North Star Film Alliance – Evaluation protocol

30 April 2018

1 Participants

Based on previous studies in the region and suggestions globally we chose three companies to participate ("Participants") in our Request for Proposal ("RFP"):

- Peacefulfish: http://www.peacefulfish.com
- Olsberg SPI: http://www.o-spi.co.uk
- BOP UK: http://bop.co.uk

2 Qualifications to be part of the evaluation process

- According to the timeline defined in RFP the RFPs where sent to the Participants on 29 March in 2018 via e-mail. All of the Participants confirmed the receipt of the RFP.
- Deadline to hand over the proposals via e-mail was 20 April 2018 at 12.00 (EEST, UTC+3). All Participants presented their proposals before that.
- All Participants filled the requirements set in RFP.

3 Evaluating Committee

All partners of North Star Film Alliance where asked to evaluate the proposals:

- Foundation Film Production Export Alliance – lead partner representative Liina Maria Lepik (PP_EE)
- City of Helsinki – project partner representative Taina Seitsara (PP_FI)
- National Film Center of Latvia – project partner representative Dita Rietuma (PP_LV)
- Film Producers Service Association of Latvia - associated partner representative Janis Kalejs (AP_LV)
- Business Finland – associated partner representative Merja Salonen (AP_FI)

- Estonian Film Institute – associated partner representative Edith Sepp (AP_EE).

The last one, Edith Sepp, couldn't deliver the evaluation paper due to unforeseen work duties and lack of time but other partners delivered the document before the announcement of winner in time.

4. Evaluation process

Partners had to evaluate each participant from 1 (weak) to 10 (strong) in following criteria:

Criteria	Weighting
The quality of the proposed overall approach and methodology, demonstrating a clear understanding of the project requirements	40%
The skills, experience and proven track record of the tenderer and the personnel involved in the study	25%
Satisfactory approaches to project management, stakeholder management and progress reporting, including ethical considerations, sustainability and the application of professional codes of conduct	10%
Value for money represented by the costs of the proposal compared to the likely outputs	25%
TOTAL	100%

Evaluation papers were delivered in writing via e-mail.

Evaluation summary was as follows for each participant:

Criteria		Olsberg SPI							
		PP_EE	PP_FI	PP_LV	AP_EE	AP_FI	AP_LV	Total	Weighted Total
The quality of the proposed overall approach and methodology, demonstrating a clear understanding of the project requirements	40%	10	10	8	-	10	10	48	19,2
The skills, experience and proven track record of the tenderer and the personnel involved in the study	25%	10	10	9	-	10	10	49	12,25
Satisfactory approaches to project management, stakeholder management and progress reporting, including ethical considerations, sustainability and the application of professional codes of conduct	10%	10	9	9	-	7	10	45	4,5
Value for money represented by the costs of the proposal compared to the likely outputs	25%	10	10	8	-	8	8	44	11
TOTAL	100%							186	46,95

Criteria		Peacefulfish							
		PP_EE	PP_FI	PP_LV	AP_EE	AP_FI	AP_LV	Total	Weighted Total
The quality of the proposed overall approach and methodology, demonstrating a clear understanding of the project requirements	40%	7	8	7	-	7	9	38	15,2
The skills, experience and proven track record of the tenderer and the personnel involved in the study	25%	8	8	8	-	7	9	40	10
Satisfactory approaches to project management, stakeholder management and progress reporting, including ethical considerations, sustainability and the application of professional codes of conduct	10%	6	9	8	-	6	10	39	3,9
Value for money represented by the costs of the proposal compared to the likely outputs	25%	5	9	7	-	6	9	36	9
TOTAL	100%							153	38,1

Criteria		BOP Consulting							
		PP_EE	PP_FI	PP_LV	AP_EE	AP_FI	AP_LV	Total	Weighted Total
The quality of the proposed overall approach and methodology, demonstrating a clear understanding of the project requirements	40%	10	8	7	-	7	9	41	16,4
The skills, experience and proven track record of the tenderer and the personnel involved in the study	25%	8	9	8	-	6	9	40	10
Satisfactory approaches to project management, stakeholder management and progress reporting, including ethical considerations, sustainability and the application of professional codes of conduct	10%	8	10	7	-	5	10	40	4
Value for money represented by the costs of the proposal compared to the likely outputs	25%	9	9	7	-	6	9	40	10
TOTAL	100%							161	40,4

Therefore the highest score got Olsberg SPI (46,95), second BOP Consulting (40,4) and third Peacefulfish (38,1).

5 Announcing the winner

Participants were informed about the decision on 30 April via e-mail.