

Guidelines for the assessment of an application to the Trade Fair and Project Committee (Messe- und Projektkommission, MPK) to support the public service aspects of a **project** as defined by the MPK regulations

These guidelines help MPK funding applicants to prepare their applications and provide transparency regarding the criteria used by the MPK in the qualitative and quantitative assessment of project applications. One central and integral part of an application is the budget, where compliance with the guideline values is demonstrated.

Assessment of applications by the MPK

When assessing applications, the MPK follows the mandate set out in the MPK regulations and applies the following assessment criteria in its decision-making process (a detailed description of qualitative and quantitative parameters as well as indicative values can be found in Annex 1).

- Effectiveness for export promotion: The supported project must make a visible contribution to export promotion.
 1. Importance of the project (qualitative)
 2. Impact of the project (qualitative)
 3. Quality of the project (qualitative)
- Efficient use of funding: The funds invested should be used efficiently and withstand comparison with similar applications. Assessment criteria:
 4. Number of participants/reach within target group (quantitative)
 5. Coverage of project costs by participants (quantitative)
 6. Self-financing share of the project (quantitative)
 7. Staff costs in relation to MPK contribution (quantitative)
 8. Project contribution by MPK in relation to overall income (quantitative)
- Compliance with the MPK regulations: Compliance with the provisions of the MPK regulations binding for the MPK is mandatory.
 9. No MPK contribution for structural funding (qualitative): The share of structural costs will be deducted from the requested MPK contribution
 10. MPK contribution entirely for public service (qualitative): If this is not the case for an application, the non-public service share will be deducted from the requested MPK contribution
 11. Impact on export promotion (qualitative)

There is no exact science to determining the funding contribution. The MPK bases its decisions (a) on the one hand, on a qualitative assessment and (b) on the other hand, on the assessment of compliance with the guideline values. The applicant must clearly justify any deviations from the guideline values for the indicators in the funding application. When making the final decision on the amount of funding granted, the MPK uses a discretionary margin in relation to the submitted application.

The budget grid as an integral part of the application

The budget grid is an integral and mandatory part of the application. The budget must contain realistic information, which must be substantiated in the billing statement. Compliance with the prescribed guideline values (see Annex 2) is normative. The MPK may deviate from the guideline values in well-founded cases or make an appropriate reduction in the amount of funding requested.

Annexes:

- Sheet 1: Assessment criteria
- Sheet 2: Budget grid for project
- Sheet 3: Billing statement for project
- Entry template for the project