|  | **Max** |
| --- | --- |
| Technical capacity, including: |  |
| Qualifications and skills of the service provider/qualified permanent staff available among the bidder’s human resources: * Relevance of the bios of the team sample engaged in the project. (5)
* Availability to travel within the counties where the project is implemented. (5)
 | 10 |
| Professional experience of the proposed service provider:1. Experience in training and consulting within the media development sector. (10)
2. Experience in tailored assistance for non-profit media and for outlets operating in Eastern and/or Southern European media markets (20)
3. Experience in drafting and assessing media viability strategies. marketing and audience development. and digital strategies for community engagement. (20)
4. Experience in research and data analysis on the media market. (20)
5. Proven experience in producing and disseminating quality multimedia content targeting the European media market. (10)
 | 80 |
| Financial offer | 10 |
| **Overall total score** | **100** |

| **Strengths** |  |
| --- | --- |
| **Weaknesses** |  |

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