

CREATIVE EUROPE – MEDIA SUB-PROGRAMME

GUIDE FOR EXPERTS

ON ASSESSMENT OF ACTION 1: FILM FESTIVAL APPLICATIONS

managed by the Education, Audiovisual and Culture Executive Agency

Unit B2 - MEDIA

1. INTRODUCTION

The European Commission's Education, Audiovisual and Culture Executive Agency (hereafter 'the Agency') is responsible for the implementation of the actions of the Creative Europe Programme¹ under the supervision of the European Commission. The Agency is in charge of the selection of projects to be funded.

The Agency runs these selections with the assistance of independent experts. The aim is to ensure that only proposals² of the highest quality are selected for funding. The experts hired by the Agency have an advisory role; the final decision on the selection or rejection of applications remains with the Agency. For each selection round, the Agency appoints an Evaluation Committee whose role it is to give an advisory opinion to the authorising officer in view of taking the financing decision on the award of grants based on the quality assessments. The Committee is composed of representatives of the Executive Agency and the European Commission.

This Guide is a tool for experts providing instructions and guidance in order to ensure a standardised and high quality assessment of applications.

The Guide for Experts provides information on:

- the role and appointment of experts;
- the principles of the assessment;
- the assessment process in practice;
- information on how to assess the award criteria for each action and field.

2. THE MEDIA SUB-PROGRAMME: FESTIVAL SCHEME

The general objectives of the MEDIA sub-programme of Creative Europe are to strengthen the competitiveness and distribution of the audiovisual industry in Europe and thus contribute to growth and jobs as well as to cultural and linguistic diversity.

The specific objectives include the aim to support the capacity of the European cultural and creative sectors to operate transnationally and internationally; and to promote the transnational circulation of cultural and creative works and transnational mobility of cultural and creative players, in particular artists, as well as to reach new and enlarged audiences and improve access to culture and creative works in the Union and beyond, with a particular focus on children, young people, people with disabilities and under-represented groups.

The Festivals scheme of the MEDIA sub-programme aims at supporting audience development as a means of stimulating interest in, and improving access to, European audiovisual works.

The expected results of the Festivals scheme are in particular:

- To increase the effectiveness and professionalization of festivals in Europe
- To increase presentation of European non-national works
- To enlarge the audience for European film and in particular non-national films
- To increase the circulation of European films

¹ The Creative Europe Programme was established by Regulation (EU) No 1295/2013 of the European Parliament and of the Council of 11 December 2013 establishing the 'Creative Europe Programme (2014 to 2020)' and its corrigendum of 27/06/2014.

² Please note that the terms "proposal" and "application" are used interchangeably in this Guide.

3. EXPERTS

3.1 Role of experts

The assessment and selection of grant applications is organised on the basis of a peer review system following a transparent process that guarantees impartiality and equal treatment of all applicants.

The role of experts allows providing a fair, impartial, and consistent assessment of project applications according to the objectives and the policy priorities of the Programme.

The assessment is an essential part of the selection procedure. Based on the experts' assessment, their review by and the resulting recommendations of the Evaluation Committee, a list of grant applications in order of quality is established, which serves as a basis for the Agency to determine which proposals may be financed.

Based on the experts' comments, the Executive Agency provides feedback to the applicants on the quality of their application (cf. section 4).

3.2 Appointment of experts, code of conduct and conflict of interest

Experts are recruited through an open call for expression of interest³. They are appointed on the basis of their skills and knowledge in the areas and the specific fields of the audiovisual industry in which they are asked to assess applications. Experts perform assessments on a personal basis, not as representatives of their employer, their country or any other entity.

For the assessment of project applications, the Agency applies a system of rotation of experts.

To ensure their independence, the Agency does not disclose information or contact details of experts in relation with a given proposal they assess. The Agency however publishes a list of experts who signed contracts with it annually on its website⁴.

Experts are required to perform the assessment to the highest professional standards and within the deadline agreed with the Agency.

Through the appointment by the Agency, experts are bound to a code of conduct as set out in the appointment letter or contract with the expert. The code of conduct for experts can be found in Annex 2.

Experts are bound by confidentiality, as all information related to the assessment process is strictly confidential. They are not allowed to disclose any information about the applications submitted and results of the assessment and selection to anyone.

The assessment of applications will be undertaken by two independent experts, external to the Agency. Experts must not have a conflict of interest⁵ in relation to the proposals on which they are requested to give their opinion. When a potential conflict of interest is reported by the expert or brought to the attention of the Agency by any means, the Agency will consider the circumstances and decide either to exclude the expert from the assessment of the given application or the whole selection round or allow

³ The list resulting from this call for expression of interest is valid for the duration of the current generation of programmes managed by the Agency, i.e. until 31.12.2020 https://eacea.ec.europa.eu/about-eacea/working-expert/call-for-expressions-interest-n%C2%B0-eacea201301_en

⁴ https://eacea.ec.europa.eu/about-eacea/working-expert-eacea/call-for-expressions-interest-n%C2%B0-eacea201301_en

⁵ Financial Regulation Art. 61(3): « ... a conflict of interests exists where the impartial and objective exercise of the functions of a financial actor or other person, ..., is compromised for reasons involving family, emotional life, political or national affinity, economic interest or any other direct or indirect personal interest.»

the expert to take part in the assessment, depending on the objective elements of information at its disposal.

By signing their contract with the Agency, experts are bound by the obligations of impartiality (absence of conflict of interest) and confidentiality.

4. ASSESSMENT OF APPLICATIONS

4.1 Preparation for assessment

Before the start of the assessment, the experts are briefed by the Agency on the Programme and the action under assessment, as well as on the assessment process.

Experts are provided with the reference documents for the assessment and get access to the Online Evaluation Expert Tool (OEET), in which they perform the assessment using the standard quality assessment forms.

Before starting the assessment of applications, experts must:

- have a sound knowledge of the Film Festivals Guidelines⁶ which provides all necessary information to potential applicants on the actions for which they can apply for a grant;
- have an in-depth understanding of the award criteria applicable to the applications under assessment;
- be familiar with all the reference documents and tools provided by the Executive Agency.

Experts have to read the whole application carefully before completing the assessment form. It is recommended to read several applications before assessing any one of them in full: this allows experts to benchmark answers in different sections of the applications.

Each expert works individually and independently, gives scores and comments for each criterion and summarises his/her assessment in the quality assessment form.

The eligibility criteria are assessed by the Agency in the first phase of the selection process. Only eligible projects are sent to experts for evaluation. Each eligible project is sent to two experts for an independent evaluation.

4.2 Assessment forms

Experts carry out their assessment in English, using the Online Expert Evaluation Tool (OEET). The applications to be assessed as well as the assessment forms are accessible through OEET. Experts are provided with technical instructions for the use of OEET by the Agency as part of their briefing.

The standard assessment forms are established by the Agency to ensure a coherent evaluation of applications across the scheme. Experts examine the issues to be considered under each award criterion, enter their scores for each applicable criterion and provide comments on each award criterion and on the application as a whole.

On completion of the assessment, experts validate the individual assessment in the Online Expert Evaluation Tool, thereby confirming that they have no conflict of interest with respect to the assessment of that particular proposal.

⁶ https://eacea.ec.europa.eu/creative-europe/funding/support-festivals-2020_en

4.3 Assessment of award criteria and scoring

Experts assess applications only against the award criteria defined in the Guidelines. These award criteria are listed and further explained in Annex 1 of this Guide.

Each of the award criteria is defined through several elements which must be taken into account by experts when analysing an application. These elements form a list of points to be considered before giving a score for the given criterion. They are intended to help experts arrive at the final assessment of the criterion in question.

In order to give clear guidance to experts as to how individual elements of analysis should be assessed, further information is provided in the above mentioned annex.

When assessing applications against award criteria experts make a judgement on the extent to which applications meet the defined criteria. This judgement must be based on the information provided in the application. Experts cannot assume information that is not explicitly provided. Information relevant for a specific award criterion may appear in different parts of the application and experts take all of them into account when scoring the award criterion.

An application can receive a maximum of 100 points for all criteria relevant for the action. The table below shows the relative marks of each criterion:

	Criteria	Definitions	Max. points
1	Relevance	This criterion assesses the activity towards the audience and in particular outreach mechanisms, including online activities, the use of the latest digital technologies and tools such as social media and film literacy actions of the project.	30
2	Quality of the content and activities	This criterion assesses the European dimension of the programming including its cultural and geographic diversity as well as the quality of the collaboration and partnerships with other European film festivals across borders.	35
3	Dissemination of project results, impact and sustainability	This criterion assesses the size of the audience and professional community and the impact on the promotion and circulation of European audiovisual works (the use of digital technologies and mechanisms to facilitate commercial or alternative distribution).	30
4	Organisation of the Team	This criterion assesses the distribution of the roles and responsibilities of the Team vis-à-vis the specific objectives of the proposed action.	5

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 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 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 case, experts should contact the Agency staff a priori.

Experts are expected to give comments on each award criterion and, in their comments, refer explicitly to the elements of analysis under the relevant criterion. The comments on each award criterion have to reflect and justify the score given for it.

At the end of the assessment, experts give overall comments on the application as a whole. In the comments, experts must provide a thorough analysis of the application highlighting its relative strengths and weaknesses.

As their comments will be used by the Executive Agency to provide feedback to applicants, experts must pay particular attention to clarity, consistency and appropriate level of detail. All evaluation reports are to be written in English.

The Executive Agency monitors the quality of expert assessments and can require the expert to revise the assessment should the necessary quality standard not be met.

Experts must assess all applications in full, regardless of the score given to any award criterion.

4.5 Possible problems with applications

Experts are under no circumstances allowed to contact applicants directly. In case of any problems arising during the assessment, experts contact the Agency. The Agency decides whether the applicant will be asked to provide additional information or clarifications or if the application should be assessed in the form it was submitted.

Also, if experts notice during the assessment that the same or similar text appears in two or more applications submitted, as well as any other indications of possible double submissions and overlaps, they inform the Agency about that immediately.

4.6 Panel of experts and Consolidated assessment and final score

Once all applications have been assessed by two experts, the experts meet in Brussels to fulfil the following further evaluation steps:

First phase of the Expert panel: Consolidation of each assessment between the two experts.

In this phase, the two experts having assessed the project compare their evaluations and reach to an agreement for a consolidated score. In case the two experts fail to agree on the consolidation, the project might be assessed by a third expert. A third expert is assigned in any case where there is a discrepancy of 30 or more points.

Second phase of the Expert panel:

During the second phase of the Expert panel, the following evaluation steps will be carried out by all experts:

- to discuss any issues/questions related to projects;
- to debrief on the overall evaluation process including:
 - the success of the Call, including the overall quality of the applications and how well applications responded to the priorities of the Call the relevance of the Call priorities to the context of the A/V sector
 - the relevance of the Call priorities to the context of the A/V sector
 - the selection process and recommendations

5. FEEDBACK TO APPLICANTS

The Agency notifies the applicants in writing of the selection result once the grant award decision is taken, providing the relevant information on the assessment scores and comments.

In case of a request for further information or appeal by an applicant, the Agency may request the expert involved in the assessment to provide additional elements of information on the assessment as necessary.

Annexes:

- 1.** Festivals - Award criteria
- 2.** Reference documents on policy priorities in the field of the audiovisual
- 3.** Code of Conduct for Experts

AWARD CRITERIA	Definition of the award criteria	Elements of analysis of award criteria relevant for all projects	Weighting of the criterion	Aspects to be taken in consideration
Relevance (maximum 30 points)	1. Activity towards the audience and in particular outreach mechanisms, including online activities, the use of the latest digital technologies and tools such as social media, and film literacy actions of the project.	1a) How consistent is the quality of activities towards the audience?	10	Impact of the actions towards the audience: Q&As, Conferences, Live events, Open-air screenings, n° of screens); inclusion of satellite events, year-long activities and/or decentralisation to other cities (with smaller partner festivals)
		1b) How efficient are the festival's communication activities (including traditional ways of communication and the use of the latest digital technologies and tools such as social media)?	10	Adequacy of targeted Communication & adapted tools; Partnerships with local/regional institutions; Strategy and innovative approaches to reach new audiences/non-attendees Extent of the use of the latest digital technologies and tools such as social media
		1c) How effective are the film education initiatives and actions for young audiences?	10	Quality, scale/variety, adequacy of film literacy initiatives, including particular attention paid to young audience; Level of cooperation with schools/institutions throughout the year Relevance of educational material

Quality of the content and activities (maximum 35 points)	2. The European dimension of the programming including its cultural and geographic diversity as well as the quality of the collaboration and partnerships with other European film festivals across borders	2a) How do you evaluate the quality and impact of actions put in place towards collaboration and partnerships with other European film festivals across borders?	20	The quality, innovation and added value of the actions carried out within festivals networks and/or concrete actions to be put in place through collaboration with other festivals (beyond standard exchanges)
		2b) How do you assess the European dimension and the festival's strategy to put forward/ highlight the programming devoted to European non-national films?	10	The European dimension in particular taking into account the evolution of the proportion of programming devoted to European non-national films and the proportion of programming originating from countries with low audiovisual production capacity
		2c) How do you assess the geographic diversity and the festival's strategy to extend the number of eligible countries represented?	5	The level of geographic diversity of the programming and the strategy in terms of extending the number of eligible European countries
Dissemination of project results, and impact and sustainability (maximum 30 points)	3. Size of the audience and impact on the promotion and circulation of European audiovisual works (mechanisms to facilitate commercial or alternative distribution):	3a) Please evaluate the size of the audience taking into account the overall size of the festival and the potential audiences	10	Taking into account the overall size of the festival, the potential new audiences and the evolution over last editions
		3b) How do you assess the activities geared towards the professional community and the mechanisms facilitating commercial or alternative circulation of the featured European films and the use of digital technologies.	10	<ul style="list-style-type: none"> - Level of participation of the professional community - Quality of activities geared towards the professional community - Efficiency of the mechanisms facilitating commercial/ alternative circulation - Use of digital technologies (event's own streaming VOD platform, etc.)

		3c) How efficient and relevant are the actions implemented to promote the European programming and the European talents during and beyond the event?	10	<ul style="list-style-type: none"> - Efficiency and relevance of the measures for promotion and showcasing of European non-national films and programming originating from European countries with low audiovisual production capacity and talents
<p>Organisation of the team (maximum 5 points)</p>	<p>4. Organisation of the Team</p>	4) Are the festival’s organisation structure and the roles and responsibilities of the Team relevant to the activities described in the application?	5	<ul style="list-style-type: none"> - Management and technical involvement of the key members to implement the foreseen activities - Clarity of the structure of the organisation and the experience of key team members (director, artistic director/programmer, general coordinator, responsible for audience activities, etc.)

The Legal basis of Creative Europe: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32013R1295:EN:NOT>

Festivals Guidelines https://eacea.ec.europa.eu/creative-europe/funding/support-festivals-2020_en

CODE OF CONDUCT FOR EXPERTS

1. PERFORMING THE WORK

1.1. The expert must work independently, in a personal capacity and not on behalf of any organisation.

1.2. The expert must:

- (a) evaluate each proposal in a confidential and fair way, in accordance with the applicable rules;
- (b) perform his/her work to the best of his/her abilities, professional skills, knowledge and applying the highest ethical and moral standards;
- (c) follow the instructions and time-schedule given by the Agency.

1.3. The expert may not delegate the work to another person or be replaced by another person.

1.4. If a person or entity involved in a proposal(s) approaches the expert before or during the evaluation, s/he must immediately inform the Agency.

2. IMPARTIALITY

2.1. The expert must perform his/her work **impartially** and take all measures to prevent any situation where the impartial and objective implementation of the work is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest ('**conflict of interest**').

The following situation will **automatically** be considered as **conflict of interest**:

- (a) **for a proposal(s) s/he is requested to evaluate**, if s/he:
 - (i) was involved in the preparation of the proposal(s);
 - (ii) is a director, trustee or partner or is in any way involved in the management of an applicant (or linked third party or other third party involved in the action);
 - (iii) is employed or contracted by one of the applicants (or linked third parties, named subcontractors or other third parties involved in the action).

In this case, the expert must be excluded from the evaluation of the proposal(s) concerned (and may not take part in the consensus group, panel review or hearings when the proposal(s) is being discussed). Part(s) of an evaluation to which the expert already participated must be declared void. Comments and scores already given must be discounted. If necessary, the expert must be replaced and the proposal(s) concerned must be re-evaluated.

However, in exceptional and duly justified cases, the responsible Agency staff may decide to nevertheless invite the expert to take part in the panel meeting, if:

- the expert works in a different department/laboratory/institute from the one where the action is to be carried out and
- the departments/laboratories/institutes within the organisation concerned operate with a high degree of autonomy and
- the participation is justified by the requirements to appoint the best available experts and by the limited size of the pool of qualified experts.

In this case, the other experts in the group of evaluators will be informed about the situation of the expert.

(b) **for a proposal(s) s/he is requested to evaluate AND for all proposal(s) competing for the same call budget-split**, if s/he:

- (i) was involved in the preparation of any proposal(s) submitted to the same topic/other topic within the same call budget-split;
- (ii) would benefit if any proposal(s) submitted to the same topic/other topic within the same call budget-split is accepted or rejected;
- (iii) has close family ties (spouse, domestic or non-domestic partner, child, sibling, parent etc.) or other close personal relationship with a person (including linked third parties or other third parties) involved in the preparation of any proposal(s) submitted to the same topic/other topic within the same call budget-split, or with a person which would benefit if such a proposal(s) is accepted or rejected.

In this case, the expert must be excluded from the evaluation of the proposal(s) concerned AND from all the proposal(s) competing for the same call budget-split. Part(s) of an evaluation to which the expert already participated must be declared void. Comments and scores already given must be discounted. If necessary, the expert must be replaced and the proposal(s) concerned must be re-evaluated.

(c) **for ALL proposal(s) under the call in question**, if s/he:

- (i) is a member of an advisory group set up by the Commission to advise on the preparation of EU or Euratom Horizon 2020 work programmes or work programmes in an area related to the call in question;
- (ii) is a National Contact Point (NCP) or is working for the Enterprise Europe Network (EEN);
- (iii) is a member of a programme committee.

In this case, the expert must be excluded from the evaluation of the call concerned. Part(s) of an evaluation to which the expert already participated must be declared void. Comments and scores already given must be discounted. If necessary, the expert must be replaced and the proposal(s) concerned must be re-evaluated.

The following situations **may be** considered as **conflict of interest** if the responsible Agency staff so decides, in view of the objective circumstances, the available information and the potential risks:

- (a) employment of the expert by one of the applicants (or linked third parties or other third parties involved in the action) in the last three years;
- (b) involvement of the expert in a contract, grant, prize or membership of management structures (e.g. member of management or advisory board etc.) or research collaboration with an applicant, a linked third party or another third party involved in the action in the last three years;
- (c) any other situation that could cast doubt on his/her ability to participate in the evaluation impartially, or that could reasonably appear to do so in the eyes of an outside third party.

In this case, the responsible Agency staff may decide to exclude the expert from the evaluation (and on the scope, i.e. only for the proposal(s) concerned or also for competing proposal(s) or the entire call) and, if necessary, to replace him/her and organise a re-evaluation.

2.2. The expert will be required to **confirm** – for each proposal(s) s/he is evaluating – that there is no conflict of interest, by signing a declaration in the Participant Portal electronic exchange system (see Article 21).

If the expert is (or becomes) aware of a conflict of interest, s/he must immediately **inform** the responsible Agency staff and stop working until further instructions.

2.3. If the expert breaches any of his/her obligations under Points 2.1 and 2.2, the Agency may apply the measures set out in Chapter 5, and in particular terminate the Contract (see Article 17).

3. CONFIDENTIALITY

3.1. During implementation of the Contract and for five years after the date of the last payment, the expert must keep confidential all data, documents or other material (in any form) that is disclosed (in writing or orally) and that concerns the work under the Contract ('**confidential information**').

Unless otherwise agreed with the responsible Agency staff, s/he may use confidential information only to implement the Contract.

The expert must keep his/her work under the Contract strictly confidential, and in particular:

- (a) not disclose (directly or indirectly) any confidential information relating to proposal(s) or applicants without prior written approval by the Agency;
- (b) not discuss proposal(s) with others (including other experts or Agency staff that are not directly involved in the evaluation of the proposal(s)), except during evaluation meetings and with prior approval by the responsible Agency staff;
- (c) not disclose:
 - details on the evaluation process or its outcome, without prior written approval by the Agency;
 - detail on his/her position/advice;
 - the names of other experts participating in the evaluation.
- (d) not communicate with applicants (including linked third parties or other third parties involved in the actions) during the evaluation or afterwards – except in panel hearings.

If the Agency makes documents or information available electronically for remote work, the expert is responsible for ensuring adequate protection and for returning, erasing or destroying all confidential information after the end of the evaluation (if so instructed).

If the expert works on Agency premises, the expert:

- (a) may not remove from the premises any documents, material or information on the proposal(s) or on the evaluation;
- (b) is responsible for ensuring adequate protection of electronic documents and information and for returning, erasing or destroying all confidential information after the end of the evaluation (if so instructed).

If the expert uses outside sources (for example internet, specialised databases, third party expertise etc.) for his/her evaluation, s/he:

- (a) must respect the general rules for using such sources;
- (b) may not contact third parties, without prior written approval by the Agency.

The confidentiality obligations no longer apply if:

- the Agency agrees to release the expert from confidentiality obligations;
 - the confidential information becomes public through other channels;
- disclosure of the confidential information is required by law.

3.2. If the expert breaches any of his/her obligations under Point 3.1, the Agency may apply the measures set out in Chapter 5.