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Annex 6

Evaluation form

Evaluating proposal application of a small-scale project for tourism SMEs to receive financial support for digital transformation

Call: SMARTER AOE – 202301

Project proposal title:

Project proposal number:

Company name:

Evaluator (name and organisation):



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Evaluation criteria	Description	Value	Evaluation
FULFILLING THE FORMAL ELIGIBILITY CRITERIA			
a. Legal entities, small and medium-sized in line with selected Eurostat classes 27 and from AoE&BR target regions		Y/N	
b. Timely and appropriate application		Y/N	
c. Signed Declaration of honor		Y/N	
QUALITATIVE ASSESSMENT			
1. The economic impact of the proposed digital transformation project:		10	
a. Additional financial contribution / investment from private investors or their own into the project (in-kind or financial contribution)	Additional financial contribution of more than 3000 EUR - 5 points Additional in-kind contribution up to 3000 EUR - 2 points No contributions - 0 points	5	
b. Growth of the revenue of the company (compared with the total revenue in the last financial statement before the project's implementation)	The revenue after the investment will increase by 20 % or more - 5 points The revenue will increase by less than 20 % - 2 points The revenue will decrease or stay the same - 0 points	5	
2. The innovativeness of the digital transformation project:		60	
a. The project will lead the applicant to become engaged / add listing - on the new AoE portal.	Yes - 10 points No - 0 points	10	
b. The project will add additional communication channels with the applicants (existing and new) customers.	Yes - 5 points No - 0 points	5	
c. The project will add additional social media and other online networks to promote applicants' products or services.	Yes - 5 points No - 0 points	5	



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d. The project will implement or upgrade digital engagement tools (CRM database and processes to use it to engage guests and improve reputation).	Yes - 5 points No - 0 points	5	
e. The project will add additional registration or reservations (booking, promotional and/or review) systems (portals) to the applicant's business.	Yes - 5 points No - 0 points	5	
f. The project will add additional digital management tools to the applicant's business (such as workforce management, property management systems, digitalization of reception).	Yes - 5 points No - 0 points	5	
g. The project will create or update applicant's business website with additional features (such as own reservations form and/or availability calendar).	Yes - 5 points No - 0 points	5	
h. The project will add promotion of AoE products to the applicant's website or social media page.	Yes - 10 points No - 0 points	10	
i. The project will add additional payment options to customers (mobile payments, e-Wallets etc., also PayPal or crypto payments) for the applicant.	Yes - 5 points No - 0 points	5	
j. The project will add other digital skills for the key employees in the applicant's business (such as e-learning for particular skills).	Yes - 5 points No - 0 points	5	
3. Compliance with the project goals and existing strategies in the targeted region:		10	
a. Does the project directly contribute to the fulfilment of goals stated in the existing, applicable regional development strategies?	Yes - 5 points No - 0 points	5	
b. Does the project contribute to the fulfilment of sustainable development strategy in the targeted country and to the goals connected to climate change and ecological sustainability?	Yes - 5 points No - 0 points	5	
4. Operational viability of the proposed digital transformation project:		20	
a. Is the organization capable of implementing the proposed work plan – does it have the necessary resources (human resources, experience, financial resources...)	Yes - 10 points No - 0 points	10	
b. Are the proposed costs appropriate and necessary to achieve the stated goals and results of the digital transformation projects?	Yes - 10 points No - 0 points	10	
		100	



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Evaluation summary:

mark and write

A. The application does not meet the formal eligibility criteria and it is rejected.

EXPLANATION:

B. The application meets the formal eligibility criteria.

TOTAL SCORE: _____

ESTIMATED PROJECT VALUE (proposed by the applicant): _____ **EUR** (*VAT included*)

SUGGESTED FINANCIAL CONTRIBUTION (suggested by the evaluator):
_____ **EUR** (*VAT included*)

I declare that, to the best of my knowledge, I have no direct or indirect conflict of interest in the evaluation of this proposal.

Notes and comments:

Date and place: _____

Signature: _____

EVALUATORS' AVERAGE SCORE: _____