ASSESSMENT SHEET SINGLE PROJECTS (V. 24.02.2022)
PROJECT TITLE:
EXPERT'S NAME:

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 European added-value	**1. Quality of the project and the potential for European distribution**	**(Total 55)**	
	Fiction and animation: 1a) Quality, premise, strength of idea and dramatic potential of the project Creative documentary: 1a) Strength of the subject matter, purpose and quality of the project	.../10	• 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	• Quality of the writing, • Narrative choices and character development • World of the story

	Fiction and Creative documentary: 1c) Creative potential of the project Animation: 1c) Quality of the visual approach and art work as well as the creative potential of the project	.../10	• Specific artistic approach suggested • Likelihood to succeed due to artistic qualities • Visual approach (animation)

	1d) Potential to reach audiences at European and international level	.../25	• Transnational appeal of the project concept
			  ○ subject
			• Potential to cross borders taking into account
			  ○ the team
			  ○ the cast
			  ○ the proposed execution and the strategies and collaboration methodology presented, especially with non-national co-production partners

Quality of the content and activities	**2. Quality of the development strategy**	.../10	• Adequacy of the development plan to the needs of the project, • Sufficiency of detail, • Adequacy of development schedule planned
Dissemination of project results	**3. Quality of the European and international distribution and marketing strategy**	**(Total 25)**	

	3a) Quality of the European and international distribution strategy (B2B)	.../15	• Relevance of the distribution strategy regarding o distribution methods foreseen, o partners in place or envisaged, o awareness of the markets, o European/ international vision o relevance of choice of territories (neighbouring countries and regions, Europe, other continents)
	3b) Quality of the European and international marketing strategy (B2C)	.../10	• Relevance of the marketing strategy in terms of o identified target audience(s), o unique selling points, o innovative marketing and audience engagement tools, o promotional activities
Impact and sustainability	**4. Quality of the financing strategy and feasibility potential of the project**	.../10	• Awareness of the suitable potential partners and territories targeted, especially from countries with a different language • Sufficiency and realism of the financing plan • Adequacy of the production costs to the project and to the development budget • Adequacy of the financing strategy compared to the estimated production costs

			• Level of commitment (letter of intent versus deal-memo or contract) and share of non-national funding

TOTAL

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

Criteria	Definition	Max. Points	Expert
1.Relevance and European added-value	**Quality of the project and the potential for European distribution**	55	
2. Quality of the content and activities	**Quality of the development strategy**	10	
3. Dissemination of project results	**Quality of the European and international distribution and marketing strategy**	25	
4. Impact and sustainability	**Quality of the financing strategy and feasibility of the project**	10	
Total		**100 Points**	

Automatic Points

Is it a coproduction with a country which has signed the European Convention on Cinematographic Co-production, and is a deal memo or contract attached to the application? Yes / No

Is it a film targeting first and foremost a young audience (below 16 years)? Yes / No

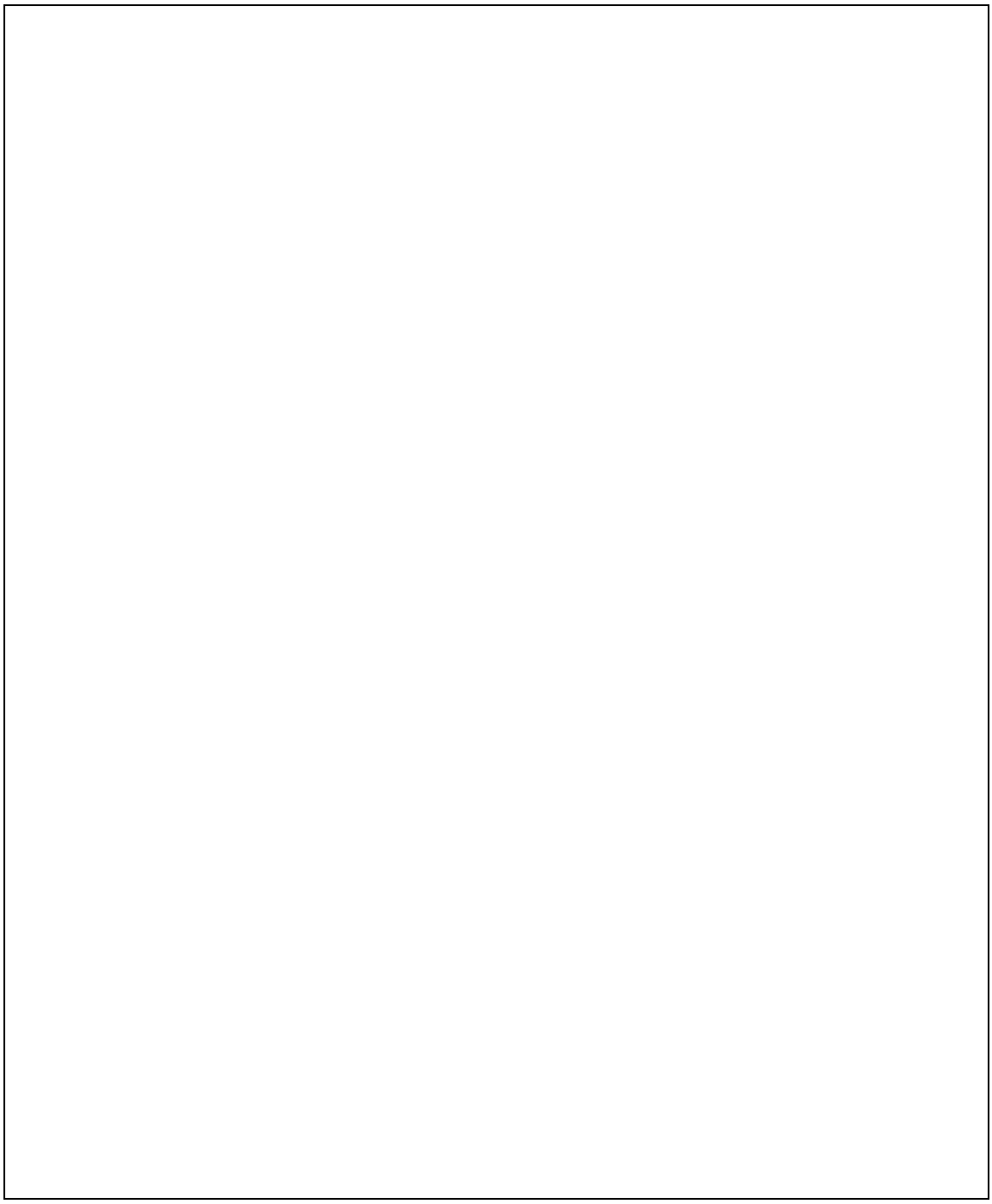
As an indication, would you recommend the rejection or the selection of the project? (mark with an "X" the appropriate answer; please note that only projects with a minimum of 70/100 points may be recommended for selection)

Recommendation for selection	
Recommendation for rejection	

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).	

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 the agency staff à priori.

N.B.2. 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).