

ASSESSMENT SHEET (V 11.12.2025)	
Training / Swiss MEDIA Compensating Measures	
Name of the applicant organisation:	
Title of the proposal:	
Expert name:	

The Training scheme - Targeted projects

Support is provided for the organization of seminars and workshops for an international audience from the audiovisual industry. The aim is to complement the Creative Europe MEDIA-funded training courses by developing initiatives that increase the international competitiveness and networking of filmmakers and promote the exchange of knowledge. The call is aimed at continuing education courses that cover one or more of the following topics:

- Audience development,
- Development and production of audiovisual works,
- Marketing, distribution and exploitation of audiovisual works,
- Management and access to new sources of funding,
- Opportunities and challenges of digitisation.

The training courses must begin in the year of the call or the following year. They may take place outside Switzerland and are open to nationals of all countries. At least 70% of participants must come from member countries of the Creative Europe MEDIA programme or from Switzerland. At the same time, no more than half may come from Switzerland. It is recommended that at least 10% of places be offered as scholarships for participants from countries with low production capacity; this could take the form of a reduced participation fee, for example.

In addition to one-year projects, applications for multi-year projects (2-3 years) may also be submitted. Before applying for multi-year projects that are carried out in annual editions, it is recommended to have successfully completed at least one one-year edition. For multi-year projects with annually recurring editions, the application must explain why the multi-year duration is necessary: this could be, for example, a cross-cutting topic or organic further development. Repeating the same content is not sufficient and not admitted.

Assessment

The questions in the assessment sheet are in English, but **please answer in the language of the application** (German, French or Italian), if possible. However, if these are not your mother tongue, **you may also write in English**.

Please give comments on each award criterion and refer explicitly to the aspects of analysis under the relevant criterion. The comments on each award criterion must reflect and justify the score given for it (there is an **explication of the scores range** at the end of this document).

At the end of the assessment, please give us **5 to 7 strengths and/or weaknesses** as an overall comment on the application as a whole. An application can receive a maximum of 100 points for all criteria relevant for the action. It must reach a **minimum of 70 points** to be supported (budget allowing).

AWARD CRITERIA	Elements of analysis of award criteria relevant for all projects	Weighting of the criterion	Please write your text into this column.
1.	Relevance of the content of the activity vis-à-vis the needs and trends of the industry, the complementarity to existing European offer, international/European dimension, partnerships with the audiovisual industry, sustainable use of resources and diversity.		
Relevance and European added value (maximum 35 points)	<p>1a) Relevance of the proposal vis-à-vis the objectives of the Call and targeted activities, including its international/European dimension, the skills gaps identified, the needs and trends of the industry and the added value compared to other training offers available.</p> <p>Aspects to be taken into consideration:</p> <ul style="list-style-type: none"> • Clarity and consistency of the action with regards to the objectives of the Call • Adequacy of the action with regards to the needs of the industry • European / international added value and complementarity of the action 	/25	
	<p>1b) Adequacy of the strategies presented to ensure more sustainable and more environmentally respectful activities within the project implementation.</p> <p>Aspects to be taken into consideration:</p> <ul style="list-style-type: none"> • Specific sustainability plan, including awareness in transport, food, infrastructure, etc. • Degree to which environmental objectives are integrated into decisions • Use of indicators and measurement tools (e.g. carbon calculator) • Certification planned • Consultant involved 	/5	

	<p>1c) 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.</p> <p>Aspects to be taken into consideration:</p> <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, team, decision makers, tutors, etc. 	/5	
2.	Adequacy of the content and the methodology of the proposed action to the objectives (format, target group, know-how, cost-effectiveness, innovation).		
Quality of the content and activities (maximum 40 points)	<p>2a) Adequacy of the methodology in relation to the project's objectives, the target group and the learning outcomes, including cross-disciplinary collaborations (if applicable).</p> <p>Aspects to be taken into consideration:</p> <ul style="list-style-type: none"> • Adequacy of the subjects, skills taught and learning outcomes, mentoring activities • Adequacy of the content, methodology and pedagogical approach to the specific type of action and to the target group (size, type of professionals, level of skills and professionals experience) 	/10	
	<p>2b) Adequacy of the format in relation to the project's objectives, including the organisational aspects, the participant's selection procedure, the scholarship policy and integration of low-capacity countries.</p> <p>Aspects to be taken into consideration:</p> <ul style="list-style-type: none"> • Adequacy of the format: duration, type and number of modules, workshops, one-to-one meetings, on-line sessions, on-line 	/10	

	consulting, MOOC etc. <ul style="list-style-type: none"> • Adequacy of the participants (number of participants, professional profile, level of experience, specific targeted nationalities), • the selection procedure. • Adequacy of the promotion and the call for applications strategies. • Adequacy of the scholarships' allocation* policy and other ways of financial assistance provided to the participants. <p>* = Scholarships should represent at least 10% of the total number of participants. They must be granted to participants coming from low-capacity countries (all European countries other than DE, FR, ES, IT, UK) or to participants being from a country not providing scholarships for this kind of training or participants in any other proven situation of need for financial support.</p>		
	2c) Cost-effectiveness of the proposed action. <p>Aspects to be taken into consideration:</p> <ul style="list-style-type: none"> • Estimated budget for the number of participants, projects and days/hours of training. Cost and fee per participant. • Adequacy of the budget in the context of the goals and benefits of the training action. • Allocated resources appropriate and justified according to market rates. • Plan for financial sustainability. 	/15	
	2d) Adequacy of the integration of innovative aspects.	/5	

	Aspects to be taken in consideration: <ul style="list-style-type: none"> • The use of latest technologies (especially artificial intelligence tools, data analytics and digital promotion tools) • Level of innovation in the format and methodology of the action. • Level of innovation in content development and storytelling (new formats for all platforms), talent development, access to finance. 		
3.	Mechanisms to disseminate good practice and results, impact (on participating professionals, single companies, the audiovisual sector, the access of individuals and companies to international networks and markets), structuring effect.		
Dissemination of project results and impact (maximum 15 points)	3a) Suitability of the mechanisms put in place to disseminate best practices, and follow-up of participants. Aspects to be taken in consideration: <ul style="list-style-type: none"> • Dissemination of project results • Dissemination of good practice, business models and results beyond participants and follow up of projects and participants beyond the training. • Adequacy of the follow up of the professional career of participants and development of selected projects, beyond the action. 	/5	
	3b) Benefits and impact on participating professionals and on selected projects, on companies and on the industry at large. Aspects to be taken in consideration: <ul style="list-style-type: none"> • Facilitation of networking and peer to peer collaboration 	/10	

	<ul style="list-style-type: none"> Impact on individual learning outcomes, skills and career development, long and short-term benefits. Impact on projects (international co-production and circulation) Impact on companies (development of business models and good practices) Gained knowledge and accessibility to international markets and networks by the participating professionals Increased competitiveness and growth of the European audiovisual industry 		
4.	Quality of the team (in terms of international technical and pedagogical expertise)		
Project management (maximum 10 points)	4a) Relevance of the distribution of roles and responsibilities of the team. Aspects to be taken in consideration: <ul style="list-style-type: none"> Relevance of the distribution of roles and responsibilities of the team in the field of the action (i.e. event organisation/technical experience/audiovisual expertise). 	/5	
	4b) Relevance of the pedagogical expertise vis-à-vis the specific objectives of the training action. Aspects to be taken in consideration: <ul style="list-style-type: none"> Pedagogical expertise of trainers, experts, coaches and tutors involved in the action 	/5	
Total points		/100	Threshold to be eligible for funding: 70 points (Depending on availability of budget)

Evaluation summary / Reasons for recommendation
Please give us five to 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.

For multi-year projects only: If you recommend the selection, is it for the whole multi-year project, or for a shorter period of time (e.g. single edition/year)?

Recommendation for selection for the whole multi-year project	
Recommendation for selection for a shorter period of time (please specify)	

If you recommend the selection:

<p>Amount of support recommended by the expert</p> <p>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).</p>	
--	--

Scores

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 an as coherent approach as possible is implemented, across experts as well as across actions. The score cannot include decimals. The standards on a **10 points scale** 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 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. Experts should avoid "0" which relates to "no evidence". For obvious particular case, experts should contact MEDIA Desk Suisse.

N.B. Some criteria are to be rated on a **scale of 15 points or 25 points**. In those cases, you may find useful to use the standard scale and then multiply the score by the corresponding factor, further refine to the next whole number (if applicable). For example: 8/10 points in the standard scale corresponds to 12/15 (factor: x1.5) or 20/25 (factor: x2.5).