PRIORITY ACTIONS PROGRAMME REGIONAL ACTIVITY CENTRE

SPLIT, KRAJ SV. IVANA 11

# **INVITATION TO TENDER**

**PROCUREMENT SUBJECT: Development of an integrative cross media scientific storytelling targeting multi-actors and promotion of this storytelling through a web site in the framework of the GEF Adriatic project**

**SIMPLE PROCUREMENT**

Reference number 44/2020

Split, December 2020

**1. GENERAL INFORMATION**

**1.1. Client information:**

**Name:** Priority Actions Programme Regional Activity Centre – PAP/RAC (hereinafter: the Client)

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

**Personal identification number (PIN)**: 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, Veronique Evers, e-mail: veronique.evers@paprac.org
2. **Procurement type:** Simple procurement
3. **Estimated procurement value:** Procurement value is estimated at 138,000.00 HRK without VAT.
4. **Common Procurement Vocabulary (CPV) code:** 72413000-8

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

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

**Background**

The procurement is carried out as part of the project **“Implementation of ecosystem approach in the Adriatic Sea through marine spatial planning” (GEF Adriatic)** co-financed by the Global Environment Facility (GEF). It is a sub-regional project implemented in Albania and Montenegro, which aims at restoring the ecological balance of the Adriatic Sea through implementation of the ecosystem approach and marine spatial planning (MSP).

The GEF Adriatic project also aims at accelerating the implementation of the Integrated Coastal Zone Management (ICZM) Protocol and the mainstreaming of monitoring obligations of other Protocols of the Barcelona Convention into the ecosystem-based integrated monitoring and assessment programme (IMAP). Implementation of the ecosystem approach through IMAP follows a process of integrated assessment and monitoring of all the key environmental components: biodiversity and fisheries, hydrographic processes, coastal ecosystems and landscapes, as well as pollution from eutrophication, contaminants and marine litter.

The project started in 2018, and will end in June 2021.

**Objective of the procurement**

The objective of the procurement is to develop an integrative cross media scientific storytelling targeting multi-actors.

Integrative cross media scientific storytelling will be prepared in such a way to:

1. Explain
* the basic facts about the project
* the process, roles and involvement of the key institutions and stakeholders in the project
* results and studies produced
1. Address different stakeholders’ groups, attract new followers, supporters, and interested parties.

Integrative storytelling material will be presented on a GEF Adriatic project dedicated website, making use of multimedia (photos, videos, stories and interviews) produced both by the project and the consultant. These materials will also serve as a basis for the preparation of social media content. The website should be designed as both a project journal and a thematic blog containing interactive maps, infographics and other multimedia materials enhancing the interactivity and engagement side of communication. The website will be updated up to the end of the project and maintained online for one year up to June 2022.

The Tenderer should work in close collaboration with the PAP/RAC’s communication team.

**Tasks of the Tenderer**

1. Website development and adjustment according to the specifications, needs, and requirements expressed by the project communication team. The development will also include the activation of SEO, analytics, and other monitoring tools. The preparation will include:
* proposals of three different website layouts, with special care to identify a design that can be used in all digital media platforms and social media alike. The design will be discussed and approved by the project communication team.
* Definition of the organization of the home page and internal pages, production, and publication of the initial set of contents needed to describe the project and to make all the results and information available to all partners and other key stakeholders and players, in a user-friendly mode.
1. Writing and professional editing of the initial set of information products, that can be used for the static pages.
2. Writing/editing/production of at least 10 articles/storytelling (cca 5000 characters), including portraits of national project champions, lessons learned and alike. ;
3. Production of 8 interactive info graphics based on data/info derived by the project results and publications;
4. Two editorial products, based on two national reports (format to be decided, except video);
5. Video storytelling - post production of the video material provided by the project team, resulting with 2-3 videos.

All the content shall be produced in English language.

**2.2. Deliverables and deadlines**

The deliverables and tentative deadlines related to the activities/tasks defined in 2.1 are given in the table below:

|  |  |
| --- | --- |
| **Deliverable**  | **Tentative deadline** |
| 1. Website structure and first contents | 30 January 2021 |
| 2. Initial set of storytelling products distributed through appropriate media channel  | 31 March 2021 |
| 3. Two editorial products based on 2 reports | 30 June 2021 |
| 4. Final web-site with all the contents  | 30 June 2021 |

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

**1. The Tenderer shall prove he/she has at his/her disposal the qualified expert for the provision of services indicated as the subject matter of the procurement.**

The Tenderer shall prove that the qualified expert has:

* At least 5 years of experience in producing visual and communication material and promoting it through the development of web sites;
* A good interpersonal skills and good ability to work as a part of a team;
* Very good command of both written and spoken English.

**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/her Tender:**

1. *The qualified expert/s* ***curriculum vitae (CV),*** *clearly highlighting,**among others,* ***required technical and professional qualifications.*** *In case that more experts will be involved the Tenderer can submit more than one CV;*
2. ***If relevant, company profile (not obligatory)****.*

**4. INFORMATION ON THE TENDER**

**4.1. Tender contents and format**

The Tender proposal should contain the following elements:

1. **Tender sheet** filled in according to this Invitation to Tender, signed by the authorised representative of the Tenderer (Annex 1);
2. **Curriculum vitae** of the qualified expert, proving required technical and professional capacity;
3. **List of projects(web sites / storytelling articles) verifying expertise** (see ch 5) of the qualified expert (Annexes 2 and 3);
4. **Cost statement** filled in according to this Invitation to Tender, signed by the single authorised representative of a Tenderer (Annex 4).

**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: pap@paprac.org and veronique.evers@paprac.org with “Development of an integrative cross media scientific storytelling” as the e-mail subject.

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

Tender offers must be received **on 30 December 2020 at 13:00.**

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.

**4.5. Tender currency:** Croatian kuna (HRK).

Tender currency shall be expressed in HRK.

* 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.

**4.8. Price setting method**

Tenderers that are registered in Croatia:

* if in VAT system, expressed VAT shall be 25%;
* if out of VAT system, expressed VAT shall be 0%.

Tenderers registered outside the Republic of Croatia (in /or out of VAT system) do not express VAT, but indicate “reverse charge” (see Annex 1, 4). This means that VAT is transferred to the Client that pays VAT (25% in Croatia). When evaluating the tenders, the Client will take into account the above indicated VAT.

The bid price cannot be altered.

NOTE: The Pre-VAT price for natural person includes all taxes, pay-related social insurance contributions and all other contribution or payments, statutory or otherwise, arising by virtue of performance of the services.

**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 4);
* 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 including VAT, if applicable  | C = (Lowest Tender price/price of the tender) x 30.00 | 30 | 30 |
| Expertise 1 | E1 | Number of web sites for promoting scientific projects designed  | 0 | 0 | 30 |
| 1 - 5 | 15 |
| 6 or more | 30 |
| Expertise 2 | E2 | Number of sets of storytelling articles for scientific projects developed  | 0 | 0 | 40 |
| 1 - 5 | 20 |
| 6 or more | 40 |

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 + E1 + E2**.

**For the purposes of establishing the grounds set out in item 5. of the Invitation to Tender the Tenderer shall submit the following in his Tender:**

1. ***List of web sites verifying expertise 1 of the qualified expert (Annex 2);***
2. ***List of storytelling articles verifying expertise 2 of the qualified expert (Annex 3)***

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

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 deliverable 1 in chapter 2.2 of this Tender and clearance by the Client;
* Second invoice is issued upon finalisation of deliverable 2 listed in chapter 2.2 of this Tender and clearance by the Client;
* Third invoice is issued upon finalisation of deliverable 3 listed in chapter 2.2 of this Tender and clearance by the Client.
* Fourth invoice is issued upon finalization of deliverable 4 listed in chapter 2.2 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 (in or out of VAT system) 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.

For selected Tenderer registered outside the Republic of Croatia, the contract will be made in Croatian currency (HRK). However, payment can be made in other currency using the exchange rate of the Client’s bank ([OTP bank](https://www.otpbanka.hr/)), valid on the date of the payment.

For selected Tenderer registered in the Republic of Croatia, contracting and payments shall be made in the Croatian currency (HRK).

An advance by the Client is not included.

Envisaged duration of the contract is 6 months.

**Annex 1 - Tender sheet**

**Tender place and date:\_\_\_\_\_\_\_\_\_\_\_\_**

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

**Subject of procurement:** Development of an integrative cross media scientific storytelling targeting multi-actors and its promotion on a website in the framework of the GEF Adriatic project

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

**Tenderer information:**

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

Tenderer price:

|  |  |
| --- | --- |
| Tender price, excluding VAT (HRK) |  |
| Amount of the value-added tax (VAT)[[2]](#footnote-2) |  |
| Total price with VAT (HRK) |  |

On behalf of the tenderer:

(Name, surname and signature of a legal representative)

# **Annex 2 - List of web sites verifying expertise 1 of the Tenderer’s expert**

Number of web sites for promoting scientific projects designed by the expert \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (*Name and Surname*) relevant to the Tender, in which the expert had a leading role:

|  |  |  |  |
| --- | --- | --- | --- |
| **No[[3]](#footnote-3).** | **Adress of the web site** | **Tasks of the expert**  | **Beginning and end date of the project** |
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# **Annex 3 - List of sets of storytelling articles for scientific projects developed by the Tenderer’s expert**

Number of sets of storytelling articles for scientific projects developed by the expert (*Name and Surname*):

|  |  |  |  |
| --- | --- | --- | --- |
| No[[4]](#footnote-4). | Name of the project | References of the storytelling articles  | Beginning and end date of the project |
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# **Annex 4 - Cost statement**

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| --- |
| **Development of an integrative cross media scientific storytelling targeting multi-actors and promotion of this storytelling through a web site in the framework of the GEF Adriatic project** |
| No. | Deliverable description | Unit  | Approx. amount | Unit price in HRK (without VAT) | Total price in HRK (without VAT) |
| 1. | Website structure and first content | Piece | 1 |  |  |
| 2. | Initial set of storytelling product distributed through appropriate media channel  | Piece | 1 |  |  |
| 3.  | Final set of storytelling product distributed through appropriate media channel  | Piece | 1 |  |  |
| 4. | Final website with all the content  | Piece | 1 |  |  |
|  | ***Tender price in HRK without VAT (total item amount)*** |  |
|  | ***VAT amount (25%)[[5]](#footnote-5)***  |  |
|  | ***Tender price with VAT in HRK*** |  |

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

(Name and surname of the legal representative)

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

(Signature of the legal representativ)

In\_\_\_\_\_, \_\_.\_\_.2020.

1. Or national identification number according to the economic operator’s country of establishment, if applicable [↑](#footnote-ref-1)
2. Economic operators that are not in VAT system, do not fill in the column (or put 0). Economic operators registered outside the Republic of Croatia in or out of VAT system, in the place of VAT have to put note “reverse charge”. [↑](#footnote-ref-2)
3. Add rows, as necessary [↑](#footnote-ref-3)
4. Add rows, as necessary [↑](#footnote-ref-4)
5. . Economic operators that are not in VAT system, do not fill in the column (or put 0). Economic operators registred outside the Republic of Croatia in or out of VAT system, in the place of VAT have to put note “reverse charge”. [↑](#footnote-ref-5)