



Announcement of the EU RURAL TOURISM 2nd open call for rural tourism SMEs

ANNEX III – Evaluation form

EVALUATION FORM

COMPANY NAME				
EVALUATOR NAME			SIGNATURE	
DATE				
RESULT SCORE	PART A		PART B	

PART A Proposal Evaluation Criteria	Max. score
A. Quality of the proposal Overall general description of the company, achievements, actual needs with respect to the transition to a digital and green economy and to a more eco-sustainable tourism offer.	30
Comments	
B. Motivation and Management expertise of project (Q16) The background motivation, vitality and expertise of the SME, the profiles of the core person or team.	15
B.	
Comments	



<p>C. Innovation potential of the proposal (Q19) The actions proposed (WHY and WHAT to do). The consistency of the problem described and the fit with the selected plan for improvement; capacity issues, challenges.</p>	20
Comments	
<p>D. Implementation concept (Q20) HOW will the improvements be implemented. The selection of innovative ideas to address it. Consistency with point C.</p>	15
Comments	
<p>E. Impact of the proposal (Q21) How the improvements will drive the green and digital transition of the SME. How will it improve its business situation and competitiveness</p>	20
Comments	
<p>F. All 3 fields of support are covered in the proposal At least 1 action from each field (digital, green and sustainable, and soft/social) is selected.</p>	15
Comments	
<p>TOTAL points threshold for Part A (minimum points to be considered for selection): 60</p>	Min. 60

PART B Business Evaluation Criteria	Score (1-5)
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<p>Enterprise viability: Does the company demonstrate a competitive advantage? Is it financially and commercially viable, and does it possess the management and financial resources to absorb project intervention? Score: (Minimum threshold is 2 out 5)</p>	
<p>Comments</p>	
<p>Business benefit: Does the intervention reflect the management strategy and vision and will the expected outputs bring further expansion of the business? Is the company annual turnover for rural tourism activities below 100.000 € (preference to finance very small companies)? (Minimum threshold is 2 out 5)</p>	
<p>Comments</p>	
<p>Capacity / Skills: Which is the level of current technical skills to implement new projects and ideas proposed by the experts: In case the SME does not have them, what actions/ideas are proposed to offset this lack of skills internally? Level of business networking skills, especially the affiliation to local, regional or national professional bodies (Minimum threshold is 2 out 5)</p>	
<p>Comments</p>	
<p>TOTAL points threshold for Part B (minimum points to be considered for selection): 9</p>	<p>Min. 9</p>
<p>Scoring options: 0: No information is available to address the criterion under examination or cannot be judged due to missing or incomplete information; 1 Poor: The criterion is addressed in an inadequate manner, or there are serious inherent weaknesses; 2 Fair: While information regarding the criterion is provided, there are significant weaknesses; 3 Good: The business addresses the criterion well, although improvements would be necessary;</p>	



4 Very good: *The business addresses the criterion very well, although certain improvements are still possible;*

5 Excellent: *The business successfully addresses all relevant aspects of the criterion in question. Any shortcomings are minor.*