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| **PART A: INFORMATION FOR THE TENDERER** |

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| **Name and address of the contracting authority:**  Institutul Intercultural Timisoara  Bd. 16 Decembrie 1989 nr. 8, ap. 8  300173 Timisoara  **Title of the tender: *Services for design and airing of promotional clip***  **Reference number:** 03.2017/eMS RORS-22  **Date of launching:** 05/01/2018 |

1. **INFORMATION ON SUBMISSION OF THE TENDERS**

Subject of the contract:

The subject of this tender is: Production and airing of a package of video promotional products for the project InclusiveArt – Access to Culture for Disadvantaged Children and Youth as indicated in the point 2 of these information;

Deadline for submission of the tenders:

The deadline for submission of tenders is **15/01/2018 at 16:00 hours**. Any tender received after this deadline will be automatically rejected.

\* - The tenderer should have minimum 7 days from the date of launching of the procurement procedure for preparation of the offer (excluding the day of publishing and the date of submission deadline).

Financial information

The tenderers are reminded that the maximum available value of the contract is 5.000,00 EUR. (VAT included - if applicable).

The Financial offer must be presented as an amount in [EUR or national currencies] and must be submitted using the template for the global-price version of PART C: FORMAT OF FINANCIAL OFFER.

[In case when the offers are submitted in national currencies, the exchange rate to be used for checking financial compliance with available budget (during financial evaluation), shall be InforEuro exchange rate for the month when the tender is launched]

The applicable tax and customs arrangements are specified in the draft contract in Part A of this tender dossier.

Variant solutions

Tenderers are not authorised to tender for a variant in addition to this tender.

Subcontracting

Subcontracting is not allowed.

Award criteria:

***In case more than one offer received***: best value for money, weighting 80% technical quality, 20% price.

Evaluation criteria for technical offer:

* Organization and methodology: <40> points
* Proposed inputs: <40> points
* Time frame: 20 points

TOTAL: 100 points

***In case one offer received***: the Contracting Authority shall check whether the offer is administratively, technically and financially compliant with the requirements set by this tender documentation.

Interviews:

No interviews are foreseen.

Award notification:

The successful tenderer will be informed of the results of the evaluation procedure in written form.

Contract award notice will be published on the programme web site. The estimated time of publishing is 7 days from the deadline for submission of tenders.

Address and meanings for submission of the tenders:

The tenderers will submit their tenders using the **standard set of submission forms available in the Part B – Technical offer and the Part C - Financial offer**. Any other document supporting this invitation is sent for informational purposes only and is not to be modified nor submitted by the tenderer. The tender will be submitted in **1 original**. Any tenders not using the prescribed form may be rejected by the contracting authority.

In addition to the offer the tenderer is required to provide the following supporting documentation:

* Copy of legal registration
* Proof of previous related experiences

The tenders will be submitted in sealed envelopes, containing the following information:

* Name and address of the tenderer
* Title of the tender: **Services for design and airing of promotional clip**
* Reference number: **03.2017/eMS RORS-22**
* The words: ‘’Not to be opened before the tender opening session’’ (and ”A nu se deschide inainte de sesiunea de deschidere’, “Ne otvarati pre sastanka za otvaranje ponuda’’)

Tenders must be submitted using double envelope system, in an outer parcel or envelope containing two separate, sealed envelopes, one bearing the words "Technical offer”- part B and "Financial offer" - Part C. Any infringement of this rule (e.g. unsealed envelopes or references to price in the technical offer) is to be considered a breach of the rule, and will lead to rejection of the tender.

The tenders will be submitted in person, by post or courier service to the following address:

**Institutul Intercultural Timișoara**

**Bd. 16 Decembrie 1989 nr. 8, ap. 8**

**300173 Timisoara**

contact person: Marcel Bajka

The tenderers are reminded that in order to be eligible the tenders need to be received by the contracting authority by the deadline indicated above.

1. **TECHNICAL INFORMATION**

The tenderers are required to provide services as indicated below. In the tenderer’s technical offer, the tenderers might indicate more details on the deliveries, referring back to the requirements below.

* 1. Title of activity 1: Production of a package of video promotional products for the project InclusiveArt

Description of expected outputs / results to be achieved

The consultant will propose solutions for the video products, will deliver a video media package of four products and a strategy for distribution. The final products will be a promotional video of the project and its activities no longer than 2.5 minutes (one version in Romanian and one version in Serbian) and a 30-seconds clip (one version in Romanian and one version in Serbian). The consultant will manage the distribution on social media channels like Youtube, Vimeo and will handle the broadcast of the 30-seconds clips on TV.

The final script for the four products will be decided after constant meetings between the consultant and the project team. Each media product will include a transcript of the text - if words are used.

It is not necessary to use voice in the materials. This is to be decided based on the proposed script.

The Consultant will also take into account the main target group of the project - namely children and young people from disadvantaged areas from Romania and Serbia. Media products have to speak a language according to this audience. Materials must be dynamic, to call for action, for involvement in the project activities.

The materials should be:

* Short and precise
* They should include a call for action
* Clear, direct and relevant
* Appealing, catchy, attractive and personal
* The tone of the message sent should be friendly

The core element of the communication strategy of the project InclusiveArt – Access to Culture for Disadvantaged Children and Youth is **Game and Play through creative arts**. The video materials should incorporate this main idea of game, of playing using creative arts. Also the video needs to call for action, based on the philosophy that ~it takes a village to raise a child~.

The consultant should make sure that the materials are broadcast on social media with a good reach and also will ensure that the video will be broadcast at least **15 times** on regional television in Romania and at least **10 times** on Serbian regional television stations.

The Contractor must also comply with the latest Communication and Visibility Manual of the Interreg - IPA CBC Romania – Serbia Programme: <http://www.romania-serbia.net/?page_id=212> . All communication materials will follow the procedures in the Manual and receive the CA approval.

The video products need to address everyone. The main audience of the products are the children and youth. The aim of the promotional materials is to motivate the children and the youth to participate in the activities of the project. But the video materials should also promote the project to a larger audience – such as the parents / adults that are around the children and the youth from the region of the project.

Required inputs

The Contractor should have previous experiences in producing video materials and media production.

The Contractor will cover all the necessary costs for the production.

The Contractor will provide qualified personnel (attached CV / short bio)

Required time frame

January – April 2018

1. **ADDITIONAL INFORMATION**

The unsuccessful/successful tenderers will be informed of the results of the evaluation procedure. In this sense the CA shall send a notification to the successful tenderer and post an announcement on the website with the name of the successful tenderer followed by the mentioning that “all other tenders were not administratively /technically/ financially compliant”

Confidentiality

The entire evaluation procedure is confidential, subject to the Contracting Authority’s legislation on access to documents. The Evaluation Committee’s decisions are collective and its deliberations are held in closed session. The members of the Evaluation Committee are bound to secrecy. The evaluation reports and written records are for official use only and may be communicated neither to the tenderers nor to any party other than the Contracting Authority, the European Commission, the European Anti-Fraud Office and the European Court of Auditors.

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| NOT TO BE FILED IN BEFORE CONTRACT SIGNING  NOT TO BE SUBMITTED WITHIN THE OFFER!!! |

**FORMAT OF THE CONTRACT BETWEEN THE CONTRACTOR AND THE CONTRACTING AUTHORITY**

**CONTRACT TITLE: Services for design and airing of promotional clip**

**REF:** 03.2017/eMS RORS-22

**Concluded between:**

Institutul Intercultural Timisoara

Bd. 16 Decembrie 1989 nr. 8, ap. 8

300173 Timisoara

(Contracting Authority)

AND

<*Title>*

*<Address of the contractor>*

*<Official registration number/VAT number[[1]](#footnote-1)>*

(Contractor)

**Article 1: Subject of the contract**

The subject of this service contract is Services for design and airing of promotional clip for the project InclusiveArt – Access to Culture for Disadvantaged Children and Youth as indicated in the contractor’s offer – ‘’Part B: Format of offer to be provided by the tenderer’’ and *PART A: INFORMATION FOR THE TENDERER*

**Article 2: Contract value**

The total contract value for implementation of services indicated in the Article 1 is: <XXX EUR/NC, (including VAT for Romania partners)>.

In accordance with IPA implementing regulation, for Romanian partners VAT can be an eligible expenditure. The Contracting Authority will pay the unit prices, as stated in the Financial Offer, and will pay the VAT if the VAT is clearly identified on the invoices.

**Article 3: Contracting documents**

The documents which form the part of this contract are (by the order of precedence):

* Contract agreement
* Contractor’s offer as provided in the tendering phase – ‘’Part B: Format of offer to be provided by the tenderer’’
* Contractor’s financial offer –“ Part C:Format of financial offer”
* Any other supporting documentation if applicable (\* - in case of asking for registration of company or other information)

For any issues not defined in this contract agreement the rules of General conditions will be applied (Annex B8d of PRAG b8d\_annexigc\_en.pdf)

<http://ec.europa.eu/europeaid/prag/previousVersions/annex.do?num=2015.0&lang=en>

**Article 4: Deliveries and payments**

The contractor will deliver without reservation the services indicated in the contractor’s offer ‘’Part B: Format of offer to be provided by the tenderer’’. The deliveries will be implemented within the indicated dates.

The contracting authority will pay to the contractor for the services in the amount indicated in the Article 2 of this contract document.

In case the contract is concluded in EUR, and payments are made in NC, applicable exchange rate must be InforEuro exchange rate for the month of the issuing of invoice or pre-invoice in case of VAT exemption.

The payments will be issued by the following time schedule.

The payments will be made in several instalments...

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| **Day/Month** |  | **<EUR/RSD>** |
| < Day/Month > | Interim payment (\*if applicable) | <XX % of the contract value / Absolute amount > |
| < Day / Month > | Balance final payment | < XX % of the contract value / Absolute amount > |
|  | **Total** | <Total contract value> |

\* - The contractor will provide contracting authority with the brief report on execution of the services, which will represent the basis for issuing interim and balance final payment

**Article 5: Duration of the contract**

The duration of the contract is <XX days/months>.

Commencement date is <dd/mm/yyyy>

**Article 6: Resolving of disputes**

Any disputes arising out of or relating to this Contract which cannot be settled otherwise shall be referred to the exclusive jurisdiction of (\* - specify responsible court or arbiter body) in accordance with the national legislation of the state of the Contracting Authority.

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| **For the Contractor** | | **For the Contracting Authority** | |
| Name: |  | Name: | Calin Rus |
| Title: |  | Title: | Director |
| Signature: |  | Signature: |  |
| Date: |  | Date: |  |

1. Where applicable. For individuals, mention their ID card or passport or equivalent document - number [↑](#footnote-ref-1)