



HUBERT BALS FUND

APPENDIX 3: AWARD CRITERIA

HBF+Europe: Minority Co-production Support Scores (max.)

Artistic quality of the film project	20
Artistic quality of the filmmaker	20
Environmental sustainability of film project	15
Financial feasibility of film project	15
Quality of co-production structure	15
Strategy for audience outreach	15
Maximum points	100

1. Artistic quality of the film project:

- Conceptual quality (storyline, narrative structure, character development)
- Visualisation of the concept (the relation between content and form)
- Innovative aspects (in terms of content and form)
- Referential framework (relation to film history/theory and/or social context)
- Responding to the preference for first and second narrative feature films
- Responding to the preference for narrative features above documentaries and animations

2. Artistic quality of the filmmaker:

- Artistic quality of previous work (assessed by same criteria as above)
- Experience filmmaker vis-à-vis the project's ambitions

3. Environmental sustainability of the film project:

- Feasibility of strategy to ensure a more environmentally-respectful film production and reduce the carbon footprint of the project
- Innovative aspects of the environmental sustainability strategy

4. Financial feasibility of the film project:

- Feasibility of the budget and finance plan
- Assessment of the proposed expenditure of the grant
- Feasibility of the project to complete all contract requirements (see Contracts and Payments) within 24 months after the application deadline

5. Quality of co-production structure:

- Professional experience of the applicant
- Professional experience of all co-producer(s)
- Previous collaboration between coproduction partners



- Level of artistic involvement of applicant in the project
- Responding to the preference for applicants from countries without extensive national co-production schemes

6. Strategy for audience outreach:

- Feasibility of premiere and festival strategy
- Quality of global distribution strategy (theatrical and online)
- Analysis of target audience
- Quality of publicity and marketing strategy