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

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| **Name and address of the contracting authority: Caraș-Severin County Council, 320084 Reșița, 1st December 1918 Square, No 1, Caraș-Severin County, Romania.**  **Title of the tender: Media LOT 1, LOT 2, LOT 3**  **Reference number: 4/eMS RORS 283**  **Date of launching: 23/09/2019** |

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 these information;

Deadline for submission of the tenders:

The deadline for submission of tenders is <**03/10/2019 at 14:00 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).

\*\* - 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.

Financial information

The tenderers are reminded that the maximum available value of the contract is 8870 euro (For Romanian partners including VAT): LOT 1 Media production– 3960 euro, LOT 2 Press Release – 410 euro, LOT 3 Broadcasting radio-tv – 4500 euro.

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.

[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: 50 points
* Proposed inputs: 30 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 12 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.

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

* Caraș-Severin County Council, 320084 Reșița, 1st December 1918 Square, No 1, Caraș-Severin County, Romania.
* Title of the tender: Media
* Reference number: 4/eMS RORS 283
* The words: ‘’Not to be opened before the tender opening session’’ (and “A nu se deschide inainte de sesiunea de deschidere”)

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:

Caraș-Severin County Council, 320084 Reșița, 1st December 1918 Square, No 1, Caraș-Severin County, Romania

CONTACT PERSON: Adina UNGUREANU

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.

**LOT 1 - Media production - max. 3960 euro**

1. **Media production awareness movie** ”HELP US TO SAVE YOU”

Description of expected outputs / results to be achieved

## video production services

Characteristics

* Duration - about 3 minutes -5 minutes.
* Subtitles in 3 languages: Romanian, Serbian, English.
* Doubling/voices - in 3 languages: Romanian, English, Serbian.
* Requires linguistic support: text and voice translator for Serbian, English, Romanian.
* Input menu - soundtrack - the European Union anthem <https://www.youtube.com/watch?v=1G8PHgu3_NI> and mandatory the visual identity elements required by **Interreg-IPA Program Cross-border Cooperation Romania-Serbia, Priority Axe 2 “Environmental protection and risk management”, Priority specific 2.2. “Environmental risks management and emergency preparedness”, second call II**. <http://www.romania-serbia.net/?page_id=212>
* Technique - drone with authorization, HD, 4K.
* Type - fixed and moving images: photo and video protected areas Caraş-Severin, equipment purchased by ISU Semenic and Vârşeţ Municipality, other events and activities with impact from the project, elements of horizontal themes, etc, images for Varset area will be obtained from City of Varset.
* At the same time, the clip includes elements to promote the program, project, etc.
* Format - for on-line and tv, dvd viewing.
* The film will contain selected images relevant for emergency situations in the cross-border area Romania-Serbia**, material from Serbian partners.**
* The film will be delivered also on DVD support in 300 copies with a plastic color cover.

1. **Media promo video spot production –**

Description of expected outputs / results to be achieved:

* Produced a short, dinamic, high definition and high quality movie with clear message to promote project goals and EU contribution in accordance with the latest Communication and Visibility Manual of the Interreg - IPA CBC Romania – Serbia Programme: <http://www.romania-serbia.net/?page_id=212>

Video spot 20-30 seconds, images wich promotes the objective of the project, in Romanian.

The conteint of video productions is: emergency situations, floods risks, fire risks, rescue team, protected areas, IPA Programme promo, project promo, events, etc.

**Description of inputs**

Sufficient and available staff, HD technique.

**Time frame**

November 2019 – August 2020

**LOT 2 Press release** – maximum value: 410 EURO

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

2 realized and published press release (local/regional on-line newspaper) in Romanian language.

* in accordance with the latest Communication and Visibility Manual of the Interreg - IPA CBC Romania – Serbia Programme: <http://www.romania-serbia.net/?page_id=212>

**Description of inputs**

Available and sufficient staff.

**Time frame**

November 2019 – 05 August 2021. The Contracting Authority will communicate the date of publishing for press release in due time.

**LOT 3 -** RADIO/TV BROADCASTING CAMPAIGN – maximum value 4500 euro

Description of expected outputs / results to be achieved

- broadcasted radio in primetime hours (local/regional radio)

- broadcasted tv in primetime hours (local/regional tv station)

**Media campaign - 100 tv/radio broadcasting, 12 months: 75 TV broadcasting, 25 radio broadcasting**

## Services for radio spots production ( about 30 sec/radio spot)

## Services for radio spots broadcast

Services for tv spot broadcast, media promo spot ( about 30 sec) will be provided by Contracting Authority.

Dissemination of video/radio spots

- dissemination to a local/regional radio/TV station, on-line

Contractor will produce short, high definition and high quality radio spot to promote project goals and EU contribution of EU funded project. The radio spot will include information of horizontal themes. The spot should be dynamic, with a clear message. The broadcast of the video and radio spot on local and regional level, will introduce to a public level emergency situations in Banat. Leading message and all specific information necessary will be provided by Contracting Authority.

The main purpose of the media campaign is to:

* offer general information about the project on a very visual way, showing the main goals and the priority components of the project, as well as its key ideas
* promote the concrete benefits that the project will bring to end users, and to highlight the crossborder-cooperation between the Republic of Serbia and Romania

**Broadcasting plan will be made in cooperation with Contracting Authority.**

Promo Radio spot should be produced in close cooperation with Contracting Authority and approved by the same before broadcasting can be commenced. The Contracting Authority will provide the Contractor with clear instructions about the subject and timetable of recording as well as other issues. In that regards, comments and recommendations are going to be issued in any stage of the production where the Contracting Authority finds it necessary, in accordance with the latest Communication and Visibility Manual of the Interreg - IPA CBC Romania – Serbia Programme: <http://www.romania-serbia.net/?page_id=212>

**Required inputs**

For expected outputs the Contractor must ensure available and sufficient staff to provide all services.

**Required time frame**

Period november 2019 –05 August 2021. Specific dates to be communicated by the Contracting Authority in due time.

**Any reference to the brand, origin, etc. will be considered "or equivalent"!**

The copyright on the productions belong to the Contracting Authority. Any results or rights related to them obtained in the execution or as a result of the execution of the services that are the object of the present acquisition will be the property of the contracting authority, which can use them as it considers necessary.

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 LOT 1, LOT 2, LOT 3

**REF:**  4/eMS RORS 283

**Concluded between:**

Caraș-Severin County Council

320084 Reșița, 1st December 1918 Square, No 1, Caraș-Severin County, Romania.

(Contracting Authority)

AND

<*Title>*

*<Address of the contractor>*

*<Official registration number/VAT number[[1]](#footnote-2)>*

(Contractor)

**Article 1: Subject of the contract**

The subject of the contract is the Media LOT 1, LOT 2, LOT 3as 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, (including VAT for Romania partners)>.

For Serbian partners:

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

For Romanian 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

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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.

It will be more interims payments and one final payment, based on invoice and services report made by Contractor.

\* - 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 <21 months>.

Commencement date is the day when last person sign.

**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 Reșița, Caraș-Severin county 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-2)