

EVALUATION GRID

	Maximum
Organisation and methodology	60
Rationale	25
Strategy	25
Timetable of activities, including the number of expert days proposed	10
Total score for organisation and methodology	60
Key experts	Maximum
	40
External Provider of Marketing TA Support	
Qualifications and skills	2
General professional experience	8
Specific professional experience	30
Total score for key experts	40
Overall total score	100

Strengths	
Weaknesses	

NB: Only tenders with average scores of at least 75 points qualify for the financial evaluation.