Selection criteria
Media Content Grants

Main selection criteria	
Logic and creativity	• How realistic, logical, and thought out are the project goals and activities in terms of implementation stages? • Is the main idea and format of the proposed media content original and meaningful?
House of Europe priorities	• Does at least 80% of the project cover the topic of national minorities? • Does the project take into account the current needs, challenges, and context in the life of national minorities in Ukraine? • Does the project cover one or more of the House of Europe cross-cutting priorities? These include environmental sustainability, equal opportunities, inclusion, digitalisation, media literacy, decolonisation and preservation of cultural heritage.
Budget	• Assess to which extent the budget is realistic and reasonable. • Will the budgeted expenses help implement all planned activities and achieve the project's goals?
Experience	• Does the applicant and the team have the experience to successfully implement the project? • Evaluate the applicant's capacity to implement the project in a quality manner in accordance with the stated objectives

Outreach	▪ Assess how clearly the target audience is defined ▪ Assess the potential outreach of the target audience in accordance with the project goals. ▪ Assess to which extent is the content promotion plan realistic, does the applicant include in it relevant format/ distribution channels to achieve the stated goals
Additional selection criteria	
Endangered languages	▪ Is it planned to use <mark>endangered languages in Ukraine</mark> in the produced content?
National minorities media	▪ Does the applicant represent a national minorities media? Does the project include cooperation with national minorities media?

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