



Evaluation Scheme for Technical Assessment of Offers

Section/ Division: 3800	Assignment Title: Technical support to the inception of the "Clusters 4 Development: Better Business Sophistication in Georgia" Project	Project title:	Clusters 4 Development: Better Business Sophistication in Georgia					
		Weighting in % (2)	points (max. 100) (3)	assess- ment (2)x(3) (4)	points (max. 100) (5)	assess- ment (2)x(5) (6)	points (max. 100) (7)	assess- ment (2)x(7) (8)
1	Submission Requirements for technical proposal							
	<i>Technical proposal explaining how the consultant will implement the requested tasks</i>	10						
	<i>Four samples of a relevant written pieces (for example, a blog or an article). Preferably in both languages</i>	10						
	CV	5						
Subtotal for 1		25						
2	Education							
	<i>Sound academic background, B.A. or higher, preferably in arts, history, anthropology, cultural studies or similar field. An international degree is considered an asset.</i>	10						
Subtotal for 2		10						
3	Work experience and background							
	<i>3+ years progressive experience with tangible and intangible cultural heritage topics in Georgia</i>	5						
	<i>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>	10						
	<i>Proven track record of writing on Georgia's history and cultural heritage</i>	10						
	<i>Practical experience in international tourism to Georgia – proven track record of guiding international tourists through Georgia and intimate knowledge of existing materials on Georgian history and culture.</i>	10						
	<i>Experience in providing consultancy services for tourism/hospitality sector</i>	5						
Subtotal for 3		40						
4	Knowledge and skills							
	<i>Strong research and analytical skills</i>	5						
	<i>Familiarity with history and cultural heritage of Georgia, and Imereti and Kakheti in particular</i>	5						
	<i>Up to date knowledge of social and digital media, in particular in the area of tourism</i>	5						
	Excellent command both: written and spoken English	10						
Subtotal for 4		25						
Grand Total		100	0	0	0	0	0	0