

## Appendix E – Evaluation Matrix

The selection process aims to ensure successful implementation of the “**Supporting different art forms across regions of Georgia | Film Production**”. 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 sub-criteria are scored on a **1–5 scale** and totals per criterion remain consistent: **20, 15, 15, 10, 10, 30.**

Score	Meaning	Description
<b>1 - Poor</b>	Insufficient	Very weak demonstration; fails to meet minimum expectations.
<b>2 - Fair</b>	Limited	Some relevant elements; significant weaknesses.
<b>3 - Good</b>	Adequate	Meets basic requirements; acceptable quality.
<b>4 - Very Good</b>	Strong	Clear, convincing, well developed.
<b>5 - Excellent</b>	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
<b>1</b>	<b>Quality and Relevance of the Proposed Concept / Creative Approach</b> (Written Concept)	<ul style="list-style-type: none"> <li>- Alignment of the proposed artistic/production concept with the objectives and scope of the assignment. <b>(5 points)</b>.</li> <li>- Clarity, coherence, and relevance of the creative approach (film, documentary, animation production) <b>(5 points)</b>.</li> <li>- Suitability of the proposed format, genre, and storytelling approach for regional contexts and intended audiences <b>(5 points)</b>.</li> <li>- Overall artistic strength and feasibility of the proposed concept <b>(5 points)</b>.</li> </ul>	20
<b>2</b>	<b>Methodological Approach, Implementation Plan, and Deliverables</b> (Written Concept)	<ul style="list-style-type: none"> <li>- Quality and clarity of the proposed methodology across pre-production, production, and post-production phases <b>(5 points)</b>.</li> <li>- Feasibility of the workflow and timeline (July 2026–July 2027) <b>(5 points)</b>.</li> <li>- Deliverables and risk planning: adequacy of deliverables for selected Lot(s) and realism of risk mitigation measures <b>(5 points)</b>.</li> </ul>	15
<b>3</b>	<b>Team Composition, Role Allocation, and Assignment-Specific Experience</b> (Written Concept)	<ul style="list-style-type: none"> <li>- Appropriateness and complementarity of the proposed team composition <b>(5 points)</b>.</li> <li>- Clarity of roles and responsibilities and their relevance to film-related tasks <b>(5 points)</b>.</li> </ul>	15

		- Demonstrated assignments specific experience in film, documentary, animation, or technical production roles <b>(5 points)</b> .	
<b>4</b>	<b>Understanding of the Project Context and Target Municipalities</b> (Written Concept)	<ul style="list-style-type: none"> <li>- Demonstrated understanding of the regional context and cultural &amp; creative industries (CCI) landscape <b>(5 points)</b>.</li> <li>- Appropriateness of community engagement and local collaboration strategies, including suitability for non-urban infrastructures across the eight municipalities <b>(5 points)</b>.</li> </ul>	10
<b>5</b>	<b>Artistic Value, Creativity, and Innovation of the Proposal</b> (Written Concept)	<ul style="list-style-type: none"> <li>- Originality and artistic merit of the proposed concept <b>(5 points)</b>.</li> <li>- Innovation in cinematic expression, narrative form, visual language, animation, or motion design <b>(5 points)</b>.</li> </ul>	10
<b>6</b>	<b>Financial Offer</b> (Price Sheet)	- 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.	30