

**CRITERIA FOR THE EVALUATION OF APPLICATIONS FOR PUBLICATION
 PROJECTS AND A DESCRIPTION OF RATING**

1. Criteria and descriptions for the evaluation of applications for funding publication projects and the possible points to be given in assessing compliance with the evaluation criteria:

1.1 Artistic value and (or) relevance of publication (0–30):

Description of evaluation criterion	Points to be awarded for meeting the evaluation criterion	Recommendation for evaluation
The publication is characterised by a high quality of artistic content, its translation is relevant, timely and capable of attracting not only literary specialists but also the reading public of the foreign country in which the publication to be published.	30	If the object to be evaluated fully meets the description of the evaluation criterion, it receives 30 points
	23	If the object to be evaluated more than moderately meets the description of the evaluation criterion, it receives 23 points.
	15	If the object to be evaluated moderately meets the description of the evaluation criterion, it receives 15 points.
	8	If the object to be evaluated less than moderately meets the description of the evaluation criterion, it receives 8 points.
	0	If the object to be evaluated does not meet the description of the evaluation criterion, it receives 0 points.

1.2 Experience and professional qualifications of the translator (0–20):

Description of evaluation criterion	Points to be awarded for meeting the evaluation criterion	Recommendation for evaluation
The translator is experienced in translating Lithuanian literary works into a foreign language	20	If the object to be evaluated fully meets the description of the evaluation criterion, it receives 20 points

professionally and artistically, or he/she is a beginner translator, who justifies his/her motivation in the application.	15	If the object to be evaluated more than moderately meets the description of the evaluation criterion, it receives 15 points.
	10	If the object to be evaluated moderately meets the description of the evaluation criterion, it receives 10 points.
	5	If the object to be evaluated less than moderately meets the description of the evaluation criterion, it receives 5 points.
	0	If the object to be evaluated does not meet the description of the evaluation criterion, it receives 0 points.

1.3 Experience of the applicant (0–20):

Description of evaluation criterion	Points to be awarded for meeting the evaluation criterion	Recommendation for evaluation
The applicant is a publisher of high-quality content publications and (or) illustrated publications in its home country and (or) a publisher of translations from Lithuanian or similar languages with fewer users worldwide.	20	If the object to be evaluated fully meets the description of the evaluation criterion, it receives 20 points.
	15	If the object to be evaluated more than moderately meets the description of the evaluation criterion, it receives 15 points.
	10	If the object to be evaluated moderately meets the description of the evaluation criterion, it receives 10 points.
	5	If the object to be evaluated less than moderately meets the description of the evaluation criterion, it receives 5 points.
	0	If the object to be evaluated does not meet the description of the evaluation criterion, it receives 0 points.

1.4 Implementation of planned marketing activities of the publication (0–20):

Description of evaluation criterion	Points to be awarded for meeting the evaluation criterion	Recommendation for evaluation
Planned marketing activities for the publication are reasonable, clear, rational, and diversified, with concrete measures for their implementation and prospects for continuity and development.	20	If the object to be evaluated fully meets the description of the evaluation criterion, it receives 20 points.
	15	If the object to be evaluated more than moderately meets the description of the evaluation criterion, it receives 15 points.
	10	If the object to be evaluated moderately meets the description of the evaluation criterion, it receives 10 points.
	5	If the object to be evaluated less than moderately meets the description of the evaluation criterion, it receives 5 points.
	0	If the object to be evaluated does not meet the description of the evaluation criterion, it receives 0 points.

1.5 Reasonableness of the cost estimate for project implementation and translation (0–10):

Description of evaluation criterion	Points to be awarded for meeting the evaluation criterion	Recommendation for evaluation
The translation fee reflects the translator's experience and qualifications, the complexity of the content and the text of the publication; the cost estimates for the implementation of the project are detailed, corresponding to market prices and directly related to the project.	10	If the object to be evaluated fully meets the description of the evaluation criterion, it receives 10 points.
	8	If the object to be evaluated more than moderately meets the description of the evaluation criterion, it receives 8 points.
	5	If the object to be evaluated moderately meets the description of the evaluation criterion, it receives 5 points.
	3	If the object to be evaluated less than moderately meets the description of the evaluation criterion, it receives 3 points.
	0	If the object to be evaluated does not meet the description of the evaluation criterion, it receives 0 points.

2. Criteria and descriptions for the evaluation of applications submitted for the funding of illustrated publications projects and the possible points to be given in assessing compliance with the evaluation criteria

2.1 Artistic value and relevance of illustrated publication (0–40):

Description of evaluation criterion	Points to be awarded for meeting the evaluation criterion	Recommendation for evaluation
<p>The illustrated publication is characterised by a high value and quality of artistic content, it is relevant, timely and capable of attracting not only literary specialists but also the reading public of the foreign country in which the publication to be published.</p> <p>The illustrated publication is translated by a translator, who is experienced in translating Lithuanian literary works into a foreign language professionally and artistically, or he/she is a beginner translator, who justifies his/her motivation in the application (if applicable).</p>	40	If the object to be evaluated fully meets the description of the evaluation criterion, it receives 40 points
	30	If the object to be evaluated more than moderately meets the description of the evaluation criterion, it receives 30 points.
	20	If the object to be evaluated moderately meets the description of the evaluation criterion, it receives 20 points.
	10	If the object to be evaluated less than moderately meets the description of the evaluation criterion, it receives 10 points.
	0	If the object to be evaluated does not meet the description of the evaluation criterion, it receives 0 points.

2.2 Experience of the applicant (0–20):

Description of evaluation criterion	Points to be awarded for meeting the evaluation criterion	Recommendation for evaluation
<p>The applicant is a publisher of high-quality content publications and (or) illustrated publications in its home country and (or) a publisher of translations from Lithuanian or</p>	20	If the object to be evaluated fully meets the description of the evaluation criterion, it receives 20 points.
	15	If the object to be evaluated more than moderately meets the description of the evaluation criterion, it receives 15 points.

similar languages with fewer users worldwide.	10	If the object to be evaluated moderately meets the description of the evaluation criterion, it receives 10 points.
	5	If the object to be evaluated less than moderately meets the description of the evaluation criterion, it receives 5 points.
	0	If the object to be evaluated does not meet the description of the evaluation criterion, it receives 0 points.

2.3 Implementation of planned marketing activities for the illustrated publication (0–20):

Description of evaluation criterion	Points to be awarded for meeting the evaluation criterion	Recommendation for evaluation
Planned marketing activities for the illustrated publication are reasonable, clear, rational, and diversified, with concrete measures for their implementation and prospects for continuity and development.	20	If the object to be evaluated fully meets the description of the evaluation criterion, it receives 20 points.
	15	If the object to be evaluated more than moderately meets the description of the evaluation criterion, it receives 15 points.
	10	If the object to be evaluated moderately meets the description of the evaluation criterion, it receives 10 points.
	5	If the object to be evaluated less than moderately meets the description of the evaluation criterion, it receives 5 points.
	0	If the object to be evaluated does not meet the description of the evaluation criterion, it receives 0 points.

2.4 Reasonableness of the cost estimate for project implementation and (or) translation costs (0–20):

Description of evaluation criterion	Points to be awarded for meeting the evaluation criterion	Recommendation for evaluation
The translation fee reflects the translator’s experience and qualifications, the	20	If the object to be evaluated fully meets the description of the evaluation criterion, it receives 20 points.
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<p>complexity of the content and the text of the illustrated publication and (or) the cost estimates for the implementation of the project are detailed, corresponding to market prices and directly related to the project.</p>		<p>If the object to be evaluated more than moderately meets the description of the evaluation criterion, it receives 15 points.</p>
	10	<p>If the object to be evaluated moderately meets the description of the evaluation criterion, it receives 10 points.</p>
	5	<p>If the object to be evaluated less than moderately meets the description of the evaluation criterion, it receives 5 points.</p>
	0	<p>If the object to be evaluated does not meet the description of the evaluation criterion, it receives 0 points.</p>