

**PROCEDURE FOR THE HIRING OF AN AUDIOVISUAL AGENCY FOR SUPPORT THE
ONLINE TRAINING TOOL ACTIVITIES FOR THE DEVELOPMENT OF
THE SME4SMARTCITIES PROJECT,**

Mediterranean SMEs working together to make cities smarter.

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ANNEX I. SPECIFIC CONDITIONS.

ANNEX II. TECHNICAL CLAUSES SHEET.

I. ELEMENTS OF THE CONTRACT

1. Legal regime of the contract.

The contract concerns the specifications which shall be governed by Law 9 /20 1 7 of 8 of November of Public Sector Contracts.

The list of Specific Clauses, the List of Technical Prescriptions and other annexed documents will be contractual. The contracts will be adjusted to the content of these specifications, the clauses of which will be considered an integral part of the respective contracts.

2. Object of the contract.

The contract referred to in this document is intended to provide the service referred to in Annex I.

3. Bid budget and contract price.

The tender budget is the one that appears in Annex I, in which the Value Added Tax (VAT) will be indicated as a separate item.

The contract price will be that resulting from the total of the award.

4. Execution time.

The period of execution of the contract and partial deadlines, if any, could be established, will be set out in Annex I, and begin from the day after I of the signing of the contract.

5. Ability to contract.

Natural or legal persons, Spanish or foreign, who have full capacity to act and who certify their economic, financial or professional solvency as indicated in Annex I of these specifications, may opt for the award of this contract.

The purpose or activity of the successful tenderer will be directly related to the object of the contract and will have an organization with sufficient personal and material elements for the proper performance of the contract.

6. Documentation to present.

A technical and economic proposal will be presented. Each bidder may only present a single financial proposal and will be subject to the provisions of this present sheet.

The technical proposal must respond to the requirements and specifications of Annex II (Technical Specifications).

Proposals must provide information about all the issues that are requested in the specifications. The bidder may provide any other documentation that it deems appropriate

for the definition and qualification of its offer, according to the award criteria of these specifications, all the documentation that is indicated, in each case, of those related in general in Annex I of the present specification.

II. CONTRACT AWARD

7. Procedure for adjudication and processing of the file.

Annex I will indicate how the file is processed.

8. Form and deadline for submitting proposals.

Proposals must be written in Spanish or English and must be submitted in accordance with the requirements established in the specific clauses, at the BIC Euronova headquarters (Avenida Juan López Peñalver, 21, 29590 Málaga) from 8 a.m. to 3 p.m. or by mail at the following address: info@bic.es, **from 12:00 hours on 9 of July of 2021 until 12:00 hours on 16 July 2021**

In case of sending by post, you must justify the date of imposition of the shipment by means of the stamp of the corresponding Post Office in the documentation.

Said documentation will be presented in a sealed envelope, signed by the bidder or person representing them, which will also indicate the business name and name of the bidding entity and the title of the bid.

9. Examination of the proposals and award criteria.

The contracting authority will proceed to examine the documentation provided, to verify compliance with the technical and economic requirements by the bids, and the bidder may request the additional documentation needed. The contracting authority will exclude from the assessment and award proposal the offers that do not comply with the requirements of the contract.

After the opening and examination of the proposals, the Contracting Board will formulate the corresponding award proposal to the contracting body, once the applicable criteria to affect the selection of the successful bidder have been weighed, in accordance with the provisions of the fourth clause of these specifications.

When the contracting body decides not to award the contract in accordance with the proposal made, it must give reasons for its decision.

In the event of observing omissions or deficiencies in the documentation provided, the LCSP development rules for the correction of defects and omissions in the documentation will apply.

The opening of the proposals must be carried out within a maximum period of one month from the date of completion of the period for submitting the offers.

10. Award.

Within a maximum period of two months from the opening of the proposals, the contracting body will proceed to the provisional award of the contract to the proposal that is economically most advantageous, or to declare the procedure void, motivating, in any case, its resolution, with reference to the award criteria.

Prior to the award, BIC Euronova will require the candidate proposed as successful bidder to present the certifications proving compliance with their tax and Social Security obligations.

11. Formalization of the contract.

Contracts must be formalized in writing within a period of ten business days, counting from the one following the notification of the award. For the purposes of formalization, the acceptance of the offer signed by the Contracting Authority will be considered valid.

12. Conditions of service provision.

The successful tenderer assumes full responsibility for the technical, legal and economic suitability of the submitted offer and undertakes to take all the necessary measures, and to have the necessary technical, material and human means and resources for the optimal execution of the contract, remaining at his own charge all costs that originate this commitment.

3. Contract price

A price set maximum estimated total of 14.900 euros . The total amount of the estimated value does not include VAT.

4. Price revision: Not applicable.

4.1. Price determination system (art. 102 LCSP):

The price is determined at a lump sum based on the general market price and includes all the expenses that the successful tenderer must incur to fulfil the contracted services, such as general, financial, benefit, insurance, transport and travel, technical staff fees at your expense, rates and all kinds of taxes, including the amount of Value Added Tax.

4.2. Price payment method:

The payment of the price will be 30% of the amount billed after signing the contract , 40% when half of the activities has been completed and the remaining amount will be paid upon presentation of the corresponding invoices and verification by BIC Euronova of the provision of the services performed by the successful bidder.

5. Place of execution: Not applicable.

6. Term of duration of the contract: From the date of signing the contract in July until September

Extension regime: Yes , extend them in periods of two months at no additional cost until all the planned activities have been carried out in case there are delays by the other partners

7. Minimum solvency requirements: All the documentation necessary to comply with the minimum solvency requirements must be included in the envelope.

7.1. Technical solvency. Must be accredited:

- I. Previous experience managing activities and tasks related to the recording of videos and preparation of audio-visual materials
- II. Knowledge of English at a communication level.

8. Award procedure: Negotiated without advertising.

9. Award criteria: The offers will be evaluated, according to the criteria listed below, with 0 being the minimum score and 10 the maximum score.

9.1. Economic proposal. The criterion target price has a total weight of the 40 % of the total evaluation.

The lowest priced offer will obtain the highest score, granting the other offers the lowest score in proportion to the price difference with the lowest priced one.

9.2. Technical proposal. The objective criteria of the technical proposal has a weight of 60 % in the total evaluation, according to the following objective evaluation criteria:

It must prove an adequate conceptual, methodological and technical mastery for the execution of the contract and reflect the proven technical capacity to provide service in the development of the planned object and to achieve the established objectives as well as a use of the English language at a communication level.

10. Subcontracting: Allowed to subcontract experts in the field

TECHNICAL CLAUSES (ANNEX II)

HIRING AN EXTERNAL COMPANY FOR AUDIOVISUAL ACTIVITIES FOR THE
DEVELOPMENT OF THE PROJECT SME4SMARTCITIES,

Mediterranean SMEs working together to make cities smarter.

SUMMARY TABLE

1. Department proposing the contract: BIC Euronova Project Department

2. Purpose of the contract and needs of BIC Euronova to satisfy:

2.1. Description:

1. Introduction to the Online Training for the SME4SMARTCITIES project

Online training programme aimed at preparing the technological and innovative MED SMEs to address the smart cities solutions market, to go international in the other project territories and to be able to identify the opportunities generated by this market.

The programme should rapidly elevate SMEs tendering skills and win-rate, and also help them to adopt a strategic approach to tendering in terms of making good decisions on what to bid for.

The programme will be structured according to the following modules:

1. Resilience & Sustainability - The Goals of Smart Cities
2. The Smart Cities' Ecosystem
3. Enabling Technologies
4. Working with Cities
5. Smart Market, Internationalisation and Growth
6. Smart Entrepreneur Success Stories
- Final Conclusions

The works included within this tender consist of one main activity to be developed for all of the Programme modules (please see the section 2.3 of this document):

- Training programme audiovisual content production (online course)

2. Training programme development (online course):

2.1 Introduction

The training Programme (online course) is composed of 6 modules (+ conclusions), subdivided into 62 Topics; covering approx. 42 hours of training for participants.

The organization selected as a result of this tender will be responsible for the development of all the audiovisual media (video recording, production, document formatting & infographic production) for all the topics within the Modules 1-6 of the course and the Conclusions module (please see section 2.3. of this document for further details). More specifically, the activities considered to be developed by the selected organization are indicated in the section 2.2. of this document.

2.2 Actions to implement by the selected organization for each module & topic

A. **Short introductory video** which summarizes content, key aspects and motivations of the topic (1min video) = To be implemented 1 for each module & Conclusions module.

[CONTENT TO BE DELIVERED FOR THIS TENDER: 7 screenplays in total]

- Production of video based on the script developed by the expert subcontracting organisation; and with key excerpts of video (interviews) and graphics/imagery content taken from the module; complete with all necessary intro/exit visuals and audio branding, captions (module and topic titles; experts names, organisation and role); accessible subtitles (see further guidelines in section 3 of this document). For each module, the designated expert subcontracting organisation responsible for the content generation will provide an [“Introduction Script Template”](#).

B. **Interview with experts** in which he/she answers 4 to 5 questions (15min - 20min video). When the expert chooses to speak in his/her mother tongue, the expert organization partner will deliver English subtitles. When the expert chooses to speak in English, it will be needed for this tender to consider the subtitle writing. = To be implemented 3-4 videos per module.

[CONTENT TO BE DELIVERED FOR THIS TENDER: 16 in total].

- The interview with the expert will be planned, completing a [template](#) for each interview, and arranged to take place remotely in conjunction with the relevant subcontracting experts. The interview will be recorded online and produced remotely by the audiovisual agency. The audiovisual agency must provide guidelines and guidance to the expert ahead of the interview to ensure the highest quality of video recording. The subcontracted expert will provide any necessary information and graphics to be included in the final video. The final video will be produced by the audiovisual agency with all necessary intro/exit visuals and audio branding, captions (module and topic titles; experts names, organisation and role); accessible subtitles (see further guidelines in section 3 of this document). If required the designated expert subcontracting organisation will deliver the subtitles transcripts in English.

C. **Lessons learnt and take-aways.** An infographic of 1 page (5min reading). = To be implemented 1 for each of the modules and 3 for the Conclusions module.

[CONTENT TO BE DELIVERED FOR THIS TENDER: 9 Take-way documents in total].

- Production of an infographic 1 pager following a template that will be provided [“Take-away Template”](#), based on the content provided by the expert subcontracted organization. (See further guidelines in section 3 of this document).

Time indicated for each action must be considered as approximate; it will be variable according to the different topic addressed.

2.3 Modules and topics included in the tender:

The structure of the Modules, Topics and Subtopics can be found outlined below (along with the allocated subcontracting partner responsible for content development) - the Approaches and Specific key questions/objectives to be addressed for each subtopic are outlined in the [Training Structure spreadsheet](#) column G titled “Key questions - Objectives”.

Note: there is a 10% flexibility with the subtopics that are to be included in the structure. This flexibility will be agreed directly with the subcontracted content delivery organisations and communicated to the audiovisual agency.

MODULE 1: The Smart Cities' Ecosystem -

- A. TOPIC: Module Introduction
- B. TOPIC: Sustainability
- C. TOPIC: The Building blocks of sustainability: SDGs
 - a. SUBTOPIC: UN: The 17 Sustainable Development Goals
- D. TOPIC: Smart Innovation
- E. TOPIC: Green Public Procurement
- F. TOPIC: SMEs
- G. TOPIC: Circular Economy
- H. TOPIC: Products as a Service
- I. TOPIC: Local Economy
- J. TOPIC: Module summary

MODULE 2: The Smart Cities' Ecosystem -

- A. TOPIC: Module Introduction
 - a. Smart Cities introduction
- B. TOPIC: Most Sustainable and Smart Cities
 - . SUBTOPIC: Analysing how sustainable and smart cities are
 - a. SUBTOPIC: Mediterranean Region Case studies
 - b. SUBTOPIC: Global Case studies
- C. TOPIC: Smart Cities' Context
 - . SUBTOPIC: Increasing challenges
 - a. SUBTOPIC: Citizenship demands:
 - b. SUBTOPIC: Digitalization
 - c. SUBTOPIC: Technologies
- D. TOPIC: Resilient Ecosystems - the complex fabric of a thriving city
 - . SUBTOPIC: Complexity
 - a. SUBTOPIC: The core principles of ecosystems
 - b. SUBTOPIC: City
 - c. SUBTOPIC: Green
 - d. SUBTOPIC: Interconnection
 - e. SUBTOPIC: Instrumentation
 - f. SUBTOPIC: Integration
 - g. SUBTOPIC: Applications
- E. TOPIC: Innovation ecosystems
 - a. SUBTOPIC: Innovation
 - b. SUBTOPIC: Innovation ecosystem
- F. TOPIC: Smart Economy (Optative according to SME sector)

1. SUBTOPIC: Tourism
2. SUBTOPIC: Commerce and business
3. SUBTOPIC: Innovation ecosystem
4. SUBTOPIC: Employment and entrepreneurship
5. SUBTOPIC: Finance
6. SUBTOPIC: Green Procurement
7. SUBTOPIC: Sharing economy
8. SUBTOPIC: Blockchain

G. TOPIC :Smart People (Optative according to SME sector)

1. SUBTOPIC: Citizenship
2. SUBTOPIC: Digital inclusion
3. SUBTOPIC: Gender equality
4. SUBTOPIC: Children & young adults
5. SUBTOPIC: Older adults

H. TOPIC: Smart Mobility (Optative according to SME sector)

- . SUBTOPIC: Accessibility
- a. SUBTOPIC: Walking and cycling (Active Travel)
- b. SUBTOPIC: Public Transport & Transport infrastructure
- c. SUBTOPIC: Connectivity
- d. SUBTOPIC: Parking
- e. SUBTOPIC: Sustainable mobility (carbon reduction)
- f. SUBTOPIC: E-mobility
- g. SUBTOPIC: Mobility as a service (MaaS)
- I. TOPIC: Smart Environment (Optative according to SME sector)

- . SUBTOPIC: Urban environment
- a. SUBTOPIC: Climate resilience
- b. SUBTOPIC: Waste Management
- c. SUBTOPIC: Energy & Smart grids
- d. SUBTOPIC: Water
- e. SUBTOPIC: Air quality
- f. SUBTOPIC: Lighting
- g. SUBTOPIC: Urban green infrastructure
- J. TOPIC: Smart Governance (Optative according to SME sector)

- . SUBTOPIC: Geographic information Systems (GIS)
- a. SUBTOPIC: Digital administration
- b. SUBTOPIC: Strategic planning
- c. SUBTOPIC: Transparency
- d. SUBTOPIC: Participation/ Citizen engagement
- e. SUBTOPIC: Legal
- K. TOPIC: Smart Living (Optative according to SME sector)

- . SUBTOPIC: Health
- a. SUBTOPIC: Education
- b. SUBTOPIC: Culture and entertainment
- c. SUBTOPIC: Placemaking / Social Affairs
- d. SUBTOPIC: Safety and emergencies
- e. SUBTOPIC: Equity
- f. SUBTOPIC: Urbanism and housing
- g. SUBTOPIC: Green building
- h. SUBTOPIC: Public planning, infrastructure and urban equipment

- L. TOPIC: Measuring how smart a city is
 - . SUBTOPIC: Different measuring techniques and indices
 - a. SUBTOPIC: Measuring smartness as an element of sustainability
- M. TOPIC: Smart Cities' Critique
 - . Overview of weaknesses of smart city approaches
 - a. Manipulation
 - b. Restrictions for smaller cities
 - c. Big companies / Corporations
 - d. Privacy/ transparency
- N. TOPIC: Module summary

MODULE 3: Enabling Technologies -

- A. TOPIC: Module introduction
- B. TOPIC: Artificial Intelligence
- C. TOPIC: IoT
- D. TOPIC: Renewable energy
- E. TOPIC: Blockchain
- F. TOPIC: Data Analytics: big data, thick data (people/ideas) and quality/quantity
- G. TOPIC: Virtual Reality technology
- H. TOPIC: Fintech
- I. TOPIC: Self sufficient technologies
- J. TOPIC: Green buildings
- K. TOPIC: Biophilic design / Ecological design - supporting local nature and biodiversity
- L. TOPIC: Food tech & Smart Urban Agriculture
- M. TOPIC: Module summary

MODULE 4: Working with cities

- A. TOPIC: Module introduction
- B. TOPIC: Cities and their needs
 - a. SUBTOPIC: Types of cities
 - b. SUBTOPIC: Inside cities
 - c. SUBTOPIC: Main social, economic & environmental features
 - d. SUBTOPIC: Application Areas that Meet City Needs
 - e. SUBTOPIC: Bridging the Knowledge Gaps
 - f. SUBTOPIC: Services to cities
 - g. SUBTOPIC: Services to the attention of and relationship with the citizen
- C. TOPIC: Smart Cities solution development
 - a. SUBTOPIC: Strategic analysis (production capacity, identification of possible alliances & answer to the demand needs).
 - b. SUBTOPIC: Adopting True Ecosystem Thinking, Bio-inspiration
- D. TOPIC: Cities' planning stages
 1. SUBTOPIC: Strategic planning
 2. SUBTOPIC: Public services evaluation
 3. SUBTOPIC: Roadmap
 4. SUBTOPIC: Public services integration
 5. SUBTOPIC: The Sustainable Development Checklist
 6. SUBTOPIC: Life Cycle Cost and Waste Reduction
 7. Engaging in the Circular Economy

- E. TOPIC: Legal framework
 - . SUBTOPIC: Regulations, norms, rules & policies
- F. TOPIC: Market studies
 - . SUBTOPIC: Identified opportunities
- G. TOPIC: Procurement, Grants and Financial resources
 - . SUBTOPIC: Procurement Processes and Criteria
 - a. SUBTOPIC: Green Public Procurement
 - b. SUBTOPIC: Smart innovation procurement
 - c. SUBTOPIC: Procurement initiated by Municipalities
 - d. SUBTOPIC: Procurement initiated by Regions
 - e. SUBTOPIC: Piloting and Forward-Commitment Procurement
 - f. SUBTOPIC: Innovation events
 - g. SUBTOPIC: Increase Procurement Participation and Success: Recommendations for SMEs
 - h. SUBTOPIC: Current SME Procurement process in European Countries
 - i. SUBTOPIC: Grants
 - j. SUBTOPIC: Financial resources
- H. TOPIC: Existing Municipality services for SMEs
 - . SUBTOPIC: Municipal innovation districts
 - a. SUBTOPIC: Shared workspaces and innovation centres
 - b. SUBTOPIC: Accelerator programs
 - c. SUBTOPIC: Competitions and Hackathons
 - d. SUBTOPIC: Events and exhibitions
 - e. SUBTOPIC: Standards, eco-labels and green award criteria
- I. TOPIC: Opportunity identification
 - . SUBTOPIC: Tender repositories, subscription to supplier pools, information transparency
- J. TOPIC: Module summary

MODULE 5: Smart Market, Internationalisation and Growth

- A. TOPIC: Module introduction
- B. TOPIC: Chain value
 - a. SUBTOPIC: Connectivity
 - b. SUBTOPIC: Data generation
 - c. SUBTOPIC: Data collection
 - d. SUBTOPIC: Data analysis and management
 - e. SUBTOPIC: Integration of sector information
 - f. SUBTOPIC: Support and advice
 - g. SUBTOPIC: Promotion and boost
- C. TOPIC: Clusters & Networking
 - . SUBTOPIC: Networking opportunities and matchmaking
 - a. SUBTOPIC: Clustering - collaboration to create a winning synergy
 - b. SUBTOPIC: Mediterranean cities' needs, challenges and barriers
- D. TOPIC: Business model & startup innovation
 - . SUBTOPIC: Business model canvas and business plan
 - a. SUBTOPIC: Innovation
 - b. SUBTOPIC: Scalability
 - c. SUBTOPIC: Internationalisation process and opening new markets

- E. TOPIC: Target audiences
 - . SUBTOPIC: Stakeholder management
- a. SUBTOPIC: Clients
- F. TOPIC: The product
 - . SUBTOPIC: Minimum Viable product
- G. TOPIC: Selling and market place
 - . SUBTOPIC: Sales channels
- a. SUBTOPIC: Marketplace process
- b. SUBTOPIC: Pitching and selling skills
- H. TOPIC: Communication and public affairs
 - . SUBTOPIC: Communication and marketing
- a. SUBTOPIC: Approaching the city as a client
- I. TOPIC: Leadership
 - . SUBTOPIC: Strategic alliances
- a. SUBTOPIC: Recruitment
- b. SUBTOPIC: Growth process
- J. TOPIC: Partnerships
 - . SUBTOPIC: Role of partnerships in winning bigger contracts
- a. SUBTOPIC: Partner identification
- b. SUBTOPIC: How to collaborate
- K. TOPIC: Management and finance
 - . SUBTOPIC: Income, costs and breakeven
- a. SUBTOPIC: Funding streams
- L. TOPIC: Risk diversification
 - . SUBTOPIC: Risk
- a. SUBTOPIC: Client-product-market fit
- b. SUBTOPIC: Diversification
- M. TOPIC: Standardisation
 - . SUBTOPIC: Standards
- a. SUBTOPIC: Excellences
- N. TOPIC: Competitors
 - . SUBTOPIC: Benchmark
- a. SUBTOPIC: Competitiveness
- O. TOPIC: Module summary

MODULE 6: Smart entrepreneur success stories -

- A. TOPIC: Module introduction
- B. TOPIC: Case studies from 12 Smart City SMEs
- C. TOPIC: Module summary

FINAL CONCLUSIONS -

- A. TOPIC: Main cities' challenges
- B. TOPIC: Main business opportunities
- C. TOPIC: Final roadmap

2.4. Guidelines for audiovisual agency:

1. Consistency of formatting - all audiovisual and document content must follow a consistent style and formatting to be agreed by the SME4SMARTCITIES project partners.
2. Consistency of brand - ensure that all videos and documents created must be in line with the SME4SMARTCITIES Communication guidelines.
3. Accessibility of content - ensure that the video visuals, sound and subtitles are produced to ensure they are accessible and inclusive for participants. Ensuring that videos are clear; well lit; sound is audible to a high standard; and subtitles are legible and produced using white text on black background. Infographics should be easily understandable and using clear language. The official language of all the training is English, so the subtitles and texts should be in English.
4. Technical format guidelines - video content produced should be provided in MP4 file format and editing files in the format freely elected; whilst the final infographic documents should be provided in pdf and original design format.

In case any further graphic decisions have to be made, they should always respect the existing graphic outline and an Annex for this must be provided.

SPECIFIC SPECIFICATIONS (ANNEX I)

HIRING AN EXTERNAL CONSULTANT FOR COMMUNICATION ACTIVITIES FOR THE DEVELOPMENT OF THE PROJECT SME4SMARTCITIES

Mediterranean SMEs working together to make cities smarter.

ACTIVITIES

The work will be carried out in accordance with current legal provisions, following the communication plan (available for consultation), the grant agreement (available for consultation), as well as the European regulations governing the ENI CBC MED Program.

Malaga, 10 July 2021

Álvaro Simon de Blas

Managing Director

BIC Euronova, SA