

## TARTU FILM FUND – EVALUATION SYSTEM

Tartu Film Fund supports projects that generate the greatest overall impact on the region. Applications are evaluated using a 100-point system based on five criteria.

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### **ECONOMIC IMPACT ON THE REGION – 35 points**

The volume and proportion of expenditure in the region compared to the total production budget, the substantive involvement of local partners, and the number of shooting days and core production activities taking place in the region.

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### **CREATIVE QUALITY – 25 points**

The clarity, originality and strength of the story and concept, the director's vision, and the overall artistic coherence of the project.

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### **REGIONAL VISIBILITY, COMMUNICATION AND DISTRIBUTION – 15 points**

Communication activities in the region, audience engagement, and the clarity and realism of the distribution plan.

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### **REGIONAL ADDED VALUE – 15 points**

The project's long-term impact on the regional film industry, the connection of the story or setting to the region, the development of local competences, and the potential for continued collaboration.

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### **SUSTAINABLE PRODUCTION – 10 points**

Concrete and verifiable measures to reduce environmental impact that are proportionate to the scale of the project.