



B - Scenario 1/lot 1 — Implementation of events and media and public relations activities in Bulgaria, Spain and Norway

Award criteria	Maximum score (and minimum)
Quality of the methodology proposed, how collection of necessary information is going to be organised and parties involved.	300 (min. 50 %)
Work effort required to develop full plan (person-days per profile).	300 (min. 50 %)
Schedule/timeline setting out the time considered necessary for each stage and deliverable, together with project milestones.	100 (min. 50 %)
Total score B	700
<i>Minimum required</i>	60 %

C - Scenario 2/lot 1 — Provision of a national communication strategy for the promotion of the Greek OiRA tool in the car repair sector

Award criteria	Maximum score (and minimum)
Convincing reasoning, creativity, feasibility and strategic impact of the communication strategy proposed, including the deliverables (outlines) and services proposed.	200 (min. 50 %)
Quality and suitability of the approach proposed for the market analysis , sound reasoning, intermediaries involved and potential reach.	150 (min. 50 %)
Suitability of the key performance indicators and reporting methods proposed.	50 (min. 50 %)
Suitability of the timeline and milestones proposed for the 1-year implementation of the communication strategy.	50 (min. 50 %)
Work effort: proportionality and suitability of the profiles and working days proposed.	50 (min. 50 %)
Total score C	500
<i>Minimum required</i>	60 %

Quality score lot 1 = total A + total B + total C