



Evaluation Scheme for Technical Assessment of Offers

Section/ Division		Desk Officer	Project title: Drafting of a strategy, action plan, creation of a brand book and of a short video about the results of the Eastern Partnership Regional Fond for PAR			
Criteria (1)		Weighting in % (2)	Company A		Company B	
			points (max. 10) (3)	assess- ment (2)x(3) (4)	points (max. 10) (3)	assess- ment (2)x(3) (4)
1	At least 5 years of personal experience of brand management for international organizations	15%		0		0
2	At least 3 relevant (<i>in accordance with content, technical and contentual format of ordered task and offered value/price</i>) reference projects with visual examples (personal experience also permitted) from previous work, accompanied with contact info for reference	15%		0		0
3	Quality of design – flexible and diverse portfolio and understanding of target customers is demonstrated	15%				
4	Bios of offered professionals emphasizing their assignment-relevant skills and experience, with CVs attached	15%		0		0
5	A work plan - to include implementation schedule w/number of work days per tasks to be performed by the Consultant for completion of this assignment.	25%				
6	Demonstration of the nominated team's ability to comprehensively implement the project activities and achieve deliverables. Teamwork experiences are a plus.	15%		0		0
Total		100%		0		0
				0%		0%