



## Selection criteria Creative Business Boost: national minorities

Selection Criteria		
<b>Positioning</b>	<ul style="list-style-type: none"> <li>Does the business have a clear business model, positioning, and product?</li> <li>Does the business belong to creative industries?</li> </ul>	Max. 5 points
<b>Relevance to national minorities</b>	<ul style="list-style-type: none"> <li>Does the project relate to the theme of national minorities and their culture?</li> </ul>	Max. 5 points
<b>House of Europe priorities</b>	<ul style="list-style-type: none"> <li>Does the project cover at least one House of Europe cross-cutting priority? Those are ecological sustainability, equal opportunities, inclusion, digitalisation, media literacies, discourses of de-colonisation, and cultural heritage preservation.</li> </ul>	Max. 1 point
<b>Scaling</b>	<ul style="list-style-type: none"> <li>Does the business has potential to develop, succeed, and make a more significant contribution to its sector or Ukraine's creative economy?</li> </ul>	Max. 5 points
<b>Impact</b>	<ul style="list-style-type: none"> <li>How do the needs listed match with the opportunities the programme is giving</li> <li>Is there a clear request both for the consultations and the grant?</li> <li>Please evaluate the potential impact of the programme on the business.</li> </ul>	Max. 6 points

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<b>Project</b>	<ul style="list-style-type: none"> <li>▪ Is the proposed project logical?</li> <li>▪ Do the planned activities lead to the implementation of the declared objectives?</li> <li>▪ Does the project contribute to the realisation of the overall strategy of the business?</li> </ul>	Max. 6 points
<b>Budget</b>	<ul style="list-style-type: none"> <li>▪ How realistic is the budget?</li> <li>▪ Do the planned costs contribute to implementing the project activities and objectives?</li> </ul>	Max. 6 points
<b>Additional criteria</b>		
<b>Region</b>	<ul style="list-style-type: none"> <li>▪ The winners must be from different regions of Ukraine</li> </ul>	
<b>Diversity</b>	<ul style="list-style-type: none"> <li>▪ The winners' businesses belong to various creative fields</li> </ul>	