**SERVICE CONTRACT NOTICE**

**Project Communication and Visibility Services**

**İstanbul - Türkiye**

**1. Reference**

**BSB00460 / ST-03 / SERVICE**

**2. Procedure**

Simplified

**3. Programme title**

EU INTTEREG NEXT BLACK SEA BASIN PROGRAMME

**4. Project name**

BSB00460 / Acting Together for Greener Cities- GREENCITIES

**5. Contracting authority**

IPA Stratejik Danışmanlık Anonim Şirketi / IPA

**CONTRACT SPECIFICATION**

**6. Nature of contract**

Lump-sum[[1]](#footnote-1)

**7. Contract description**

**The services include;**

- Communication Services include the preparation and dissemination of 3 bulletins and 2 newspapers

inserts, alongside the issuance of 1 press release to announce significant milestones. Additionally, media engagement will be enhanced through the organization of 2 radio or TV interviews, and the placement of advertisements in 2 media outlets. To further bolster visibility, 2 roll-ups will be produced for use at events and public gatherings.

- Billboard Posters will be designed and strategically installed in nearby neighborhoods to attract local community attention and encourage participation in joint planning activities associated with the project.

-The Project Website and Social Media Accounts will be established and regularly updated for 20 months to maintain an ongoing dialogue with stakeholders and the general public. This includes continuous content management to ensure that the latest developments and achievements are promptly communicated.

-Translation Services will ensure the project's inclusivity and broad reach by translating all reports, guides, and training materials into English. These translated materials will be used during project activities, uploaded to the website, and published as necessary.

- Video Production will play a key role in visually documenting the project's impact. This will involve capturing video footage of vegetation processes, including drone shots, to produce a 10-minute montaged video that highlights the project's progress in an engaging and visually appealing manner.

**8. Number and titles of lots**

One lot only

**9. Maximum budget (VAT excluded)**

EUR **27.833,00 + VAT**

**CONDITIONS OF PARTICIPATION**

**10. Legal basis, eligibility**

Interreg regulation 2021/1059 and Programme Document and related programme rules of Interreg NEXT BLACK SEA 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**

20.11.2024

**15. Implementation period of the tasks**

20 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) for the average of last 3 years 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

**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 under at least 2 contracts with half of the budget of at least that of this contract in communication, visibility, publishing, promotional materials which were implemented at any moment during the following period: 2021-2024.

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. This portion will have to be supported by documentary evidence (-statement or certificate from the entity which awarded the contract, proof of payment) also detailing its value. If a tenderer has implemented the service contract in a consortium, the percentage that the tenderer has successfully completed must be clear from the documentary evidence, together with a description of the nature of the services provided if the selection criteria relating to the pertinence of the experience have been used.

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]](#footnote-2)

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**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**

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](https://commission.europa.eu/funding-tenders/procedures-guidelines-tenders/information-contractors-and-beneficiaries/exchange-rate-inforeuro_en) of October 2024of the applicable InforEuro exchange rate, which can correspond to the month and year of the publication of the present contract notice.

1. global price [↑](#footnote-ref-1)
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. [↑](#footnote-ref-2)