



CBC 2014-2020
SOUTH-EAST FINLAND - RUSSIA

INVITATION TO TENDER

Advertising and Digital Services

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1. Introduction

Cross-border cooperation in the European Union external borders and therefore, also between Finland and Russia will be implemented by the joint financial contribution of the European Union, the Republic of Finland and the Russian Federation in the programming period 2014-2020.

South-East Finland – Russia CBC 2014-2020 is one of the 16 Programmes initiated under the European Neighbourhood Instrument. It grants funding for projects that are implemented by the lead partner with one or more partners from both participating countries. Managing Authority of the South-East Finland – Russia CBC 2014-2020 Programme, located at its hosting institute Regional Council of South Karelia, is responsible for day-to-day management of the programme including the follow-up of the outputs and impacts of the granted funding.

The Programme continues the work done during its predecessors Neighbourhood Programme 2000-2004 and ENPI CBC 2007-2013, key focus being in the development of the core area; South-Karelia, South-Savo and Kymenlaakso in Finland and St. Petersburg and Leningrad region in Russia. The purpose of the Programme is to strengthen cooperation between the programme regions, to improve the level of networking and highlight the concrete outputs and impacts on different fields of action.

Programme's communication strategy

The communication strategy of the Programme is designed to formulate the whole concept of the visibility activities for all relevant target groups and to ensure 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.

Main objective for the tendered service entity is to support the programme's communication activities and via them, to versatile and new information services for the target groups.

2. Service entity

Following indicative list of work-packages is to be implemented during the contract period. Each work entity is specified and confirmed case-by-case following the procedures agreed in the service contract. The final content and level of work may vary, depending on the material already possessed or provided by the Client and on the level of the Client's own contribution. More detailed descriptions of the work-packages are given in the Annex 1 Price Grid.

As a rule, the following listed works are to support the existing visual outlook of the Programme and the communication requirements of the Programme.

1. ADVERTISEMENTS
2. PUBLICATIONS
3. PROGRAMME'S ANNUAL EVENT –CONCEPT
4. INFORMATION VIDEO -CLIPS
5. INFORMATION AUDIO -CLIPS
6. VIDEO STREAMS
7. WEBSITE UPDATE

Note All communication and visibility materials are created in English, and also in most of the cases, in Finnish and in Russian. Selected tactics and applications must support all three languages. All services and outputs, where relevant, should endorse with the Directive (EU) 2016/2102 of the European Parliament and of the Council to support on the accessibility of the information and services provided by the public sector bodies (<http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32016L2102>).

3. Contract period

The contract will be signed for 1 January 2018 – 31 December 2019 with the provision for one-year prolongation. The starting date is referential depending of the duration of the contract negotiation.

4. Tendering method

This tendering is performed as an open competition and the invitation to tender is published at the Programme website at <http://www.sefrcbc.fi> NEWS sections. Additional information in connection to the Programme's communication objectives and selected tactics are presented in the Joint Operational Programme of the South-East Finland – Russia CBC 2014-2020, chapter 5.7, The communication strategy. The document is available at the Programme website PROGRAMME sections. The invitation to tender is also made available at Julkiset hankinnat HILMA –portal <https://www.hankintailmoitukset.fi/fi/>

5. Content of the tender

The tender must match the invitation to tender. No partial tenders are accepted. The tender must be drawn up in English and contain at least following:

1. Introduction of the tenderer

- A description of the tenderer and the tenderer's contact information.
- Subcontracted work is accepted only under the following condition: subcontracted work can form in maximum 50 % of the value of the work-package. This does not include the part of the printing work, which can be provided as subcontracted. The subcontractor cannot use another subcontractor.

2. A report on meeting the qualifications

- Economical and financial status
 - Trade registry extract
 - A certificate of taxes paid or tax liabilities
 - Certificates of pension contributions paid
 - Financial statement information from the last financial period or other similar statement

The tenderer must have paid all the taxes and mandatory social security payments required in Finland, and are marked to the withholding registry, VAT registry and the employer registry, if required by the Withholding Act. Required certificates shall not be older than three months.

- A liability assurance for the whole contact period
- Coverage and usability - references
 - A list of the tenderer's most important assignments matching the announced tender with respect to their coverage and usability.

At least two assignments that are at an equal level by their versatile and mix of prints and digital services must be included.

3. Introduction of the personnel

- A clarification on the expertise of the personnel offered to the assignment.

The tenderer must have sufficient personnel resources to meet the assignment during its whole life-circle.

4. Price

The bid prices shall be stated in the Annex 1 Price Grid, and they shall not include VAT.

Invoicing procedure is agreed in the service contract made with the selected service provider. As a principle, the work will be billed afterwards from the Client with the term of 21 days net.

6. Languages

All advertising and digital material shall be in English, and in most cases also in Finnish and in Russian. English, being the official language of the Programme, is recommended to be used in invoices as well (in minimum including a description of the invoiced work and report of used working hours).

7. Deciding the winner of the competitive tendering

Only the tenders arrived by the due date and time are included in the competitive tender. The opening of the tenders shall take place without any delay after the due date of the tendering. The tender documents will not be returned.

7.1 Eligibility check

During the first stage tenders are opened and checked from the administrative and eligibility viewpoints.

- **Content of a tender**
The tenderer is excluded from the competition if the content of a tender does not include all parts 1-4 mentioned in the chapter 5.
- **Economical and financial status**
The tenderer is excluded from the competition if the economical and financial status do not fulfil the presented qualifications.
- **Coverage and usability -references**
The tenderer is excluded from the competition if at least two assignments that are at an equal level by their versatile and mix of prints and digital services are not included.

7.2 Evaluating the tenders

The most economically advantageous tender will be accepted, using the following criteria.

Unit cost and total cost: 50 %

The maximum score for the costs is 50 (25 for unit cost + 25 for total cost).

Tenderer is asked to provide full information in the Price Grid. Those costs that are used for the evaluation and comparison of the tenders are A) average unit cost and B) the total cost of the tender. Both costs are used for comparison by following formula: cheapest price/tender price x maximum score.

Tenderer's resources: 30 %

The maximum score for the tenderer's personnel resources is 30.

30 scores

The personnel appointed to this service entity is clearly described, has good professional level and is presented according to the work-packages. At least one person appointed for the implementing team has in minimum six years of working experience on matching assignments. The responsible person and his/her substitute for the Client service is appointed.

20 scores

The personnel appointed to this service entity is clearly described, has good or adequate professional level and is presented according to the work-packages. At least one person appointed for the implementing team has in minimum three years of working experience on matching assignments. The responsible person and his/her substitute for the Client service is appointed.

0 scores

Mentioned criteria is met only partially or not at all.

References: 20 %

The maximum score for the references is 20.

At least two assignments that are at an equal level by their versatile and mix of prints and digital services must be included to the tender with the description of how the proposed team has contributed to the outcome. The referred assignments are evaluated by their visual richness, technical appearance and suitability on the purpose.

20 scores

Mentioned criteria is well met by all aspects and the whole or main part of the proposed team has contributed to the outcomes.

10 scores

Mentioned criteria is well met by all aspects and part of the proposed team has contributed to the outcomes.

0 scores

Mentioned criteria is met only partially or not at all.

8. Submitting the tender

The tender must be valid four (4) months from the date of submission, for the contracting purpose. It has to indicate tenderer's commitment to execute and to accept the service contract with the end date 31.12.2019. The availability for the provision for one-year

prolongation must also be clearly indicated. The tender must be delivered as one signed copy in electronic form via email at the latest **on 24 November 2017 at 16:00 Ft** to official@sefrcbc.fi with the headline *Tender for advertising and digiservices*.

9. Additional information

Possible requests for additional information will have a joint reply offered to all tenderers. The time to request additional information ends **on 14 November 2017 at 16:00 Ft**. The requests for additional information must be sent in English by email to address official@sefrcbc.fi. When requesting additional information, use the title *Request of advertising and digiservices*. The answers are published at the Programme's website www.sefrcbc.fi by **17 November 2017** on-site of the tendering announcement.

10. Tender document publicity

Insofar as they are not confidential according to law, the tender documents shall become public after the agreement has been made. Should the tenderer consider some part of the tender to be confidential due to its business or professional secret nature, this must be specifically noted in the tender, and the confidential information presented in a separate appendix. However, price information shall be public.

11. Other conditions related to submitting a tender

The tenderer is not entitled to a compensation for a submitted tender. The Client retains the right not to accept any of the tenders.

12. Agreement conditions

The service contract is not created with a procurement decision but by the signing of a separate contract. According to the Procurement Act, the service contract may be signed, at the earliest, after 14 days have passed since the tenderer received or is considered to have been informed of the procurement decision and the appealing guidelines.

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

The service contract consists of the following documents:

1. Contract, with its annexes
2. Invitation to tender
3. The tender, with annexes

The agreement documents complement each other. If the documents have conflicting contents, the contract and its annexes (in numerical order) shall take precedence and, after them, the other documents in the above-mentioned order of validity. The tenderer must take full responsibility of its subcontracted work and its deliverables towards the other party of the contract (the Client).

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

Annex to the Invitation to tender

Annex 1 Price Grid