PRIORITY ACTIONS PROGRAMME REGIONAL ACTIVITY CENTRE

SPLIT, KRAJ SV. IVANA 11

# **INVITATION TO TENDER**

**PROCUREMENT SUBJECT: Story Map Production services in the framework of the Transboundary CAMP Otranto project**

Simple Procurement 14/2023

Split, August 2023

**1. GENERAL INFORMATION**

**1.1. Client information**

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

**OIB:** 27788012253

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

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

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

1. **Contact person:** Inquiries regarding the content and format of the Tender can be directed to the individual responsible for liaising with potential Tenderers, Tea Marasović   
   e-mail: [tea.marasovic@paprac.org](mailto:tea.marasovic@paprac.org)
2. **Procurement type:** Simple procurement
3. **Estimated procurement value:** The estimated procurement value is EUR 5,000.00, excluding VAT
4. **CPV:** 92111220-0
5. **INFORMATION ON THE PROCUREMENT SUBJECT MATTER**

**2.1. Background information on the CAMP Otranto project**

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 (so-called 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 us 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 21st Ordinary Meeting of the Contracting Parties of the Barcelona Convention (Naples, Italy, 2-5 December 2019). That allowed us 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 the 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 the sustainability of the **tourism** sector, particularly 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.

The Project will contribute to the implementation of various decisions of the CPs related to ICZM, MSP, biodiversity and 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.

**The geographical scope of the project** extends across the **Strait of Otranto**, covering the coastal regions of Puglia Region (Italy) and Vlora County (Albania), thereby forming a single complex project area.

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

With oversight from the Client and in collaboration with the national project coordinators for Albania and Italy (NPCs) as well as project partners, the Contractor will develop an interactive Story Map. This Story Map will visually present the notable characteristics of the study area and the key findings of the AMBT Feasibility study, which is developed within the framework of the Transboundary CAMP Otranto project.

The primary objective of the Story Map is twofold: firstly, to enhance the visibility of UNEP/MAP's endeavours and its collaborative partners, and secondly, to raise awareness of CAMP projects implemented in the Mediterranean region. The Story Map will act as a versatile tool, catering to diverse audiences, ranging from policymakers to the general public, and effectively communicating the accomplishments and aspirations of these initiatives.

The Contractor is responsible for overseeing all activities related to the production of the Story Map, encompassing the following tasks:

1. **Content development**
   * Gather relevant information, data and visuals (maps, photos etc.) based on the ABMT Feasibility Study;
   * Propose an initial layout with indicated Story Map thematic chapters;
   * Develop a comprehensive draft narrative that effectively presents its key outcomes, in collaboration with the CAMP Otranto communication expert and project partners.
2. **Integration of multimedia elements**
   * Incorporate geospatial data on ecological resources, biodiversity, anthropogenic pressures, and other relevant information presented in the ABMT Feasibility Study, in accordance with the Client;
   * Where necessary, utilize GIS tools and mapping data to create interactive maps, highlighting the project’s geographic scope and its environmental sensitivity;
   * If necessary, integrate project multimedia elements, such as photographs, videos, or available infographics, to enhance the Story Map's visual appeal.
3. **User Interface and design**
   * Develop an intuitive and user-friendly interface for the Story Map to ensure ease of navigation;
   * Design the Story Map with a responsive layout that is compatible with various devices and screen sizes and technically functional on various online platforms;
   * Ensure alignment of the Story Map with the project's visual guidelines, incorporating essential project details such as visual identity, logos of project partners, project website address, and pertinent hashtags (subject to Client approval) - this process will be closely coordinated with the CAMP Otranto graphic designer;
   * Provide technical assistance to host the Story Map on a designated online platform/s.

The incorporated visuals must be of high digital quality and should be provided to the Client in a separate file for potential future use.

The quoted price covers all adjustments to the final product, provided they are requested by the Client.

* 1. **Deliverables and Deadlines**

The deliverables and tentative deadlines related to the activities/tasks defined in 2.3 are as follows:

|  |  |  |
| --- | --- | --- |
| No. | Deliverables | Deadlines |
| 1 | **Draft Story Map** A preliminary version of the Story Map with overall content, visuals, and multimedia elements | 15 October 2023 |
| 2 | **Final Story Map** The completed and fully functional Story Map, hosted on a designated platform and accessible online | 10 December 2023 |

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

**3.1. Technical and professional capacity**

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

- Master's degree in environmental sciences, spatial planning, or another relevant field;

- At least 2 years of experience in marine management;

- At least 2 years of experience with GIS-based software and generating maps;

- Experience in developing visual communication material/tools;

- 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 Tender:**

1. **CV(s) of professional(s) to be involved in the implementation of the task**;
2. *Company profile is optional.*

**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/ company profile**, in English;
3. **Cost statement,** signed andfilled in according to this Invitation to Tender (Annex 2);

**4.2. Tender format and submission**

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

Tender offers are to be submitted electronically to the following email addresses:

procurement@paprac.org and tea.marasovic@paprac.org, with the subject line – "**Story Map - CAMP Otranto**".

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

Tender offers must be received **by 7 September 2023, 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:** Euro (€).

Tender currency shall be expressed in EUR. However, payments can be made in alternative currencies using the exchange rate of the Client’s bank ([OTP bank](https://www.otpbanka.hr/)), valid on the date of payment.

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

If the Tenderer is registered in Croatia and is exempt from the VAT system, identical values are to be entered in both the "Tender price with VAT" and "Tender price without VAT" fields (as specified in Annexes 1 and 2). The "VAT" field should be left blank.

Tenderers who are not registered in the Republic of Croatia are required to leave the "VAT" field (in Annexes 1 and 2) blank. Additionally, matching values should be provided in both the "Tender price with VAT" and "Tender price without VAT" fields (as specified in Annexes 1 and 2).

However, during the evaluation of Tender offers, the Client will consider the total price inclusive of value-added tax (as specified in Annexes 1 and 2). In this scenario, the Client will cover the VAT expenses.

The Tender price, exclusive of VAT, should include all expenses, including taxes (up to 34% for individual consultants, in accordance with the Croatian Act on income tax), as well as any applicable discounts.

Transport and accommodation expenses associated with the Tender (if applicable) are not part of the included amount and will be covered by the Client as supplementary charges. Any supplementary expenses, such as daily subsistence allowances (DSA) linked to the Tender, should be integrated within the Tender price.

**5. AWARD CRITERIA**

The Tender will be awarded according to the **best price criteria**.

**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. ***Cost statement*** *(Annex 2);*

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

The contract will be in Euro currency (€).

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:

* 1st instalment – 50% upon submission of deliverables 1 listed in chapter 2.4 of this Tender and clearance by the Client;
* 2nd instalment – 50% upon submission of deliverable 2 listed in chapter 2.4 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.

Any legal entities and natural persons registered in the VAT system and engaged in financial transactions with the Client must issue electronic invoices. The invoices should be produced as e-invoices using the FINA e-invoice service or via the PEPPOL Network.

An advance by the Client is not permitted.

**Due date:**   
Envisaged duration of the Contract - **end of** **December 2023.**

# **Annex 1**

# Tender sheet

**Contracting Authority**:

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

**Procurement subject:**

Story Map Production in the framework 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** | 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 in EUR, excluding VAT** |  |
| **VAT (25%)[[2]](#footnote-2)** |  |
| **Total Tender price, inclusive of VAT (EUR)** |  |

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

|  |  |  |
| --- | --- | --- |
| **Date:** |  | **For the Tenderer:** |
|  |  |  |
|  |  | Signature of a legal representative |

# **Annex 2**

# Cost statement for Story Map Production services in the framework of the Transboundary CAMP Otranto project

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| No. | Task description | Unit | Quantity | Unit price in EUR (excluding VAT) | Total price in EUR  (excluding VAT) |
| 1. | Story Map Production services  (DEL 1 and 2, as detailed in Chapter 2.4) | set | 1 |  |  |
| *Tender price in EUR, excluding VAT (total unit amount)* | | | | |  |
| *VAT amount (25%)[[3]](#footnote-3)* | | | | |  |
| *Total Tender price in EUR, inclusive of VAT* | | | | |  |

|  |  |
| --- | --- |
| **Place:** |  |
| **Date:** |  |

|  |
| --- |
|  |
| 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 who are not part of the VAT system and economic operators registered outside the Republic of Croatia should leave the respective column blank. [↑](#footnote-ref-2)
3. Economic operators registered in Croatia who are not part of the VAT system and economic operators registered outside the Republic of Croatia should leave the respective column blank. [↑](#footnote-ref-3)