

SUBJECT: REQUEST OF PRICE QUOTATION FOR IMPLEMENTATION OF PROJECT VISUAL CAMPAIGN AND MEDIA DISTRIBUTION IN THE FRAMEWORK OF THE EU FUNDED PROJECT TALKNET, INDEX N. CE1044 (INTERREG VB CENTRAL EUROPE 2014-2020 PROGRAMME).

CODOGNOTTO Polska sp. z o.o. is partner of the Project TalkNET, project index n. CE1044, funded by the Interreg Central Europe 2014-2020 Programme, with an allocated budget of 237.417,50 EUR.

The overall duration of the project is 36 months, 01.06.2017 – 31.05.2020.

Within this framework, Codognotto Polska sp. z o.o is in charge of designing and creating a project visual campaign and media distribution of TalkNET project (Activity A.C.5, Deliverable D.C.5.2).

ART. 1 ORGANISATION AWARDING THE SERVICE CONTRACT

Codognotto Polska sp. z o.o.

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PL7251959614

Responsible of the awarding procedure: Mr. Marcin Kubica

ART. 2 DESCRIPTION OF THE SERVICES REQUIRED

In the framework of the project TalkNET (Interreg VB Central Europe 2014-2020 Programme, Index n. CE1044), CODOGNOTTO Polska sp. z o.o. (from here on indicated as "Awarding Organisation"), requires technical support in designing, implementing and promoting a visual campaign. The scope of the service required is to make and disseminate short videos able to promote TalkNET project and the major innovations affecting the transport and logistics sector, with a detailed focus on Eastern Europe area. In the sector, innovations are always known with a considerable delay by the market due to the lack of communication skills by the innovators themselves.

In accordance with the approved Application Form, the campaign requires the implementation of n. 8 short videos that can be easily disseminated through social media (e.g. LinkedIn, Instagram, Twitter and Facebook).

In detail, the Awarding Organisation requires technical support in the definition, design implementation and promotion of a visual campaign structured as follows:

- n. 1 Hero video: first advertising video on the project goals and main contents for viral use, able to attract a wider public, raising awareness and increase knowledge;
- n. 6 Hub videos: a series of 6 videos consisting in a storytelling composed by episodes on ECO-innovations (alternative fuels; cold ironing), multimodality (last mile connections; node optimisation; intermodal connections) and training;
- n. 1 closing video: last video disseminating project results and achievements.

The contents' details of the visual campaign will be discussed and previously approved by the Awarding Organisation for each of the above-listed videos.

Due to the international nature of the campaign, all the videos have to be provided in English.

ART. 3 DURATION

The service required must be provided within the month of November 2019, based on the Awarding Organisation's subsequent indications.

Any change of the above-mentioned deadline will be agreed between Parties.

In detail, the provisional timeline is the following:

- 3rd of June 2019: definition of visual strategy, communication format and delivery of n. 1 Hero video;
- 1st of October 2019: delivery of n. 6 Hub videos;
- 29th of November 2019: closing video available in occasion of the project final conference.

ART. 4 COMPENSATION

The estimated cost for the above-mentioned services is: 31.000,00 € (thirty-one thousand/00), VAT excluded. Methods and timing of payment are as follows:

- 30th of May 2019: 50% of the awarded tender amount;
- 7th of October 2019: 10% of the awarded tender amount;
- 29th of November 2019: 40% of the awarded tender amount.

This amount has to be considered as maximum practicable.

This amount has to be considered as inclusive of all costs incurred for the delivery of the requested service.

The economic operator awarded is the sole responsible of the compliance with the provisions of security, safety, insurance and social security charges related to the implementation of the service.

ART. 5 TERMS AND CONDITIONS FOR SUBMISSION OF APPLICATIONS

Any request of clarification or price quotation have to be addressed, exclusively via mail, to:

Mr. Andrea Condotta: andrea.condotta@codognotto.com, Marketing & Innovation Manager of Codognotto Group,

and in carbon copy (cc) to:

Mr. Federico Crivelli: federico.crivelli@codognotto.com, Innovation & European Project Specialist of Codognotto Group.

The price quotation must include an overview of the technical proposal, in line with the requirements stated in art. 2.

The price quotation has to be sent within the 8th of April 2019.

Applications received after this date or without the requirements indicated in art. 2 and 5 will not be considered.

ART. 6 AWARDING PROCEDURE

Due to the nature of the supporting services required, the selection criterium adopted is: best value for money.

Any price quotation above the limit stated as maximum practicable (art. 4), variable, multiple, subjected to conditions or partial will not be taken into account.

Any further communication concerning the tender procedure and the contract selection notice will be published in English on the Codognotto Group website within the section "News".

ART. 7 SELECTING PROCEDURE

Due to the selection criteria stated at art. 6 (best value for money), the service will be awarded to the bid presenting the most advantageous combination of cost/quality to meet the Awarding Organisation's requirements.

An Internal Commission nominated by the Responsible of the Procedure and composed by the Awarding Organisation staff and personnel from the Codognotto Group will evaluate the price quotation and proceed to award, applying the following criteria:

Evaluation Criteria	Description	Level	Score
A	Coherence of the offer to the specific requirements listed in art. 2 "Description of the services required"	Not sufficient	0
		Sufficient	15
		Good	20
		Very good	25
		Excellent	30
B	Overall quality of the offer and technical proposal for the implementation of the service. Innovative techniques for the video implementation with practical example for a better understanding will be appreciated.	Not sufficient	0
		Sufficient	5
		Good	10
		Very good	15
		Excellent	20
C	Previous communication and/or marketing services managed in the framework of transport & logistics	Not sufficient	0
		Sufficient	4
		Good	6
		Very good	8
		Excellent	10
D	Added value services supporting video promotion and dissemination through social media or other suggested tools	Not sufficient	0
		Sufficient	5
		Good	10
		Very good	15
		Excellent	20
E	Economical offer (based on the % of reduction)	≥ 5%	0
		≥ 10%	5
		≥ 15 %	10
		≥ 20 %	15
		≥ 25 %	20

Ustrón, 08.03.2019



The General Director - Marcin Kubica