5	6	7	8	9	10	11	12	13	14		

B. SELECTION CRITERIA

Assessor: MEDIA Unit, Executive Agency

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 CVs 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.

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 Communities, 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, or request additional information, or require a guarantee or offer a grant agreement without pre-financing.

LIST OF THE SELECTION CRITERIA:
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1. Operational capacity

2. Financial capacity

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

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

Summarize the content of the submitted project (max. 5 lines)		
	Yes	No
Does the project promote violence, racism or pornography? If yes, the project is eliminated from the selection process.		

EXPERT'S EVALUATION GRID

Each award criterion is scored by the assessor from 0 to 10 (except for the Quality of the project which scores 0 to 40). Half points are not allowed. A clear justification must always be given by the assessor.

Criteria relating to the skills of the applicant company		Criteria relating to the submitted project	
Criteria	Weighting	Criteria	Weighting
Quality of the development strategy	10	Quality of the content and originality of the concept against existing works	20
Consistency of the development budget	10	Originality and innovation in the techniques used in the work	20
Capacity of the company to realise the project	10	Potential for European exploitation	20
Quality of the financing strategy	10		
Total	40 points	Total	60 points

Criteria relating to the skills of the applicant company

Criterion N° 1: Quality of the Development strategy

The assessor is requested to score it from 0 to 10 and to take into account the adequacy of the stages of conception and elaboration of the project, as well as the schedule foreseen for its realisation, to the needs of the project, the sufficiency of detail and the potential of the creative team.

Score (0 to 10)	
Personal comment (if any)	

Criterion N° 2: Consistency of the Development budget

The assessor is requested to score it from 0 to 10 and to take into account how it reflects the needs for the conception and elaboration of the project, as well as the appropriateness of the estimated costs.

Score (0 to 10)	
Personal comment (if any)	

Criterion N° 3: Capacity of the company to realise the project

The assessor is requested to score it from 0 to 10 and to take into account the track record of the company and the potential of the team members attached to the development of the project.

Score (0 to 10)	
Personal comment (if any)	

Criterion N° 4: Quality of the Financing strategy

The assessor is requested to score it from 0 to 10 and to take into account the adequacy of the estimated production costs, the awareness of suitable potential partners and territories, the sufficiency, realism to detail and the co-financing capacity of the applicant company.

Score (0 to 10)	
Personal comment (if any)	

Criteria relating to the submitted project

Criterion N° 5: Quality of the content and Originality against existing works
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The assessor is requested to score each sub-criterion from 0 to 5 and underline the weaknesses and/ the strengths.

5.a	Originality of the concept and degree of innovation in the project content compared to existing works	Score (0 to 5)	

5.b	Quality of the interactivity and of the interface conception	Score (0 to 5)	

5.c	Quality of visual, sound and graphic elements	Score (0 to 5)	

5.d	Creative potential of the project taking into consideration the creative team and the likelihood to succeed due to artistic/technical qualities	Score (0 to 5)	

Personal comment (if any)	
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Criterion N° 6: Originality and innovation in the techniques used in the work

The assessor is requested to score it from 0 to 20 and to take into account the adequacy and degree of innovation in the use of digital technologies, software and studio work as well as in the choice of the delivery platform.

Score (0 to 20)	
Personal comment (if any)	

Criterion N° 7: Potential for European exploitation

The assessor is requested to score it from 0 to 20 and to take into account the realism of the envisaged target audience, the transnational appeal of the project and the awareness of the markets and sales revenues.

Score (0 to 20)	
Personal comment (if any)	

AWARD CRITERIA – SUMMARY

Award criteria	Score
1. Quality of the Development strategy (0 to 10)	
2. Consistency of the Development budget (0 to 10)	
3. Capacity of the company to realise the project (0 to 10)	
4. Quality of the Financing strategy (0 to 10)	
5a. Quality of the Project: Originality of the concept and degree of innovation in the project content compared to existing works (0 to 5)	
5b. Quality of the Project: Quality of the interactivity and of the interface conception (0 to 5)	
5c. Quality of the Project: Quality of visual, sound and graphic elements (0 to 5)	
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)	
6. Originality and innovation in the techniques used in the work (0 to 20)	
7. Potential for European exploitation (0 to 20)	
Total /100 :	

As an indication, would you recommend the rejection or the selection of the project?

Recommendation for selection	
Recommendation for rejection	

If you recommend the selection:

Amount of support requested by the applicant company	
Amount of support recommended by the expert The support recommended by the expert cannot be higher than the support requested by the applicant company. A reduced amount, must be justified on the basis of the development budget (please indicate which items you consider overestimated).	

Reasons for recommendations

Please note that your evaluation will not be transmitted to the applicant.

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 specifics of the countries involved and highlight 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:

Criteria	Number of points
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 ¹	1
A 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)

¹ 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

E. EVALUATION COMMITTEE POINTS

Assessor: Evaluation Committee

The Evaluation Committee may rescore a project if it doesn't agree with that given by the Experts in evaluating the award criteria. In this case it must justify the reasons.

AWARD CRITERIA CONSIDERED BY THE EVALUATION COMMITTEE

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

Award criteria	Score
1. Quality of the Development strategy (0 to 10)	
2. Consistency of the Development budget (0 to 10)	
3. Capacity of the company to realise the project (0 to 10)	
4. Quality of the Financing strategy (0 to 10)	
5a. Quality of the Project: Originality of the concept and degree of innovation in the project content compared to existing works (0 to 5)	
5b. Quality of the Project: Quality of the interactivity and of the interface conception (0 to 5)	
5c. Quality of the Project: Quality of visual, sound and graphic elements (0 to 5)	
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)	
6. Originality and innovation in the techniques used in the work (0 to 20)	
7. Potential for European exploitation (0 to 20)	
Total /100 :	