

Appendix E - Evaluation Matrix

The selection process aims to ensure the successful implementation of the “**Supporting different art forms Across Regions of Georgia | CRAFTS**”. Each application will be assessed based on two submitted documents: **1. Written Concept 2. Price Sheet**

Each application will be evaluated using the criteria and points outlined below.

All subcriteria are scored on a **1-5 scale** and totals per criterion remain consistent: **20, 15, 15, 10, 10, 30**.

Score	Meaning	Description
1 - Poor	Insufficient	Very weak demonstration; fails to meet minimum expectations.
2 - Fair	Limited	Some relevant elements; significant weaknesses.
3 - Good	Adequate	Meets basic requirements; acceptable quality.
4 - Very Good	Strong	Clear, convincing, well developed.
5 - Excellent	Outstanding	Comprehensive, compelling, exceeds expectations.

Minimum Threshold Requirements

The assessment process may take up to four weeks, and the assessment results will be communicated via email. Proposals scoring below 60 points will not be considered for further assessment.

#	Criterion	Description	Points
1	Quality and Relevance of the Proposed Concept / Creative Approach (Written Concept)	<ul style="list-style-type: none"> - Alignment of the proposed artistic/production concept with the objectives and scope of the assignment. (5 points). - Clarity, coherence, and relevance of the artistic approach (e.g., traditional techniques, contemporary craft methods, material-based experimentation). (5 points). - Suitability of the proposed artistic vision, themes, techniques, and formats for the target regions and audiences. (5 points). - Overall artistic strength and feasibility of the proposed concept (5 points). 	20
2	Methodological Approach, Implementation Plan, and Deliverables (Written Concept)	<ul style="list-style-type: none"> - Quality and clarity of the proposed methodology across pre-production, production, and postproduction stages (5 points). - Feasibility of the workflow and timeline (May 2026-May 2027). (5 points). - Deliverables and risk planning: adequacy of deliverables for selected Lot(s) and realism of risk mitigation measures (5 points). 	15
3		<ul style="list-style-type: none"> - Appropriateness and complementarity of the proposed team composition (5 points). 	15

	Team Composition, Role Allocation, and Assignment-Specific Experience <i>(Written Concept)</i>	<ul style="list-style-type: none"> - <i>Clarity of roles and responsibilities relevant to to craft-focused tasks (5 points).</i> - <i>Demonstrated assignment-specific experience and alignment of skills to the artistic/technical approach) (5 points).</i> 	
4	Understanding of the Project Context and Target Municipalities <i>(Written Concept)</i>	<ul style="list-style-type: none"> - <i>Relevance of the contextual understanding demonstrated in the offer (5 points).</i> - <i>Appropriateness of community engagement and collaboration strategies with local craft actors across the eight municipalities (5 points).</i> 	10
5	Artistic Value, Creativity, and Innovation of the Proposal <i>(Written Concept)</i>	<ul style="list-style-type: none"> - <i>Originality and artistic merit of the proposed concept (5 points).</i> - <i>Innovation in materials, techniques, formats, or craft-based interpretations (5 points).</i> 	10
6	Financial Offer <i>(Price Sheet)</i>	<ul style="list-style-type: none"> - <i>Best Price according to following criteria: Transparency and clarity of the budget, Proportionality of costs relative to the proposed scope and selected Lot(s) and Overall value for money.</i> 	30