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

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| **Name and address of the contracting authority:** Special Hospital for Psychiatric Diseases "Dr SlavoljubBakalović" Vršac  **Title of the tender:** Promotional campaign  **Reference number:** RORS9/SBPB Vrsac/TD06  **Date of launching:** 27/04/2018 |

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

Subject of the contract:

The subject of this tender is:

Implementation of services as indicated in the technical information in the point 2 of these information;

Deadline for submission of the tenders:

The deadline for submission of tenders is **07/05/2018 at 09:00 CET**. Any tender received after this deadline will be automatically rejected.

Financial information

The tenderers are reminded that the maximum available value of the contract is 8.000,00 EUR.

The Financial offer must be presented as an amount in EUR or RSD 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 website. The estimated time of publishing is 3 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\*only for Romanian beneficiaries(only if not publicly available for Contracting Authority to consult)
* CV of key expert

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

* Name and address of the tenderer
* Title of the tender: Promotional campaign
* Reference number: RORS9/SBPB Vrsac/TD06
* The words: “Not to be opened before the tender opening session” and, “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:

Special hospital for psychiatric diseases “Dr. Slavoljub Bakalovic” Vrsac, Podvršanska 13, 26300 Vršac, Republic of Serbia

Filip Kalnak +381 13 833 336

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. **Activity 1: Providing promotional campaign services**

**Description of expected outputs / results to be achieved:**

The tenderer should provide services in accordance with the instructions from the CA – mainly designing and logistically supporting the project theme and its targets. The campaign should focus on raising awareness about psychiatric and neurological disorders while emphasising the importance of prevention in mentioned fields. Also, during the campaign, the tenderer is tasked to promote the programme and its stakeholders, all in accordance with the visibility standards of the EU (ref. to the Visibility manual issued on the website of the programme).

The campaign should be simple, with motivating factors, insightful and should output the following:

* At least 5 different slogans to be used on poster, website and similar, concerning the subject of the Action (3 of which have to be in Serbian and at least 2 in Romanian),
* At least 5 different poster designs, relating to the Action and its targets (3 of which have to be in Serbian and at least 2 in Romanian), with printing of at least 50 pieces and with dissemination,
* At least 30 photographs from various public and other activities during the project, showcasing different stages of the implementation – public occurrences, round tables, info days and other activities,
* At least one public event, a theatre performance with the goal of raising awareness about psychiatric and neurological diseases and/or similar,
* At least two TV interviews organized with the CA’s representative,
* Creating and maintaining a social media presence (Facebook tm, other)

# Required inputs

Experience in public services, key expert with at least 3 years of professional experience in corresponding fields (public relations, advertising, marketing, etc). Personnel, premises, supplies, equipment and other backstopping support required for service contract implementation.

# Required time frame

Overall timeframe for this service will be May 2018 - May 2019.

* 1. **Activity 2: Web page development and updating**

**Description of expected outputs / results to be achieved:**

The tenderer should provide services in accordance with the instructions from the CA – the contractor will be given base instructions for the website and an initial draft. The web page should at least contain the following:

* Content information about the Action,
* Planned, current and past activities of the team,
* Achieved results,
* Capability of interaction with page visitors,
* A news tab,
* Promotional content containing various other promotional material and
* Links to other relevant websites (partner websites, partner institution websites, programme website and other).

All of the content should be made in accordance with the Visibility manual of the EU, accessible at the Programme’s website.

Also, the contractor is obliged to maintain and update the website during the duration of the contract.

# Required inputs

Experience in public services, key expert with at least 3 years of professional experience in corresponding fields (public relations, advertising, marketing, etc). Personnel, premises, supplies, equipment and other backstopping support required for service contract implementation.

# Required time frame

Overall timeframe for this service will be May 2018 - May 2019.

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:** Promotional campaign

**REF:** RORS9/SBPB Vrsac/TD06

**Concluded between:**

*Special hospital for psychiatric diseases “Dr.SlavoljubBakalovic” Vrsac,*

*Podvršanska 13, 26300 Vršac, Republic of Serbia*

(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 the contract is the “Promotional Campaign” as indicated in the contractor’s offer – ‘’Part B: Format of offer to be provided by the tenderer’’

**Article 2: Contract value**

The total contract value for implementation of services indicated in the Article 1 is: <XXX EUR/NC.

The contract shall be exempt from all duties and taxes, including VAT.

**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 B8dof PRAGb8d\_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 RSD, 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.

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| **Month** |  | **EUR** |
| 3 | Interim payment | 25% |
| 6 | Interim payment | 25% |
| 9 | Interim payment | 25% |
| 12 | Balance | 25% |
|  | **Total** | <Total contract value> |

In case of Interim payments the contractor will provide contracting authority with the brief interim report on execution of the services, which will represent the basis for issuing interim payment.

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

**Article 5: Duration of the contract**

The duration of the contract is 12 Months.

Commencement date is date of signature of the contract by both parties.

**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 Serbian competent court 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: |  |
| Title: |  | Title: |  |
| Signature: |  | Signature: |  |
| Date: |  | Date: |  |

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