

Appendix E – Evaluation Matrix

The selection process aims to ensure successful implementation of the “**Supporting different art forms Across Regions of Georgia | Film Screenings**”. 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
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 Film screenings concept with the objectives and scope of the assignment. (5 points). - Clarity, coherence, and relevance of the curatorial vision and programme (film selection, thematic consistency, relevance to context) (5 points). - Suitability of screening formats, venues, and presentation models for the target areas and audiences (5 points). - Overall artistic strength and feasibility of the proposed screening concept, including audience reach and engagement potential (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 planning, technical preparation, delivery, and completion of screenings (5 points). - Feasibility of the implementation workflow and timeline within the contract period (July 2026–July 2027) (5 points). - Deliverables and risk planning: adequacy of deliverables for selected Lot(s) and realism of risk mitigation measures (5 points). 	15

3	Team Composition, Role Allocation, and Assignment-Specific Experience <i>(Written Concept)</i>	<ul style="list-style-type: none"> - Appropriateness and complementarity of the proposed team composition (5 points). - Clarity of roles and responsibilities relevant to film Screenings, audiovisual presentation, and public event delivery (5 points). - Demonstrated assignments specifically in organising film screenings, mobile or site-specific cinema, or regional cultural events (5 points). 	15
4	Understanding of the Project Context and Target Municipalities <i>(Written Concept)</i>	<ul style="list-style-type: none"> - Demonstrated understanding of the regional context and cultural & creative industries (CCI) landscape (5 points). - Appropriateness of community engagement and local collaboration strategies, including suitability for non-urban infrastructures across the eight municipalities (5 points). 	10
5	Artistic Value, Creativity, and Innovation of the Proposal <i>(Written Concept)</i>	<ul style="list-style-type: none"> - Originality and artistic merit of the proposed concept (5 points). - Innovative storytelling, cinematic expression, or visual language (5 points). 	10
6	Financial Offer <i>(Price Sheet)</i>	<ul style="list-style-type: none"> - 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