

Institute for Tourism

ZAGREB, VRHOVEC 5

INVITATION TO TENDER

PROCUREMENT SUBJECT: Production of Case Study Video - DestiMED PLUS
Project

SIMPLE PROCUREMENT

Reference number 29/2021

Zagreb, September 2021

1. GENERAL INFORMATION

1.1. Client information:

Name: Institute for Tourism (hereinafter: the Client)

Registered office - address: 10000 Zagreb, Vrhovec 5

Personal identification number (PIN): 10264179101

Telephone number: +385 (1) 3909 666

Website: info@iztztg.hr

1.2. Contact person: Questions concerning the tender contents and format can be sent to the person in charge of communicating with Tenderers, Sara Melkic, e-mail: sara.melkic@iztztg.hr

1.3. Procurement type: Simple procurement

1.5. Estimated procurement value: Procurement value is estimated at **20,000.00 euros** (inclusive of VAT and any other taxes. This includes travel costs. Costs of translating subtitles could be covered by the project.

1.6. Common Procurement Vocabulary (CPV) code: CPV 92111200-4

2. INFORMATION ON THE PROCUREMENT SUBJECT MATTER

2.1. Description of the procurement subject matter

Context

Interreg Med Programme project, DestiMED PLUS aims to improve levels of integration between tourism and conservation policies through the creation of ecotourism itineraries which are developed using a collaborative approach, both locally and regionally. DestiMED Plus project is building on two previous projects, DestiMED and MEET, and is supporting the MEET Network, an association capitalising results from those projects.

DestiMED PLUS is a partnership made of 9 tourism and conservation regional/national authorities, plus conservation, policy and research organisations. One of the key activities of the project is to develop ecotourism itineraries for small group tours in 9 Mediterranean Protected Areas, using the ecotourism model developed by DestiMED and MEET. Those include destinations in Croatia, Albania, Spain (Catalonia and Andalusia), France (Corsica), Italy (Sardinia and Lazio) and Greece (Crete and Karpathos). More details on the project website.

The DestiMED/MEET ecotourism development model brings together local stakeholders to ensure the right governance of the destination, fostering a collaborative approach between the public and private sectors and ensuring the conservation objectives of the protected areas at the core of tourism development. The high-quality ecotourism experiences designed through this approach aims to develop an offer aligned with the core values of each Protected Area and ensure it provides benefits to conservation and local communities. The impact of these products are evidenced through a robust sustainability assessment and monitoring process defined in the DestiMED PLUS Standard, which looks at the conservation, governance, ecological footprint and

socio-economic impacts of ecotourism. At the end of the project in June 2022, the ecotourism experiences will be commercialized B2B, most under the MEET brand.

Purpose and Rationale

The purpose of this assignment is to produce video content (for the purpose of this document, “case study video”) for the DestiMED PLUS project. This is one of the key deliverables within the different communications activities of the project. The video was originally conceptualized as *a short documentary-style video promoting the successful policy interventions and approaches, using case studies as illustration/proof points*. Considering an assessment of needs and the existing available videos, the idea is to widen the scope of the video to achieve two related objectives:

- Promote the Mediterranean and the project protected areas as ecotourism destinations, supporting the marketing efforts of the MEET Network and the tourism stakeholders in each of the protected area destinations.
- Showcase the added value of the DestiMED/MEET model for the traveller and travel industry through the project destinations (“case studies”) - ensuring that it is done in a way that the promise to travellers of the DestiMED/MEET experiences are reflected in an engaging way:
 - Collaborative approach and good governance
 - Support to the conservation value and efforts of the Protected Area
 - Locally crafted experiences, local suppliers
 - Designed by parks and their communities
 - Robust sustainability assessments

As reference, currently, the DestiMED PLUS project and the MEET Network have two videos available, one illustrating the issue this initiative is trying to address ([DestiMED and MEET Network Introduction](#)) and another one presenting in detail how it is doing it ([short](#) and [long](#) versions). Within the scope of the DestiMED PLUS project, a policy animation will be produced in mid 2022 which will have a policy focus and disseminate the outputs (Mediterranean Ecotourism Consortium) of the work done at the European/Mediterranean level policy in an interesting way.

A. Target Audiences

The video aims to raise the interest of travellers and the travel industry (potential B2B distributors) for the DestiMED PLUS and MEET experiences. The video should also target the destinations (protected areas, operators, DMOs) and policy makers that would like to replicate the DestiMED/MEET approach.

B. Channels

The video will be used within the main project channels and communications activities, including:

- project social media channels (MEET Network),
- MEET and project websites
- project partners (government, protected areas, etc.) own channels and social media.
- trade fairs and other project events

Additionally, it is expected for the video(s) produced to be taken up by local or regional DMOs in their own channels and to have the potential to be taken up by commercial partners (tour

operators) of the MEET Network.

Scope of the work

A. Overall approach

The final deliverables of this work need to contribute to the objectives outlined above. There is no fixed final deliverable, but video content could be packaged into multiple video formats, lengths and versions to meet the needs of the various channels and target audiences, according to the approach taken by the contracted agency. The overall storyline and language should be based on key project messaging and should adhere to Interreg Med Programme's Communications Guidelines.

DestiMED PLUS is expecting a creative team with experience in the sector that can think of the best approach considering the budget and logistical limitations. For instance, it could be thought of as a little series with a theme, a mini-story, made of short videos in each of the nine destinations, that can easily drive buzz and lift social media and website traffic. Or 2-3 destinations could be chosen to be the main feature, but other content is developed for the nine destinations. There may also be an option to take advantage of and build on existing video content from destination management organisations, local tour operators and other stakeholders involved in the project. Interesting, engaging concepts and good editing are likely more valuable than the quality of the footage.

The expectation is for the video to cover a wide range of landscapes of the Mediterranean, reflecting the different destinations in the basin, and also feature ecotourists actively taking part in the experiences. Finding a way to include the nine project sites in a cost effective way will be valued. From late September to mid November 2021, there will be tests in 7 of the 9 destinations, and the majority of the footage is expected to be taken then.

2.2. Activities and Timeline

A time span of 6 months should be considered for this contract, starting in September 2021. This timeframe considers the need to plan the work in a flexible way according to project needs, the opportunities to shoot on site, the uncertainty related to the Covid19 pandemic and video editing/review time. Please note, as a partnership activity it will require time for review of the different deliverables by the project partnership. The assignment should follow this tentative calendar, expecting a first draft in December and the final version in late January:

Outline of Activities	Tentative Time Frame
Kick-off Meeting with DestiMED PLUS Partners	Early Sept 2021
Storyboard / Script Development	Sept - Oct 2021
Filming	Sept - Dec 2021
Editing	Nov - Jan 2021
Final Edits and Delivery	Jan - Feb 2022

B. 2.3. Key Deliverables

- **Development Plan:** This could be a storyboard / storyline / script, which outlines the key concepts for videos, storyline, messaging, type of footage, timeline for production etc. *(Draft in mid September to allow start of work, final version in end of september /early October)*
- **Video Content:** The specifics on the final deliverables should be mentioned in your proposal and detailed in the development plan. The main language of the video should be English, featuring locals speaking in their own language with subtitles. The video will require subtitles in different project and target market languages (TBD).
 - **Sneak peek** in November to check if aligned with expectations.
 - **Draft version** *(Deadline late December)*
 - **Final version** *(Deadline early February)*
- **Stills:** Taken during shooting. *(Deadline late December)*

2.4. Reference Materials

Showcasing Local Level Impact (Refer to Content Type)

- WWF Med: Co-management: a powerful tool to save Mediterranean fisheries
https://youtu.be/pJjaC_MxbXY
- Sustainable Community Based Tourism Thailand
<https://www.youtube.com/watch?v=NGmTtz3FE8s>

Highlighting Protected Area Landscapes for Tourism (Refer to Footage, not voice-over or specific content)

- Eagle Creek Trail - Oregon USA | Stunning Footage <https://www.youtube.com/watch?v=T5DzGrDp5Xw>
- Iceland <https://www.youtube.com/watch?v=XPGEGBb6PE>
- Emblematic Project https://www.youtube.com/watch?v=iYE_Be_kuL4

Additional Info on DestiMED PLUS & MEET Network

- DestiMED PLUS Website
- MEET Network Manual
- MEET Network Website

3. SELECTION CRITERIA

3.1. Technical and professional capacity

To produce this video content, DestiMED PLUS project is looking for a freelance or agency specialised in experiential and sustainable tourism content marketing and communications. The candidates will have experience working with leading brands and destinations in ecotourism-related segments. Flexibility and creative use of available resources will be of essence to achieve results.

The Tenderer shall prove has experience in similar fields as the subject matter of the procurement.

The consultant will work under the supervision of Institute for Tourism, Croatia who are responsible for this project deliverable in DestiMED PLUS.

Institute for Tourism, Croatia will have the final decision concerning successful delivery and quality of all deliverables, they will be supported on this by IUCN Mediterranean who are responsible for the Communications Work Package in DestiMED PLUS project.

4. INFORMATION ON THE TENDER

By participating in this RfP, candidates are indicating their acceptance to be bound by the conditions set out in this RfP.

This section below details all the information that candidates are required to provide to DestiMED PLUS. Submitted information will be used in the evaluation of Proposals. Candidates are discouraged from sending additional information, such as sales brochures, that are not specifically requested

4.1. Tender contents and format

The tender should contain the following elements:

- **Proposal sheet** filled according to this Invitation for Proposals, signed by the authorised representative of the proposals (Annex 1.);
- **Technical proposal:** should not exceed 2 pages (excluding annexes), and include the following:

- Methodology for achieving the task
 - **CV** of the candidate(s) (proving work on projects which included: film productions and filming in tourism, film productions and filming in sustainable projects)
- **Cost statement** filled in according to this Invitation for Proposals, signed by the single authorised representative of the proposal (Annex 2.);

4.2. Tender format and submission

Tender offers need to be drafted according to the requirements laid out in the Invitation to Tender.

Proposals shall be sent electronically to the following e-mail addresses: **izidora.markovic@iztg.hr** and **ivica.ratkovic@iztg.hr**. The subject heading of the email shall be **[DestiMED PLUS - [name of the bidder]]**. Electronic copies are to be submitted in **PDF** and candidates may submit multiple emails (suitably annotated – e.g. Email 1 of 3) if attached files are larger than 6MB.

4.3. Date, time and place of tender submission

Tender offers must be received **till 14^h September 2021, 12 am.**

RfP Issue Date	1st September 2021 (CEST)
RfP Closing Date and Time	14th September 2021 12:00(CEST)
Estimated Contract Award Date	20th September 2021 (CEST)

All offers received after the bid opening deadline will be marked as late and excluded from the procedure.

All offers that will be higher than the estimated value will not be evaluated and will be excluded from the procedure.

4.4. The Tenderer may amend or withdraw his Tender before the Tender submission deadline.

The amended Tender shall be submitted in the same manner as the original and clearly marked as amended. The Tenderer may withdraw his Tender by submitting a written statement before the Tender submission deadline. The written statement shall be submitted in the same manner as the original Tender and clearly marked as a statement of Tender withdrawal. Alternative Tenders are not permitted.

4.4 Queries and questions during the RfP period

Proposers are to direct any queries and questions regarding the RfP to the above Contacts. no later than 9th of September 2021 at 23:59 (CEST).

4.5. Tender currency: Croatian kuna (HRK) or Euro (EUR). The price is expressed with two decimals.

When reviewing and evaluating Tenders, in the case of a Tender which has expressed the price in EUR, the contracting authority shall convert the euro into HRK using the middle exchange rate of the Croatian National Bank, valid on the day of the opening of Tenders. To the

Contractor that has expressed the price in EUR, the payment will be made in EUR, and in case the Contractor has expressed the price in HRK, the payment will be made in HRK.

4.6. Language and script: The Tender shall be drafted in English language, using the Latin script.

4.7 Period of validity: 30 days from the tender submission deadline.

4.8. Price setting method

The Tender price consists of Pre-Vat price, VAT and total price.

Tenderers that are registered in Croatia:

- if in VAT system, expressed VAT shall be 25%;
- if out of VAT system, expressed VAT shall be 0%.

Tenderers registered outside the Republic of Croatia (in /or out of VAT system) do not express VAT, but indicate "reverse charge" (see Annex 1, 3). This means that VAT is transferred to the Client that pays VAT (25% in Croatia). When evaluating the tenders, the Client will take into account the above indicated VAT.

NOTE: The Pre-VAT price for natural person includes all taxes, pay-related social insurance contributions and all other contribution or payments, statutory or otherwise, arising by virtue of performance of the services.

5. AWARD CRITERIA

The evaluation of proposals shall be carried out exclusively with regards to the evaluation criteria and their relative weights specified in the Evaluation Model. Proposals will be able to demonstrate specific experience and expertise in ALL topics targeted by the Terms of Reference. The evaluation will be based on the following criteria (in brackets the weight of each component):

Section 1 - Declaration		Weight
1.1	The candidate submitted a signed version of the declaration in due time and conditions	y/n
Section 2 - Technical requirements		
2.1	Expertise and Experience of the candidate - based on technical proposal (CVs)	(60%)
2.1.1	Expertise in relation with objectives of the ToR (i.e. storyboard, film production and editing)	40%
2.1.2	Experience in tourism and travel marketing and communications (within Mediterranean context is a plus)	20%
2.2	Methodology and Workplan - based on technical proposal (methodology)	(20%)
2.2.1	Overall approach and interpretation of the ToR	10%
2.2.2	Clear Methodology for the different deliverables in the ToR	10%
Section 3 - Financial requirements		
3.1	The candidate submitted a financial offer within the expected limit of 20,000.00 Euros (VAT and other taxes and expenses included)	y/n
3.2	Financial Offer - based on the Financial Proposal	20%

A. Technical Evaluation

For the **technical evaluation**, the following scoring system will be used:

- 5 as "Excellent" / "More than fully compliant/innovative"
- 4 as "Good" / "Fully compliant"
- 3 as "Satisfactory" / "Compliant"
- 2 as "Acceptable" / "Almost compliant"
- 1 as "Unsatisfactory" / "Poorly compliant"
- 0 as "Major concerns" / "Non-compliant"

B. Financial Evaluation

For the **financial evaluation**, the scoring will be calculated using the following formula:

- $S_n = S_{max} \times X$ (Lowest offer/Offer to assess),
- Where S_n means the score to be calculated for a specific offer; S_{max} means the maximum score (5 in this case)

Where the scoring method indicates “y/n”, this means that a “yes” answer is required in each case for the proposal to be considered further.

6. DUE DATE, MANNER AND TERMS OF PAYMENT

The Client shall make the payments to the Tenderer, based on invoices drawn up by the Tenderer. The invoices shall be issued in the following manner:

- First invoice is issued upon delivering Storyboard / Script Development – (50% of the contract value).
- Second invoice is issued upon finalisation of all the services provided by the Tenderer (50% of the contract value).

The Client shall pay the issued invoices, pursuant to the prices set out in the selected Tender, within 30 days of the invoice receipt.

All legal persons and natural persons which are in VAT system conducting financial transactions with the Client are required to issue electronic invoices.

An advance payment by the Client is not permitted.

Annex 1.

Tender sheet

Tender date: _____

Tender number: _____

Contracting Authority: Institute for Tourism, Vrhovec 5, 10 000 Zagreb, Croatia

Subject of procurement: Production of Case Study Video - DestiMED PLUS Project

(Lead) Tenderer information:

Tenderer's name and registered seat	
PIN¹	
Bank name	
IBAN	
The economic operator is VAT registered (select)	YES NO
Name, family name and position of a person / persons authorised to sign the procurement contract	
Name and title of the contact person:	
Mail address:	
E-mail address:	
Telephone number:	

Tender price:

Tender price, excluding VAT (HRK or EUR)	
VAT (25%)²	
Total price with VAT (HRK or EUR)	

Bid validity date: (at least 15 days after the bid submission deadline)

For Tenderer³:

(Signature of a legal representative)

¹ Or national identification number according to the economic operator's country of establishment, if applicable

² Economic operators that are not in VAT system, do not fill in the column. Economic operators registered outside the Republic of Croatia in or out of VAT system, in the place of VAT have to put note "reverse charge".

³ Lead Tenderer representative on behalf of consortium and/or subcontractors (when applicable)

Annex 2.

Cost statement

TECHNICAL DESCRIPTION AND COST STATEMENT FOR PROVIDING FEASIBILITY ASSESSMENT FOR THE SUSTAINABLE TOURISM MANAGEMENT IN MONTENEGRO					
No.	Description	Unit	Approx. amount	Unit price in HRK/EUR (without VAT) ⁴	Total HRK/EUR ⁵ (without VAT)
1.	<i>Production of Case Study Video - DestiMED PLUS Project</i>	Piece	1		
Tender price in HRK/EUR⁶ without VAT (total item amount)					
VAT amount (25%)⁷					
Tender price with VAT in HRK/EUR⁸					

In _____, ____ 2021.

(Full name of the legal representative)

(Signature of the legal representative)

⁴ Select the appropriate

⁵ ibid

⁶ ibid

⁷ Economic operators that are not in VAT system, do not fill in the column. Economic operators registered outside the Republic of Croatia in or out of VAT system, in the place of VAT have to put note "reverse charge".

⁸ ibid⁸

