2020-05 TENDER CALL FOR THE ORGANISATION OF A SPRING CULTURAL & OUTDOOR SPORTS EVENT IN ZGHARTA EHDEN

Introduction

The Associació MedCités / MedCities is a network of cities and metropolitan areas, with its headquarters in Barcelona, dedicated to sustainable urban development in the Mediterranean. It comprises more than fifty cities in sixteen different countries and runs projects in the fields of strategic urban planning, urban services, the environment and local economic and social development, as well as training activities, technical support and the capitalisation of best practices. The network was created in 1991, since which time it has carried out dozens of projects in Mediterranean cities.

This assignment is part of the project "TER-BRAND Empowering Mediterranean Municipalities in branding their territorial added value" cofunded by the Municipality of Barcelona. Within the framework of this project, MedCities1, is committed to reinforce the role of the beneficiaries, namely the Union of Municipalities of Jezzine and the Municipality of Zgharta Edhen, in promoting sustainable and alternative tourism as a driver of economic activity in their territories. The project intents, among others, to strengthen the capacities of the Municipality of Zgharta Eden to coordinate local actors in the touristic sectors and to identify and implement alternative tourism related projects. During the implementation of the project, the Municipality of Zgharta Ehden and local stakeholders agreed on the need to create new touristic offer during the winter and spring, in order to attract off seasonal tourism.

For that reason, a spring event will be organised, with funds of the project, in order to help promote the area as a diverse year-round sustainable tourism destination. The event is intended for implementation at the very beginning of spring. As such, it will have the opportunity to capitalize on showcasing the region’s snow-laden mountains and rolling piedmont landscape with its flowering almonds and olive groves, all in one week-end. It will cater to land and snow sports aficionados and cultural tourists alike, while hinting at the ancestral “transhumance” tradition through an immaterial link between the lower and higher altitude landscapes. Beyond its short-term objectives, the event will help anchor the area to the national tourism map and attract a diverse pool of domestic and incoming travelers to the Zgharta region. To achieve this, the yearly event can capitalize on stand-alone activities, which have been conducted in the previous years by merging them under a strategic sectorial approach.

This document outlines the terms of reference for the recruitment of an organization capable of developing the detailed program of the event and managing and monitoring its implementation in an inclusive and integrated manner

1. Objective

The objective of this service provision is the organisation of a spring cultural and outdoor sports event in Zgharta Ehden, to take place during the weekend of 21st March.

2. Scope of the services

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1 MedCities is a network of Mediterranean local authorities aiming to empower municipalities in respect of urban development issues. MedCities General Secretariat is based in Barcelona Metropolitan Area (AMB) while its territorial antenna for the eastern Mediterranean is hosted by the Union of Municipalities of Al Fayhah (KTC Al Fayhah).
The scope and characteristics of the services are as follows:

1. Develop the detailed concept and prepare a fully-fledged programme of the weekend spring event in Ehden, with strong links to towns and villages situated on the road to Zgharta.

   For that reason, the service provider will have to mobilise concerned actors, from the tentative list provided below:
   - Local Municipalities
   - Local outdoor operators & mobility service providers
   - Guest houses, hotels and restaurants
   - Red Cross (Zgharta station and Ehden mountain unit post)
   - Horsh Ehden Nature Reserve (HENR) team
   - Winter activities enthusiasts, clubs and NGOs

   Also, the service provider should see to capitalize on stand-alone activities, which have been conducted in the previous years by merging them under a strategic sectorial approach.

   Deliverable 1, to be submitted maximum one week prior to the event: Event concept note and detailed programme,

2. Manage the implementation of the event. The service provider shall act as a “one stop shop” for the organisation and delivery of the following activities and components as core duties:
   - Activity 1: Discovery of local heritage through a guided walking tour of the historic center of Ehden
   - Activity 2: A “biathlon” that combines biking upwards from the lowlands with snow-related activities (snowshoeing, cross-country skiing, ski touring) on the plateaus with optional snow camping
   - Activity 3: Other activities, as proposed by the provider, mainly focusing on the discovery of gastronomic, cultural assets and nature observation of the territory

   The service provider should cater for logistics associated to the implementation of the action, including:
   - Local land transportation and other necessary logistics
   - On location catering, wine and other produce tasting stations

   Deliverable 2, to be submitted one week after the completion of the event: Post-event report, including a description of the activities, an assessment of the external participation and the implication of local stakeholders and an overall assessment of the activity.

3. Implementation of a media exposure campaign showcasing the event, project and sponsors with prior approval of the donor and partners, and respecting the visibility rules of the project.

   Deliverable 3, to be submitted one week after the completion of the event:
   Production of environmental graphics and visuals during event (banners, posters, start and arrival station graphics); Implementation of pre-event social media and traditional ad campaign; Presentation of post-event media report and photo gallery.
3. **Type of service, duration and place of execution**
It will be a provision of services from the date following the award of this tender until 30th March, 2020. The service will be carried out in Zgharta Ehden (Lebanon). The service will be governed by Catalan law, Spanish law and the courts of Barcelona.

4. **Base budget for the tender**
The maximum budget for the assignment will amount to €10,200 (all taxes included, unless the bidder has its tax domicile in Spain, the maximum amount will be €12,342 including the VAT rate valid on the date of the publication of this tender which is 21%).

Any offer exceeding this amount will be rejected and excluded from the adjudication process.

It is understood that the budget includes all of the costs that the bidder is required to pay for the normal fulfilment of the services contracted such as general expenses, financial costs, insurance, transport and travel expenses, remuneration for the staff under its control and all verification and job costs.

5. **Price of the contract and economic conditions**
The administrative details of the Contracting Body are:

ASSOCIACIÓ MEDCITIES AND/OR MEDCITÉS  
C / 62. 16-18. EDIFICI B, ZONA FRANCA  
08040 BARCELONA – CATALONIA - SPAIN  
Tax number (VAT): ESG66401258

The contract price is the one established by the tender award, in line with the offer submitted by the successful bidder.

The payment will be done upon presentation of one invoice after the completion of the activity and will be subject to the presentation of all deliverables.

The payment term of the invoice will be: bank transfer 30 days after the date of the invoice (bank account details are required) after favourable report issued by the General Secretariat of MedCities at the end of the service.

The service provider will be directly responsible for paying the local or national taxes applied to the services except if the bidder is fiscally domiciled in Spain, whereupon the current tax law in respect of personal income tax (IRPF) will be applied.

Bank charges arising from the payment of invoices will be shared (SHA according to bank coding).

MedCities may require information from the service provider regarding its compliance with obligations relating to social security contributions and the payment of taxes.

6. **Participation requirements**
A tender can be submitted by individuals or companies that have the full capacity to carry out the work, that are not subject to a ban on hiring staff and that can demonstrate their technical reliability and professional experience.

7. Confidentiality clause

The information that the successful bidder will have access to in order to fulfil the purpose of this contract must be kept strictly confidential and must not be used for any activity not covered by this contract. In circumstances where a particular use of the information gives rise to doubts in respect of this confidentiality clause, the successful bidder must, in all cases, request the consent of MedCities.

8. Ownership and authorship of the work

The ownership and authorship of any service provision work carried out belongs to MedCities.

9. Termination of the service

By giving notice of one month, the service can be terminated by either party before the date indicated in Point 3 of this tender for objective reasons.

10. Submission of offers

The offer must be sent to the following email address: contact@medcities.org
- Proposal submission period: 10 working days from the time this tender is published on the MedCities website.
- Specify in the email subject line “Proposal for Tender 2020-05 for the organisation of a spring cultural & outdoor sports event in Zgharta Ehden”
- It is essential that the submission should clearly indicate: business name, address, phone number, email address and the Fiscal ID Number (VAT – Tax number) of the bidding company.

The offer must include the extent of the services offered and fulfil the conditions expressed in the previous sections. Notwithstanding that bidders can attach to their offer any complementary information they consider to be of interest, the tender must include the following documentation:

- Detailed offer of the services, including: a detailed planning and allocation of tasks and resources for all activities to be implemented within the event scope; a letter of commitment to the good implementation of the event; road safety procedures and methodology statement; Media and advertisement plan; any documents the provider judges of relevance to the good completion of its task.
- Economic proposal: bidders must submit an economic proposal in euros that either they or their representative must sign. The prices offered should include any type of tax, charge or fiscal ruling of a European, state, autonomous community or local nature as indicated in Points 5 and 6 of this tender, as well as all consumables and specialised subcontractor fees and direct or indirect costs, associated to the activity. The bidder should also provide a copy of its fiscal registry certificate.
CV of the professional person or company involved and of the working team, giving relevant examples of similar work undertaken and, if applicable, international experience.

In case additional information is required to submit the proposal, we kindly invite you to contact MedCities by writing to the e-mail address contact@medcities.org. Only written questions about clarifications of the tender will be answered.

MedCities may request additional information related to the proposal if it deems it appropriate. If this is the case, the Tenderers whose submissions require clarification will be asked to reply within a reasonable deadline set by the assessment team.

11. Assessment criteria

Assessment of the offers will respond to the most advantageous considering the following scorecard:

1. For the best offer to the economic proposal defined in this document, up to 15 points.

As for the best economic offer, the highest score will be given to the most economical and the rest of the offers will be scored proportionally according to the price they offer, according to the following:

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PE = 15 \times \frac{(VL - VE)}{(VL - V_{min})}
\]

being:

- PE: Score according to economic offer
- VL: Amount of bidding
- VE: Amount of the offer
- V_{min}: Lowest bid amount

2. Criteria of value judgment up to 25 points.

- Technical offer: up to 10 points.
- Overall quality of the proposal: up to 5 points.
- Methodology and work plan: up to 5 points.
- Organization and work team: up to 5 points.

MedCities guarantees equal treatment of the people/companies bidding and will keep their offers confidential.

The person/company adjudicated as the successful bidder will be notified within a period of 5 working days from the final submission date for offers.

Barcelona, 26th February 2020

Josep Canals Molina
MedCities Secretary General