

# R&E Fund Communications Proposal

## Scoring Criteria

### Part 1. RELEVANCE AND SIGNIFICANCE

**1&2. Overview / Relevance and Significance.**

To what degree is the proposed communications project adequately described and appropriate for successfully carrying out the proposed activity?

0	1	2	3	4	5	6
poorly described/ inappropriate	adequately described, reasonably appropriate				very well described & wholly appropriate	

### Part 2. TECHNICAL MERIT

*Reviewers will assess the overall quality of the proposed project including the soundness of its implementation, thoroughness of planning, and clarity and appropriateness of the ideas and methods selected.*

**3 Approach.**

To what degree does the proposed communications project utilize current or industry standard communications tactics?

0	1	2	3	4	5	6
ineffective/ inappropriate	adequate to industry standard				effective & innovative	

**4 Schedule.**

In light of key project milestones and timelines, to what extent is the project's timeframe realistic and achievable ?

0	1	2	3	4	5	6
unrealistic, unlikely to be achieved						highly realistic, very likely achievable

**5 Assumptions & Risks.**

To what degree are any assumptions inherent in the proposal reasonable and appropriate and, are contingency plans to minimize the effect of identified or other risks, adequate?

0 1 2 3 4 5 6  
very inappropriate/.....reasonably.....very appropriate &  
inadequate adequate completely adequate

**Part 3. CAPACITY TO DELIVER**

*Reviewers will evaluate whether the team of people proposed to carry out the project has, as a collective, the skills necessary to successfully accomplish the work; the steps they have taken to consult with others; the extent to which the project is coordinated with other efforts; and whether the project has the necessary regulatory approvals.*

**6 Key Personnel.**

Are the key personnel who will implement the project adequately identified and do they appear to be sufficiently qualified and available to perform the proposed work?

0 1 2 3 4 5 6  
unqualified, unavailable .....adequately.....highly qualified, available  
and or poorly identified staffed & well described

**7 Coordination, approvals, consultation & partnerships.**

To what extent does the proposal show evidence that the proponent has sufficiently consulted with appropriate parties, coordinated programs and developed partnerships in their approach to and execution of the project? One additional point for having letters of support.

0 1 2 3 4 5 6  
very little evidence.....adequate.....much consultation...& comes with  
of coordination, consultation well coordinated letters of  
no partners & partnerships highly partnered support

**Part 4. BENEFITS**

*Reviewers will evaluate whether the proposal represents good value for money.*

**8/9 Measures of Success / Monitoring & Assessment**

Have the communications benefits that will result from the finished project been identified and are they tangible. And, will future communications projects be better informed as a result of this project.

0 1 2 3 4 5 6  
unclear benefits.....adequate.....clear tangible results  
inadequate deliverables benefits measurable benefits

