

2019-07 TENDER CALL FOR THE PROVISION OF EXTERNAL SERVICE “TERRITORIAL BRANDING AND COMMUNICATION STRATEGY FOR THE REGION OF ZGHARTA-EDHEN”

Introduction

The Associació MedCités / MedCités 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*" cofounded by the Municipality of Barcelona. Within the framework of this project, [MedCités](#)¹, in partnership with the Union of Municipalities of Batroun, the Union of Municipalities of Jezzine and the Municipality of Zgharta Eden, is committed to reinforce the role of local authorities in promoting sustainable and alternative tourism as a driver of economic activity in their territories. The project intends to support local authorities in positioning their territories as alternative touristic destinations through a branding strategy and communication tools. To this end, MedCités is launching a call to recruit a communication and marketing provider to accompany the Municipality of Zgharta Eden in identifying and communicating their territorial attractions.

1. Objective

The objective of this service provision is the elaboration of a territorial branding and communication strategy for the territory of Zgharta Eden.

2. Scope of the services

The objectives and scope of the services are as follows:

Activity A

- Build the capacities of the Municipality of Zgharta-Edhen and of local stakeholders on tourism in understanding the objectives and scope of territorial branding, the process of elaboration of a branding strategy; the importance of targeted marketing and communication messages and of identified audiences; as well as the potential communication tools and material and their adequate use.
- Organise, in cooperation with the Municipality of Zgharta-Edhen and the Tourism Office, a participatory sector dialogue on tourism branding to help the elaboration of a strategic analysis of the territorial advantages.

¹MedCités is a network of Mediterranean local authorities aiming to empower municipalities in respect of urban development issues. MedCités 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 Fayhaa (KTC Al Fayhaa). The Union of Municipalities of Batroun is MedCités member.

Activity B

- Produce a strategic analysis of territorial advantages; targeted audiences; strategic messages to be conveyed to each audience and communication material to be produced, taking into consideration the data base of assets (points of interest) to be facilitated by the partners of the project (Municipality of Zgharta Ehden and MedCities).
- Elaborate a branding proposal for Zgharta Edhen, to be validated by the Municipality and local tourism actors and MedCities, including visual identity and slogans. The branding strategy should propose a list of communication materials to be produced and identify concrete marketing and communication actions to be implemented in order to achieve the objectives of the strategy.

For Activities A and B, the maximum budget is 6.100€ (including all taxes, unless the bidder is fiscally domiciled in Spain, the maximum amount will be €7.381 including the VAT rate valid on the date of the publication of these terms of reference which is 21%).

Activity C

- Design and produce communication materials and implement activities stemming from the branding strategy, based on the price list to be included in the economic offer and after validation with the Municipality of Zgharta Edhen and MedCities at the end of Activity B. A non-exhaustive list may include:
 - Design of brochures, posters, postcards and billboards (indicating in the offer the format and characteristics of each document)
 - Printing costs per unit for 1000 brochures; 100 posters; 1000 postcards; 1 billboard
 - Production of professional high quality photographs that highlight the assets and activities that will be included in the branding strategy (minimum 50 to 60 photos).
 - Design of a video strategy and production of videos (max. 1, 5 minutes each) to highlight the assets and activities that form part of the branding strategy.
 - Elaboration of a website to channel all information relative to the branding strategy.
 - Elaboration of a Reservation platform for touristic products, to be hosted in the website.
 - Design and implementation of SEO campaigns for the website.
 - Design and implementation of targeted social media campaigns.

For Activity C, the maximum budget is 10.000€ (including all taxes, unless the bidder is fiscally domiciled in Spain, the maximum amount will be €12.100 including the VAT rate valid on the date of the publication of these terms of reference which is 21%).

3. Type of service, duration and place of execution

General Secretariat

It will be a provision of services from the date following the notification of the order until 28th February 2020. The service will be carried out in Lebanon. The service will be governed by Spanish law and the courts of Barcelona.

4. Base budget for the tender

The maximum budget for the assignment will amount to €16.100 (including all taxes, unless the bidder is fiscally domiciled in Spain, the maximum amount will be €19.481 including the VAT rate valid on the date of the publication of these terms of reference which is 21%).

The economic offer should include a pricelist of all requested communication material described in Activity C as well as any other material that the company suggests. However, the total amount to be contracted cannot exceed the aforementioned amounts.

It is understood that the budget includes all of the costs that the successful bidder is required to pay for the normal fulfilment of the services contracted such as general expenses, finance costs, insurance, transport and travel expenses (with the exception of international visits organised by the project, if any), 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 MEDCITES
C / 62. 16-18. EDIFICI B, ZONA FRANCA
08040 BARCELONA - 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.

3 invoices are required, according to the economic offer, upon presentation of the following deliverables:

- Validated Strategic analysis of territorial advantages and communication targets for Zgharta Ehden
- Validated full-fledged branding proposal and visual identity for Zgharta Ehden
- At the end of the service, upon finalization of contracted communication tools and material according to the cost of the finalized communication material.

The payment term of the invoice will be: bank transfer 30 days after the date of the invoice (bank account details are required) after favorable report issued by the General Secretariat of MedCities upon presentation of the deliverables.

The service providers 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 successful bidder about compliance with its obligations relating to social security contributions and the payment of taxes.

6. Participation requirements

Those bidding for the service can be individuals or companies, experts in marketing and communication and with experience in place branding and/or tourism communication, 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. As owners of the study, any use or mention of it in publications, articles, interviews, conferences, etc. must have the express authorization of 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 2019-07 for provision of external service "Territorial branding and communication strategy for the region of Zgharta-Edhen"
- 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 methodological proposal for achieving the objectives and scope of the service and technical offer of the services.

- 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 previously explained, the economic proposal must include all objectives, activities and items included in the Point 2 of the document (price per unit).
- CV and portfolio 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:

$$PE = 10 \times (VL - VE) / (VL - Vmin)$$

being:

PE Score according to economic offer

VL Amount of bidding

VE Amount of the offer

Vmin Lowest bid amount

2. Criteria of value judgment up to 30 points.

- Methodology, work plan: up to 10 points.
- Overall quality of the Technical offer: 5 points
- Previous related experience: up to 10 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, 16 April 2019.

Xavier Tiana Casablanca
MedCities Secretary General

General Secretariat

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