

SERVICE CONTRACT NOTICE

Communication, Digital Platforms and Dissemination Services

İstanbul, Türkiye

1. Reference

BSB01238/ST02-SERVICE

2. Procedure

Simplified

3. Programme titles

EU INTERREG NEXT BLACK SEA BASIN PROGRAMME

4. Project name

BSB01238 / Healing Environmental by Reef Options in the Black Sea - HERO

5. Contracting authority

IPA Joint Stock Organization (IPA)

CONTRACT SPECIFICATION

6. Nature of contract

Lump-sum¹

7. Contract description

IPA will procure services for the integrated implementation of communication, digital map, digital platforms and dissemination components to ensure the effective visibility, accessibility and long-term dissemination of project activities and outputs within the scope of the BSB01238 HERO Project. Under this contract, the contractor shall deliver the development, operation and regular updating of the project website and Digital Map, the development and deployment of an iOS and Android-based mobile application, the management of official project social media accounts, the organisation of radio and television broadcasts, the production of project-related video, photographic and visual content, the preparation and dissemination of digital bulletins, and the translation of the Project Dissemination Plan and selected scientific and technical

¹ global price

project outputs. The service procurement covers the integrated coordination of digital communication and dissemination activities, technical development, operation and maintenance of online platforms, content production and management, compliance with EU INTERREG NEXT Black Sea Basin Programme visibility, accessibility and data protection requirements, media coordination, and documentation of project activities and outputs.

8. Number and titles of lots

One lot only

9. Maximum budget (VAT excluded)

EUR 58.416,67 + VAT

CONDITIONS OF PARTICIPATION

10. Legal basis, eligibility

Interreg regulation 2021/1059 and Programme Document and related programme rules of Interreg EU INTERREG NEXT BLACK SEA BASIN PROGRAMME

11. Number of tenders

No more than one tender can be submitted by a natural or legal person whatever the form of participation (as an individual legal entity or as leader or member of a consortium submitting a tender). In the event that a natural or legal person submits more than one tender, all tenders in which that person has participated will be excluded.

12. Grounds for exclusion

As part of the tender, tenderers must submit a signed declaration, included in the tender form, to the effect that they are not in any of the exclusion situations listed the declaration on honour.

Tenderer included in the lists of EU restrictive measures at the moment of the award decision cannot be awarded the contract.

13. Sub-contracting

Subcontracting is allowed.

PROVISIONAL TIMETABLE

14. Provisional commencement date of the contract

07.07.2026

15. Implementation period of the tasks

18 months

SELECTION AND AWARD CRITERIA

16. Selection criteria

Capacity-providing entities

An economic operator (i.e., tenderer) may, where appropriate and for a particular contract, rely on the capacities of other entities, regardless of the legal nature of the links it has with them. If the economic operator relies on other entities, it must in that case prove to the contracting authority that it will have at its disposal the resources necessary for the performance of the contract by producing a commitment by those entities to place those resources at its disposal. Such entities, for instance the parent company of the economic operator, must respect the same rules of eligibility as the economic operator relying on them and must comply with the selection criteria for which the economic operator relies on them. **Furthermore, the data for this third entity for the relevant selection criterion should be included in a separate document.** Proof of the capacity will also have to be provided when requested by the contracting authority.

With regard to technical and professional criteria, an economic operator may only rely on the capacities of other entities where the latter will perform the tasks for which these capacities are required.

With regard to economic and financial criteria, the entities upon whose capacity the economic operator relies, become jointly and severally liable for the performance of the contract.

The following selection criteria will be applied to the tenderers. In the case of tenders submitted by a consortium, these selection criteria will be applied to the consortium as a whole if not specified otherwise. The selection criteria will not be applied to natural persons and single-member companies when they are sub-contractors.

The tenderer shall not use previous experience which caused breach of contract and termination by a contracting authority as a reference for selection criteria.

The selection criteria for each tenderer are as follows:

1) Economic and financial capacity of the tenderer (based on item 3 of the tender form). In case of tenderer being a public body, equivalent information should be provided. The reference period which will be taken into account will be the last three financial years for which accounts have been closed.

- the average annual turnover of the tenderer must exceed the annualised maximum budget of the contract i.e. the maximum budget stated in the contract notice divided by the initial contract duration in years, where this exceeds 1 year (minimum annual turnover requested may not exceed 2 times the estimated annual contract value, except in duly justified cases motivated in the tender dossier); and
- Current ratio (current assets/current liabilities) in the last year for which accounts have been closed must be at least 1. In case of a consortium, this criterion must be fulfilled by each member.

2) Professional capacity of the tenderer (based on items 4 of the tender form).

The reference period which will be taken into account will be the last three years preceding the submission deadline.

- has sufficient ongoing staff resources and expertise to be able to handle the proposed contract

- is not a so-called ‘body shop’, i.e. a tenderer with no real expertise in fields related to the contract but which simply identifies and proposes experts to fit the service contract description
- at least 1 staff currently work for the tenderer in fields related to this contract; and

3) Technical capacity of tenderer (based on items 5 and 6 of the tender form). The reference period which will be taken into account will be the last three years preceding the submission deadline.

- The tenderer has provided services multiple contracts with a budget of at least that of this contract in communication, software, web sites, mobile application or digital map development, maintenance services, communication agency, publication or similar services which were implemented at any moment during the following period: 2023-2025.
- This means that the service contract the tenderer refers to could have been started at any time during the indicated period but it does not necessarily have to be completed during that period, nor implemented during the entire period. Tenderers are allowed to refer either to service contracts completed within the reference period (although started earlier) or to service contracts not yet completed. Only the portion satisfactorily completed during the reference period will be taken into consideration.

Previous experience which would have led to breach of contract and termination by a contracting authority shall not be used as reference. This is also applicable concerning the previous experience of experts required under a fee-based service contract.

17. Award criteria

Best price-quality ratio, in accordance with the scoring of the evaluation grid.²

TENDERING

18. Deadline for submission of tenders

The deadline for submission of tenders is specified in point 8 of the instruction to tenderers.

19. Tender format and details to be provided

Tenders must be submitted using the standard tender form for simplified procedures, the format and instructions of which must be strictly observed. The tender must be accompanied by a declaration on honour on exclusion and selection criteria.

Any additional documentation (brochure, letter, etc.) sent with a tender will not be taken into consideration.

20. How tenders may be submitted

² The templates for services are an example for applying the award criterion “best price-quality ratio”. In addition, according to art. 167.4 of the Financial Regulation, the award criterion “lowest price” may also be chosen by the contracting authority.

Tenders must be submitted in English exclusively to the contracting authority, using the means specified in point 8 of the instructions to tenderers.

Tenders submitted by any other means will not be considered.

By submitting a tender, tenderers accept to receive notification of the outcome of the procedure by electronic means.

21. Alteration or withdrawal of tenders

Tenderers may alter or withdraw their tenders by written notification prior to the deadline for submission of tenders. No tender may be altered after this deadline.

Any such notification of alteration or withdrawal shall be prepared and submitted in accordance with point 9 of the instructions to tenderers.

22. Operational language

All written communications for this tender procedure and contract must be in English

23. Additional information

Financial data to be provided by the candidate in the standard application form must be expressed in EUR If applicable, where a candidate refers to amounts originally expressed in a different currency, the conversion to EUR shall be made in accordance with the InforEuro exchange rate of June 2026 of the applicable InforEuro exchange rate, which can correspond to the month and year of the publication of the present contract notice].