



## APPENDIX 3: AWARD CRITERIA

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

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

#### *1. Artistic quality of the film project:*

- Conceptual quality (storyline, narrative structure, character development)
- Visual 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 12 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 co-production partners
- Level of artistic involvement of applicant in the project
- Responding to the preference for applicants from countries with weak funding schemes

#### *6. Strategy for audience outreach:*

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