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| PART A: INFORMATION FOR THE TENDERER |

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| **Name and address of the contracting authority:** City of Zrenjanin, Trg slobode 10, 23101 Zrenjanin, Republic of Serbia  **Title of the tender:** Media campaign  **Reference number:** RORS-380/Service-T3  **Date of launching:** 06/12/2019 |

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 this information.

Deadline for submission of the tenders:

The deadline for submission of tenders is **16/12/2019 at 13:00 hours local time**. Any tender received after this deadline will be automatically rejected.

The Contracting Authority is obliged to provide answer to all questions received no latter then 3 days before the deadline and has to publish them on the same web sites where the tender was published. Tenderers may submit questions in writing to the following address: [insect.zrenjanin@gmail.com](mailto:insect.zrenjanin@gmail.com)

Financial information

The tenderers are reminded that the maximum available value of the contract is 4.000,00 EUR.

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

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 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(only if not publicly available for Contracting Authority to consult / in case that entity is not registered at Serbian Business Register Agency)
* Reference list (in free form)

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

* Name and address of the tenderer
* Title of the tender: Media campaign
* Reference number: RORS-380/Service-T3
* 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:

City of Zrenjanin

Trg slobode 10, 23101 Zrenjanin, Republic of Serbia

Attn: Duško Radišić

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 Media campaign in Republic of Serbia for project launching seminar

Description of expected outputs / results to be achieved

Media campaign for project launching seminar should be conducted in order to support project communication activities and to contribute the project visibility as well. Project objectives and expected results, primarily focusing on emphasizing the importance of cross border projects in the area of environmental protection and biodiversity preservation as an important element of sustainable development will be presented to the target groups and public as well as promoted through the media campaign.

Media campaign for the purpose of project launching seminar will cover: invitation to the event, one press release, six press articles, one interview, one TV news and one spot radio.

The media campaign will be realized during the month in which project launching seminar is expected to be held (not later than January 20th, 2020).

Media campaign includes:

* Announcement of event and invitation of participants on local digital media and local newspapers
* Drafting press release A5 format (writing draft and afterwards approved by Project team)
* Drafting six press articles (writing draft in the size of approximatelly 1500-2000 characters and aterwards approved by Project team)
* Interview – one on local media tv/radio/newspaper
* TV news – one on loca/regional/national TV 1-2 minutes
* Radio spot – spot of 1 max 1 minute anouncing seminar will be emitted two times/7 days before seminar on local and regional radio station(s)

Implementation of media campaign and produced materials should comply with publicity and visibility requirements of Interreg IPA CBC Romania-Serbia Programme. For more information tenderers are adviced to visit official website of the Programme: <http://www.romania-serbia.net/>

Upon signature of contract by both parties the Contracting Authority will provide Contractor with information neccessary for conducting media campaign (information about project, information about event, content of materials to be produced, information about publicity and visibility requirements to be respected etc.).

Successful tenderer is required to collect and submit (electronically, hard copy) to the Contracting Authority all published and recorded material (on CD , DVD, etc.) as evidence on work done at most 7 days after the end of project launching event.

* 1. Title of activity 2 Media campaign in Republic of Serbia for project closing seminar

Description of expected outputs / results to be achieved

Media campaign for project closing seminar should be conducted in order to support project communication activities and to contribute the project visibility as well. Through media campaign for this event project results will be promoted and presented to the target groups and public.

Media campaign for the purpose of project closing seminar will cover: invitation to the event, one press release, six press articles, one interview, one TV news and one spot radio.

The media campaign will be realized during the month in which project closing seminar is expected to be held (December 2020).

Media campaign includes:

* Announcement of event and invitation of participants on local digital media and local newspapers
* Drafting press release A5 format (writing draft and afterwards approved by Project team)
* Drafting six press articles (writing draft in the size of approximatelly 1500-2000 characters and aferwards approved by Project team)
* Interview – one on local media tv/radio/newspaper
* TV news – one on loca/regional/national TV 1-2 minutes
* Radio spot – spot of 1 max 1 minute anouncing seminar will be emitted two times/7 days before seminar on local and regional radio station(s)

Implementation of media campaign and produced materials should comply with publicity and visibility requirements of Interreg IPA CBC Romania-Serbia Programme. For more information tenderers are advised to visit official website of the Programme: <http://www.romania-serbia.net/>

Upon signature of contract by both parties the Contracting Authority will provide Contractor with information neccessary for conducting media campaign (information about project results, information about event, content of materials to be produced, information about publicity and visibility requirements to be respected etc.).

Successful tenderer is required to collect and submit (electronically, hard copy) to the Contracting Authority all published and recorded material (on CD, DVD, etc.) as evidence on work done at most 7 days after the end of project closing event.

Required inputs

Company experienced in marketing, media campaign, advertising or any other equivalent field with at least 1 contract in fields required by the activities described above. Number of qualified and experiences staff: 1 key expert - journalist or PR with al least 2 years of professional experience.

Required time frame

Activity 1: January 2020   
Activity 2: November 2020

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:** Media campaign

**REF:** RORS-380/Service-T3

**Concluded between:**

City of Zrenjanin

Trg slobode 10, 23101 Zrenjanin, 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 service of conducting media 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.

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

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| B8d | Draft contract : General conditions (Annex I) | [b8d\_annexigc\_en.pdf [http://ec.europa.eu/europeaid/prag/images/documents/f_pdf_16.gif](http://ec.europa.eu/europeaid/prag/annexes.do?annexName=B8d&lang=en)](http://ec.europa.eu/europeaid/prag/annexes.do?annexName=B8d&lang=en) |

<http://ec.europa.eu/europeaid/prag/document.do?isAnnexes=true>

**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.

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| **Month** |  | **EUR** |
| 2 | Interim payment | 50 % of the contract value |
| 11 | Balance final payment | 50 % of the contract value |
|  | **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 11 months.

Commencement date is the date of the contract signature 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 of Law 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)