

NATA evaluation criteria

Total grade must be minimum 25 to get a grant

Points	-1	0 to 1	+3	+6	+9
Project idea and quality of application	Application not completed or parts missing. Project unrealistic.	Application completed but only with minimum information	Application gives a rather good idea about the project but lacks more detailed information to get the whole picture.	Application sufficiently completed and gives a good picture of the project.	A very thorough application of great quality. All aspects are well explained. The reader gets a clear picture of the project and the applicants' conditions.
Budget	No budget or financial plan in the application	Budget and financial plan limited and seem built on feeling rather than real examination	Budget and financial plans built on rough estimates and need more careful consideration	Budget and financial plan are credible, and applicants have given this careful consideration	Budget and financial plans are very thorough, credible and of good quality
Tourism development	The project will have no effect in relation to tourism development in the country/area	Little effect on the tourism development in the country/area	Some effect on the tourism development in the country/area	Considerable effect on the tourism development in the country/area	A big effect on the tourism development in the country/area
Partnership between the countries	No working partnership between the countries	Limited partnership between the countries	Some partnership between the countries	Well defined and involved partnership	Well defined and a high level of partnership and commitment
Marketing possibilities	No marketing plan	The marketing of the product is mentioned but not well defined	The applicant has a marketing plan	Good marketing plan	Excellent marketing plan
Innovative nature	No innovation	Little innovation at an early-stage development	Some innovation and new methods. Some testing has been done	Considerable innovation. Some testing has been done	A completely new product or a complete renovation of an older product. A proven innovation that is viable
Sustainability	None	Little	Considerable	To a large extent	100%