



## Terms of Reference (ToR)

### Provision of External Service:

### *“Support Services to Communication Activities”*

E-CITIJENS – Project ID: 10044361

Interreg V-A Italy-Croatia CBC Programme 2014-2020

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14 May 2021

Subject

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Selection procedure of three comparable offers related to the provision of support services in the implementation of the following communication activities:

- Support to internal and external communication activities;
- Support to the implementation of the Citizens Awareness Raising Campaign;
- Support to communication activities related to capacity building actions to be organised by the project partners.

The services are necessary for the implementation of the activities entrusted to the Adriatic Ionian Euroregion (hereafter AIE) under the E-CITIJENS project and, in particular, of those falling within WPM Management, WPC Communication and WP5 – Activity 5.2 “Development and implementation of capacity building actions”.

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Background

E-CITIJENS, an abbreviation for “Civil Protection Emergency DSS based on CITizen Journalism to ENhance Safety of the Adriatic Basin”, is an EU territorial cooperation project co-financed by the EU under the Interreg V-A Italy-Croatia CBC Programme 2014 - 2020, Priority Axis “Safety and Resilience”.

Coordinated by the Molise Region (IT), the project involves 8 partners including: Split and Dalmatia County, Veneto Region, University of Split, EEIG EURelations, University of Bologna, Pescara Municipality, the Adriatic Ionian Euroregion, Zadar County Rural Development Agency, City of Dubrovnik.

E-CITIJENS aims at increasing the safety of the Croatian and Italian Adriatic basin from natural and man-made disasters by improving emergency prevention and management measures and instruments. In particular, the

project will develop, test and release a “social media based” Emergency Decision Support System (EDSS) platform aimed at improving prevention and management capacities across borders.  
the specific objectives of the project are to:

- Make available to the Civil Protection chain of command an advanced and efficient Emergency Decision Support System (DSS) for a more efficient observation and prediction of risks and management of emergencies.
- Increase the level of involvement of the population by activating citizens into a participatory process of data gathering, thus stimulating their role of “active sensors” of emergencies while informing them about safe behaviours and resilience.
- Harmonise the current Civil Protection Regulatory System and legislation in the cross-border area by comparing the two national systems and identifying similarities and differences, critical issues as well as the integration potential of common operational models based on the use of technologies.

Within this framework, the AIE is selecting a supplier/consultant to which it will subcontract some tasks related to the implementation of communication activities of which it is responsible. In particular, the services that will be related to carrying out on behalf of the AIE of communication activities will include support to the management of internal and external communication, to the coordination of the Citizens’ Awareness Raising Campaign Framework and Communication activities for WP5 - Activity 5.2 to support the project partner who are in charge of organizing capacity building actions.

To these ends, by means of a market research carried out by comparing the curricula present in the Euroregion's database and evaluating professional experience and technical skills, the AIE has identified three qualified suppliers/consultants to submit their offer in response to the specifications described in the next section (“Description of the Service”). The contract will be awarded to the tender offering the most economically advantageous tender on the basis of the best quality/price ratio.

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## Description of the Service

### 1. Objectives of the contract

The main objective of the contract is to contribute to the goals of the E-CITIJENS project by subcontracting services that are necessary for the implementation of the tasks forming part of the activities that the AIE needs to carry out within the project.

The services will be accomplished through the execution of the tasks as described in the following paragraph.

### 2. Detailed description of the tasks to be performed and deliverables to be achieved

Task 1 Support to internal communication and to the steering and monitoring of the project.

The task is linked to the activities foreseen specifically in WPM – Management.

The aim of this task is to support the daily management of internal communication as well as the steering and monitoring of the project. This task is linked to the facilitation of the short-term planning of project activities and to the provision of information and assistance to project partners with specific reference to communication activities.

The task in particular implies:

- Support to the management of the flow of information among partners via e-mail, phone calls, Skype

- sessions, video conferences and reports;
- Preparation of presentations and participation in project meetings and steering committees as well as assistance to the elaboration of project's progress reports having to do specifically with communication.

Execution of this task may therefore imply travelling aimed at the participation in project's meetings (Compatibly with COVID19 pandemic).

### Task 2 Support to external communication activities and to the implementation of the Citizens Awareness Raising Campaign.

The task is linked to the activities foreseen in WPC – Communication, of which the AIE is leader.

The aim of this task is to support both promotion activities that need to be put in place in order to widely communicate project activities and outcomes as well as the implementation of the Citizens Awareness Raising Campaign. These activities include: media relation and the creation of press conferences and press releases, communication digital activities and support to the coordination of project events to be organised by the project partners involved in the implementation of the Citizens Awareness Raising Campaign Framework, support in the creation of innovative high-impact content consisting of a selection of photos, project videos, infographics, cinemagraphs; newsletters and a livestreaming for the final crossborder conference.

The task in particular implies the support to:

- Media relations: elaboration of press conferences and press releases on the occasion of project meetings and events.
- Digital activities: content management of Facebook, LinkedIn, Twitter and YouTube accounts and planning of high-impact innovative contents (photos, videos, infographics, cinemagraphs on exercises and simulations) to appear in project's communication channels; support in the creation of innovative high-impact content consisting of a selection of photos, at least 3 project videos, infographics, cinemagraphs, n. 2 newsletters and a livestreaming for the final crossborder conference.
- Communication activities for events: assistance to project partners who are in charge of organizing events (Work Cafés and Info Days) aimed at presenting the goals and results of the project, which, as part of the Citizens Awareness Raising Campaign, will involve citizens and local communities in unformal debating sessions and opinion sharing about the proper behaviour and cooperative attitudes in case of natural, maritime and industrial outbreaks.

### Task 3 Support to communication activities related to the development and implementation of capacity building actions.

The task is linked to the activities foreseen in WP5 "Release of EDSS Platform and Transfer of Emergency Services Regulatory Framework", activity relates to development and implementation of a Capacity Building Framework addressed to local/regional elected members and public officials target group.

The task in particular implies the support to:

- Communication activities for WP5 - Activity 5.2 "Development and implementation of capacity building actions": assistance to project partners who are in charge of organizing capacity building actions (n. 1 Capacity Building Intervention that will drive n° 6 regional two day training workshops and n. 1 set of Capacity Building training lessons and manuals); provision of information and assistance to project partners with specific reference to graphic compliance and to the respect of the visibility rules of the Programme.

This task is linked to assistance to project partners with specific reference to communication activities.

## Other specifications

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To ensure the quality of the service, the Contractor shall guarantee appropriate and consistent standards in its execution. Moreover, the Contractor must produce task related documents and communication in a high-level English.

## Expected schedule

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During the contractual period, the Contractor must submit periodical reports, which must be written in English and which must contain comprehensive information on the activities put in place with a view to achieving the tasks set out in the contract.

- June 2021 – August 2021: First task achievement report;
- September 2021 – November 2021: Second task achievement report;
- December 2021 – February 2022: Third task achievement report;
- March 2022 – June 2022: Final report.

## Contractual and financial terms

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The maximum amount available for this service is 21.000,00 € excluding VAT.

The travel and accommodation costs for the participation of the expert in the workshops and events relevant to the scope of this contract are not included in the contract.

Compatibly with COVID19 pandemic, the participation to project meetings and events will be agreed among the AIE and the expert. The expenses incurred for traveling will be reimbursed by AIE only if the working trips have been previously authorized by AIE and fully documented with supporting documents by the expert.

In the case that the Contractor has no tax residence in Croatia, but in another EU countries, the AIE will be responsible for paying the VAT in Croatia. Therefore, in such case, the fees to be charged by the consultant will be submitted net of VAT.

The fees will be paid in no. 6 installments on presentation of a duly-issued and detailed invoices:

- 1st invoice after 2 months;
- 2nd invoice after 4 months;
- 3rd invoice after 6 months;
- 4th invoice after 8 months;
- 5th invoice after 10 months;
- 6th final invoice by the end of the period.

Other conditions for the payments:

- Satisfactory acceptance of services;
- Submission of the requested interim and final reports.;
- Submission by the Service Provider of a detailed invoice/claim for expenses.

The Contractor must report to the AIE about the achievements of the entrusted tasks, by providing electronic version of the documents and deliverable. Electronic files shall be editable and in Microsoft® Office or equivalent for Windows format. Moreover, during the and at the end of the contract period, the Contractor must submit three task achievement reports and a final report which must be written in English.

## Payment Instructions

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The payment term for the invoices will be: Bank transfer within 30 days after the acceptance of the original invoice. The bank account details will be asked to the Contractor. The AIE maintains the right to require additional fiscal documentation if considered needed. The tax legislation in force at the date of acceptance of the offer will be applied.

The Awarded Provider shall submit to AIE both an electronic (by emailing to [secretariat@adriaticioninaeuroregion.eu](mailto:secretariat@adriaticioninaeuroregion.eu)) and the original hard copy of the invoice/claim for expenses.

The invoices have to include the following information:

Header: Jadransko Jonska Euroregija (Adriatic-Ionian Euroregion) – Flanatička 29, 52100, Pula (Croatia)  
- Croatian VAT code: OIB 87750913519.

Object: “Provision of support services to communication activities – E-CITIJENS – Project ID: 10044361 Interreg V-A Italy-Croatia CBC Programme 2014-2020 – [Instalment No. \_]”

Description: Details of the service provided.

The AIE is not in the condition to pay in advance the invoice.

## Duration

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The contract is expected to be signed in June 2021. Execution of the tasks is to start upon the entry into force of the contract, which will take place from the date on which it is signed. The service contract will last for 13 months, presumably from 01/06/2021 to 30/06/2022.

## Selection Criteria, Evaluation and Award Procedure

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### 1. Eligibility

- The request for quotation will be sent by the AIE only to 3 potential suppliers/consultants, preselected through a market research carried out by comparing the curricula present in the Euroregion's database and evaluating professional experience and technical skills;
- Applicants shall be citizens from Adriatic Ionian countries (see the countries of the member of the Euroregion on [www.adriaticioninaeuroregion.eu](http://www.adriaticioninaeuroregion.eu));
- Citizens in possession of her/his full civil and political rights;

- Against the applicants, no charges shall be pending such as disqualification, prohibition, suspension or decadence, or even indictments, pending convictions and / or preventive measures, pursuant to current legislation;
- The maximum limit for the offer is set at € 21.000,00 (twenty-one thousand euros), excluding VAT.

## 2. Experience and required skills and qualifications of the Applicant (or its legal representative or one of its staff member)

- The Applicant (or its legal representative or one of its staff member) shall be inserted in the internal database of CVs of the Adriatic Ionian Euroregion and should have the following experience and skills:
  - University degree or diploma;
  - At least 3 years' experience in multi-countries / multi-partners cooperation programmes/projects;
  - sound knowledge of the main regional and local authorities of the Adriatic Ionian Euroregion, their policies and mechanisms;
  - able to work independently as well as within team dynamics;
  - good communication skills (especially in public speaking).
- The Applicant (or its legal representative or one of its staff member) should have proven knowledge and expertise of EU Projects;
- The Applicant (or its legal representative or one of its staff member) should have proven expertise in communication activities;
- As detailed in the section "Other Specifications", to ensure the high-quality of the execution of the assigned tasks, the Contractor (or its legal representative or one of its staff member) must guarantee proficiency in written and spoken English;
- Applicant shall have full technical ability to perform the service described in this ToR.
- Having VAT number (or availability to request a VAT number in June 2021).

## 3. How apply

All interested bidders should submit a quotation respecting the following requirements.

Instruction to Proposers	Specific Requirements
Deadline for the submission of the offer	<b>24<sup>th</sup> May 2021 – by 13:00 PM.</b> (Zagreb/Rome time GMT+1). Any offers received after this date and time will not be accepted
How to submit the offer	The candidate must send in one file in PDF format to the following e-mail address: <a href="mailto:secretariat@adriaticionianeuroregion.eu">secretariat@adriaticionianeuroregion.eu</a> with the following subject: "Provision of support services to communication activities – E-CITIJENS – Project ID: 10044361 Interreg V-A Italy-Croatia CBC Programme 2014-2020". <u>The application must include the following documents in English or Italian language:</u> - Updated Curriculum vitae (CV) in Europass format; - Economic offer in Euro (taking to account that the ceiling amount available for this service is € 21.000,00 excluding VAT).

Language for submitting the offer	English only
Currencies	EURO (€)

The sending of the offer does not in any way constrain the AIE to request the service in question.

#### 4. Invitation, selection, evaluation and award criteria

As a subcontractor, the AIE will award the service on the basis of the most economically advantageous tender on the basis of the best quality/price ratio, following the procedure specified below:

- The AIE will invite at least 3 Service Providers to send a bid, previously identified through an exploratory market research carried out by comparing the curricula present in the Euroregion's database and evaluating professional experience and technical skills, respecting and guaranteeing the principles of transparency, equal treatment, non-discrimination and competition.
- Information about the present procedure is published in AIE's official website on **17 May 2021**.
- Bidders shall send their offers **no later than 13:00 of 24 May 2021** to the email address indicated above. Offers received after the aforementioned deadlines will not be evaluated.
- Offers shall be sent in Euro and excluding VAT.
- As a first step, the AIE will assess if the bids meet the eligibility requirements and the experience and required skills of the applicant (or his legal representative or one of his staff member). Secondly, the AIE will evaluate the offers on the basis of the most economically advantageous tender (on the basis of the best quality/price ratio) based on the scores awarded for satisfying the requirements outlined above.
- The offer that gathers the maximum score will be selected.
- The maximum amount payable for the services described above may not exceed the amount of **€ 21.000,00** (twenty-one thousand euros), excluding VAT. Any higher offers will be declared ineligible.

#### Other issues

The AIE will proceed to award the tender even in case a single valid candidature is received, in the case that it is considered appropriate and convenient.

If two or more offers of the same amount will be received, the AIE will contact the bidders and conduct interviews via telephone, in order to better evaluate the offers.

The AIE, as a contracting entity, reserves the right not to proceed with the awarding of contracts if no offer is convenient or suitable in relation to the subject of the contract, without the bidders having nothing to claim, not even as a pre-contractual liability.

All the charges and risks relating to the activities and obligations necessary for fulfilling the contract, being considered part of the agreed remuneration, shall be borne by the Contractor.

The Successful bidder assumes full and direct management liability for the services and supplies entrusted to him/her, thereby freeing up the AIE.

It will directly, criminally and civilly, respond for the damages to people and things caused in the execution of the services and supplies, and will bear the full and exclusive charge for any compensation, without the right to recourse or remuneration from the AIE.

Consequently, the Contractor exonerates the AIE from these responsibilities, undertaking to relieve it of any request that, for this reason, should be presented.

The results of the present selection procedure will be communicated within 5 days after the deadline for submission of bids to all bidders.

A service contract will be concluded with the selected bidder, which must contain all the parts indicated in this tender.

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## Contacts

In case additional information is required to submit the proposal, we kindly invite you to contact the AIE Secretariat by writing to the following e-mail address [secretariat@adriaticionianeuroregion.eu](mailto:secretariat@adriaticionianeuroregion.eu)

Only relevant questions in writing concerning clarifications of the tender will be answered.

This procedure and ToR, as procurement documents, is available for consultation on AIE website.

## APPENDIX

*General Scoring System of the Offers*

## ATTACHMENTS

*Bid form*

### **Appendix: General Scoring System of the Offers**

#### **1. Technical offer**

The technical offer will be evaluated out of 100 points, based on the following criteria

General experience and technical references: 100 points

The references submitted by the candidates will be evaluated according to the following criteria:

1. Proven expertise in communication activities, to be highlighted in the updated curriculum that must be attached to the bid form. The capacity to offer innovative communication services will be considered an asset.

● Type of outputs realized during the carrying out of communication activities, preferably within European projects (Maximum 50 points):

- Innovative/digital communication outputs (online surveys, social media management, platforms, databases, mobile or web apps): 40 points.
- Traditional communication outputs (Communication plans, press releases, posters, flyers): 10 points;
- No experience: 0 point.



2. Proven knowledge and expertise of EU funded Projects; the experience in the Adriatic-Ionian Area and the knowledge of the topics covered by the Project will be an asset, in particular association with communication activities and strategies (e.g. Communication Manager, production of communication outputs etc.)

● Years of work experience of the candidate (or its legal representative or its staff member) (Maximum 30 points):

- From 3 to 5 years: 30 points;
- at least 2 years: 20 points;
- at least 1 years: 10 points;
- No experience: 0 point.

3. Proficiency in written and spoken English:

● Level of knowledge of written and spoken English language (Maximum 20 points):

- High level = 20
- Average level = 15
- Low level = 10
- No knowledge = 0

Candidates with technical offers scoring under 60 points are eliminated automatically.

Among the successful candidates, the best score is made equivalent to 100 points, the scores of the other candidates are then adjusted based on the following equation:

$$\text{TSC} = (\text{Initial technical score of the candidate} / \text{Best initial technical score}) \times 100$$

## 2. Financial offer

Financial offers of the tenderers having a technical score of at least 60 points are examined.

The financial offers are first compared with the maximum budget available for the contract.

Tenders exceeding the maximum budget allocated for the contract are considered unacceptable and are eliminated.

For the remaining bids, scores are assigned as follows: the lowest bid is given 100 points, and the other bids are awarded points according to the following equation:

$$\text{PC} = (\text{Lowest financial offer} / \text{Financial offer of the tender being considered}) \times 100.$$

Thereafter, the best value offer is selected by weighing the technical score against the financial score on a 70/30 basis, according to the formula below:

$$\text{N} = 0.70 \times \text{TSC} + 0.3 \times \text{PC}$$

**N:** Final weighed score

**TSC:** Technical Score of the candidate concerned

**PC:** Price offered by the candidate concerned

The winning bid will be the one receiving the highest value for N.