UNEP/MAP - PRIORITY ACTIONS PROGRAMME REGIONAL ACTIVITY CENTRE

SPLIT, KRAJ SV. IVANA 11

# **INVITATION TO TENDER**

**PROCUREMENT SUBJECT: Providing expert communication services for the needs of the Transboundary CAMP Otranto Project**

Simple procurement 7/2022

Split, June 2022

**1. GENERAL INFORMATION**

**1.1. Client information:**

**Name:** UNEP/MAP **-** Priority Actions Programme Regional Activity Centre (hereinafter: the Client)

**Registered office** - **address:** 21000 Split, Kraj Sv. Ivana 11

**OIB:** 27788012253

**Telephone number:** +385 (21) 340470

**Website:** [www.paprac.org](http://www.paprac.org)

1. **Contact person:** Questions concerning the tender contents and format can be sent to the person in charge of communicating with Tenderers - Tea Marasović, e-mail: [tea.marasovic@paprac.org](mailto:tea.marasovic@paprac.org)
2. **Procurement type:** Simple procurement
3. **Estimated procurement value:** Procurement value is estimated at 99.000,00 HRK (approx. EUR 13,000.00) without VAT.
4. **CPV:** 79416200-5

**2. INFORMATION ON THE PROCUREMENT SUBJECT MATTER**

**2.1. Background information**

The proposal of a transboundary CAMP Project for the Otranto Strait area (hereinafter referred to as: CAMP Otranto or Project) was launched as a part of the Coastal Areas Management Programme (CAMP) launched in 1989, which falls into the Mediterranean Sea protection activities undertaken by the Contracting Parties (CPs) to the Convention for the Protection of the Marine Environment and the Coastal Region of the Mediterranean (Barcelona Convention).   
The CAMP, coordinated by the Priority Actions Programme Regional Activity Centre (PAP/RAC) under the supervision of the United Nations Environment Programme/Mediterranean Action Plan (UNEP/MAP), focuses on the implementation of coastal management projects in pilot areas located across the Mediterranean.

The Feasibility Study (FS) for the transboundary CAMP project for the Otranto Strait area, prepared in 2019 allowed to identify the priorities and the main strategic objectives and activities of the CAMP Otranto. These were confirmed both by the national authorities of the two Countries and the representatives of the Contracting Parties (CPs) at the 21nd Ordinary Meeting of the Contracting Parties of the Barcelona Convention (Naples, Italy, 2-5 December 2019). That allowed to proceed to the next step towards the implementation of the CAMP Otranto i.e., the preparation of the CAMP Agreement signed in March 2021.

The design of the CAMP Otranto project recognizes and incorporates the following fundamental considerations:

* The CAMP Otranto is designed to respond to regional (Mediterranean), national and local priorities, and will operate according to the experiences and realities of the host-countries’ legal, administrative and cultural institutions, and will benefit from the available national and local expertise. UNEP/MAP technical assistance will be targeted to general coordination and to issues in which national expertise and resources require support and supplementary inputs.
* The CAMP Otranto project is based on an integrated approach to coastal and marine environment and development problems. This means that the project activities will cut across protection and development problems, harmonize public sector priorities and private sector pressures, and provide an integrated strategy for the common goal of achieving development in the region within a sustainable management policy framework.
* Consequently, the CAMP Otranto project, far from compromising development objectives, aims to incorporate the principles of sustainable development and integrated coastal management in the development process to better articulate resource protection and development objectives.

Within the general objective of testing the transboundary integrated management of coastal zones, by implementing both the ICZM Protocol and the Marine Spatial Planning (MSP), the CAMP Otranto actions aim to:

* reduce pollution, with particular attention to marine litter, on which the project should concentrate the efforts on developing best practices shared among Italy and Albania;
* improve sustainability of the tourism sector, in particular through the evaluation of selected tourism activities;
* preserve, protect and restore the health and integrity of coastal and marine ecosystems, in particular in the existing and potential sites of the Natura 2000 Network, through examining different Area Based Management Tools (ABMTs) and Other Effective Area-Based Conservation Measures (OECMs), within and beyond national jurisdiction (AWNJ and ABNJ).

The Project will contribute to the implementation of various decisions of the CPs related to ICZM, MSP, biodiversity, pollution, as well as to other international obligations such as the UN Sustainable Development Goals (SDGs), EU Strategy for the Adriatic-Ionian Region (EUSAIR) and alike.

**2.2. Description of the procurement subject matter**

The objectives of this Assignment are to:

* prepare the Communication Strategy for the Transboundary CAMP Otranto project, addressing implementation activities in Albania and Italy related to collaboration towards Integrated Coastal Zone Management;
* lead the communication activities based on the identified Strategy.

As part of this initiative, the selected Tenderer will need to implement the **following tasks**:

1. **Prepare the Communications Strategy**, which incorporates:

* defining key communication material and activities tailored for the key stakeholder groups, such as policy makers on the national level (in Albania and Italy), local government (Vlora County and Puglia Region), local (green/blue marine-coastal) entrepreneurs and civil society;
* defining common language to be used in overall project communication & dissemination;
* developing key project communication messages, aimed at identified stakeholder groups;
* defining and proposing appropriate communication channels, dissemination methods and media for the communication products and activities, such as video, print, web/online media, traditional media and social media, among others - to effectively communicate key messages to specific categories of stakeholders;
* drafting a workplan with clear deliverable outcomes and tools for the implementation of the communication strategy, in line with the project objectives;

1. **Copy editing** of the following project promotional material, based on the drafted workplan:

* text for the project website;
* brochures (2) – one general project brochure (up to 2 pages) and one policy brief (up to 4 pages);
* roll-up banner;
* infographics (6) – three (3) static and three (3) animated infographics;
* narrative for short animated videos (3) – duration of each: up to 30 seconds;
* narrative for the main project video (up to 2 minutes);
* text/key messages for hero image.

1. **Guiding public relation activities** and **preparing communication material**, mainly structured around key project events – two (2) conferences and up to four (4) national awareness events, including:

* press releases;
* news articles / blog posts on project activities;
* social media posts;
* other, as relevant (based on the developed Communication Strategy).

The Assignment will be undertaken under supervision and in close collaboration with the project coordinators (national coordinators from both countries and PAP/RAC), as well as in close co-operation with INFO/RAC, CAMP Otranto Steering Committee and Tryeza/Tavolo CAMP Otranto.

The Project team will provide all the data and information necessary for designing the Communication Strategy (Task 1) and copy editing of the project promotional/communication material (Tasks 2 and 3).

The Tenderer is required to participate on regular coordination meetings regarding the Assignment, and on other project meetings which are relevant for the implementation of the Assignment.

**2.3. Deliverables and deadlines**

The deliverables and tentative deadlines related to the activities/tasks defined in 2.2 are as follows:

|  |  |  |
| --- | --- | --- |
| **No.** | **Deliverables** | **Deadlines** |
| 1. | Communication Strategy | 31 August 2022 |
| 2. | Copy edited text for the project website | 30 September 2022 |
| 3. | Copy edited text for the brochures, roll-up banner, infographics, hero image and narrative for one short animated project video | 15 November 2022 |
| 4. | Copy edited narrative for two short animated project videos and the main project video | 30 April 2023 |
| 5. | End project-report on communication services, as defined in Task 3 | 31 December 2023 |

The deliverables shall be written in English in an electronic form (MS Word / PDF format).

**3. ELIGIBILITY OF ECONOMIC OPERATORS (SELECTION CRITERIA)**

**3.1. Technical and professional capacity**

**The Tenderer shall prove it has the following qualifications:**

* University degree in communications, marketing or closely related field;
* At least 3 years of experience in developing communication material for projects or institutions;
* Excellent command English language, both written and spoken.

**For the purposes of establishing the grounds set out in item 3.1. of the Invitation to Tender the Tenderer shall submit the following in his Tender:**

1. **CV of key expert/professional to be involved in the implementation of the Task.**

**4. INFORMATION ON THE TENDER**

**4.1. Tender contents and format**

The Tender proposal should contain the following elements:

1. **Tender sheet** signed andfilled in according to this Invitation to Tender (Annex 1);
2. **CV**, in English;
3. **List of projects verifying expertise of the qualified expert** (Annex 2);
4. **Cost statement,** signed andfilled in according to this Invitation to Tender (Annex 3).

**4.2. Tender format and submission**

Tender offers need to be drafted according to the requirements laid out in the Invitation to Tender.

Offers shall be sent electronically to the following e-mail addresses: [procurement@paprac.org](mailto:procurement@paprac.org) and [tea.marasovic@paprac.org](mailto:tea.marasovic@paprac.org) indicating “**Communication CAMP Otranto**”.

**4.3. Date, time and place of Tender submission**

Tender offers must be received **by 30 June 2022, 11:00 am CET – Extended to the 1st July 2022, 11:00 am CET**

All offers received after the bid opening deadline will be marked as late and excluded from the procedure.

* 1. **The Tenderer may amend or withdraw his Tender before the Tender submission deadline.**

The amended Tender shall be submitted in the same manner as the original and clearly marked as amended.

The Tenderer may withdraw his Tender by submitting a written statement before the Tender submission deadline. The written statement shall be submitted in the same manner as the original Tender and clearly marked as a statement of Tender withdrawal. Alternative Tenders are not permitted.

* 1. **Tender currency:** Croatian kuna (HRK) or Euro (EUR).

The Tenderer shall express the Tender price in Croatian kuna (HRK) or in Euro (EUR).

If the Tender price is expressed in EUR, for Tender comparison purposes, the Tender price will be converted to Croatian kuna (HRK) using the middle exchange rate of the Croatian National Bank (HNB) valid on the day of Tender submission deadline.

* 1. **Language and script:** The Tender shall be drafted in English language, using the Latin script.
  2. **Period of validity:** 15 days from the tender submission deadline.
  3. **Price setting method**

The Tender price consists of pre-VAT price, VAT and total price.

If the Tenderer is not in the VAT system, the same amount as entered in the place provided for entering the Tender price without VAT shall be entered in the Tender sheet in the place provided for entering the Tender price with VAT, while the place intended to enter the amount of VAT shall be left blank.

For Tenderers who are not established in the Republic of Croatia, the place provided for the entry of the amount of VAT is left blank, and in the place provided for the entry of the tender price with VAT, the same amount is entered as in the place provided for entry of the Tender price without VAT.

When evaluating the Tenders, the Client will take into account the total price (with value added tax).

Transport fees and accommodation expenses related to the Tender (if any) are not included and will be covered by the Client as an additional expense.

Additional expenses, such as daily substance allowances (DSA) (if any) related to the Tender, need to be included in the Tender price. When evaluating the tenders, the Client will take into account the total price.

**5. AWARD CRITERIA**

The Tender will be awarded according to the **most economically advantageous tender (MEAT) criteria**.

The following table sets out the criteria, units of measure, labels and their relative importance. They will be applied to Tenderers whose experts satisfy technical and professional capacity criteria set in Ch. 3.The MEAT award criteria are the following:

* proposed price (Annex 3);
* expertise of the Tenderer’s qualified expert (Annex 2);

Determining the MEAT according to the above criteria for selecting the MEAT will be done as follows: after the Client has determined the score value by individual criteria for each Tenderer, the points awarded to Tenderer according to each of the criteria will be summed in order to obtain the total number of points for each Tenderer. The most favourable Tenderer will be the one who has earned the highest total score according to all the above criteria.

At that, the MEAT is equal to the highest total score resulting from the ranking of the Tenders; the total maximum number of points is 100.00 with the total points being calculated in two decimal places. In case that two or more Tenders achieve equal number of points, the one received earlier will be chosen. As a proof, data will be used on the order in which Tenders have been received.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Criteria** | **Criteria label** | **Description and measuring unit** | **Methodology** | **Number of points** | **Maximum** |
| Price | P | The Tender price, i.e., the financial Tender amount in HRK or EUR including VAT, if applicable | C = (Lowest Tender price/price of the Tender) x 50.00 | 50 | 50 |
| Expertise | E | Number of relevant projects in which the expert was involved as a communication expert | 0 | 0 | 50 |
| 1 - 2 | 20 |
| 3-4 | 30 |
| 5-6 | 40 |
| More then 6 | 50 |

Selection of the most economically advantageous Tenders (ENP) will determine the basis for evaluating the criteria for each individual Tender according to the delivery of the requested Tenderer's documentation, in the appropriate form: **ENP = P + E**.

**For the purposes of establishing the grounds set out in item 6. of the Invitation to Tender the Tenderer shall submit the following in his Tender:**

1. **List of projects verifying expertise of the qualified expert** (Annex 2);

**6. DUE DATE, CONTRACT AND TERMS OF PAYMENT**

For any contractors that are legal persons established outside the Republic of Croatia, payments shall be made in EUR. For any contractors that are legal persons established in the Republic of Croatia, payments shall be made in the Croatian currency (HRK).

The Client shall make the payments to the Tenderer, based on invoices drawn up by the Tenderer. The invoices shall be issued in the following manner:

* First invoice is issued upon finalisation of deliverables 1 and 2 listed in chapter 2.3. of this Tender and clearance by the Client;
* Second invoice is issued upon finalisation of deliverables 3 and 4 listed in chapter 2.3. of this Tender and clearance by the Client;
* Third invoice is issued upon finalisation of deliverable 5 listed in chapter 2.3. of this Tender and clearance by the Client.

The Client shall pay the issued invoices, pursuant to the prices set out in the selected Tender, within 30 days of the invoice receipt.

All legal persons and natural persons which are in VAT system conducting financial transactions with the Client are required to issue electronic invoices. The invoices shall be issued as e-invoice through FINA e-invoice service or through PEPPOL Network.

An advance by the Client is not permitted.

**Envisaged duration of the Contract is till the end of** **December 2023**.

# Annex 1

# **Tender sheet**

**Tender date**:

**Contracting Authority**:   
Priority Actions Programme Regional Activity Centre (PAP/RAC), Kraj Sv. Ivana 11, 21000 Split, Croatia

**Subject of procurement:**Providing expert communication services for the needs of the Transboundary CAMP Otranto Project

**Tenderer information:**

|  |  |
| --- | --- |
| **Tenderer’s name and registered seat** |  |
| **PIN[[1]](#footnote-1)** |  |
| **Bank name** |  |
| **IBAN** |  |
| **SWIFT** |  |
| **The economic operator is VAT registered (select)** | YES NO |
| **Name, family name and position of a person / persons authorised to sign the public procurement contract** |  |
| **Name and title of the contact person:** |  |
| **Mail address:** |  |
| **E-mail address:** |  |
| **Telephone number:** |  |

**Tender price:**

|  |  |
| --- | --- |
| **Tender price, excluding VAT (HRK/EUR)** |  |
| **VAT (25%)[[2]](#footnote-2)** |  |
| **Total price with VAT (HRK/EUR)** |  |

**Bid validity date:** at least 15 days after the bid submission deadline

**For the Tenderer:**

(Signature of the legal representative)

# Annex 2

# **List of projects verifying expertise of the Tenderer’s expert**

Relevant references of the expert (*Name and Surname*) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, in projects in which the expert had the role of communication expert:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No[[3]](#footnote-3).** | **Name of the project** | **Role of the expert, relevant to the Tender** | **Online sources of the communications work in which the expert was involved** | **Beginning and end year of the project** |
| 1. |  |  |  |  |
| 2. |  |  |  |  |
| 3. |  |  |  |  |
| 4. |  |  |  |  |
| 5. |  |  |  |  |
| 6. |  |  |  |  |

# Annex 3

# **Cost statement**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Providing expert communication services for the needs of the Transboundary CAMP Otranto Project** | | | | | |
| **No.** | **Tasks/ Deliverable description** | **Unit** | **Approx. amount** | **Unit price in HRK/EUR (without VAT)** | **Total HRK/EUR (without VAT)** |
| 1. | Communication Strategy | piece | 1 |  |  |
| 2. | Copy editing - project website text | set | 1 |  |  |
| 3. | Copy editing - brochures, roll-up banner, infographics, hero image and narrative for one short animated project video | set | 1 |  |  |
| 4. | Copy editing - narrative for two short animated project videos and the main project video | set | 1 |  |  |
| 5. | Communication services and PR guidance | set | 1 |  |  |
| **Tender price in HRK/EUR without VAT (total item amount)** | | | | |  |
| **VAT amount (25%)[[4]](#footnote-4)** | | | | |  |
| **Tender price with VAT in HRK/EUR** | | | | |  |

In \_\_\_\_\_\_, \_\_.\_\_ 2022

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Full name of the legal representative)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Signature of the legal representative)

1. Or national identification number according to the economic operator’s country of establishment, if applicable [↑](#footnote-ref-1)
2. Economic operators registered in Croatia that are not in VAT system and economic operators registered outside the Republic of Croatia do not fill the column. [↑](#footnote-ref-2)
3. Add rows, as necessary [↑](#footnote-ref-3)
4. Economic operators registered in Croatia that are not in VAT system and economic operators registered outside the Republic of Croatia do not fill the column. Note: reverse change will be applied for the economic operators registered outside the Republic of Croatia. [↑](#footnote-ref-4)