

EVALUATION GRID – FIXED-PRICE CONTRACT

Representative / Collective Prescriber – Fair&Precious

1. Understanding of the Terms of Reference (Maximum 10 Points)

Criterion	Max. Points	Score
Clear understanding of the overall objective and expected market impact	5	
Clear understanding of the three expected results and their operational implications	5	
Subtotal Section 1	10	

2. Proposed Methodology (Maximum 25 Points)

Criterion	Max. Points	Score
Overall coherence and feasibility of the proposed methodological approach	8	
Approach to market intelligence and regulatory analysis (Result 1)	5	
Approach to stakeholder mapping and CRM structuring (Result 2)	6	
Approach to prescriptive and market positioning strategy (Result 3)	6	
Subtotal Section 2	25	

3. Professional Network and Market Access Capacity (Maximum 35 Points)

Criterion	Max. Points	Score
Demonstrated access to a broad and active professional network in France, Benelux and/or Germany	15	
Existing relationships with key prescribers and decision-makers (architects, engineering firms, public authorities, major buyers, distributors, federations)	10	
Demonstrated capacity to mobilise and engage stakeholders (references, partnerships, evidence of past collaboration)	10	
Subtotal Section 3	35	

4. Experience and Technical Expertise (Maximum 20 Points)

Criterion	Max. Points	Score
Proven experience in market analysis and strategic positioning in the timber and/or construction sector	8	
Knowledge of certification schemes (FSC, PEFC/PAFC or equivalent)	6	
Knowledge of European regulatory frameworks and public procurement rules	6	
Subtotal Section 4	20	



THE LEADING AUTHORITY ON TROPICAL TIMBER

5. Organisation, Planning and Feasibility (Maximum 10 Points)

Criterion	Max. Points	Score
Realistic and coherent work plan (60 working days over 6 months)	5	
Operational organisation and delivery capacity	5	
Subtotal Section 5	10	

FINAL TECHNICAL SCORE

	Maximum Points	Score
Total Technical Score	100	

Minimum Technical Threshold

Bids obtaining **less than 75 points out of 100** shall not be considered technically acceptable and shall not proceed to financial evaluation.

Evaluator Comments

Strengths:

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Weaknesses:

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Overall Assessment:

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