

Appendix E – Evaluation Matrix

The selection process aims to ensure successful implementation of the “**Call for External Service Providers for Supporting Digital Presence and Digital Transformation Across Regions of Georgia**”. Each application will be assessed based on two submitted documents: **1. Written Concept/ Technical Proposal, 2. Price Sheet**

1. Written Concept

The Offer

Bidders are required to submit a unified PDF document outlining their approach to implementing the services. The document must include the following:

Written Concept (Maximum 4 A4 Pages):

Implementation Approach

Description of the planned activities and the overall methodological approach.

Detailed presentation of the concept, approach, methods, formats, and planned deliverables.

A well-defined explanation of the service delivery framework, including its context, detailed timeline and activity plan, implementation approach, and intended audience.

Regional Experience and Multiformat Approaches

Work carried out in Georgian regions outside Tbilisi, particularly in Akhaltsikhe, Dusheti, Gori, Kaspi, Kutaisi, Kobuleti, Poti, or Zugdidi.

Team Composition and Roles

A brief overview of the proposed team, including their roles in the service (s).

Relevant experience of each team member in technology and digital development: digital projects, support programmes, educational/training programmes, and capacity-building activities relevant to CCI.

Evidence of the team’s ability to coordinate complex digital artistic processes, including the planning and delivery of virtual rehearsals, management of digital production environments, integration of technical solutions, and organisation of online or hybrid public presentations.

Clear and logical allocation of roles aligned with the requirements.

2. Evaluation Grid

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

All sub-criteria 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)	- Alignment of the proposed concept with the objectives and scope of the assignment. (5 points). - Clarity, coherence, and relevance of the approach (5 points). - Suitability of the proposed format, digital decisions, approach for regional contexts and intended audiences (5 points). - Overall innovation or creativity of the proposed concept (5 points).	20
2	Methodological Approach, Implementation Plan, and Deliverables (Written Concept)	- Quality and clarity of the proposed methodology across all 5 scopes of assessments (5 points). - Feasibility of the workflow and timeline (September 2026-July 2027) (5 points). - Deliverables and risk planning: adequacy of deliverables and realism of risk mitigation measures (5 points).	15
3	Team Composition, Role Allocation, and Assignment-Specific Experience (Written Concept)	- Appropriateness and complementarity of the proposed team composition (5 points). - Clarity of roles and responsibilities and their relevance to digital -related tasks (5 points). - Demonstrated assignments specific experience in Digital sector, technology and digital mentoring and researching field. (5 points).	15

4	Regional Implementation Experience and Local Partnerships (Written Concept)	- Demonstrated experience in implementing projects in regions of Georgia outside Tbilisi, particularly in Akhaltsikhe, Dusheti, Gori, Kaspi, Kutaisi, Kobuleti, Poti, and Zugdidi, or in comparable regional contexts (5 points). - Evidence of successful cooperation with local stakeholders, municipalities, organisations, or community groups in regional settings, demonstrating the capacity to effectively deliver services across multiple locations (5 points).	10
5	Experience and Competence in Managing Digital Workflows and Client coordination (Written Concept)	- Assessment of experience in managing digital production workflows, client communication, onboarding, and platform-based processes. (5 points). - Existing channels, tools, or capacity to promote digital activities and engage participants. (5 points). -	10
6	Financial Offer (Price Sheet)	- Best price according to following criteria: Transparency and clarity of the budget, Proportionality of costs relative to the proposed scope and Overall value for money.	30