Timeline: Stars4Media project phases (2021-2022)

Stars4Media extends throughout three phases: **the application phase, the pre-implementation phase, the implementation phase**.

1) Application phase - main steps and deadlines

The first phase of the Stars4Media project is the **application phase**. It starts in February 2021 and it lasts until the 01/07/2021, final deadline for applying. 2 windows of opportunity are open for submissions:

- The **first window** extends between February and the 1st of May 2021.
  Those who apply by this day will have the possibility to pitch their idea at the Stars4Media Lab (01/06/2021) and will be evaluated after the Lab in a formal jury evaluation.

- The **second window** extends between the 02/05/2021 and the 01/07/2021.
  Those who apply by this day will be evaluated at the second jury session and will be notified of the result by the first half of July.

Applications will be either **accepted, rejected, or conditionally accepted**.
- Accepted applications can be considered to be officially part of Stars4Media second edition and prepare for the pre-implementation (July 2021 - Aug 2021) and the implementation phases (Sep 2021- Dec 2021).
- Rejected applications are considered not sufficiently developed to become part of Stars4Media.
- Conditionally accepted applications can be considered part of Stars4Media provided that they modify/improve the aspects indicated by the jury. Note that in the second jury evaluation applicants will be only accepted or rejected.

2) Pre-Implementation phase - main steps and deadlines

Selected applicants can start preparing for the implementation phase. Before September 2021 every **initiative leader** (a participant acting on behalf of all members of the initiative) will have to coordinate with the Stars4Media team for:
- The **signature of an official Agreement** (all partners to sign) and the related documentation.
- The communication to the Stars4Media team of the **personal data of every professional and media company involved**, in order to ensure correct financial transfers.
- The communication of the exact **start and end date** of their initiative.

3) Implementation phase - main steps and deadlines

Selected applicants will start implementing their initiatives in September 2021 and will complete their work by the end of December 2021, for a maximum of 16 weeks. Every initiative will appoint an **initiative leader** (a professional acting on behalf of all members of the initiative) who will maintain a dialogue with the members of the initiative and the Stars4Media team.

Any issue related to administration, composition of the teams and logistical coordination will be discussed between the initiative leader and the Stars4Media team.

2 evaluation surveys will be issued by the Stars4Media team. In order to finalize the implementation phase, the initiative leaders and team leaders will be ask to:
- fill in an online **midterm evaluation** survey after the first half of the implementation phase, to monitor the progress of the initiative.
- fill in an online **final evaluation** survey at the end of the implementation phase.
- Provide all the **initiative's deliverables** (initiative's results declared in the proposal for initiative) at the end of implementation phase.