

Regional Guidelines: Priority Areas and Criteria

Small actions have to contribute in a direct way to the progress of the below defined regional and/or national priority areas along with contributing to fulfilling the overall objectives and the vision of the Swiss Cultural Programme in the Western Balkans.

Regional priorities for Small Actions are as follows:

- Building the professional capacity of artists or cultural organisations, especially young or emerging practitioners;
- Developing cultural debate within society;
- Supporting innovative cultural creation; or
- Extending equal opportunities and human rights by supporting cultural diversity.

A project is also eligible for support if additionally to one of regional priorities it meets the **national priority** as follows:

- Reaching the market

Selection Criteria for Small actions

Eligibility criteria

Eligible projects must:

- Directly advance **at least** one priority area;
- Target a public audience;
- Happen in the country or be undertaken by inhabitants;
- Contribute to the budget (in cash or in kind);
- Respect financial, management and legal norms;
- The same project (festival, review, annual event) cannot be supported more than two times in a row. Each organization or institution can apply only with one project per board meeting.

Exclusion criteria

Projects must not be:

- Resubmissions; incomplete files; requests for over 20,000 CHF;
- From political, religious, military or trade union organisations;
- For running costs of a public institution or governmental bodies
- For formal education or scholarships, for health or sports services;
- For work with children (though work with children as one project-component, but not the main one, is eligible);

- For infrastructure, building costs or cultural heritage;
- Discriminatory or anti-democratic in content;
- For exclusively commercial activity.

Only proposals that meet the eligibility criteria outlined above will be brought to the National Advisory Boards for decisions on funding. At that point, applications will be ranked according to the following selection criteria:

1. Artistic quality: For the purposes of assessment, artistic quality will be considered in terms of the following elements (a) technique (b) originality (c) ambition (d) resonance and (e) magic.
2. Innovation: Projects should demonstrate innovation in their ideas or practice, though it was also accepted that innovation depends on context.
3. Community development: Projects should be able to demonstrate a clear and achievable community outcome; applicants should be aware of what they aim to do beyond their artistic goals, and have a clear plan for achieving that.
4. Partnership: Projects should be outward facing and encourage cooperation with others, within and beyond the cultural sector.
5. Risk: A risk assessment will take account of matters such as the applicant's professionalism and track record, the likelihood of achieving match funding, the potential threats to a project's delivery and so on.
6. Value for money: Finally, each application will be assessed in relation to the outcomes produced in relation to the proposed cost to the Swiss Cultural Programme.