

# Procedure for hiring an external contractor to produce content and provide communication advice for the new [www.interreg.eu](http://www.interreg.eu) website

## Call for tenders

## Terms of Reference

On behalf of the Interact Programme, Interact Office Viborg is inviting interested parties to make an offer for the contract to produce content for a new [www.interreg.eu](http://www.interreg.eu) website, as well as to provide digital communication advice and editorial expertise for the web.

In order to respond to this call for tenders, interested parties must demonstrate their experience and suggested approach to carrying out the assignment in view of the specification presented in this Terms of Reference.

### Background

#### About the Interact Programme

The Interact Programme is a cooperation programme under the European Territorial Cooperation (ETC) objective of the Cohesion Policy 2021-2027 and is co-financed by the European Regional Development Fund (ERDF).

The Interact Programme provides exchange of experience, information and innovation in order to promote best practices and make cooperation easier. The programme delivers this through targeted events, publications and tools.

Interact services are targeted at cooperation programmes under the same ETC objective of the Cohesion Policy 2021-2027 – known as Interreg. These programmes jointly tackle common challenges and find shared solutions in fields such as health, environment, research, education, transport, sustainable energy and more.

The current Interact IV Programme builds on the successful implementation of three previous editions (Interact I-III). In the 2021-2027 period, the programme focuses on 3 thematic objectives:

- Increasing efficiency: Strengthening the management capacity of Interreg programmes and other cooperation actors;
- Enabling individuals: Strengthening the capacity to work in cooperation programmes and context;

- Interreg visibility: Strengthening the capacity to capture and communicate programme and project results and to increase visibility.

These 3 objectives define the rationale behind Interact services implemented for the benefit of Interreg programmes of all strands: cross-border, transnational, interregional and outermost. The geographical area targeted by Interact services includes all EU Member States plus Norway and Switzerland. In addition, the programme supports cooperation at the external borders of the European Union (Interreg IPA-CBC and Interreg NEXT). The programme's total budget is about EUR 56.25 million, of which 80% comes from ERDF.

The implementation structure and coordination framework of the Interact Programme is based on a decentralised model involving a central Managing Authority/Interact Secretariat located in Bratislava (Slovakia), and Interact Offices located in Turku (Finland), Viborg (Denmark), Vienna (Austria), and Valencia (Spain).

Further information and relevant documents concerning the Interact Programme can be found on the programme website: [www.interact.eu](http://www.interact.eu)

### **What is Interreg?**

Interreg is one of the key instruments of the European Union (EU) that supports cooperation. It consists of about 100 programmes, all of whom fund projects. To get their projects funded by Interreg, public institutions and SMEs need to gather a number of partners from different regions in various countries. The specific rules that apply to the number of partners and countries of origin involved depend on each specific programme.

Projects funded by Interreg aim to tackle common challenges and find shared solutions to these challenges in fields such as health, environment, research, education, transport, sustainable energy and more.

### **Documents**

The following documents are part of this process:

#### The Draft Contract

- Annex 1 Requirements Specification
- Annex 2 Prices
- Annex 3 Interreg Brand Manual
- Annex 4 Strategic Digital Communication of Interreg

#### These Terms of Reference

- Annex A Declaration about Russian Interests
- Annex B Declaration on jointly authorised representative and joint, several and unconditional liability (consortium)

## The assignment

### Objectives and content of the assignment

The Contract concerns the production of content, including copywriting, graphic design, video and audio content creation for a new [www.interreg.eu](http://www.interreg.eu) website that will be developed in 2024 and replace the one that is currently online. It also includes communication and editorial advice wherever necessary (e.g. creation of editorial guidelines, toolkits, etc.)

The aim of the new [interreg.eu](http://www.interreg.eu) website is to clearly establish the Interreg brand, the value of Interreg as such, its relevance and how programmes and projects create impact for EU citizens – and do so in a way that is easily understood, with simplicity and through storytelling.

The website will primarily serve five distinct target audiences including policy makers, decision makers, potential applicants, beneficiaries and staff working in Interreg programmes' joint secretariats.

For more detailed information about the new website objectives and target audiences, please, check Annex 4 ("Strategic Digital Communication of Interreg").

### Ownership of the Interreg.eu website project

The Interact programme is the financial and leading force behind the website. However, the website is a collaborative communication effort that engages the entire Interreg community. The "Strategic Digital Communication of Interreg" (Annex 4) delineates the website's niche, objectives, and target audiences. Furthermore, all Interreg programmes are expected to contribute content to the upcoming [interreg.eu](http://www.interreg.eu) website.

### Management of the Interreg.eu website project

Interact has a dedicated three-person team for this website, with one team member serving as the primary contact person for the Supplier, overseeing all aspects of the project.

### Working language

The working language for the exchanges between Interact and the successful bidder will be English. The final product will also be delivered in English.

## Timeframe

### Selection procedure:

06/06/2024: Deadline for questions about the Contract.

**13/06/2024** (by 23:55, CET): Deadline for bidders to submit proposals.

25/06/2024: Interact expects to notify bidders about the outcome of the selection procedure. No information will be provided before that date as regards the status of the evaluation of offers.

15/10/2024: The Contracting Authority expects the content for the website launch to be ready.

## Scope and pipeline

### Scope

The Scope of the Contract is the production of content for the new Interreg website, more specifically:

1. Production of audio-visual and visual assets for the launch of the new Interreg website, to be delivered in 2024.
2. Production of on-demand content creation for the website after its launch.
3. Provide strategic communication advice to the Contracting Authority in the definition of annual campaigns.
4. Provide editorial advice to support the Contracting Authority's web editors and other web contributors through, for example, editorial guidelines.

For more information about the scope of tasks, see Annex 1 Requirement Specification.

The monetary Scope of the Contract is EUR 200 000 excluding VAT, meaning that when that amount has been spent, the Contract has been exhausted and terminates. The Contract is non-exclusive, meaning that the Contracting Authority does not commit itself to buy all content for the website through this Contract.

### Pipeline

The Contracting Authority expects to order the following content to be produced in time for the launch of the website:

Four infographics to illustrate, each of them:

- Interreg in the EU funding context
- Who is part of Interreg
- How the application process works to get Interreg funds
- The long term impact of Interreg

For the creation of infographics, the Customer will provide an initial brief and the necessary content (in text). The Supplier will develop all infographics, including design, layout, inserting copy, adjusting, etc.

Three films with the following purpose each:

- Animation film – "Understand Interreg in 2 minutes"
- Animation film – "The history of Interreg"
- Hero film (for front page) displaying real life footage to give a quick impression of Interreg's impact on the territories and populations

The Contracting Authority is not bound by this pipeline, and reserve the right ask for different or less content after signing the Contract. It will to some extent depend on the strong suits of the Supplier and the offered prices.

Furthermore, the Contracting Authority would like to add for the information of potential suppliers, that the budget for the abovementioned tasks will be EUR 40 000 (excluding VAT).

## Selection procedure

### When and how to submit offers

Offers should be sent in English and by email only to Eva Martínez Orosa: [eva.martinez@interact.eu](mailto:eva.martinez@interact.eu) by **13 June 2024 at 23:55 (CET)** at the latest. Offers received after this deadline will not be considered.

Please note that any expenses you incur in the preparation of your offer will not be reimbursed.

### What to include in your offer

Please send an email, briefly explaining why you are interested in this contract and what makes you/your company the ideal candidate for this job. Please attach:

- The Methodology Note as described in Annex 1 - Requirements Specification
- A CV of each of the members of the team that would be delivering the work, including a portfolio with samples of previous work similar to the task detailed in this contract.
- A filled-out version of Annex 2 - Prices
- Annex A - Declaration about Russian interests, signed by the Supplier (and all members of a consortium if such is made)
- If relevant, filled-out and signed version of Annex B - Declaration of joint representative and liability.

### Questions to the Tender

Questions about the content of these terms of reference should be sent by email only to [eva.martinez@interact.eu](mailto:eva.martinez@interact.eu) by 6 June.

Please, note that questions received prior to the deadline for questions and the respective answers will only be published on Interact's website. These will be regularly updated when new questions are submitted.

## Award criterion and sub-criteria (evaluation of the offers)

Interact intends to award the Contract to the supplier who has submitted the economically most advantageous tender evaluated in accordance with the award's criterion **best price-quality ratio** and the sub-criteria mentioned below.

Sub-criteria	Weighting (%)
Overall economic consequences. (see calculation below)	40 %
Methodology note	30%
CV's and references	30 %

For each offer the evaluation of the qualitative sub-criteria will take place in accordance with the below description using the following scoring scheme.

Evaluation	Score
Best possible fulfillment of the criterion	0
Excellent fulfillment of the criterion	1
Good/very satisfactory fulfillment of the criterion	2
Above average fulfillment of the criterion	3
Average/satisfactory fulfillment of the criterion	4
Below average fulfillment of the criterion	5
Less satisfactory fulfillment of the criterion	6
Inadequate fulfillment of the criterion	7
Poor fulfillment of the criterion	8

A price-based evaluation model will be used for the final evaluation. Under a price-based evaluation model a deviation from the best possible fulfillment of the Contracting Authority's class evaluation requirements is considered an additional cost and will be added to the tenderer's overall tender price for the purpose of the evaluation. Thus, a hypothetical cost is added for the purpose of the evaluation for every point scored for the qualitative sub-criteria. The amount of that cost is determined based on a conversion sum as described below. The calculation takes place as follows:

- A conversion sum is identified by dividing the average of the overall tender prices by 8 (the maximum score for the qualitative sub-criteria).

- For each qualitative sub-criterion, the score (from 8 to 0) is multiplied by the conversion sum.
- That amount is then included in the overall evaluation price with the percentage stated for the sub-criterion in question.
- The overall tender price is included in the overall evaluation price with the percentage stated for the sub-criterion in question.
- The weighted prices/amounts for all sub-criteria are added and the tender with the lowest overall evaluation price is deemed the successful tender and is awarded a contract.

For the purpose of illustration, the table below contains an imaginary example of the use of the price-based evaluation model described above. In the example there are only two sub-criteria: economy with a weight of 40 % and quality with a weight of 60 %.

<b>Tenderers:</b>	<b>A</b>	<b>B</b>	<b>C</b>
<b>Overall price:</b>	EUR 1 000 000	EUR 1 500 000	EUR 500 000
<b>Quality score:</b>	3	0.5	7
<b>Conversion sum: 125.000 kr.</b>			
<b>Converted quality price:</b>	EUR 375 000	EUR 62 500	EU 875 000
<b>Weighted quality price:</b>	EUR 225 000	EUR 37 500	EUR 525 000
<b>Weighted overall tender price:</b>	EUR 400 000	EUR 600 000	EUR 200 000
<b>Overall evaluation price:</b>	<b>EUR 625 000</b>	<b>EUR 637 500</b>	<b>EUR 725 000</b>
<b>Rank:</b>	<b>1</b>	<b>2</b>	<b>3</b>

### **Overall economic consequences sub-criterion 40 %**

The overall economic consequences (the expected cost of the Contract) will be evaluated based on the prices quoted in Annex 2 Prices of the Contract excluding VAT and the hours, and will be the sum of:

- 20 times the hourly rate for a Communication Strategist
- 40 times the hourly rate for a Copywriter for the Web
- 80 times the hourly rate for an Animator
- 92 times the hourly rate for a Graphic Designer
- 40 times the hourly rate for a Photographer
- 30 times the hourly rate for a Video Producer
- 30 times the hourly rate for a Videographer
- 20 times the hourly rate for a Video Art Director
- 20 times the hourly rate for an Audio Engineer

- 20 times the hourly rate for a Voice narrator
- 40 times the hourly rate for a Podcast Producer
- 40 times the hourly rate for a Digital Journalist

This price is calculated only for the purpose of evaluating the overall economic consequences, and is in no way a promise of turnover on the contract.

### **Methodology note sub-criterion 30 %**

In the evaluation of quality and functionality, the tenderer's submitted Methodology Note with respect to the evaluation criteria's in the Requirements Specification (Annex 1) will be included. A positive evaluation by the Contracting Authority of the tenderer's fulfilment of evaluation criteria will result in a correspondingly positive evaluation of the tender.

### **CV's sub-criterion 30 %**

In the evaluation of the qualifications and relevant experience of the people working on the content, CV's with respect to the evaluation criteria's in the Requirements Specification (Annex 1) will be included, as well as the estimated quality of their previous works/portfolio. A favourable evaluation by the Contracting Authority of the tenderer's fulfilment of these criteria will lead to a corresponding positive evaluation of the tender.

## **Last remarks**

All offers submitted must remain open for acceptance at least 6 months from the date of submission.

If the offer is in breach with any of the Minimum Requirements in Annex 1 - Requirements Specification, the offer will be rejected in its entirety.