

Appendix D – Award Criteria and Evaluation Methodology

1. Scope of Evaluation

This document defines the award criteria, evaluation methodology, and evaluation process for the selection of local mentors under EU4Culture II – Sustainable Creative Ecosystems.

This evaluation methodology applies to all 17 lots of the procurement procedure, including the lots for Creative Platform (Living Lab) Mentors and the lots for Cultural Intermediary Organisation Mentors.

2. Evaluation Principles

This evaluation methodology is a basis for the information and evidence provided in the Application Form (Appendix B.1) and the other tender documents submitted by the applicants.

Applicants shall provide all information relevant to the evaluation in the designated sections of the Application Form (Appendix B.1). The evaluation shall be conducted in accordance with the award criteria, weightings, and evaluation matrices set out below.

The maximum total score is 100 points.

3. Award Criteria

The evaluation shall be carried out in a transparent and documented manner. The score awarded for each criterion shall be justified briefly based on the information and evidence submitted by the applicant.

Only the award criteria and evaluation methodology published in the procurement documents shall be taken into account during the evaluation process.

No.	Award Criterion	Description	Weighting
1	Experience of the proposed expert in the cultural and creative sectors and the relevant country/program context.	The relevance, duration, and depth of the professional experience of the proposed expert in the cultural and creative sectors, as well as their knowledge of the relevant country, regional, or program context, will be assessed.	30 %
2	Experience of the proposed expert in mentoring, advisory, facilitation, and support services	The practical experience of the proposed expert in mentoring, coaching, advisory services, facilitation, and comparable support activities, including support provided to stakeholders, organizations, or multi-stakeholder processes, will be assessed.	25 %
3	Experience of the proposed expert in the methods and subject areas relevant to the respective lot.	The methods, processes, tools, and outputs applied by the proposed expert in relation to the selected mentor position and profile(s) will be assessed. This may include, where relevant, Living Lab methodology, co-creation, roadmap development, organisational development, value proposition development, stakeholder consultation, testing, monitoring, learning, and refinement.	30 %
4	Quality of the understanding of the assignment and the proposed approach	The applicant's understanding of the assignment, the clarity and coherence of the proposed approach, as well as the comprehensibility and appropriateness of the approach in relation to the objectives of the respective lot, will be assessed.	15 %
Total			100 %

4. Evaluation Methodology

Points shall be awarded for each award criterion in accordance with the relevant evaluation matrix (Point 6 of this document).

The scores awarded for all award criteria shall be added together to produce a total score of up to 100 points.

The contract for each lot shall be awarded to the highest-scoring eligible applicant remaining available under the allocation procedure in Section 5, provided that the mandatory requirements are met and no exclusion grounds apply.

The contracting authority reserves the right to request documentary evidence for the reference projects submitted by the applicant. In the absence of sufficient evidence, the respective reference project may be excluded from the evaluation.

4.1 Relevant References

Please provide 3 relevant reference projects demonstrating your experience in the area(s) covered by the selected mentor position and profile(s) in the Appendix B1, Point 4.1.

The References must include:

- Project title
- Client / Organisation
- Period
- Role / Services provided
- Relevance to the selected mentor position and profile

5. Evaluation of Multiple Lots

Where an applicant applies for more than one lot, the application shall be evaluated separately for each lot.

An application may therefore be considered for multiple lots. However, the award of contracts shall be made in accordance with the lot allocation rules set out in the procurement documents.

Each applicant may be awarded one lot only; awards will be allocated in accordance with Section III.7 of the Invitation to Tender.

6. Evaluation Matrices

Criterion 1

Score	Assessment
30	Extensive and highly relevant professional experience in the cultural and creative sectors, with strong knowledge of the relevant country/programme context. The information provided in the application, CV and reference projects demonstrates substantial depth and direct relevance to the selected lot.
24	Strong and directly relevant professional experience, with good knowledge of the relevant country/programme context and convincing supporting evidence.
18	Good relevant professional experience and contextual knowledge, adequately demonstrated by the submitted information and references.
12	Relevant experience is demonstrated, but its depth, contextual relevance or alignment with the selected lot is only partially convincing.
6	Limited relevant experience or insufficient evidence of direct relevance to the selected lot and context.
0	No verifiable information provided.

Criterion 2

Score	Assessment
25	Extensive and highly relevant practical experience in mentoring, coaching, advisory work, facilitation or comparable structured support processes, convincingly demonstrated through the application and CV.
20	Strong and directly relevant mentoring, advisory or facilitation experience, with convincing evidence of practical application.
15	Good relevant experience in mentoring, advisory, facilitation or comparable support activities.
10	Some relevant experience is demonstrated, but its depth or relevance to the assignment is limited.
5	Very limited relevant experience or insufficiently demonstrated practical application.
0	No verifiable information provided.

Criterion 3

Score	Assessment
30	Comprehensive and convincing presentation of methods, processes, tools, and outputs relevant to the selected profile(s). The submission demonstrates extensive practical application across most or all relevant areas.
24	Good presentation of methods, processes, tools, and outputs relevant to the selected profile(s), demonstrating practical application across several relevant areas.
18	Adequate presentation of relevant methods, processes, tools, and outputs. The submission demonstrates practical application in some relevant areas
12	Limited presentation of relevant methods, processes, tools, and outputs. Practical application is only partially demonstrated.
6	Very limited presentation of relevant methods, processes, tools, and outputs. Relevance to the selected profile(s) is only marginally demonstrated.
0	No verifiable information provided.

Criterion 4

Score	Assessment
15	Very clear understanding of the assignment; clear, structured, and practical approach that is highly comprehensible, appropriate, and well aligned with the objectives of the respective lot.
12	Good understanding of the assignment; coherent, comprehensible, and appropriate approach with only minor weaknesses.
9	The assignment is generally understood; the proposed approach is understandable and generally appropriate, but partially generic.
6	Understanding of the assignment or the proposed approach is only partially convincing or understandable.
3	Key aspects of the assignment have not been understood.
0	No or insufficient information provided.