



Annex I

TERMS OF REFERENCE (ToR)

Design, production and supply of branded promotional material and other services related to communication activities

E-CITIJENS – Project ID: 10044361

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

14 October 2021

Subject

Selection procedure for obtaining three comparable offers related with the provision of the following specialised services to support communication activities with reference to media relations, digital activities and events and in particular:

- specialised support to the creation of graphic design (layout and editing) for project publications and booklets;
- specialised support to the creation (graphic layout and editing) and supply (professional printing) of project promotional materials based on the templates provided by the AIE;
- specialised support to the creation of graphic design (layout and editing) and supply of communication materials (cinemagraphs and infographics on exercises and simulations);
- specialised support to the production and supply of project videos on emergency story-telling;
- support to project dissemination activities.

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 WPC Communication.

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 to which it will subcontract some tasks related to the implementation of communication activities of which it is responsible. In particular, the services will provide support to the AIE in the design, production and supply of branded promotional materials and other specialised services related to communication. These services will include support to: the creation of graphic design for publications and booklets; the creation of promotional materials as well as their professional printing; the creation of cinemagraphs and infographics on exercises and simulations and of project videos on emergency story-telling; the dissemination of printed material on the E-CITIJENS Project as described in this call.

To these ends, by means of market research carried out by comparing the curricula present online 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.

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.

In particular, the requested services include specialised support to communication activities with reference to media relations, digital activities and events:

- specialised support to the creation of graphic design (layout and editing) for project publications and booklets;
- specialised support to the creation (graphic layout and editing) and supply (professional printing) of project promotional materials based on the templates provided by the AIE;

- specialised support to the creation of graphic design (layout and editing) and supply of communication materials (cinemagraphs and infographics on exercises and simulations);
- specialised support to the production and supply of project videos on emergency story-telling;
- support to project dissemination activities.

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

2. Typology and features of publications and promotional materials

- n° 6 publications and booklets – enhanced graphical documents (technical, story-telling of experiences and lessons learnt, training manual and guides) to be disseminated in Croatian, English and Italian during events and used in Awareness campaign and Civil Protection training;
- n° 1 set of dissemination printed materials – graphically integrated set of project folder, brochure, posters and rollups in Croatian, English and Italian according to the templates provided by the AIE;

The scope of this task is the support to the production and supply of high quality and branded promotional materials according to programme/project communication rules (including e.g. project's logo, website address, visual identity etc.), in an efficient, timely and reliable manner.

This material is linked to the activities foreseen in WPC – Communication, of which the AIE is leader. This task in particular implies the support to media relations, digital activities and communication activities for events.

The material is subject to the visibility and brand identity rules of the INTERREG Italy-Croatia 2014-2020 Programme, which supports financially the project. For this reason, it shall be produced by thoroughly following the indications and elements provided by the subcontractor (e.g. logos, European flag, Programme map, priority icons and graphic elements), as well as the directives about layouts, typographic elements and colours.

3. Required services

The Contractor will be requested to fulfil the following tasks:

- Layout of graphic elements and of the textual and audio-visual content. The contents (texts and photos), will be provided by means of subsequent contacts. The Contractor may be also required to collect royalty free images to be added in the publications as needed;
- Layout and language adaptations. The adaptation of texts will be ensured by Contractor. In the event translations in one or more of the three project languages (Croatian, English and Italian) will be needed, the AIE will inform the Contractor and the cost of translation will be negotiated ad hoc according to the request.
- Previews (including supplying to AIE ready-to-print and source files). Before printing, the Contractor must send previews to the AIE in order to obtain final approval;
- Production of printed promotional material. In case it will be needed for dissemination purposes, the AIE could decide to print some promotional material and, thus, will inform the Contractor and the cost of translation will be negotiated ad hoc according to the request.
- Printing of the promotional material as described at point 1A (publications and booklets), if needed. In this case, the AIE will inform the Contractor and the cost of translation will be negotiated ad hoc according to the request;
- Provision of promotional materials as described at point 1B (set of dissemination printed material), in illustrator .AI format or editable .PDF;
- Additional services, as described at point 5.

The design and implementation of the requested graphic services must be guaranteed for the entire duration of the contract, according to the needs.

The graphic services requested must follow AIE's indications, in order to make the messages and communication information contained in each product effective and consistent.

AIE expects to receive creative, innovative proposals for promotional goods which thematically fit to AIE's scope of work. Before the production is launched, the contractor is obliged to present a sample or specimen in order to obtain a final approval for production.

4. Quantities

In the event that the AIE decided to print promotional materials or publications, the Contractor will be informed and the cost of printing will be negotiated ad hoc according to the request. However, we can hypothesise that the following quantities will be requested:

Typology A

- N. 50 copies per item, different sizes, CMYK;

Typology B

- N. 50 project folders, A4, CMYK;
- N. 100 project brochure, as per project template, CMYK;
- N. 1 project poster, as per project template, CMYK;
- N. 1 roll-up, self-standing, 200 X 85 cm, vertical layout, CMYK, with case.

More technical detail (size and quality of item) will be provided by means of subsequent contacts.

5. Additional services

C. Videos on emergency story-telling, cinemagraphs and infographics (creativity and development according to the indications by the AIE) on exercises and simulations (video interviews, video reports of events or editorial videos on specific topics) of an average duration of about 2 to 5 minutes, for an estimated number of 6 (six) videos, finalised for dissemination on both the website and social media.

The activity must include the graphic design, as well as the storyboard, texts, video animation, audio if applicable, copyright and any voice-over and finalisation costs.

D. Dissemination activity about the project. The Contractor will be available to any dissemination activity as per need, including website and social media as well as events.

6. General requirements

The material must be properly packed and protected against all damage.

All produced items and material must meet European Union quality, safety and environmental standards, which include - but are not limited to - colour, finishing and clear and legible prints.

The Contractor should advise AIE which items need to carry individual CE label.

AIE reserves the right to return any products that are not fulfilling EU safety and quality standards or which are not properly labelled.

The activities specified above shall be carried out in close cooperation with and under the direction of EAI. The Contractor must therefore organise the resources allocated to these services in order to respond promptly and adequately to the required communication needs and in the event of emergencies or urgent or contingent needs that cannot be postponed.

Other specifications

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.

Reporting

The Contractor must report to the AIE about the activities carried out for the achievement of the tasks, by providing an electronic version of the main deliverables. Electronic files shall be in Microsoft® Word or equivalent format.

Final report

At the end of the contract period, the Contractor must submit a final report, which must be written in English. The final report must include comprehensive information on the activities put in place with a view to achieving the tasks set out in the contract.

Duration

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 approximately for 9 months, from the end of October 2021 until the end of the project foreseen in June 2022.

Selection Criteria, Evaluation and Award Procedure

1. Eligibility

- The request for quotation will be sent by the AIE only to 3 potential suppliers/consultants, preselected through market research carried out by comparing the curricula present online 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);
- 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 amount payable for the services may not exceed the amount of € 20.000,00 (twenty thousand euro), VAT excluded.**

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

- The Applicant (or its legal representative or one of its staff) should have the following experience and skills:
 - at least 3 years' experience in the field of graphic services;
 - a high level of experience in the production of videos, interviews, event reports, audio-visual materials, as well as in the editing of the videos produced;
 - availability of printing and binding machines for the communication materials;
 - able to work independently as well as within team dynamics;
 - good communication skills.
- Tender bids shall be sent only by enterprises legally established in the Adriatic Ionian area;
- Against the applicant, 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;
- Enterprises shall have full technical ability to perform the service described in the "service description" section. Moreover, a good command of English, necessary to the consultation of the INTERREG Italy-Croatia 2014-2020 Programme's Brand Manual, will be considered an asset.
- The Applicant (or its legal representative or one of its staff) should have proven knowledge and expertise of EU Projects;
- The Applicant (or its legal representative or one of its staff) should have proven expertise in communication activities; in proving its capacity, the applicant, must declare in the bid form to be specialised in communication services;
- As detailed in the section "Other Specifications", the Applicant (or its legal representative or one of its staff) must ensure the high-quality of the execution of the assigned tasks;
- The Contractor (or its legal representative or one of its staff) must guarantee proficiency in written and spoken English;
- Applicant shall have full technical ability to perform the service described in this ToR.

3. Submission of the offer and quotation

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

Instruction to Proposers	Specific Requirements
Deadline for the submission the offer	24 October 2021 – by 15:00 PM. Any proposal received after this date and time will not be accepted
How to submit the offer	Bidders wishing to respond to this call shall send the offer including both the economic proposal and the updated curriculum to the following email address: secretariat@adriaticionianeuroregion.eu
Language for submitting the offer	English
Overall ceiling	The economic offer may not exceed the amount of 20.000,00 € (twenty thousand euros), VAT excluded
Currencies	EURO (€)

4. Invitation, selection, evaluation and award criteria

As a subcontractor, the AIE will award the service to 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 (three) Service Providers to send a bid, previously identified through an exploratory market research carried out by comparing the curricula present online 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 **14 October 2021**.
- Bidders shall send their offers **no later than 15:00 of 24 October 2021** to the email address indicated in the above table. Offers received after the aforementioned deadlines will not be evaluated.
- Offers shall be sent in Euro and VAT excluded.
- 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 members). Secondly, the AIE will evaluate the offers to identify 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 may not exceed the amount of € 20.000,00 (twenty thousand euro), VAT excluded.** Any higher offer will be declared ineligible.

Selection

The selection of the service provider (individual consultant/expert or consultancy firm/organisation) will be based on the evaluation of the technical and financial offers, as follows:

- Experience in developing professional communication materials including audio-visual ones. Maximum 50 points
- Experience with international and/or EU-financed projects. Maximum 20 points.
- Evaluation of the economic offer. Maximum 30 points.

The offer that gathers the maximum score will be selected. The AIE Secretariat will be responsible to establish an evaluation committee which will have the full responsibility of assuring compliance with all public procurement rules.

Other issues

- The AIE will proceed to award the tender even in case a single valid offer is received, provided it is considered apt 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.
- The sending of the offer does not and in any way constrain the AIE to request the services in question.
- 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.

Invoicing and Payment Instructions

Conditions for the release of the payment:

- Satisfactory acceptance of services;
- Submission by the Service Provider of a detailed invoice/claim for expenses.

In order to receive the payment, the Awarded Provider shall transmit to the AIE a request of payment. As the payment shall be divided into two instalments, the Contractor will request the first instalment in December 2021 and the second and final instalment at the end of the contracting period (in June 2021).

The Awarded Provider shall submit to AIE both an electronic (by emailing to secretariat@adriaticionianeuroregion.eu) and the original hard copy of the invoice/claim for expenses. The hard copy will be sent by post to AIE's address.

The AIE will pay the Provider the total amount requested within 30 days from the reception of the original invoice/claim for expenses which has to include the following information:

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

Object: "Design, production and supply of branded promotional material and other services related 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.

Contacts

For more information about these ToR, please contact the Secretariat to the following e-mail address: secretariat@adriaticionianeuroregion.eu.

The contact person for this procedure is Ms. Maria Luisa Esposito | EU Project Officer

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www.adriaticionianeuroregion.eu

ATTACHMENTS

Bid form