

SERVICE CONTRACT NOTICE

Visibility of SEED+ Action

1. Reference

CEFTA SEED+ 2025-02

2. Procedure

Simplified procedures

3. Programme title

Support to Systematic Exchange of Electronic Data (SEED+) in CEFTA 2024

4. Financing

Support to Systematic Exchange of Electronic Data (SEED+) in CEFTA 2024 under IPA III (2021-2027) instrument with a derogation for Moldova

5. Contracting Authority

CEFTA Secretariat

CONTRACT SPECIFICATION

6. Nature of contract

Global price

7. Contract description

The overall objective of the project of which this contract will be a part is to further increase visibility of SEED+ Action. The purpose of this contract is to widen the outreach and raise awareness on SEED+ activities by effectively communicating its goals, activities, and achievements through a strategic promotional campaigns and through development and distribution of promotional materials.

8. Number and titles of lots

N/A

9. Maximum budget

50.000 Euro

CONDITIONS OF PARTICIPATION

10. Legal basis, eligibility and rules of origin

The legal basis for this procedure is CEFTA Secretariat Mandate, CEFTA Agreement and Support to Systematic Exchange of Electronic Data (SEED+) in CEFTA 2024 under IPA III (2021-2027) instrument with a derogation for Moldova.

For this contract award procedure, participation is open to all natural persons who are nationals of and legal persons (participating either individually or in a grouping – consortium – of candidates/tenderers) which are effectively established in a Member State of the European Union or in an eligible territory or region mentioned as eligible in the Eligibility programmes 2021-2027-Annex A2a1¹ as defined under the Financial instrument IPA III (2021-2027) with derogation for Moldova.

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 in the Annex VIII.

Tenderer included in the lists of EU restrictive measures² (see Section 2.4. of the PRAG) at the moment of the award decision cannot be awarded the contract.

13. Sub-contracting

Subcontracting is not allowed.

PROVISIONAL TIMETABLE

14. Provisional commencement date of the contract

01/05/2025

15. Implementation period of the tasks

31/12/2026

SELECTION AND AWARD CRITERIA

¹ <https://wikis.ec.europa.eu/display/ExactExternalWiki/Annexes>

² <https://www.sanctionsmap.eu/#/main>

16. Selection criteria

Capacity-providing entities

An economic operator (i.e. candidate or tenderer) may, where appropriate and for a particular contract, rely on the capacities of other entities, regardless of the legal nature of the links which 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 and notably that of nationality 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 candidates. In the case of applications 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.

- 1) **Economic and Financial Capacity of the Tenderer** (based on item 3 of the tender form). In the case of the tenderer being a public body, equivalent information should be provided. The reference period to be considered will be the last three financial years for which accounts have been closed.
 - The tenderer must have a minimum annual financial turnover of EUR 50,000, calculated as total certified payments received for contracts in progress and/or completed within the last three (3) years (2024, 2023, 2022).
- 2) **Professional Capacity of the Candidate** (based on items 4 and 5 of the application form). The reference period to be considered will be the last three years preceding the submission deadline.
 - The tenderer must have been operating for at least three years, providing technical assistance in the relevant field.
- 3) **Technical Capacity of the Candidate** (based on items 5 and 6 of the application form). The reference period to be considered will be the last three years preceding the submission deadline.
 - The tenderer must demonstrate prior experience in enhancing project visibility and awareness. To meet this requirement, the tenderer must provide at least three (3) customer references for contracts where they were responsible for:

- Developing and executing visibility and awareness strategies to enhance public recognition and stakeholder engagement.
- Creating, producing, and distributing promotional materials, such as brochures, reports, digital content, infographics, or multimedia materials, tailored to effectively communicate project objectives and achievements.
- Implementing outreach initiatives, including media campaigns, social media engagement, event branding, or other promotional activities that successfully increased project visibility.

Each reference must include details of the project, scope of services provided, and measurable outcomes demonstrating the impact on visibility and awareness.

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 projects partially implemented during, but not yet completed within the reference period. Only the part completed during the reference period will be taken into consideration. This part will have to be supported by documentary evidence (approval of report or deliverable, proof of payment, statement or certificate from the entity which awarded the contract) also detailing its value. If a tenderer has implemented the project in a consortium, the percentage that the tenderer has successfully completed must be clear from the documentary evidence (approval of report or deliverable, proof of payment, statement or certificate from the entity which awarded the contract) also detailing its value. If a candidate has implemented the project in a consortium, the part that the candidate has successfully completed must be clear from the documentary evidence (such as consortium agreement and bank transfers between consortium members), together with a description of the nature of the services provided.

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.

TENDERING

18. Deadline for receipt of tenders

The deadline for receipt 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 Tender submission form, the format and instructions of which must be strictly observed. The complete tender dossier with the forms to use will be published.

The tender must be accompanied by a Declaration on honour on exclusion and selection criteria using the format in Annex VIII to the draft contract.

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 CEFTA Secretariat, 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. The outer envelope (and the relevant inner envelope if used) must be marked 'Alteration' or 'Withdrawal' as appropriate.

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.
