EVALUATION GUIDE

CALL FOR PROPOSALS 20/09

SLATE FUNDING 2nd STAGE

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 Slate Funding 2nd stage, 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)**.

- **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 three 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 decide 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. The amount of support will also be reduced if one project of the proposed slate is ineligible subject to the condition that the slate retains at least 3 eligible projects and that the total amount of support is at least €70,000.

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 20/09 is open from the date of its publication in the Official Journal until 12/04/2010.

2. A production company can only submit one application for development support (Single Project, Slate Funding or Slate Funding 2nd Stage) for the 2010 budget year.

3. Companies submitting an application must have as their main object and activity audiovisual production.

4. Companies submitting an application must have been registered for at least 36 months at the date of submission.

5. 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.

6. Companies meeting the following conditions may apply:
- to be a beneficiary of a Slate Funding or Slate Funding 2nd Stage agreement signed during the course of 2006, 2007 or 2008
- to have entered into production with at least one project supported under Slate Funding or Slate Funding 2nd Stage no later than on the date of submission of their application

7. 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.

8. Only the development activities for the following audiovisual works (one-offs or series) are eligible: drama projects intended for commercial exploitation of no less than 50 minutes, creative documentaries intended for commercial exploitation of no less than 25 minutes (duration per episode in case of a series), animation projects intended for commercial exploitation of no less than 24 minutes.

9. A Slate Funding application must contain a slate of at least 3 and a maximum of 6 projects. Each project can receive an amount of support between €10,000 and €60,000. The total amount of support that can be allocated under Slate Funding is between €70,000 and €190,000.

If the number of eligible projects within a slate in less than three, the application is eliminated from the selection procedure.
If the total requested amount for the eligible projects within a slate is less than €70,000, the application is eliminated from the selection procedure.

A submitted project cannot have entered into production before the date of signature, by the last party, of the agreement between the beneficiary and the Agency. In case of selection, if one of the projects has entered into production between the date of submission and the date of signature of the agreement, the applicant company will have to replace it.

In the case of the substitution of a project from the original slate, the Agency will assess the eligibility of the alternative project concerning the ownership of rights in particular.

10. Financial assistance cannot exceed 50% of the total eligible costs

11. No later than on the date of submission, the applicant company must show that it holds the majority of the rights relating to each of the projects 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 authors(s). If the project is an adaptation of an existing work (novel, biography etc.), 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 for one project, this project is ineligible and cannot be considered as part of the slate.

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 project is ineligible and cannot be considered as part of the slate.

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

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

14. 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.

TABLE USED TO CHECK THE ELIGIBILITY CRITERIA:

		Eligibility criteria n° (Y/N)														Conclusions (Accepted or Rejected)	Comments
Company	Project Reference	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
The applicant is requested to provide 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). 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:

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

Company Name	
Country	
Requested amount	

EXPERT'S EVALUATION GRID

Criteria relating to the skills of the applicant company		**Criteria relating to the submitted projects**	
Criteria	Weighting	Criteria	Weighting
Capacity of the company to develop and produce at a European level	30	Quality of the projects	10
Quality of the development strategy and consistency of the development budgets	10	Potential of the creative teams	10
Quality of the financing strategy	10	Potential for production and the feasibility of the projects	10
Quality of the distribution strategy	10	Potential for European and international distribution	10
Total	**60 points**	**Total**	**40 points**

Criterion N° 1: Capacity of the company to develop and produce at a European level

The assessor is requested to score from 0 to 30 and to take into account the track record of the company and/or the skills of its members, the presence of the company on the European market and the capability of its management to envisage the simultaneous development of a slate of projects.

Score (0 to 30)	
Personal comment (if any)	

Criterion N°2: Quality of the Projects

The assessor is requested to assess the quality of each project and its creative potential taking into account the artistic qualities (strength of idea, premise, dramatic potential, narrative choices, quality of writing, character development, world of the story, visual approach, art work, research, creative team's track record…). Please score each project individually and provide in the conclusion a global score for the whole proposed slate.

PROJECT 1

Project Title		**Score (0 to 10)**	
Summarize the content of the Project			
Justify your appreciation			
		Yes	**No**
Does the project promote violence, racism or pornography? If yes, the project is eliminated from the selection process.			

PROJECT 2

Project Title		**Score (0 to 10)**	
Summarize the content of the Project			
Justify your appreciation			
		Yes	**No**
Does the project promote violence, racism or pornography? If yes, the project is eliminated from the selection process.			

PROJECT 3

Project Title		**Score (0 to 10)**	
Summarize the content of the Project			
Justify your appreciation			
		Yes	**No**
Does the project promote violence, racism or pornography? If yes, the project is eliminated from the selection process.			

PROJECT X Please copy it for each additional project or delete it if not applicable

Project Title		**Score (0 to 10)**	
Summarize the content of the Project			
Justify your appreciation			
		Yes	**No**
Does the project promote violence, racism or pornography? If yes, the project is eliminated from the selection process.			

CONCLUSION: Quality of projects

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

Criterion N°3: Quality of the Development strategy and consistency of the development budgets

The assessor is requested to score this criterion globally on the proposed slate from 0 to 10. Please take into account the sufficiency of detail, the adequacy of each development strategy to the needs of the project as well as the appropriateness of the estimated costs.

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

Criterion N°4: Quality of the Financing strategy

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

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

Criterion N° 5: Quality of the Distribution strategy

The assessor is requested to score it from 0 to 10 and to take into account its sufficiency regarding the identified target audience, the knowledge of the markets, the European/International vision and the relevance of the choice of territories.

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

Criterion N° 6: Potential of the creative teams

The assessor is requested to score it from 0 to 10 and to take into account the likelihood to succeed due to their artistic qualities, their track record and level of involvement, as well as the adequacy of their experience to the project.

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

Criterion N° 7: Potential for Production and the Feasibility of the projects

The assessor is requested to score it from 0 to 10 and to take into account the appropriateness of the estimated production budget, the experience of the team members attached to the development of the projects and the possible letters of interest.

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

Criterion N° 8: Potential for European and International Distribution

The assessor is requested to score it from 0 to 10 and to take into account the transnational appeal of the projects, their potential for foreign sales and the possible letters of interest.

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

AWARD CRITERIA – SUMMARY (N.B! EXCELL FORMAT: DOUBLE CLICK IN THE TABLE AND ENTER EACH SCORE, THE TOTAL WILL BE AUTOMATICALLY CALCULATED)

Award criteria
1. Capacity of the company to develop and produce at a European level (0 to 30)
2. Quality of the Projects (0 to 10)
3. Quality of the Development strategy and consistency of the development budgets (0 to 10)
4. Quality of the Financing strategy (0 to 10)
5. Quality of the Distribution strategy (0 to 10)
6. Potential of the creative teams (0 to 10)
7. Potential for Production and the Feasibility of the projects (0 to 10)
8. Potential for European and International distribution (0 to 10)
Total /100 :

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

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 that 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.

D. AUTOMATIC POINTS

Assessor: MEDIA Unit, Executive Agency

The agency will grant the following automatic points:

Criteria	**Number of points**
An applicant company established in a country with low production capacity[1]	2

[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

Company Name	
Country	
Requested amount	

Award criteria
1. Capacity of the company to develop and produce at a European level (0 to 30)
2. Quality of the Projects (0 to 10)
3. Quality of the Development strategy and consistency of the development budgets (0 to 10)
4. Quality of the Financing strategy (0 to 10)
5. Quality of the Distribution strategy (0 to 10)
6. Potential of the creative teams (0 to 10)
7. Potential for Production and the Feasibility of the projects (0 to 10)
8. Potential for European and International distribution (0 to 10)
Total /100 :