



## **TENDER SPECIFICATIONS OF THE STRATEGIC COMMUNICATION STRATEGY & EXECUTION SERVICE FOR PRIMA**

### **1. OBJECTIVE**

The objective of these Technical Specifications is to define the scope and technical specifications required to perform the contract for “Communication Strategy and Execution service” offered to PRIMA, Partnership for Research and Innovation in the Mediterranean Area (hereinafter, ‘PRIMA’).

### **2. BACKGROUND**

PRIMA, Partnership for Research and Innovation in the Mediterranean Area, is the international programme that promotes the development of projects to improve water availability and sustainable farming production in the Mediterranean area, greatly affected by climate change and population growth. The entity fosters research and innovation capacities to develop knowledge and common innovative solutions for agro-food systems and of integrated water provision and management.

To date, PRIMA consists of 19 participating states (Algeria, Croatia, Cyprus, Egypt, France, Germany, Greece, Israel, Italy, Jordan, Lebanon, Luxembourg, Malta, Morocco, Portugal, Slovenia, Spain, Tunisia and Turkey),

The PRIMA Foundation, based in Barcelona, is responsible for all management, administration, support, monitoring and supervision activities necessary for its implementation. The Foundation drives the programme for all participating countries and launches annual calls for proposals to which companies and entities from the Mediterranean area may apply.

Due to the size and scope of PRIMA, its communication needs to be organised. The purpose of this tender is to select the communication service responsible for PRIMA’s institutional and relational communications. The desire is to align the strategy based on research, innovation and sustainable development with the brand identity, communication narrative and the necessary communication actions (including the reshaping of the PRIMA webpage and the managing of its social networks) to strengthen PRIMA’s positioning and take the entity closer to the different stakeholders, including the European Commission, creating a dialogue with national contexts and actors.

The strategic approach to PRIMA’s communication must have a global scope and be locally grounded. This means that the people responsible for PRIMA’s Communication Strategy and Execution service must design and execute the entity’s strategic communication plan from a broad perspective and define the communication reference



framework, which will contain the different communicative actions that each Member State will have to implement at local level.

### **3. SCOPE OF THE SERVICE**

The strategic advice and consulting service in the communication field -media, public and institutional relations- must enable PRIMA to strengthen its presence on debates, regulations and action platforms of the different markets where it operates. It also has to ensure PRIMA leading role in R&I in water management, the farming system and agro-food value chain at local and Mediterranean level.

The implementation of PRIMA's Communication Strategy and Execution service must guarantee the following general goals:

#### **3.1. Achieve greater visibility, relevance and recognition**

PRIMA is an international organisation that promotes research and innovation projects at regional level. It is essential to disseminate PRIMA's identity and value proposition, strengthening its positioning based on PRIMA foundational values and attributes making it attractive for the major stakeholders.

#### **3.2. Foster relational communication with different stakeholders**

PRIMA acts to coordinate the action of different public authorities, institutions, entities and companies to foster research and innovation capacities and develop knowledge and common innovative solutions that seek to ensure people's well-being and the sustainable development of markets. In this regard, a goal needs to be set that uses strategic communication and local action to reach different stakeholders, with special emphasis on the scientific community, private sector, regulatory entities, decision-makers, the EU Institutions, other relevant International Organizations and Initiatives, end users (farmers, distributors, traders of the agro-food industry and other related sectors, such as packaging) and society in general.

#### **3.3. Develop the organisation's internal communication**

PRIMA is the result of action taken in different countries to drive different programmes that directly affect local and regional territory. The greater the number of states, institutions and participating companies, the higher the number of players interacting within the organisation. Consequently, it is necessary to coordinate an internal communication addressed to all people, individual teams and entities, related to PRIMA's activities and services. The narrative has to be consistent among all the players involved with PRIMA fostering the brand storytelling with a single and shared framework that strengthens its mission and vision.

### 3.4. Boost the brand in different communication actions

PRIMA is a programme promoted by the 19 participating states and receiving the contribution and support from the European Union. The purpose of PRIMA is to contribute to the United Nations' Agenda 2030 to achieve the Sustainable Development Goals (SDGs), taking into account also the European Green Deal and the Next Generation EU. In accordance with this starting point, all communication actions need to strengthen this foundational commitment. Thus, the professionals responsible for the service will have to define parameters and protocols to provide a unique framework of reference for communication enhancing the strategic goals and brand positioning.

The professionals responsible for the service must establish a unique communicative approach that will be shared across the board with all the communication managers of the different participating states. Thus, local communication (the responsibility of the different participating states) will always be consistent with a unique identity of the global brand. In this respect, the responsible for the service referred in this contract must define the parameters (design and brand storytelling) and accompany the participating states to ensure that actions are properly implemented at local level.

### 3.5. Promote strategic alliances with similar organisations and entities

PRIMA has a recognised track record as an organisation that fosters research and innovation within the fields of water availability and farming production and food value chain. It stands out as an entity determinedly devoted to the promotion and furtherance of the sustainable development of a region affected by climate change and population growth. Based on this vision and action, PRIMA aims to boost relationships with institutions, such as the European Commission, and programs that share the same mission in the Mediterranean.

## **4. - DEFINITION OF THE SERVICE**

The PRIMA's Communication Strategy and Execution service -media, public and institutional relations- has to define, prepare and carry out the following communication tasks:

### 4.A. Preparation of the Strategic Communication Plan

For guidance purposes and notwithstanding the inclusion of other actions, this contract considers that PRIMA's Strategic Communication Plan will necessarily include the following:

- The analysis and diagnosis of PRIMA (and the sector's) communicative actions and their strategic contextualisation within a framework that identifies the entity's internal and external communication policies.
- The entity's narrative that involves audiences and acts as a basis for positioning the brand.
- The essential strategic pillars for effectively developing the communicative work.
- The lines of action that have to guarantee coherence between PRIMA's strategy and the proposed communication actions, considering:
  - Actions for driving, developing and boosting PRIMA as a leading organisation in the fields of water management, the farming system and agro-food value chain, nexus and the connections among them.
  - Actions for fostering relationships with the scientific community, the private sector, the regulatory entities, the decision makers, the end users (farmers, distributors, traders of the agro-food industry and other related sectors, such as packaging) and the society in general.
  - Actions for fostering a proactive relationship with the media, in order to improve the entity's exposure and positioning before society as a whole.

#### 4.B. Execution of the Strategic Communication Plan

This contract incorporates the performance of the Strategic Communication Plan (with all its communicative materials, such as the implementation of a new web site, reshaping the current one, and the managing of the social networks), paying attention to the following aspects in which PRIMA wishes to make an impact, notwithstanding the inclusion of other actions.

##### 4.B.1.- Content creation and management

This area of action devoted to content creation and management must include the brand storytelling of PRIMA and development of the key communication messages to strengthen brand positioning and the Programme's value proposition. This action must at least include the performance of the following tasks:

- Create and deploy a comprehensive content strategy that considers the whole organisation and the programme's international scope.
- Create and deploy the brand narrative and key messages for the communication channels and supports defined jointly with the organisation.

- Draw up proposals to improve and increase the digital content for the website, social networks (facebook, twitter and linkedin) and other online communication channels.
- Manage PRIMA communication through social networks.
- Reshape the current PRIMA web site using a design aligned with the new PRIMA communication strategy.
- Develop an audio-visual content strategy capable of having an impact on all the target communities and stakeholders.
- Prepare a script and the proposals facilitating a corporate video showing the current situation of the programme and the different projects.

#### 4.B.2.- Communication and Press Office

This action area is dedicated to manage the relationship with the media and the coordination of the coverage and PRIMA's media presence.

It has to include at least the performance of the following tasks:

- Boost the public visibility of the institution's activity and programmes, and the activity of its managers through proactive action with the media.
- Preparation of press releases.
- Coordinate active scouting through websites, information channels and social media, with the purpose of tracking PRIMA's subjects of interest in great depth.
- Manage the informative coverage of events and conferences to subsequently draw up a technical report which identifies the subjects, interlocutors and conclusions of interest for PRIMA.
- Identify, manage and monitor institutional relations with stakeholders of reference, opinion leaders and decision-makers of the sectors where PRIMA carries out its actions, increasing as well the visibility of the PRIMA program within relevant EU Institutions (e.g. European Parliament, the European Commission services).

#### 4.B.3.- Database creation and management

The purpose of this action is to create and manage the database, which will increase the number of PRIMA's contacts. It will also provide the effective relational communication when dealing with different publics.

To satisfy PRIMA's requirements, this action must include performing the following tasks:

- Create a database based on the profiles of the public that interact to create opinion or generate debate associated to PRIMA, whether it is through business, institutional activity, the media or social networks.
- Anticipate and facilitate the shared management of this database with PRIMA, as well as establish data protection criteria for their use, in accordance with the GDPR.

## **5.- PERFORMANCE OF THE SERVICE**

This contract foresees a progressive and scalable deployment for the start-up, performance and consolidation of the communication plan. Therefore, the service must be organised in two phases:

### **Phase one (1<sup>ST</sup> year)**

Phase one centres on PRIMA's strategic communication plan, defining the protocols for taking communicative action at institutional level, and designing the action plan that each one of the states participating in PRIMA will be responsible for implementing.

This first phase also includes the start-up and performance of the communication service -media, public and institutional relations- in Barcelona and Spain. On the one hand, Barcelona is the location of the PRIMA Foundation headquarters, where all the necessary management, administrative, support, monitoring and supervisory activities are organised to be able to implement the Programmes. On the other hand, ever since 1995 when the Barcelona declaration was signed, Barcelona has held capital status and is the meeting point between Europe and the Southern Mediterranean countries. The Barcelona Process launched 25 years ago, was born with the objective of strengthening the economic and social development of countries on the Mediterranean shore, which experience very different situations as regards their economy, society, natural resources and political systems. Throughout this period, hundreds of initiatives have set an example of this commitment in action. From large-scale international projects to local initiatives, a consolidated cooperation network has been created, which has had a direct and positive impact on the well-being of millions of citizens.

### **Phase two (2<sup>nd</sup> year)**

Phase two is centred on the communication deployment, based on Barcelona and Spain's experience, in other participating countries and PRIMA projects, creating a dialogue with national context and actors. This expansion process will be specified with the start-up of PRIMA's internal communication and the

coordination of the communication plan activation in participating countries that have yet to be decided.

## **6.- SERVICE PROVISION**

The service provider must define the Outline of the project and service organisation, giving details of how the service will be developed and including the following aspects, among others:

- Definition and planning of the service
- Execution and Performance of the service
- Proposed follow-up reports and deliverables, with a detailed schedule (for both phases)
- Submission of the results of the service, with a detailed schedule

## **7.- TEAM WORK**

The minimum team appointed by the consulting firm to perform the contract will include at least:

- ONE (1) person responsible for the service as a whole. This Service Manager must have sufficient capacity, knowledge and experience to be able to supervise, coordinate and ensure the proper performance of the Service, and perform liaison tasks with PRIMA in order to monitor the contract performance. Minimum 5 years' experience.
- ONE (1) strategic communication consultant, who must be qualified and have proven experience in communication. Minimum 10 years' experience.

ONE (1) person responsible for performing the service, who must be qualified and have proven experience in journalism and communication. Minimum 5 years' experience.

## **8.- SUMMARY OF CHARACTERISTICS OF THE CONTRACTING PROCEDURE**

A) CONTRACT DESCRIPTION: Communication Strategy and Execution service for PRIMA, Partnership for Research and Innovation in the Mediterranean Area

B) MAXIMUM ESTIMATED VALUE OF THE CONTRACT: € 120,000 (VAT not included)

C) BIDDING MAXIMUM BUDGET:

Phase One (1<sup>st</sup> year).- 80,000.00.- € (VAT not included)

Phase Two (2<sup>nd</sup> year).- 40,000.00.- € (VAT not included)

D) VALIDITY PERIOD: 1 year counting from the formalization of the Contract.

E) EXTENSIONS: Yes. In case PRIMA considers appropriate to extend the contract taking in consideration, among others, the communication needs of the organization and the good performance of the company selected, the contract may be extended for 1 more year. The extension will be granted by the amount offered by the selected company for the Phase Two.

F) PRICE REVIEW: NO

G) CAPACITY AND SOLVENCY: YES (minimum team work indicated in point 7)

H) DOCUMENTATION REGARDING THIS PROCEDURE: Present document and the PRIMA Code of Conduct

I) PRESENTATION OF THE PROPOSALS (DIGITAL):

Email address: [communication.tender@prima-med.org](mailto:communication.tender@prima-med.org)

Subject: PRIMA's Communication Strategy and Execution service

Maximum date: October 13, 2020 Maximum time: 12 pm (Barcelona time)

J) SUBCONTRACTING: YES. Only for the service related to local ACTIVATION (according to information described on the section "Performance of the Service")

K) CIVIL LIABILITY POLICY: YES

L) ADDITIONAL INFORMATION: Any query in relation to the tender must be made through the following email address: [communication.tender@prima-med.org](mailto:communication.tender@prima-med.org)

## **9.- PRESENTATION & REQUIRED CONTENT FOR PROPOSALS**

The documentation will be submitted via email to the address indicated in letter I) of the Summary Table above.

The body of the email must indicate:

- Title of the contract: Contract for the "Communication Strategy and Execution service"
- Company details: Address, telephone, e-mail and contact person for communications and relations that generally derive from this procedure.

The maximum term of presentation is the foreseen in the Letter I) of the Table-Summary of Characteristics.



### 9.1.- Presentation of proposals

Proposals must be typed or in other types of mechanical or computer printing, and must be written in English. All sheets of the proposal must be signed by the authorized representative of the company.

All documentation must be submitted in digital format (PDF format).

Technical offers submitted must have a limited length: they may not exceed 20 DIN-A4 pages, using the Arial 11 font and single line spacing. Where applicable, PRIMA reserves the right to request additional clarifications or information regarding the technical offer submitted.

### 9.2.- Content for proposals

All proposals must include a list, in a separate page, stating the included documents in numerical order and following the following structure:

**9.2.A.- Economic Offer:** It must be signed by the person representing the company and must in any case follow the model below:

The undersigned Mr/Mrs [●], with DNI [●], in the name and on behalf of the company [●], with CIF [●], acting in its capacity as [●], wanting to submit a bid for the contracting of [●], and aware of the conditions and requirements required for the award of the same, undertakes, on behalf of the company it represents, to do so in strict compliance with the requirements and conditions appear in the documentation provided by PRIMA, for:

**Phase One (1<sup>st</sup> year)** - an annual amount of [●] EUROS ([●] .- €) (VAT not included).

**Phase Two (2<sup>nd</sup> year)**- an annual amount of [●] EUROS ([●] .- €) (VAT not included).

Sign:

Date:

Proposals will be excluded when:

- they are not signed
- they are incomplete
- they present a higher price than the maximum budget

The offered price will include all the necessary expenses, including travel expenses, if needed, arbitrations or fees that arise due to the Contract and its correct execution, as well as all those elements identified in the contract and in this Technical Prescriptions.

**9.2.B.- Technical Offer:** The technical proposal will define a project plan and organization of the service, explaining how the service will be designed, planned and developed according to the scope, definition and execution specifications defined previously.

Proposals should describe -among others- the following aspects:

1.- Definition and planning of the service, both strategy and execution.

2.- Performance of the service:

- Team Work
- Service organisation
- Coordination of tasks

3.- Proposal for reports, deliverables and meetings with a detailed calendar, (for both phases):

- Follow-up reports and meetings
- Results of the service

## **10.- EVALUATION OF PROPOSALS**

At the end of the period for the receipt of proposals, the Evaluation Committee constituted by PRIMA will proceed with an internal and non-public act to the examination and assessment of the proposals.

In the event that any of the tenders submitted does not comply with these Terms and Conditions, and the defect detected is not rectifiable, it will be excluded from the contracting procedure. If the defects are rectifiable, a time limit will be set for them to submit the appropriate amendment.

Among the proposals submitted, the Evaluation Committee will conduct an evaluation of the technical offer taking into consideration the technical description of the service, according to the following evaluation percentages:

40 % Definition and planning of the service, both strategy and execution



40 % Performance of the service:

- Team Work
- Service organisation
- Coordination of tasks

20% Proposal for reports, deliverables and meetings with a detailed calendar (for both phases):

- Follow-up reports and meetings
- Results of the service

The economic proposal will also be considered along with other proposed improvements presented by the companies.

The announcement of the company selected for the execution of the service will be communicate via email directly and published in PRIMA's website.

Barcelona, September 7, 2020.