

Guidelines for EVALUATORS

Authenticity and Identity for Applicants

- The following guidelines for evaluators are general concepts that should be adapted to the evaluation criteria of each fund. Consistent with *Being Seen* they address only Black, People of Colour, 2SLGBTQIA+ and Persons with Disabilities identities. For insight into Indigenous eligibility please see the resources developed by the [Indigenous Screen Office](#).
- Many questions on authenticity and identity require a subjective analysis, which is part of the work of evaluation. Evaluators will bring their own lived experience and identity to the analysis. The impact of the analysis on the evaluation will depend on the evaluation grid of the applicable fund.

Track Record for the Applicant Country

- If the company says that it is supporting underrepresented voices, review the projects and teams (staff and those engaged for the project) to assess whether it appears that they are supporting and mentoring underrepresented talent or if there is no evidence to support the statements. Are underrepresented talent only in junior positions or engaged as outside consultants or are they advancing into positions of authority? Companies must be taking active steps towards increasing representation and not making vague statements and/or promising future hires.
- Consider the ownership structure if it is an experienced mainstream company working with less experienced underrepresented talent. There are many potential ownership structures but assess whether the experienced company is providing the less experienced company with mentorship and opportunities to benefit from success or whether the less experienced company is giving up the rights to the project without sufficient tangible or intangible benefit.