Tender instructions

for Framework Agreement on digital communication services

OPEN PROCEDURE

Deadline for submission of tender:

12 February 2020 at 17.00 CET

Submit tender to pavlik@visegradfund.org with copy to visegradfund@visegradfund.org

**1. Procurement process**

This procurement is an open call for tenders where all suitable entities are invited to submit tenders. This procurement shall not be understood as Public Offer and/or Public Tender as specified in § 276 and following and 281 and following of Commercial Code No. 513/1991 Coll. as amended valid in Slovak Republic but only as Invitation to tender.

**2. Schedule, deadlines and submission of tender**

Tenders shall be submitted to pavlik@visegradfund.org with copy to visegradfund@visegradfund.org by 12 February 2020, 17.00 CET. Only one tender shall be accepted from each tenderer.

The Visegrad Fund reserves the right to invite up to 3 tenderers to carry out a presentation of a case study, which will be sent to the pre-selected candidates only.

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| **Event** | **Timeline** |
| Invitation to tender | 16 January 2020 |
| Tender submission | 12 February 2020 |
| Pre-selection  | 14 February 2020 |
| Final selection | 21 February 2020 |
| Start of work | As soon as possible |

Please note that all times after tender submission are estimates.

Contact person

Michal Pavlík – Communication Officer – pavlik@visegradfund.org

Language

All tender documents must be written in English. All deliverables shall be in English.

**3. Content of tender**

The tender shall be structured as follows:

1. Experience

The tenderers should describe relevant experience for the provision of the services listed in section *3. Technical specifications* of the Terms of Reference by providing minimum 3 previous and current project examples, which are identical or similar to these services. These should include information about the duration of the project (start-launch dates), team assigned, budget, contact details and relevant references, sub-contractors involved. The bidders are highly encouraged to include links, designs and visuals to present the project examples.

1. Price specification

The financial aspects must be strictly presented in the standard format provided in Annex I. The tenderers shall propose staff costs (hourly rates) for the provision of services under the three categories below:

• 3.2.1. Social media strategy and monitoring

• 3.2.2. Graphic and web design

• 3.2.3. Audio-visual production

In addition, an itemized budget should be provided for the following three examples of possible service requests:

* Social media campaign on “20th anniversary of the establishment of the Visegrad Fund” to raise awareness about Visegrad cooperation – the campaign should be focused on our social media channels and it should contain the following aspects: an analysis and identification of target audiences to be addressed, a proposal of methods and techniques to be used, an outline of the messages to be communicated to each target audience, tools to evaluate the effectiveness of the campaign
* Video production of a maximum of 3 minutes highlighting the 20th anniversary of the Visegrad Fund. The video should include material provided by the Fund and will be used for social media campaign and on the website
* Web campaign on “20th anniversary of the establishment of the Visegrad Fund”, which will be in line with the social media campaign listed above – the campaign should focus on the creation of a microsite connected to our web and it should contain the following aspects: illustrations, interactive maps and charts, animations and buttons, infographics, 30-seconds animated video

**4. Other provisions of tender**

The Visegrad Fund reserves the right to amend the terms and conditions of this Tender and the procurement process. The Visegrad Fund does not assume any responsibility vis-à-vis any tenderer for any consequence arising from such amendments.

The Visegrad Fund reserve the right to ask for supplements from any tenderer, if needed.

The Visegrad Fund reserves the right to accept no proposal and to cancel the Tender without giving any reason thereof and/or paying any compensation therefore.

The Visegrad Fund shall have the right to declare the procurement process frustrated without giving any reason thereof and/or paying any compensation therefore.

All costs and expenses incurred related to the procurement process and preparation of the tender will be solely born by the tenderer.