



Erasmus+ Promotion Evaluation Criteria

Applications have to comply with the following minimum requirements in order to be considered for evaluation:

- All sections in the application form must be filled out and submitted before the deadline
- Contact person/s is/are member/s of one of the following four ESAA organizations: EMA, ESN, GaragErasmus, OCEANS Network
- Application complies with the geographical scope (see list of eligible countries in the application guideline)
- Proposed event is in line with the general objective of supporting the worldwide promotion of Erasmus+ programme

Applications will be assessed by the Evaluation Committee, by giving points for each of the following criteria:

Note to applicants: Please note that the questions below each criteria are guiding questions and need not be all answered in the application.

- A. **Aim and objectives (0 - 5 points)**
 - a. Are the aims and objectives clearly stated in the application? (1p)
 - b. Do the aims and objectives align with the ones listed in the application guidelines? (2p)
 - c. Does the event have a specific target group? (2p)
- B. **Impact (0 - 10 points)**
 - a. Does the event actively promote ERASMUS+? (4p)
 - b. Does the event have a multiplier effect? (3p)
 - c. Does the event effectively reach the target group (eg. potential, outgoing/incoming, returning exchange students)? (3p)
- C. **Collaborations (0 - 5 points)**
 - a. Does the event receive support from universities, local governments, other sponsors?
 - i. monetary (1p)
 - ii. institutional (1p)
 - iii. in kind (promotional) (1p)
 - b. Does the project involve and/or reach more than one ESAA member organization? (2p)
- D. **Budget (0 - 10 points)**
 - a. Is there a clear outline of the budget? (1p)
 - b. Is the budget cost efficient? (7p)
 - c. Is alternative funding secured? ⇒ Yes (2p)



E. Planning (0 - 5 points)

- a. Does the team have a clear and realistic implementation plan for the proposed activity/activities? (3p)
- b. At which planning stage is the team currently? (2p)

F. Outcome (0 - 5 points)

- a. Does the event have a clear suggested outcome that as their main objective will promote Erasmus+? (3p)
- b. How is the team planning to measure/prove the outcome of the event? (2p)

G. Inclusion (0 - 3 points)

- a. Does the event target students with special needs, from disadvantaged backgrounds or from remote areas? (3p)

H. Dissemination & Communication (0-7 points)

- a. Are the planned dissemination activities giving sufficient visibility for the scope of project and do they ensure the sufficient participation? (3p)
- b. Are the channels used for disseminating the project fitting for the target audience? (2p)
- c. Do dissemination activities ensure visibility/impact beyond the project duration? (2p)

Total Maximum Points: 50 PTS