

N.b. Although the questions are in English, **please answer in the language of the application** – if possible – otherwise in German, French or English. Please write your comments in the largest (middle) column.

Award criteria	General interpretation of award criteria relevant for all projects	Max. points & weighting of the criterion	Elements of analysis of the award criteria
Relevance and quality of content	1. Quality of the project, Sustainability & Diversity	(Total 40)	
	<p>Fiction and animation: 1a) Quality, premise, strength of idea and dramatic potential of the project ...</p> <p>Creative documentary: 1a) Strength of the subject matter, purpose and quality of the project ...</p>	.../10	<ul style="list-style-type: none"> • Originality • Premise, strength of idea and • Dramatic potential of the project • Strength of the subject matter, • Purpose and quality of the project
	1b) Quality of the writing, narrative choices, character development and the world of the story	.../10	<ul style="list-style-type: none"> • Quality of the writing, • Narrative choices and character development • World of the story

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	<p>Fiction and Creative documentary: 1c) Creative potential of the project</p> <p>Animation: 1c) Quality of the visual approach and art work as well as creative potential of the project</p> <p>XR & Transmedia: 1c) Quality of the visual approach, level of immersion & audience engagement, as well as creative potential of the project</p>	.../10	<ul style="list-style-type: none"> • Specific artistic approach suggested • Likelihood to succeed due to artistic qualities • Visual approach • Visual approach and art work (animation, XR & Transmedia) • Level of immersion & audience engagement (XR)
	1d) Adequacy of the strategies presented to ensure a more sustainable and environmentally respectful industry	.../5	<ul style="list-style-type: none"> • Specific sustainability plan relevant to the project, including awareness in choosing locations, transport, food, electricity, etc. • Degree to which environmental objectives are integrated into development decisions • Consultant involved • Certification planned
	1e) Adequacy of the strategies to ensure gender equality and social diversity, either in the project/content or in the way of managing the activity, or both.	.../5	<ul style="list-style-type: none"> • Strategy to ensure equal rights, opportunities, and treatment, allowing everyone to reach their full potential • Creation of an environment where everyone feels respected and able to participate • Regarding content, setting, employees, cast and crew, etc.
	2. Quality of the development strategy, distribution of the tasks and financing strategy	(Total 30)	

Quality of the activities & project management	2a) Quality of the development strategy	.../10	<ul style="list-style-type: none"> • Adequacy of the development plan to the needs of the project, • Sufficiency of detail, • Adequacy of development schedule planned
	2b) Level of collaboration & distribution of the tasks and responsibilities	.../10	<ul style="list-style-type: none"> • Distribution of the roles and responsibilities (between partners), including: <ul style="list-style-type: none"> ○ division of tasks, ○ budget split, ○ administrative cooperation, ○ risk management
	2c) Quality of the financing strategy and feasibility potential of the project	.../10	<ul style="list-style-type: none"> • Adequacy of the production costs to the project and to the development budget • Sufficiency and realism of the financing strategy compared to the estimated production costs • Awareness of the suitable potential partners and territories targeted, • Diversity of sources of funding foreseen • Level of commitment (letter of intent versus deal-memo or contract) and share of non-national funding
Dissemination of project results	3. Potential to reach international audiences, quality of the distribution and marketing strategy	(Total 30)	
	3a) Potential to reach audiences at Swiss, European and international level	.../10	<ul style="list-style-type: none"> • Transnational appeal of the project concept/subject • Potential to reach a larger and more diverse audience • Potential to cross borders taking into account <ul style="list-style-type: none"> ○ team ○ intended cast

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			<ul style="list-style-type: none"> ○ collaboration strategy, especially with non-national partners
	3b) Quality of the European and international distribution strategy (B2B)	.../10	<ul style="list-style-type: none"> • Relevance of the distribution strategy regarding <ul style="list-style-type: none"> ○ distribution methods foreseen, ○ distribution partners in place or envisaged, ○ awareness of the markets, ○ European/ international vision ○ relevance of choice of territories (neighbouring countries and regions, Europe, other continents)
	3c) Quality of the European and international marketing strategy (B2C)	.../10	<ul style="list-style-type: none"> • Relevance of the marketing strategy in terms of <ul style="list-style-type: none"> ○ identified target audience(s), ○ unique selling points, ○ innovative marketing and audience engagement tools, ○ promotional activities

TOTAL

Please fill in the total of points given for each criteria:

Criteria	Definition	Max. Points	Expert
1. Relevance and quality of content	Quality of the project, Sustainability & Diversity	40	...
2. Quality of the activities & project management	Quality of the development strategy, distribution of the tasks and financing strategy	30	...
3. Dissemination of project results	Potential to reach international audiences, Quality of the distribution and marketing strategy	30	...
Total		100 Points	...

Automatic Points

- ☐ It is a **coproduction** with a country which has signed the European Convention on Cinematographic Co-production, and a **deal memo or contract is attached** to the application. (+5)
- ☐ It is a film targeting first and foremost a **young audience** (below 12 years). (+5)

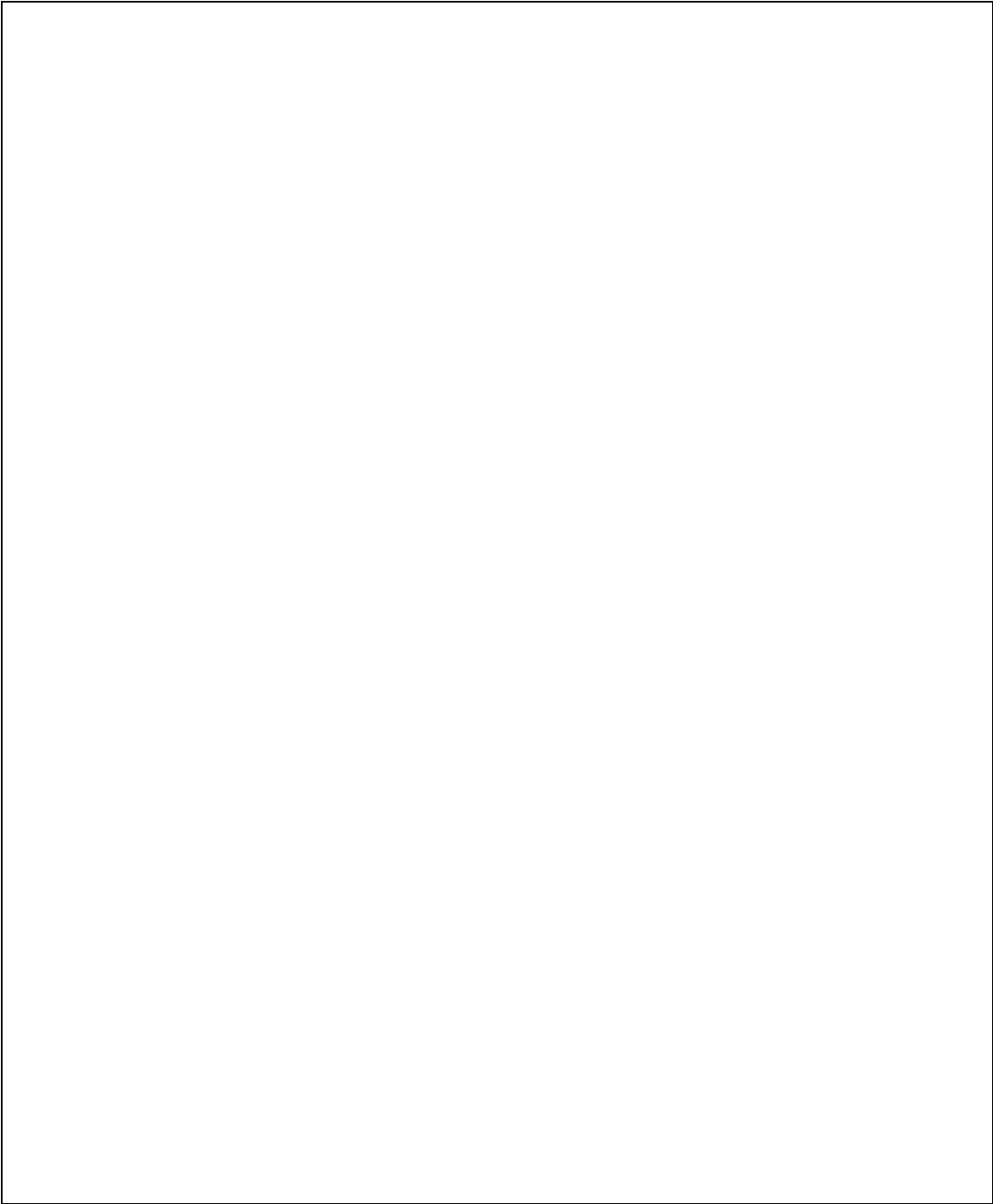
As an indication, would you recommend the rejection or the selection of the project? (Please note that only projects with a minimum of 70/100 points may be recommended for selection)

Recommendation for selection	<input type="checkbox"/>
Recommendation for rejection	<input type="checkbox"/>

If you recommend the selection:

Amount of support recommended by the expert (in CHF) 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 budget (please indicate which items you consider overestimated).	CHF ...
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Reasons for recommendations (REQUIRED): please give us roughly **seven positive and/or negative arguments** which support the selection or rejection. These arguments should be in a form that can be given to the applicants as a justification of the decision. In a rejection obviously the negative arguments should prevail, but you may (and should) as well give positive aspects.



Points

Within the maximum number of points per award criterion, ranges of scores are defined that correspond to a fixed definition of the expected quality standard so that as coherent approach as possible is implemented, across experts as well as across schemes. The score cannot include decimals. The standards are as follows:

- 9-10 Very good – the application addresses all relevant aspects of the criterion in question convincingly and successfully. The answer provides all the information and evidence needed and there are no concerns or areas of weakness.
- 7-8 Good – the application addresses the criterion well, although some small improvements could be made. The answer gives clear information on all or nearly all of the evidence needed.
- 5-6 Acceptable – the application broadly addresses the criterion, but there are some weaknesses. The answer gives some relevant information, but there are areas where detail is lacking or the information is unclear.
- 3-4 Fair – the application addresses the criterion, but there are many weaknesses. The answer gives some relevant information, but there are several areas where detail is lacking or the information is unclear.
- 1-2 Very weak – the application fails to address the criterion or cannot be judged due to missing or incomplete information. The answer does not address the question asked, or gives very little relevant information.
- 0 No evidence – the application fails to include a minimum amount of evidence to enable the criterion to be evaluated.

N.B. Although indicated on the scoring scale, experts should avoid "0" which relates to "no evidence". For obvious particular cases, experts should contact MEDIA Desk Suisse à priori.