

CONTRACT SERVICE NOTICE – SERVICE FOR DESIGN AND CREATION OF PROMOTIONAL MATERIALS IN THE FRAMEWORK OF THE TWINNING PROJECT GE 16 ENI EC 03 18 "ESTABLISHING EFFICIENT PROTECTION AND CONTROL SYSTEM OF GEOGRAPHICAL INDICATIONS (GIS) IN GEORGIA"

With the present public notice INFORMEST, appointed by the Italian Ministry of Agricultural, Food and Forestry Policies (MiPAAF) as the official Mandated Body for the financial administration of the project, intends to select interested subjects for the above mentioned task related the service for design and creation of promotional materials in the frame of the Project Twinning GE 16 ENI EC 03 18 "Establishing Efficient Protection And Control System of Geographical Indications (Gis) in Georgia".

The present notice follows the rules and indications stated by the Twinning manual currently in use.

The presentation of the qualification request as part of the present procedure shall in no way oblige INFORMEST to proceed with the following step for the evaluation of tenders.

INFORMEST will not take into account any companies shown to be unsuitable through lack of the required general or special qualification requisites for the purposes of the present service contract notice.

Moreover, INFORMEST hereby reserves the right to negotiate with the sole company answering to the present service contract notice, or with the sole company to be shown to be qualified.

All interested subjects with a right to do so may present a request to participate in the selection as per above.

INFORMEST, in accordance with Art. 95, point 12 of Italian Legislative Decree n.50 dated 18th April 2016, may decide not to award the contract if no tender is found to be convenient or appropriate in relation to the subject of the contract.

INFORMEST will publish the results of the present market research on its institutional website.

1.Contracting Authority:

INFORMEST

Via Cadorna, 36 - 34170 GORIZIA

Telephone: 0481/597411 – Fax 0481 537204

E-mail: contratti@informest.it

Institutional website: www.informest.it

Responsible of the Investigation and of the Procedure: Mrs. Barbara Szolil

CONTRACT SPECIFICATION

2.Nature of the contract

Global price

3.Contract Description

The overall purpose of the present assignment is the design and creation of promotional materials to be used by National Intellectual Property Center of Georgia - Sakpatenti to enhance and boost degree of awareness of Georgian citizens and all of its target groups regarding the value of Geographical Indication products.

More in particular:

1. Design of n. 2 logotypes for Protected Designation Origin (1 logotype) and for Geographical Indication Origin (1 logotype)
2. Creation of a web site about Georgian Protected Geographical Indications and Protected Designation of Origin, to be integrated into National Intellectual Property Center of Georgia - Sakpatenti website: <http://www.sakpatenti.gov.ge/en/>
3. Creation of n. 2 video clips
4. Creation of n. 3 video-tutorials

1.1 Design of n. 2 logotypes for Appellation of Origin (1 logotype) and for Geographical Indication (1 logotype)

Objective: placing the logotype into the packaging of all products with registered geographical indication and appellation of origin.

Detailed measures to be implemented:

- Logotype Protected Designation Origin should report the indication “Appellation of Origin” both in Georgian/English languages
- Logotype Geographical Indication Origin should report the indication “Geographical Indication” both in Georgian/ English languages
- The logos should be applicable on all type of dimension: small, large, screen, icon, favicon, printed as well as. It will be placed onto the packaging of all products with registered geographical indication and appellation of origin, like cheese, Churchkhela, potato, herbs, honey, meat, hazelnut, wine label, etc.
- Both logotypes should respect following characteristics:
 - It should recall a national symbol of Georgia or national topics of Georgia country (flag color, traditional ornaments, armorial bearings, history, common element among the GI products)
 - It should be intuitive and effective

It is required to provide n. 3 different proposals for logotype (6 proposals in total – 3 proposals for Logotype Protected Designation Origin and 3 for Logotype Geographical Indication Origin).

Final version must be then provided in following formats and with following characteristics:

- vector format (in four-color process, Pantone colors, black&white)
- Extension: .ai, .pdf, .eps., raster, .jpg, .png, .cdr and .psd.

A concept of the logotype and logobook/application guidelines for its use should be also provided, with detailed use of the logotypes and indications on fonts and all the technical items to be respected for use of both the logotypes.

Deadline for logotypes: 31.05.2021

2.1 Creation of a web site about Georgian Geographical Indications and Appellation of Origin, to be integrated into National Intellectual Property Center of Georgia Sakpatenti website.

Objective: The website, to be integrated into National Intellectual Property Center of Georgia - Sakpatenti website, should be used as main source of information for producers, farmers, group of producers and associations about the topics related to Georgian geographical indications and appellations of origin. It will be used both as container of information and technical documentation on GI products and on procedures for its assignment, as well as “showcase” of products and producers.

Detailed measures to be implemented:

- Creation of the web concept
- Creation of the web design and its structure
- Preparation/processing of the web content
- Creation of the website

As a general and not exhaustive indication, the website should be structured with following subsections:

- General information on geographical indications (in a popular language)
- GI interactive map: geo-localization of all GI products
- Registry of names of geographical indications
- Documents (laws, regulations, etc.) and guidelines
- News/ Blog
- Links to other national/international institutions, certification organizations, etc
- List of Certified producers
- List of control bodies
- FAQs
- The web site must have two version: Georgian and English
- The web site must be compatible for all kind of mobile devices and rights of accession to people with disability should be taken into account
- The style of website must be contemporary
- The provider must register the website with Georgian country code top-level domain name for 3 years (up to 31.12.2024) and it will host the website for 3 years (up to 31.12.2024)
- A minimum number of n. 3 e-mail addresses, related to the website domain should be provided, with validity for 2 years (up to 31.12.2023)
- The provider must guarantee a good indexing
- The bottom of the page will quote the GDPR rules and all disclaimer of the EU-funded projects (“Funded by European Union”)
- Information, contents and documents will be in charge to the contractor, whilst supplier will support contractor in the proper feeding and format and in updating of contents in the website
- Supplier will guarantee the content updating of the web site into 5 working days starting from the request date and 10 working days for management and updating of the structure
- At the end of the contract, the supplier must transfer to Sakpatenti all technical elements created and all the structure established, in order to allow its further update by Sakpatenti.

Deadline for completed and on-line web-site: 31.07.2021

3.1 Creation of n.2 video clips

Objective: Concept writing and realization of n.2 video clips to be distributed on media channels as informative tool to boost awareness of general public and citizens about uniqueness of products protected by geographical indications and appellations of origin and of its value in terms of touristic, social and cultural impacts.

Detailed measures to be implemented:

- Conception writing (script and text) and realization (animation, dubbing, editing, graphics, subtitles, soundtrack and etc.) of nr. 2 videoclips:
 - N. 1 video clip lasting 2 minutes (long version – to be distributed on traditional media)
 - N.1 video clip lasting 40 seconds (short video – to be distributed on social media)
- Video clips should be in Georgian language with English subtitles
- The style will be informative; the videos will be distributed on traditional media (TV) and social media

- The videos should include interviews with producers, testimonials, technicians and other relevant stakeholders. Interviews, as well as travel and accommodation costs around Georgia will be in charge to the supplier
- The use of alcoholic products in the videos must be carried out in compliance with the requirements of the legislation; All materials shall be prepared taking due account of the legislation regulating unfair competition practices (including improper, unfair, unreliable or clearly false advertising)
- Overall objective and also specific terms of reference in terms of products to be promoted, as well as producers to be involved will be agreed by supplier with contractor
- Supplier must provide to the contractor n. 2 proposals for storyboard for each video
- The videos will be supplied on different digital storage devices
- The video and its property shall be delivered to the contractor before any publication
- Distribution of the videos on the social media is not included in the present tender procedure
- Format of the videos shall be HD

Deadline for completed videos: 30.06.2021

4.1 Creation of n. 3 animated video tutorials

Objective: Concept writing and realization of n.3 animated video tutorials to be mainly addressed to producers, farmers and association of companies to get acquainted about registration procedure, control system, etc for Protected Designation Origin and Geographical Indication Origin products.

Detailed measures to be implemented:

- Conception writing (script and text) and realization (animation, dubbing, editing, graphics, subtitles, soundtrack, etc.)
- Maximum duration: 1-1,5 minute each
- Video clips should be in Georgian language with English subtitles
- Type: informative/educational
- Preliminary topics of the tutorials are the following:
 - Registration procedure of the GI and AO
 - Certification process
 - Control System of a GI
- The style will be informative; the videos will be distributed on traditional media (TV) and social media
- The use of alcoholic products in the tutorials must be carried out in compliance with the requirements of the legislation; All materials shall be prepared taking due account of the legislation regulating unfair competition practices (including improper, unfair, unreliable or clearly false advertising)
- Overall objective and also specific terms of reference in terms of products to be promoted, as well as producers to be involved will be agreed by supplier with the contractor
- Supplier must provide to the contractor n. 2 proposals for storyboard
- The videos will be supplied on different digital storage devices
- The video and its property shall be delivered to the contractor before any publication.
- Distribution of the videos on the social media is not included in the present tender procedure

Deadline for the completed video-tutorials: 30.06.2021

Coordination meetings with Informest Team, with Resident Twinning Advisor and with Sakpatenti staff will be organized in remote modality, while it could be required

also direct meetings in Georgia with Resident Twinning Advisor and its team and with Sakpatenti as soon as the epidemiological situation will allow.

4. Maximum budget

EUR 30.000,00 VAT and any other Tax included.

The project is VAT exempted according to Twinning Manual.

Ref. VAT exemption in Georgia: n. 21 11/27396 dd. 15/03/2019 of Georgian Revenue Service.

CONDITIONS OF PARTICIPATION

5. Eligibility

As stated in clause 2 - Annex A4: Procurement by grant Beneficiaries- participation in tender procedures managed by the beneficiary is open in equals terms to all natural and legal persons effectively established in a Member State or a country, territory or region mentioned as eligible by the relevant regulation/basic act governing the eligibility rules for the grant as per Annex A2 to the practical guide. Tenderers must state their nationality in their tenders and provide the usual proof of nationality under their national legislation.

It is intended as "Beneficiaries" INFORMEST.

6. Candidature

All eligible natural and legal persons or grouping of such persons (i.e. including consortia) may apply.

A consortium may be a permanent, legally-established grouping or a grouping which has been constituted informally for a specific tender procedure. All members of a consortium (i.e., the leader and all other members) are jointly and severally liable to the Contracting Authority.

The participation of an ineligible natural or legal person will result in the automatic exclusion of that person. In particular, if that ineligible person belongs to a consortium, the whole consortium will be excluded.

7. Number of Applications

No more than one application 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 an application). In the event that a natural or legal person submits more than one application, all applications in which that person has participated will be excluded.

8. Grounds for exclusion

As part of the application form, candidates must submit a signed declaration - ANNEX I, to the effect that they are not in any of the exclusion situations as listed in the declaration.

9. Sub- contracting

Subcontracting is allowed.

PROVISIONAL TIMETABLE

10. Provisional commencement date of the contract

Date: April 2021

11. Period of implementation of tasks

4 months

SELECTION AND AWARD CRITERIA

12. Selection criteria

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 unless 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 candidate

The reference period which will be taken into account will be year:
2017 – 2018 – 2019 for which accounts have been closed.

Criteria for legal and natural persons:

- the average annual turnover of the candidate must be equal or exceed the budget of the contract in the last indicated years (Annex I – Table 3)

2) Professional capacity of the candidate

The reference period which will be taken into account will be the last three years from submission deadline:

- at least five contract[s] implemented in topics similar to this assignment (website, video and logo designing)

An economic operator 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. It must in that case prove to the Contracting Authority that it will have at its disposal the resources necessary for performance of the contract, for example by producing a commitment on the part of 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 - notably that of nationality – and must fulfil the same relevant selection criteria as the economic operator. 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 works or services for which these capacities are required. With regard to economic and financial criteria, the entities upon whose capacity the tenderer relies, become jointly and severally liable for the performance of the contract.

13. Evaluation of tenders

13.1. Evaluation of technical offers

Following the assessment of the qualification ANNEX I, the quality of each received technical offer will be evaluated in accordance with the evaluation grid and the weighting detailed in the here below table.

EVALUATION GRID

	Maximum
Technical offer	
Methodology	25
Communication strategy	15
Timetable of work	10
Key Experts CVs	20
Additional Services	10
Total score	80

13.2 Evaluation of financial offers

Upon completion of the technical evaluation, the envelopes containing the financial offers for tenders that were not eliminated during the technical evaluation will be opened (those with an average score of 60 points or more). Tenders exceeding the maximum budget available for the contract are unacceptable and will be eliminated.

13.3 Choice of selected tenderer

The best price-quality ratio is established by weighing technical quality against price on an 80/20 basis.

APPLICATION

14. Deadline for receipt of applications

April 2nd 2021 – time 12.a.m. Central European Time (CET)

Any application received by the Contracting Authority after this deadline will not be considered.

15. Application format and details to be provided

Applications must be submitted using the formats and instructions that must be strictly observed.

The application must be accompanied by a declaration of honour on exclusion and selection criteria.

Any additional documentation (brochure, letter, etc.) sent with the application will not be taken into consideration.

16. How applications may be submitted

Applications must be submitted in English exclusively to the Contracting Authority in a sealed envelope:

- EITHER by recorded delivery (official postal service) to: INFORMEST att. Procurement Office - via Cadorna 36 – 34170 Gorizia (Italy)
In this case, the delivery record makes proof of compliance with the time-limit for receipt.
- OR hand delivered (including courier services) directly to the Contracting Authority in return for a signed and dated receipt to:
INFORMEST att. Procurement Office - via Cadorna 36 – 34170 Gorizia (Italy)
Tel: +39 0481 597411
opening hours: Mo-Th: 8.30 – 13.00 and 14.00 -16:30; Fri: 8.30 – 12.30

Tenders must be submitted using the envelope system: containing in an outer parcel the qualification to the evaluation step (Annex 1) and two separate, sealed envelopes bearing the following words:

- 1 'Envelope A - Technical Offer'
- 2 'Envelope B - Financial offer'.

Any infringement of these rules (e.g., unsealed envelopes or references to price in the technical offer) constitutes an irregularity which will lead to rejection of the tender.

The outer parcel should provide the following information:

- a) the address for submitting tenders indicated above
- b) the reference of the tender procedure
- c) the words 'Not to be opened before the tender-opening session'

d) the name of the tenderer.

Each envelope must include an index of its contents. The pages of the Technical and Financial offers must be numbered.

17. Alteration or withdrawal of applications

Candidates may alter or withdraw their applications by written notification prior to the deadline for submission of applications. No application may be altered after this deadline.

18. Operational language

All written communications for this tender procedure and contract must be in English.

19. Request for clarification

Clarification may be requested to the following e-mail address: contratti@informest.it indicating in the e-mail subject “TWINNING GE 16 ENI EC 03 18– request for clarification”.

Deadline for requesting clarification from the Contracting Authority: 19/03/2021.

Last date for the Contracting Authority to issue clarification: 23/03/2021.

20. Legal basis

The present service contract notice, is published in accordance with the Twinning manual -available on the following link: https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/twinning_manual_2017_-_update_2018.pdf

The contract will be assigned with a negotiated procedure in full conformity with the principles of transparency, rotation and equality of treatment.

21. Appeals

Tenderers believing that they have been harmed by an error or irregularity during the award process may file a complaint.

22. Cancellation of the tender procedure

In the event of cancellation of the tender procedure, the Contracting Authority will notify tenderers of the cancellation. If the tender procedure is cancelled before the outer envelope of any tender has been opened, the unopened and sealed envelopes will be returned to the tenderers.

Cancellation may occur, for example, where:

- the tender procedure has been unsuccessful, i.e., no suitable, qualitatively or financially acceptable tender has been received or there is no valid response at all
- there are fundamental changes to the economic or technical data of the project
- exceptional circumstances or force majeure render normal performance of the contract impossible
- all technically acceptable tenders exceed the financial resources available
- there have been substantial errors, irregularities or frauds in the procedure, in particular if they have prevented fair competition
- the award is not in compliance with sound financial management, i.e. does not respect the principles of economy, efficiency and effectiveness (e.g. the price proposed by the tenderer to whom the contract is to be awarded is objectively disproportionate with regard to the price of the market).

23. Notification of award

By submitting an application, candidates accept to receive notification of the outcome of the procedure by electronic means. Such notification shall be deemed to have been received on the date upon which the contracting authority sends it to the electronic address referred to in the application.

The successful tenderer will be informed in writing that its tender has been accepted.

Gorizia, March 12th 2021

The Managing Director
Ivan Curzolo
signed