

with the decree No 67 of the Minister of Social Affairs from June 26, 2020
 „Adoption of the Rules and Regulations for the applicants
 of the call for proposals „ *Awareness raising activities on domestic violence and to discourage the demand for commercial sex*“

Annex 4: Guide to the expert assessment sheet

Evaluation criteria	Maximum score
1. Competence and roles of the project team members and the work processes related to the project team	27
<p>1.1. Competence of the project manager, domestic violence expert and prostitution expert (knowledge and experience in the area)</p> <p>The applicant has provided CVs of the team members, which include descriptions that allow for a comprehensive assessment of the relation with the field and capacity to successfully complete the project.</p> <p>The relevant competence of team members is assessed based on the criteria set out below in a manner that compliance with one criteria grants two points.</p> <p><u>Domestic violence expert has:</u></p> <ol style="list-style-type: none"> 1) experience in participating in the development and execution of an awareness campaign (2 points); 2) experience in participating in the development and execution of an awareness campaign within the last 3 years (2 points). <p><u>Prostitution expert has:</u></p> <ol style="list-style-type: none"> 1) experience in participating in the development and execution of an awareness campaign (2 points); 2) experience in participating in the development and execution of an awareness campaign within the last 3 years (2 points). <p><u>The project manager has:</u></p> <ol style="list-style-type: none"> 1) experience in managing a project related to the topic of domestic violence or gender-based violence within the last 3 years (2 points); 2) experience in managing a project funded by either Norwegian Financial Mechanism or EU Structural Fund project (2 points). 	<p>12 (2+2+2+2+2+2)</p>

<p>1.2 Competence (knowledge and experience in the area) of the communication team (creative director, art director, copywriter, technical designer, and PR consultant)</p> <p>The applicant has provided CVs of the members of the communication team, which include descriptions that allow for a comprehensive assessment of the knowledge and experience of the team members.</p> <p>The relevant competence of the members of the communication team is assessed based on the criteria set out below in a manner that the three-year work experience of each team member in a relevant position grants a total of 2 points (i.e. 1 point for each criterion). Work experience of less than three years but at least one year in a relevant position grants a total of 1 point.</p> <p>The creative director has:</p> <ol style="list-style-type: none"> 1) at least one year of work experience in a relevant position (1 point); 2) at least three years of work experience in a relevant position (1 point). <p>The art director has:</p> <ol style="list-style-type: none"> 1) at least one year of work experience in a relevant position (1 point); 2) at least three years of work experience in a relevant position (1 point). <p>The copywriter has:</p> <ol style="list-style-type: none"> 1) at least one year of work experience in a relevant position (1 point); 2) at least three years of work experience in a relevant position (1 point). <p>The technical designer has:</p> <ol style="list-style-type: none"> 1) at least one year of work experience in a relevant position (1 point); 2) at least three years of work experience in a relevant position (1 point). <p>The PR consultant has:</p> <ol style="list-style-type: none"> 1) at least one year of work experience in a relevant position (1 point); 2) at least three years of work experience in a relevant position (1 point). 	<p>10 (1+1+1+1+1+ 1+1+1+1+1+)</p>
<p>1.3 Roles and duties of the project team and work processes related to the project team</p> <p><i>The scores are given in the range of 5–0 – score level (5, 3, 0).</i></p> <p>5 points – the roles and duties of the project team have been clearly defined and exhaustively described in the project description. The explanations described in the application on the work processes related to the project team provide assurance that the implementation of all activities is very likely.</p> <p>3 points – the roles or duties of the project team have been defined somewhat unclearly, have not been described enough or the explanations provided in the application on the work processes related to the project team do not provide assurance that the successful implementation of all activities is likely to happen.</p> <p>0 points – the roles and duties of the project team are unclear or undefined, so the success of the implementation of activities cannot be assessed.</p>	<p>5</p>
<p>2. Involvement and roles of the project partner</p>	<p>10</p>
<p>2.1 Involvement of a partner from the Kingdom of Norway in the planning and implementation of the project</p> <p><i>The scores are given in the range of 7–0 – score level (7, 4, 0).</i></p>	<p>7</p>

<p><u>7 points</u> – partner organisation from the Kingdom of Norway has been involved in the planning and/or implementation of the project. The confirmation letter of the partner concerning the planning and/or implementation of the project has been attached to the submitted application and the application also describes the clear role of the partner regarding how they will contribute to the fulfilment of the project goal.</p> <p><u>4 points</u> – partner organisation from the Kingdom of Norway has been involved in the planning and/or implementation of the project. The confirmation letter of the partner concerning the planning and/or implementation of the project has been attached to the submitted application, but the role of the partner or how they will contribute to the fulfilment of the project goal have not been sufficiently explained.</p> <p><u>0 points</u> – partner from the Kingdom of Norway has not been involved in the planning and/or implementation of the project.</p>	
<p>2.2 Involvement of Estonian or other beneficiary countries¹ or a Russian partner in the planning and implementation of the project</p> <p><i>The scores are given in the range of 3–0 – score level (3, 1, 0).</i></p> <p><u>3 points</u> – a partner from Estonia and/or other beneficiary country or Russia has been involved in the planning and/or implementation of the project. The confirmation letter of the partner concerning the planning and/or implementation of the project has been attached to the submitted application and the application also describes the clear role of the partner regarding how they will contribute to the fulfilment of the project goal.</p> <p><u>1 point</u> – a partner from Estonia and/or other beneficiary country or Russia has been involved in the planning and/or implementation of the project. The confirmation letter of the partner concerning the planning and/or implementation of the project has been attached to the submitted application, but the role of the partner or how they will contribute to the fulfilment of the project goal have not been sufficiently explained.</p> <p><u>0 points</u> – no partners from Estonia or other beneficiary country or Russia have been involved in the planning and implementation of the project.</p>	3
<p>3. The creative solution and media strategy for the campaign on raising awareness on domestic and gender-based violence</p>	20
<p>3.1 The level of detail of the campaign on raising awareness on domestic and gender-based violence</p> <p><i>The scores are given in the range of 5–1 – score level (5, 3, 1).</i></p> <p><u>5 points</u> –</p> <ul style="list-style-type: none"> • the concept of the creative solution for the campaign on raising awareness on domestic and gender-based violence has been described in detail; 	5

¹ In accordance with clause 14.2 of the conditions and procedures for granting support for the implementation of the open call for applications “Raising awareness on the topics of domestic violence and for reducing the demand for the purchase of sex”, the beneficiaries are (in addition to Estonia) Bulgaria, Croatia, Cyprus, Czech Republic, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia, and Slovenia.

<ul style="list-style-type: none"> • the concept of the creative solution includes at least three creative examples of solution ideas (incl. possible slogans for the solution idea in Estonian and Russian) and a visual sketch in audiovisual, electronic or printed format; • the creative solution describes how men will be included as positive role models in the campaign. <p><u>3 points</u> –</p> <ul style="list-style-type: none"> • the concept of the creative solution for the campaign on raising awareness on domestic and gender-based violence has been mostly described; • the concept of the creative solution includes at least two creative examples of solution ideas (incl. possible slogans for the solution idea in Estonian and Russian) and a visual sketch in audiovisual, electronic or printed format; • the creative solution describes how men will be included as positive role models in the campaign. <p><u>1 point</u> – the creative solution for the campaign on raising awareness on domestic and gender-based violence has been superficially described or lacks at least two creative examples for solution ideas or visual sketches or the manner in which men will be included as positive role models has not been described.</p>	
<p>3.2 The suitability and feasibility of creative solution for the campaign on raising awareness on domestic and gender-based violence</p> <p><i>The scores are given in the range of 5–0 – score level (5, 3, 1, 0).</i></p> <p><u>5 points</u> –</p> <ul style="list-style-type: none"> • the creative solution of the campaign on raising awareness on domestic and gender-based violence is comprehensive, it has a clear common idea and is feasible in this manner; • the creative solution complies with the goal and requirements of the campaign described in the conditions of the call for applications in the best possible manner; • the creative solution includes real life examples which speak to people and make them think about and discuss domestic and gender violence; • the visual of the creative solution supports the goals and message of the creative solution in the best possible manner, and is clear and distinct; • the creative solution works well in Estonian, as well as Russian. <p><u>3 points</u> –</p> <ul style="list-style-type: none"> • the creative solution of the campaign on raising awareness on domestic and gender-based violence is comprehensive, has a common idea and is mostly feasible in this manner; • the creative solution complies with the goal and requirements of the campaign described in the conditions of the call for applications; • the creative solution includes real life examples which speak to people and make them think about and discuss domestic and gender-based violence; • the visual of the creative solution mostly supports the goals and message of the creative solution; • the creative solution works in Estonian, as well as Russian. <p><u>1 point</u> –</p>	5

<ul style="list-style-type: none"> • the creative solution of the campaign on raising awareness on domestic and gender-based violence is not comprehensive or a common idea cannot be identified (i.e. it remains unclear or is not pervasive) or the creative solution is not fully feasible in this manner; • the creative solution is only partially compliant with the goal and requirements of the campaign described in the conditions of the call for applications; • there is no visual for the creative solution or it only partially supports the goals and message of the strategy. <p><u>0 points</u> – the creative solution of the campaign on raising awareness on domestic and gender-based violence has not been described sufficiently enough to assess the compliance of the creative solution with the conditions of the call for applications or there are significant issues with its feasibility.</p>	
<p>3.3 The level of detail, suitability and feasibility of the media strategy for the campaign on raising awareness on domestic and gender-based violence</p> <p><i>The scores are given in the range of 10–0 – score level (10, 7, 5, 3, 0).</i></p> <p><u>10 points</u> –</p> <ul style="list-style-type: none"> • the media strategy of the campaign on raising awareness on domestic and gender-based violence is well-structured (different media activities complement each other and the selection of media types, channels and solutions enables to achieve the goal of the campaign as efficiently as possible), well justified and feasible in a manner that the one-off noticeability of the campaign is at least 70%; • the media strategy reflects the volume of the planned coverage, highlighting quantitative goals and time schedules of coverage. The names of information channels, descriptions of the advertisement (location, size/length, period of display), and the estimated number of contacts have been stated; • the selection of channels is well justified in terms of the goal of the campaign; • the channels and the media activities offered convey the creative solution very well (for instance, the specificities of the channels in which these shall be displayed is taken into account); • the justifications reveal that the channels comply with the media consumption of the target group (both Estonian- and Russian-speaking) in the best possible manner; • the proportion of the estimated cost of the media plan out of the cost of the awareness campaign is justified and optimal; • the methodology of the campaign follow-up study has been well described and is well suited for assessing the performance and impact of the campaign. <p><u>7 points</u> –</p> <ul style="list-style-type: none"> • the media strategy of the campaign on raising awareness on domestic and gender-based violence is structured and justified relatively well and is mostly feasible enough for the one-off noticeability of the campaign to be at least 70%; • the media strategy reflects the volume of the most important planned coverage, highlighting the most important quantitative goals and time schedules of coverage. The names of the most important information channels, descriptions of the advertisement (location, size/length, period of display), and the estimated number of contacts have been stated; • the selection of channels is mostly justified in terms of the campaign goal and the justifications reveal that they are largely in line with the media consumption of the target group; 	<p>10</p>

<ul style="list-style-type: none"> • the proportion of the estimated cost of the media plan out of the cost of the awareness campaign is justified and mostly reasonable; • the methodology of the campaign follow-up study has been described in a satisfactory manner and the methodology is essentially suitable for assessing the performance and impact of the campaign. <p><u>5 points</u> –</p> <ul style="list-style-type: none"> • The media strategy of the campaign on raising awareness on domestic and gender-based violence has been structured in a satisfactory manner, but has been justified too superficially at times. However, based on the information provided, the campaign has potential to reach at least 50% of one-off noticeability; • the volume of planned coverage and time schedules for coverage have been described superficially in the media strategy; • the selection of channels has been justified superficially, although the channels selected are mostly in line with the media consumption of the target group; • the suitability of the methodology of the campaign follow-up study is questionable or the description of the methodology is too superficial to estimate whether it is suitable for assessing the performance and impact of the campaign. <p><u>3 points</u> –</p> <ul style="list-style-type: none"> • the media strategy of the campaign on raising awareness on domestic and gender-based violence has been structured in a satisfactory manner, but has been justified too superficially to assess whether the campaign has potential to reach at least 50% of one-off noticeability based on the information provided. • the volume of planned coverage and time schedules for coverage have been described superficially in the media strategy; • the selection of channels has been justified superficially, although the channels selected are mostly in line with the media consumption of the target group; • the suitability of the methodology of the campaign follow-up study is questionable or the description of the methodology is too superficial to estimate whether it is suitable for assessing the performance and impact of the campaign. <p><u>0 points</u> –</p> <ul style="list-style-type: none"> • the media strategy of the campaign on raising awareness on domestic and gender-based violence has been poorly structured or insufficiently justified; • the choice of channels is unjustified or only slightly corresponds with the media consumption of the target group; • the choice of media types, channels, and solutions does not support campaign goals. 	
<p>4. Short films on the topic of domestic violence, aimed at children and young people, accompanying guidance/study materials, and the plan for the showing, introduction and distribution thereof</p>	<p>15</p>
<p>4.1 The level of detail and suitability of the idea for short films and the content of study/guidance materials</p>	<p>7</p>
<p><i>The scores are given in the range of 7–0 – score level (7, 5, 3, 0).</i></p>	

<p><u>7 points</u> –</p> <ul style="list-style-type: none"> • the idea and realisation of at least one short film has been described in detail and its content is perfectly compliant with the goal described and the requirements established for the short film in the conditions of the call for applications. The planned duration of the short film is justified and optimal in terms of the goal of the activities; • information (e.g. links for previous works that utilise similar technology/solution) has been included to provide an overview of the technical quality of the visual, indicating that the idea of the short film is feasible in such a manner and that the technical solution supports the goal and message of the activity in the best possible manner; • the descriptions of accompanying study/guidance materials reveal compliance with the requirements described in the conditions of the call for applications in the best possible manner. <p><u>5 points</u> –</p> <ul style="list-style-type: none"> • the idea and realisation of at least one short film has been described and its content is compliant with the goal described and the requirements established for the short film in the conditions of the call for applications. The planned duration of the short film is justified and reasonable in terms of the goal of the activities; • information (e.g. links for previous works that utilise similar technology/solution) has been included to provide an overview of the good technical quality of the visual; • the description of accompanying study/guidance materials reveals compliance with the requirements described in the conditions of the call for applications. <p><u>3 points</u> –</p> <ul style="list-style-type: none"> • the idea of at least one short film has been described and its content is compliant with the goal described and the requirements established for the short film in the conditions of the call for applications. The planned duration of the short film is not reasonable or has not been stated; • the description of accompanying study/guidance materials reveals that they are mostly compliant with the requirements described in the conditions of the call for applications. <p><u>0 points</u> – the idea of the short film does not comply with the goal or requirements described in the call for applications or the idea has not been described enough to assess its compliance with the goal and requirements, or the description of the study/guidance materials accompanying the short films has not been included or does not meet the requirements.</p>	
<p>4.2 The level of detail of the plan for the showing of short films and the introduction and distribution plan of the guidance/study materials (hereinafter “distribution plan of short films”), relevance of activities, and inclusion of intended target groups</p> <p><i>The scores are given in the range of 8–0 – score level (8, 6, 4, 0).</i></p> <p><u>8 points</u> –</p>	8

<ul style="list-style-type: none"> • the distribution plan of short films has been <u>described in detail</u> and the activities comply with the goal and requirements of the activities described in the conditions of the call for applications; • the activities regarding the showing of short films and introduction of the guidance/study materials to children and young people as well as the teachers are cohesive and planned in a logical order; • the volume of activities and <u>inclusion of various target groups</u> (teachers and students) is optimal in terms of the goal of the activities; • the role of the expert in implementing the activities has been described and it is justified in terms of the goal of the activity; • implementation of the activities is feasible within the schedule and <u>according to the volume planned</u>. <p><u>6 points</u> –</p> <ul style="list-style-type: none"> • a significant part of the distribution plan of short films has been described and the activities are targeted and compliant with the requirements; • the activities regarding the showing of short films and introducing the guidance/study materials to children and young people as well as the teachers are cohesive and have been mostly planned in a logical order; • the volume of activities and inclusion of various target groups (teachers and students) is mostly suitable in terms of the goal of the activities; • the role of the expert in implementing the activities has been described and it is mostly justified in terms of the goal of the activity; • implementation of the activities is feasible within the schedule and according to the volume planned. <p><u>4 points</u> –</p> <ul style="list-style-type: none"> • the description of the distribution plan of short films is superficial, although the activities provided are targeted; • the volume of various activities of the distribution plan of short films is unjustified or the schedule of various activities has been under-planned. <p><u>0 points</u> – the description of the distribution plan of short films is too general, therefore, it is not possible to assess the content, volume or purposefulness of the activity or the volume of activities planned is mostly unjustified or the timeframe is largely unrealistic.</p>	
<p>5. Awareness-raising activities on the topic of human trafficking committed for the purpose of prostitution and sexual exploitation (hereinafter “awareness-raising activities”), including concept, schedule, and action plan</p>	<p>10</p>
<p>As a result of the funded project at least two awareness-raising activities have been carried out to reduce demand for paid sex, reaching at least 12,000 people in Estonia.</p> <p><i>The scores are given in the range of 10–0 – score level (10, 8, 4, 0).</i></p> <p><u>10 points</u> –</p> <ul style="list-style-type: none"> • the content and schedule of the awareness-raising activities has been thoroughly described and the activities comply with the goal and 	

<p>requirements of the activities described in the conditions of the call for applications in the best possible manner and are feasible in this manner;</p> <ul style="list-style-type: none"> • the activities are cohesive and have been planned in a logical order; • the time, duration and volume of the activities is optimal in terms of the goal of the activities; • it is highly likely that the implementation of the planned activities will reach more than 12,000 people in Estonia. <p><u>8 points</u> –</p> <ul style="list-style-type: none"> • a significant part of the content and schedule of the awareness-raising activities has been described and the activities set out are targeted and meet the requirements; • the activities are cohesive and have been planned in a logical order; • there are a few unnecessary activities in the action plan, although the total volume of the activities is reasonable and the activities can be carried out in the planned volume and timeframe. <p><u>4 points</u> –</p> <ul style="list-style-type: none"> • the content or schedule of the awareness-raising activities is superficial, although the activities provided are targeted; • the action plan includes various unnecessary activities or various activities have been planned in an unjustified volume or the schedule of various activities has been under-planned. <p><u>0 points</u> – the description of the content of the awareness-raising activities is too general, thus not enabling to adequately assess the content, volume and purposefulness of the activity or the activities have been planned in an illogical order or the timeframe is mostly unrealistic.</p>	
<p>6. The measurability of the expected results of the activities set out in the project application</p>	<p>4</p>
<p><i>The scores are given in the range of 4–0 – score level (4, 2, 0).</i></p> <p><u>4 points</u> – the results of project activities are measurable and the relevant activities for the assessment of results have been described in the project application.</p> <p><u>2 points</u> – the results of project activities are partly measurable and relevant methods for the assessment of results are included in the project application.</p> <p><u>0 points</u> – the results of project activities are not measurable or the application does not include relevant activities for the assessment of results.</p>	
<p>7. Innovation and added value of the project</p>	<p>4</p>
<p><i>The scores are given in the range of 4–0 – score level (4, 2, 0).</i></p> <p><u>4 points</u> – the project includes at least one innovative element that is likely to add value to the objectives of the Norwegian Financial Mechanism Action “Reduced domestic and gender-based violence and gender inequalities” (raising awareness on the topics of domestic violence and for the reduction of the demand for the purchase of sex).</p>	

<p><u>2 points</u> – the project includes at least one partially innovative element that is likely to add value to the objectives of the Norwegian Financial Mechanism Action “Reduced domestic and gender-based violence and gender inequalities”</p> <p><u>0 points</u> – the project does not include any innovative elements that could give added value to the objectives of the Norwegian Financial Mechanism Action “Reduced domestic and gender-based violence and gender inequalities” or the added value does not appear in the project description.</p>	
<p>8. Assessment and mitigation of risk factors</p>	<p>5</p>
<p><i>The risk categories specified in the application form shall be assessed The scores are given in the range of 5–0 – score level (5, 3, 0).</i></p> <p><u>5 points</u> – both external and internal risks are assessed according to the risk categories specified in the application form. These risks are relevant and cover different aspects of the project implementation. Adequate, relevant and feasible prevention and/or mitigation activities have been planned for each risk.</p> <p><u>3 points</u> – both external and internal risks have been assessed in the application according to the risk categories specified in the application form, however, prevention and/or mitigation activities have not been planned for all identified risks or not all of the planned mitigation activities are adequate, relevant or feasible.</p> <p><u>0 points</u> – the risks assessed are not based on project activities or various significant project-related risks have been left out of the application or several significant risks lack prevention and/or mitigation activities or the prevention and/or mitigation activities are not adequate, relevant or feasible.</p>	
<p>9. Economic efficiency of the project (necessity, justification and budget clarity of the proposed expenditure)</p>	<p>7</p>
<p><i>The scores are given in the range of 7–0 – score level (7, 5, 3, 0).</i></p> <p><u>7 points</u> – all planned expenditure is directly related to the nature of the activities carried out and is necessary to the achievement of the project objectives and results. The expenditure is indicated by cost items and the calculation thereof is reasonable. The activities are exhaustively resourced and the planned costs are based on actual market prices.</p> <p><u>5 points</u> – most of the planned expenditure is necessary for the implementation of the specific activities, but there is some unnecessary expenditure and/or some over-planned or under-planned expenditure. Most of the planned expenditure is based on actual market prices.</p> <p><u>3 points</u> – there are a number of unnecessary expenses that do not directly support project activities or the expenditure of a number of activities is over-planned.</p> <p><u>0 points</u> – in most cases the proposed expenditure is not necessary and justified, does not result from the nature of the activities carried out or does not contribute to the achievement of the project objectives. The planned expenditure is not based on actual market prices.</p>	
<p>Maximum general score</p>	<p>102</p>