

Evaluation Scheme for Technical Assessment of Offers

Section/ Division: 3800	Assignment Title: Creating a Cookbook of Authentic Imereti and Authentic Kakheti Tourism Clusters and their member SMEs	Project title:	Clusters 4 Development: Better Business Sophistication in Georgia		
		Weighting in % (2)	points (max. 100) (5)	assessment (2)x(5) (6)	
1	Professional credentials and qualifications the proposed staff				
1.1	Expert 1: Team Lead				
	<i>5+ years of experience in event organization</i>		2		
	<i>Language: Excellent business language skills in English and Georgian</i>		2		
	<i>Experience in managing large scale events /activities on global scale</i>		2		
	<i>Specific professional experience: working in tourism/gastronomy/hospitality and related sectors</i>		2		
	<i>Development Cooperation (DC) experience: will be an asset</i>		2		
Subtotal for 1.1			10		
1.2	Expert 2: Head Chef				
	<i>5+ years of experience in restaurant / gastronomy sector as head Chef</i>		4		
	<i>General professional experience: 5+ years' experience in kitchen</i>		5		
	<i>Specific professional experience: 5+ years' experience of working with developing chef menus, working with local recipes and ingredients</i>		5		
	<i>Knowledge of traditional Georgian food production methods and styles</i>		5		
	<i>Development Cooperation (DC) experience: will be an asset</i>		2		
Subtotal for 1.2			21		
1.3	Expert 3: 'Wine / Gastro expert				
	<i>Education/training : Certified qualifications in culinary techniques and existing trends in Gastronomy with relevant diploma</i>		3		
	<i>Language: Excellent language skills in English and Georgian</i>		4		
	<i>General professional experience: 4 years of professional experience in gastronomy industries in Georgia</i>		4		
	<i>Specific professional experience: 5 years of professional experience in conducting sectoral/industry assessments in gastronomy/hospitality and related sectors; gastronomic experience creation, for authentic foods/wines and professional experience in conducting wine and food tastings for authentic foods & wines in Georgia</i>		5		

	<i>Development Cooperation (DC) experience: will be an asset</i>	2		
Subtotal for 1.3		18		
1.4	Expert 4: Photographer			
	<i>At least 3 years' experience as a photographer in a competitive industry</i>	4		
	<i>At least 3 years' experience of social media promotion for businesses</i> □	4		
	<i>Preferable experience in promotion of the tourism / cultural heritage/gastronomy sector</i>	5		
	<i>Experience in working closely with tourism sector clients to produce high-quality photographic/videographic images</i>	4		
	<i>Experience in using different techniques to enhance the photographs/videos as required and use manipulation software to get desired results</i>	4		
	<i>Portfolio</i>	5		
Subtotal for 1.4		26		
1.5	Expert 5: Designer for electronic version			
	<i>Education/training: A relevant diploma in a related field.</i>	2		
	<i>Language: Excellent language skills in English and Georgian</i>	2		
	<i>General professional experience: Proficiency in graphic design software including Adobe Photoshop, Adobe Illustrator, and other visual design tools.</i>	2		
	<i>Preferable experience in working on the tourism / cultural heritage/gastronomy sector</i>	2		
	<i>Development Cooperation (DC) experience: will be an asset</i>	2		
Subtotal for 1.5		10		
1.5	Expert 6: Copywriter			
	<i>Education/training: Marketing/PR/Journalism/Philology (BA)</i>	3		
	<i>Language: Excellent language skills in English and Georgian</i>	2		
	<i>General professional experience: 3+ years' experience with writing regarding various topics in Georgia</i>	2		
	<i>Specific professional experience: 2 years' experience of excellent writing, editing, and proofreading skills with a knack for storytelling and appropriately representing tone and message for varied audiences both in English and Georgian</i>	3		
	<i>Preferable experience in promotion of the tourism / cultural heritage / gastronomy sector</i>	3		
	<i>Development Cooperation (DC) experience: will be an asset</i>	2		
Subtotal for 1.6		15		
Grand Total		100		