



CBC 2014-2020
SOUTH-EAST FINLAND - RUSSIA

INVITATION TO TENDER

Advertising services

for the Managing Authority of the
South-East Finland – Russia CBC 2014-2020 Programme

Publication date of the invitation 29 March 2021

Submission deadline of tenders by 23 April 2021, 16:00 EEST

1 INTRODUCTION

South-East Finland – Russia CBC 2014-2020 Programme is one of the 16 programmes currently implemented under the European Neighbourhood Instrument. It grants funding for the Finnish-Russian cross-border cooperation projects, planned and carried out by the lead partner with one or more partner from Finland and Russia. Programme's total financial frame is 77,5 million euros.

The Managing Authority (MA) of the Programme, and its hosting institute Regional Council of South Karelia, are located in Lappeenranta, Finland. The Programme is administrated by the support of the MA's branch office (BO) located in Saint Petersburg, Russia. The MA is responsible for the communication and visibility of the CBC Programme, having also entrusted with the responsibility to coordinate preparations of the next 2021-2027 Programme implemented in the regions of South Karelia, South Savo, Kymenlaakso, Saint Petersburg and Leningrad region. Programme's communication strategy is designed to formulate a package of visibility measures and activities for all relevant target groups and to ensure the following:

- *Programme is recognised as a relevant and reliable contributor in the scope of Cross-Border Cooperation actions;*
- *Programme funding opportunities attract a wide number of prospective beneficiaries;*
- *Dissemination of the results increases the public awareness of the Programme.*

Same principles shall apply to the South-East Finland - Russia 2021-2027 Programme, whose implementation is expected to start by the end of 2022.

The Customer in this invitation to tender refers to

Managing Authority

South-East Finland – Russia CBC 2014-2020

Regional Council of South Karelia / Etelä-Karjalan liitto

Kauppakatu 40 D, 1. floor

FI-53100 Lappeenranta

2 SERVICE ENTITY

The main task for the tendered service entity is to support the Programme's communication and visibility in reaching its objectives introduced in more details in the Programme Document available at <http://www.sefrcbc.fi>.

Following indicative list of work-packages is given as a guiding information of the expected services and to fill in the Annex 1, Price grid. The works shall create complete visual ensemble of relevant programming period and, in all cases, respect the communication and visibility requirements of the Programme in question, multilingual approach (English, Finnish and Russian) and the Directive (EU) 2016/2102 and the Finnish National act 306/2019 in connection to the accessibility with the information published and maintained by the public entity.

During the service contract period, the listed items may be complemented with an individual work initiated and adopted in the Managing Authority's annual work plan. Each work and work-package shall be implemented on grounds of the case-based order

confirmation, given upon the service provider's estimation of the required time, costs and resources. Estimation shall be drawn up in written, according to the Customer's briefing.

Indicative list of work-packages

- 1) *Advertisements*
- 2) *Publications*
- 3) *Logo and its instructions*
- 4) *Templates*
- 5) *Presentation material*
- 6) *Website*

More detailed introduction of the work-packages 1-6 is given in the Annex 1, Price grid.

The Programme management is committed in reducing the carbon footprint in all its activities and operations, and therefore, is also in favour of using ecological material that should be taken in to account in designing any products. Programme's official language is English. Liaising with the selected service provider may be conducted also full in Finnish and limited in Russian.

3 CONTRACT PERIOD

The Managing Authority will sign the service contract with the selected service provider until 30 June 2024, concerning the current on-going Programme and the preparation of the next programming period. The start date of the contract is referential of the tendering process.

4 TENDERING METHOD

This tendering is performed as an open competition and the invitation to tender is published on the website <http://www.sefrcbc.fi> NEWS-section and on the Programme's social media accounts in the Twitter (<https://twitter.com/sefinruscbc>) and Facebook (<https://www.facebook.com/sefinruscbc/>).

5 CONTENT FOR THE TENDER

The tender must be signed and match with the invitation to tender. Partial tenders are not accepted. Tender must be in English (with some exceptions mentioned in the following list), and contain in minimum the following:

- 1) *Introduction of the tenderer including official contact information.*
- 2) *Introduction of the relevant financial qualifications as in trade registration extract, certificate of paid taxes and other national reliabilities, certificate of paid pension contributions. Language of the certificates may be English, Finnish or Russian.*
- 3) *Introduction of the relevant competence qualifications presenting at least two (2) assignments that are an equal level, by their versatile and mix of printed and digital products indicated in this invitation of tender. Language of the assignments may be English, Finnish or Russian or mixed.*
- 4) *Introduction of the personnel offered for this assignment presenting their expertise in the relevant tasks.*
- 5) *Prices presented in the Annex 1, Price grid, without VAT.*

Required certificates in the point 2) shall not be older than three (3) months.

The tenderer not meeting with all the requirements in point 2), is found to be in bankruptcy or party in legal proceedings shall not proceed in the evaluation process in the points 3)-5).

Separate subcontracted services are not accepted as such. Providing the service entity by including freelancer or network partner is allowed if their work is enclosed as an integral part of the tenderer's service, and the tenderer takes over the responsibility also of the freelancer's or partner's work.

The Customer shall sign the contract only with the selected service provider. Invoicing procedure is agreed in the service contract.

6 DECIDING OF THE WINNER

Only the tenders arrived by the due date and time are included in the competitive tender. Their content is evaluated following the chapter 5, list 1-6 and its references. Tenders are not returned. The result of the competition is informed to all participated tenderers. The most economically advantageous tender will be accepted, using the following criteria:

Resources 30 % and the maximum score is 30.

The personnel offered for this service entity is clearly described, has good or excellent professional competence, and is presented per work-package. At least one person appointed for the team has in minimum seven (7) years of working experience of matching assignments. The role of the responsible person for the first level customer service is described indicating availability of the substitute and appointment for the whole contract period. Score 30.

The personnel offered for this service entity is clearly described, has adequate professional competence, and is presented per work-package. At least one person appointed for the team has in minimum three (3) years of working experience on matching assignments. The role of the responsible person for the first level customer service is described indicating availability of the substitute and appointment for the whole contract period. Score 15.

Mentioned criteria is met partially or not at all. Score 0.

References 30 % and the maximum score is 30.

At least two (2) assignments, which are at an equal level by their versatile and mix of printed and digital products, are presented. The references are evaluated by their visual richness and technical appearance. 50 % or more of the offered resources has participated in the presented assignments. Score 30.

At least two (2) assignments, which are at an equal level by their versatile and mix of printed and digital products, are presented. The references are evaluated by their visual richness and technical appearance. Less than 50 % of the offered resources has participated in the presented assignments. Score 15.

Mentioned criteria is met partially or not at all. Score 0.

Price 40 % and the maximum score is 40.

Full information of the prices shall be provided in the Annex 1, Price grid. Prices included in the evaluation and comparison of the tenders are: the unit cost of the work-package Publications x 15, unit cost of the work-package Website x 20, and the total cost of the service entity = tenderer's price.

Calculation formula:

Lowest price / tenderer's price x maximum score.

Scoring of price:

Lowest offer 40, second lowest offer 35, third lowest offer 30, other offers 10.

7 SUBMITTING THE TENDER

The tender must be valid four (4) months from the date of submission for the contracting purposes. It has to identify tenderer's commitment to execute and to accept the service contract with the end date 30 June 2024.

The tender shall be submitted as one signed copy, preferably packed in the Zip-file including also annexes, to the e-mail official@sefrcbc.fi by 23 April 2021 at 16:00 PM (EEST), with the heading *Tender for advertising services*.

8 ADDITIONAL INFORMATION

Requests for clarification of the information presented in the Invitation to Tender shall be submitted in English to the e-mail official@sefrcbc.fi on 12 April 2021 latest, with the heading *Additional clarification for advertising services tendering*. All questions are replied in English at the Programme's website <http://www.sefrcbc.fi> NEWS-section, on-site of the tendering announcement, on 15 April 2021 latest.

Requests for additional information of the Programmes may be addressed to
Sari Loisa
Programme Advisor
Managing Authority
Email: sari.loisa@sefrcbc.fi

9 PUBLICITY

Insofar, as they are not marked as confidential in accordance the law and in parts of business, professional or personal information, the tender documents shall become public after the service contract is signed. The price information shall be public in all cases.

10 OTHER CONDITIONS

The tenderer is not entitled to a compensation for a submitted tender or included material. The Customer retains the right not to accept any of the tenders.

11 CONTRACT CONDITIONS

The service contract is not created with a procurement decision but by signing of a separate contract. In accordance with the Procurement Act, the service contract may be signed, at the earliest, after fourteen (14) days have passed after the tenderer received or

is considered to have been informed of the procurement decision and the guidelines for appealing.

The procurement process shall follow the procedures of the Regional Council of South Karelia acting as the hosting institution of the Managing Authority.

The Managing Authority of the South-East Finland – Russia CBC Programme signs the contract for the service entity with the winner of the competition. The contract consists of the following documents:

- 1) *The Contract with its annexes*
- 2) *The Invitation to tender*
- 3) *The Tender with its annexes*

The documents complement each other. If the documents have conflicting content, the Contract and its annexes shall take precedence.

The Customer reserves right not to use all or part of the contracted services.

ANNEXES

Annex 1, Price grid