



APPENDIX 3: AWARD CRITERIA

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

Artistic quality of the film project and filmmaker	40
Environmental sustainability of film project	15
Financial feasibility of film project	15
Quality of co-production structure	10
Strategy for audience outreach	20
Maximum points	100

1. Artistic quality of the film project and filmmaker:

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

2. Environmental sustainability of the film project:

- Quality of strategy to ensure a more environmentally respectful (post-)production and reduce the CO2 footprint of the project
- Innovative aspects of the green filmmaking strategy

3. 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

4. Quality of co-production structure:

- Professional experience of the applicant
- Professional experience of all (co-)producers
- 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

5. Strategy for audience outreach:

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