Annex No 5 to the Guidelines for applicants of the open call “Supporting local cultural entrepreneurship” under the EEA financial mechanism programme “Culture” 2014-2021

**STAGE 1 – PROJECT CONCEPT EVALUATION METHODOLOGY**

1. **General information on the project concept:**

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| --- | --- |
| Code of the concept: |  |
| Title of the concept: |  |
| Title of the Applicant |  |

1. **Evaluation criteria:**

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| **Selection criteria** | **Main aspects of the evaluation** | **Scale** |
| 1. Overall quality of proposed idea and its contribution to Programme’s objectives | The assessment shall take into account the following aspects (non exhaustive list):   * 1. The concept note demonstrates a strong understanding of Programme’s and call objectives to be addressed, and the desired Programme outcomes to be achieved;   2. The concept note outlines a clear, innovative and sound strategy to meet the objectives of the Programme and the open call, including the added value of bilateral cooperation;   3. The concept note demonstrates a clear logical line from project idea to quality results. | 0 – 6  Idea of the concept lacks overall quality, the applicant does not have a strong understanding of a problem, there is no clear action plan and little contribution to achieving the objectives of the programme;  7 – 13  Idea of the concept note demonstrates quality but lacks originality, the applicant does not fully understand a problem, the action plan is not fully thought out and idea contributes to the achievement of the objectives of the programme only partially;  14 – 20  Idea of the concept demonstrates quality and originality, the applicant demonstrates a strong understanding of of Programme’s and call objectives to be addressed, and the desired Programme outcomes to be achieved; thematic issues to be addressed, action plan is well thought-out, and idea makes a significant contribution to achieving the objectives of the programme: the activities → outputs → outcomes → objectives results chain is clear and logical |
| 2. Level of preparation and sustainability assurance | The assessment shall take into account the following aspects (non-exhaustive list):  2.1. Implementation of the project proposed by the concept is foreseen in clear stages, measurable deliverables are identified and risk assessment is provided;  2.2. Consultations with the community and stakeholders are foreseen or have been carried out already;  2.3. Ownership and sustainability of project results are foreseen in the concept;  2.4. The applicant has already completed preparatory work, such as the preparation of a business plan, the preparation of the documents, necessary for maintenance, restoration and adaptation works of the object / site, as foreseen in the Guidelines and obtaining of the necessary permits (or is ready to receive them); some related activities have already been implemented and only additional investments are needed to achieve the intended objectives.  2.5. Idea of the concept is well-thought-out, and it is realistic to implement the project within the foreseen timeframe; | 0 – 6  The applicant's level of preparedness is low and sustainability is not assured, idea is not planned is stages, results and risks are not evaluated, the inclusion of community for sustainability of results is not foreseen, there is a lack of preparatory work, necessary for the implementation of the concept;  7 – 13  The applicant's level of preparedness is moderate and sustainability is only partially assured, idea is only partially planned is stages, results and risks are not fully evaluated, the inclusion of community for sustainability of results is just partially foreseen, only some part of preparatory work, necessary for the implementation of the concept is completed;  14 – 20  The level of preparedness of the applicant is high and the sustainability of the project is assured, specific milestones, results and risk assessment are provided, the deliberate involvement of the community in the sustainability of the results is foreseen, the preparatory work, necessary for the implementation of the concept is completed |
| 3. Cultural / artistic / creative value of the proposal | The assessment shall take into account the following aspects (non-exhaustive list):   * 1. The specific problem is solved through cultural and artistic means;   2. The product of the proposed idea is original, creative and innovative;   3. The partners involved in the project will have the creative and artistic competencies to realize the proposed idea professionally, producing high quality results | 0 – 6  The concept has a low cultural and/or artistic and/or creative value, cultural and artistic tools are not intended to solve specific problems, there is a gap between the creative goals and their practical implementation, the partnership lacks the skills required to create high quality results;  7 – 13  The concept has an average cultural and/or artistic and/or creative value, cultural and artistic means only partially solves specific problems, the link between the creative goals and their practical implementation is not evident, the partnership demonstrates only sufficient abilities, necessary for the creation of high quality results;  14 – 20  The concept has a high cultural and/or artistic and/or creative value, cultural and artistic tools solve specific problems, the creative objectives of the concept are realistic and their practical implementation is foreseen, the partnership has all the necessary skills needed to create high-quality results. |
| 4. Element of cultural entrepreneurship | The assessment shall take into account the following aspects (non-exhaustive list):  4.1. The project uses local resources;   * 1. New (cultural) services are created during the project;   2. There is a reasonable financial model and marketing strategy;   3. The project is oriented towards high impact by anticipating the sustainability of future activities from the generated revenues. | 0 – 6  The aspects of cultural entrepreneurship are not expressed clearly, there is a lack of utilization of local resources, the development of new services is not foreseen, there is a lack of a clear financial and marketing plan, financial sustainability is not ensured;  7 – 13  The aspects of cultural entrepreneurship is only partially expressed, local resources are utilized, but not essential for reaching project goals, cultural services offered are not new, financial and marketing plan does not guarantee financial sustainability;  14 – 20  The concept has strong cultural entrepreneurship dimensions, local resources enable implementation of the idea, new cultural services are foreseen, financial and marketing plan is provided to ensure financial sustainability. |
| 5. Reflection of local social and/or historical and/or cultural context and compliance with the needs of the local community | The assessment shall take into account the following aspects (non-exhaustive list):   * 1. Local revitalization is foreseen – immovable cultural heritage objects included in the Register of Cultural Property or sites, which are not included in the Register of Cultural Property are restored and adapted for cultural purposes;   2. Uniqueness - the idea is unique and adapted to the context of a specific location;   3. The idea will contribute to local development and identity of the place;   4. The needs of the local community a well assessed and planned activities correspond to those needs. | 0 – 6  The concept does not reflect local social and/or historical and/or cultural context (project activities will have a small impact on local regeneration, the idea is not unique to a particular place, local identity is left undeveloped);  7 – 13  The concept only partially reflects the local social and/or historical and/or cultural context (project activities will have some impact on local revitalization, the idea is unique to a particular site, project activities are contributing to the development of local identity);  14 – 20  The local social and/or historical, and/or cultural context is the central axis of the concept (project activities will have a profound impact on local revitalization, the concept is unique and developed based on a specific location, the development of local identity is the key aspect of the concept). |

1. **Conclusion of the evaluation:** Positive  Negative  With provision