

# Innovation. Media. Minds

## EU Support to Public Service Journalism in Western Balkans

### CALL FOR THE PROCUREMENT OF DESIGN FOR VISIBILITY & COMMUNICATIONS MATERIALS

EU-funded program **“Innovation. Media. Minds: Support to Public Service Journalism in Western Balkans”** implemented by the Goethe-Institut Athens is announcing a call for procurement services for the design of visibility and communications materials, as well as the production of the promotional video later in the year. The bidders should have offices in Athens, Greece or Belgrade, Serbia.

#### 1. Contracting Authority

Goethe-Institut Athens is implementing the program “Innovation. Media. Minds: Support to Public Service Journalism in Western Balkans Program”, funded by the European Union, under the European Union Contribution agreement nr. IPA III/2023/446-202.

#### 2. Project background:

EU-funded program “Innovation. Media. Minds: Support to Public Service Journalism in Western Balkans” program is implemented by the Goethe-Institut Athens, with technical assistance from the Deutsche Welle Akademie.

Combining technical assistance and financial support, this program is helping public broadcasters to improve their institutional performance, develop engagement with and serve their audiences in an accountable and responsive manner, as well as ensure pluralistic, balanced and high-quality programming. The program is also addressing equality, diversity and inclusion. Key beneficiaries are citizens or overall current and potential audiences and journalists.

The program, funded by the EU with a budget of 3.3 million euros, will run until August 2026, and includes public service broadcasters from the Western Balkans. The Staff of the Program is spread out across the Western Balkans, in Athens, Belgrade, Skopje and Sarajevo.

The program is offering the following components:

- tailored in-house consultancies to improve internal governance and organizational performance in response to specific needs and priorities of each public service media (PSM);
- capacity-building programs for PSM media professionals such as innovation labs, hackathons, multimedia workshops, mentoring and masterclasses, training of trainers, conducting focus groups;
- regional cooperation, networking, and visibility opportunities for PSMs to expand partnerships in the region;
- various grant scheme offers for PSM, management, journalists and technical staff focused on enhancing high-quality, audience-relevant and innovative programming, and reporting.

This initiative is in line with the EU priorities under the Rule of Law, Fundamental rights and Democracy - Thematic Priority 5: Fundamental rights (concerning media - freedom of expression). It is also relevant to the 2030 Agenda and contributes to the progressive achievement of SDG 16: Peace and Justice Strong Institutions as well as SDG 05: Gender Equality.

#### 3. Procurement contract services

This call for procurement of services includes the development of a landing webpage in English language, a list of visibility materials and a promotional video. The content will be provided by the Goethe-Institut. The materials should [communicate and raise visibility of the European Union](#)



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# Innovation. Media. Minds

## EU Support to Public Service Journalism in Western Balkans

[by following 2022 Guidance for External Action](#). The materials should include EU emblem with the funding statement, and logos by the Goethe-Institute and Deutsche Welle Akademie. The materials should be unified in design, with awareness of regional cultural sensitivities. Goethe-Institute will give the final approval of the materials.

### 4. Required services

The contractor, Goethe-Institute Athens, requires the design for the following:

1. - Design of visibility materials:
  1. Letterhead
  2. Power point presentation
  3. Banner and roll up
  4. Three-fold leaflet
  5. Infographic
  
2. - Promotional video

Interested service providers should give their proposals by taking into account the following criteria: expertise, experience, proposed approach and cost effectiveness. The selection of the service provider will be based on the evaluation of the above criteria.

All tasks are shown in the table below. All deliverables should be submitted in English with the possibility of translation into languages of the participating countries. The proposal should not exceed **6000 euros**. The final products should be submitted no later than three weeks after the signing of the contract, except for the infographic and the promotional video which should be completed by the end of the year, but its cost and timeline should be provided in this offer. The offer should include a timeline and at least the following specification:

| Activity/Tasks                     | Specification   |
|------------------------------------|---|
| Design of the visibility materials | - Timeline and cost for up to three mock ups of the letterhead, power point presentation, banner and roll up; |
| Design of dissemination material   | - Timeline and cost for up to three mock ups of the three-fold leaflet and an infographic, respectively       |
| Design of an infographic           | - Timeline and cost for up to three mock ups of an infographic  |
| Production one promotional video   | - Timeline and cost of the promotional video  |



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## **Innovation. Media. Minds**

### **EU Support to Public Service Journalism in Western Balkans**

| <b>Activity/Tasks</b> | <b>Specification</b>  |
|-----------------------|---|
| Project management    | - Timeline and cost for the development and submission of each design |

The provider is expected to cover all the activities and tasks within the specified budget, delivering all products in English with the possibility of translating the materials into languages of countries taking part in the program.

Important note for the provider:

1. The materials should include EU emblem, the EU funding statement, logos by the Goethe Institut and the Deutsche Welle Akademie (DW Akademie). All logos should be of equal size, with EU logo being as visible as possible. The materials should follow [Communicating and raising EU visibility: Guidance for external actions by the European Union](#).
2. The timeframe is subject to changes according to the needs of the project.
3. Any potential changes initiated by the selected provider need prior approval from the Goethe-Institut Athens.
4. Awarded provider should include subsequent meetings with Goethe-Institute Athens teams. Meetings can be conducted in person or online.
5. The procurement is not divisible.

#### **5. Visibility and image of the European Union**

The Goethe-Institut is implementing this program on behalf of the European Commission. The Program's Dissemination and Advocacy Plan provides details on how this Program and its results will be communicated to various target groups, stakeholders and audiences.

However, this is only one aspect of promoting a positive image of the EU: a second and equally important aspect is the image that is conveyed through the Program's implementation. The quality of communication and services provided will reflect on the image of the European Commission. The methodologies embedded in all Work Packages have been developed to ensure that all target groups, interlocutors, and other individuals have positive interactions with the implementing team:

- Communication about the Program will be well presented in a clear and easy-to-understand manner.
- Individual communication will be consistently considerate, responsive, proactive, and service-oriented.
- Program staff and experts will seek to establish a relationship of trust and partnership with the PSM.

These methodologies should be reflected in all of visibility and communications materials.

#### **6. Conditions and Criteria for Participating in the Call for Proposals**

Service providers participating in this call for proposals must meet the following criteria to be considered eligible:

- Previous experience in marketing and communication projects (minimum five (5) years of experience).
- Fluent in English, written and spoken

# **Innovation. Media. Minds**

## **EU Support to Public Service Journalism in Western Balkans**

- Experience in communications and visibility of EU-funded projects is an advantage.
- Ability to work with strict and tight deadlines.
- Offices in Athens, Greece and/or Belgrade, Serbia
- Service oriented, creative and positive attitude

### **7. The offer should include the following elements:**

a. The financial offer should be prepared according to the template provided as Annex 1. b.  
b. Documents proving technical and professional capability (Current status and copies of Final Financial Statements from the last 3 years):

1. Declaration on the bidder's non-exclusion (Annex 2).
2. Declaration of acceptance of the procurement call conditions (Annex 3).

Each bidder can participate with one offer only. The offer, along with all of correspondence and documents related to the offer must be submitted in English language. Offers that do not include all requirements or are not prepared according to the call's proposals will not be considered for further evaluation.

### **8. Period of Validity of the Offer**

The period of validity of the offer should be at least 30 days from the final deadline for submission, during which the offer, in all its elements, is binding for the bidder.

### **9. Clarifications of the Tender Documentation**

All requests for clarifications of the tender documentation can be sent to the email: [monika.lajhner@goethe.de](mailto:monika.lajhner@goethe.de), no later than Thursday, 7 March 2024, at 17:00 Athens time/16:00 Belgrade time.

Requested clarifications on the tender documentation will be published no later than 3 days before the submission deadline in the same way as this call was announced, i.e., via Goethe-Institute Athens website.

### **10. Amendment and Supplement of the Tender Documentation**

At its discretion or based on questions for clarification submitted by the bidders, the Goethe-Institut Athens reserves the right to amend or supplement the tender documentation no later than 5 days before the expiration of the deadline for submitting offers. The Goethe-Institut will immediately announce the change and inform potential bidders who have submitted requests for clarification. In the case of changes to the tender documentation, the Goethe-Institut Athens may extend the deadline for submitting offers, if there are justified reasons for doing so, and will appropriately announce it.

### **11. Submission of Offers**

- Offers are to be submitted in English.

## **Innovation. Media. Minds**

### **EU Support to Public Service Journalism in Western Balkans**

- Offers should be delivered electronically to the email address [monika.lajhner@goethe.de](mailto:monika.lajhner@goethe.de) or by courier service or personally in a sealed envelope labeled "DO NOT OPEN" for the Project "EU-funded Innovation. Media. Minds: Competition for procurement of services for visibility materials"
- Offers must be original and signed, and if submitted electronically, the signed originals must be scanned.
- Deadline for Submission of Offers is Thursday, 7 March, 2024 at 17:00 Athens time/16:00 Belgrade time.

Offers received after the deadline will not be considered.

#### **12. Method and Conditions of Payment**

Payment will be made upon the completion of each phase as shown in the table below or upon the delivery of a final invoice accompanied by a report on the performed work and its approval by the project.

| <b>Completion phases</b>            | <b>Payment made after</b>  |
|-------------------------------------|--|
| Design of visibility materials      | Approved design of the visibility materials (letterhead, power point presentation, banner and roll up) |
| Design of the three-fold leaflet    | Approved design of the three-fold leaflet  |
| Design of dissemination material    | Approved design of an infographic  |
| Production of one promotional video | Approved and completed production of the promotional video (up to three (3) minutes)                   |

#### **13. Criteria for Contract Award**

The selection of providers will be based on the evaluation of the qualitative and financial offer (80 points for the qualitative offer and 20 points for the financial offer).

The bidder with the highest total score (quality + cost) will be selected.

The Goethe-Institut Athens reserves the right not to select a bidder if the Evaluation Committee decides that none of the offers meet the criteria outlined in the above Tasks Description (2).



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## EU Support to Public Service Journalism in Western Balkans

### Evaluation Grid

| Quality Criteria & Cost   | Maximum points |
|---|----------------|
|   |                |
| Rationale behind the proposed design                              | 10             |
| Design  | 50             |
| Cost  | 20             |
| Experience in communications and visibility of EU-funded projects | 10             |
| Timetable of activities   | 10             |
|   |                |
| Overall total score   | 100            |

|            |  |
|------------|--|
| Strengths  |  |
| Weaknesses |  |

NB: Only offers with an average score of at least 75 points qualify for the financial evaluation

#### 14. Notification to Bidders

After the evaluation of offers, the Evaluation Committee will notify all participants in this open call about the selection of the winning bidder, as well as about the reasons for not selecting other offers. The notification will be sent to the email address provided in the offer.

**Innovation. Media. Minds**  
**EU Support to Public Service Journalism in Western Balkans**

**Annex 1 - Financial Offer**

I. General Section

Name of the bidder:

Address of the bidder:

Phone number:

Email address:

Name and surname of the authorized person:

ID number:

VAT number:

We agree to submit this offer in accordance with the subject of procurement and the conditions stated in the call for bids.

II. Financial Offer

| No | Specification | Total price in EUR |
|----|---------------|--------------------|
| 1  |               |                    |

Note: The project is exempt from VAT, and the total price of the offer should not include VAT.



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# Innovation. Media. Minds

## EU Support to Public Service Journalism in Western Balkans

By submitting this offer, we fully accept the conditions of the published procurement call.

Validity: 30 days from the date of the offer.

\_\_\_\_\_  
Date and place

\_\_\_\_\_  
Signature:

### Annex 2 – Declaration of Acceptance of the Tender Terms

"We declare that by submitting the bid, we fully accept all the terms of the tender documents for the procurement of visibility and communication services for the EU-funded "Innovation. Media. Minds: EU support to Public Journalism in Western Balkans, under the European Union Contribution agreement nr. IPA III/2023/446-202.

We agree that these terms are to be considered an integral part of the contract.  
Upon your request, we will provide all the documents specified in the bid requirements necessary to demonstrate compliance with these criteria."

\_\_\_\_\_  
Date and place

\_\_\_\_\_  
Signature and stamp



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**EU Support to Public Service Journalism in Western Balkans**

**Annex 3 – Declaration Confirming the Fulfillment of Criteria for Determining Personal Status**

"Agreeing to full material and criminal responsibility, I declare that the bidder \_\_\_\_\_ [*name of the bidder is to be specified*] fully meets criteria for establishing the personal status of bidders outlined in the tender documentation for the procurement of visibility and communication services for the EU-funded "Innovation. Media. Minds: EU support to Public Journalism in Western Balkans" European Union Contribution agreement nr. IPA III/2023/446-202.

\_\_\_\_\_  
Date and place

\_\_\_\_\_  
Signature and stamp



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