



SOUTHEAST EUROPEAN LAW ENFORCEMENT CENTER
SELEC

SLCS-052 -S

Bucharest, February 19th 2019

TENDER SPECIFICATIONS
SOCIAL MEDIA AWARENESS CAMPAIGN
PROJECT FAIT- FIGHT AGAINST ILLEGAL TRADE

1. Introduction

The contracting authority is the SOUTHEAST EUROPEAN LAW ENFORCEMENT CENTER (SELEC), a law enforcement international organization located in Bucharest 13 September Avenue, No. 1-5, Palace of Parliament, 10th Floor, 050711, Romania, Phone: +40.21.303 6009, Fax: +40.21.303 6077.

SELEC has the intention to contract a specialized advertisement company for drafting, preparing and implementing social media awareness campaign against smuggling of cigarettes, which among other things, will present the potential risks for/faced by the consumers.

The tender procedure will be concluded with the signing of a contract. The contract creates legal binding obligations on the contracting parties at the time of its signature.

The procedure is part of the implementation of the project FAIT – Fight against illegal trade, project financed by PMI IMPACT – *a global grant initiative by Philip Morris International to support projects dedicated to fighting illegal trade and related crimes.*

2. Subject of the tender

The object of the tender is to contract a specialized company that has the capacity of drafting, preparing, implementing a social media awareness campaign against smuggling of cigarettes in three SELEC Member States, namely in Republic of Turkey, Hellenic Republic and Romania, campaigns that will have a very strong regional impact, resulting in a decrease in number of cigarettes smuggled into EU via SELEC region.

3. Duration

The related activities to be conducted for the social media awareness campaign shall start as soon as possible and shall be finalized *until 1st of October 2019.*

4. Technical Specifications

The tenderer has to be a specialized company which is able to cover all aspects and processes related to the tender, from providing consultancy, carefully monitoring performance and adjust strategy if needed, to the effective implementation of the social

media awareness campaigns, including producing/creating campaign materials, video products, promotion across all social media accounts, both in English and in the language of the countries subject of the awareness campaign.

The company has to prove its experience and capacity to conduct such awareness campaign in the 3 targeted countries by presenting its portfolio and the relevant CVs of its personnel that envisages to be involved in this project.

Also, the integrity of the company shall be taken into consideration in the assessment.

Previous experience in cooperating with a law enforcement institution and conducting such awareness campaign shall constitute an advantage.

5. Financial matters

The tender shall be concluded with the signature of a contract, duly signed and dated by the parties.

The value for the contracted services is maximum 100,000 USD* (without VAT).

The payments shall be determined in the contract to be concluded with the awarded tenderer.

Prices must be expressed in USD, firm and not subject to revision during the duration of the tender and during the implementation of the contract.

*Please be informed that SELEC has the status of a diplomatic mission and is VAT exempted on the territory of Romania.

6. Costs for the tender

Costs incurred in preparing and submitting tenders are borne by the tenderers and shall not be reimbursed by SELEC.

7. Presentation of tenders

7.1 The **technical offer** shall consist in a draft strategy as regards the objective of the awareness campaigns and how it's going to be implemented (by milestones), the portfolio of the company proving the capacity to conduct this awareness campaign in the targeted countries, and the CV/(s) of the specialists that will work at the project.

This technical offer shall include, among others, the following activities:

- the proposed strategy (including the consultancy, strategic, communication, marketing, management, media and creation components)
- the calendar of activities
- type of resources allocated per phase
- measurable periodical assessment reports, a/o.

The evaluation of the results of each wave that is part of the social media campaigns, as well as the final evaluation, shall be done by an independent evaluator. Based on the periodical evaluation, the campaign may need to be re-adjusted accordingly.

The target of the awareness campaign: regional impact - decrease in number of cigarettes smuggled into EU via SELEC region.

The focus group: consumers. The specifications about the targeted consumers shall be jointly defined by the awarded tenderer together with SELEC.

7.2 The provided **Financial Form** to be filled in by the tenderer (enclosed) may not be altered in any way. For the appraisal of tenderers' financial and economic standing, technical and professional competences, the applicants must provide all the documents referred to in the Financial Form.

7.3 Submission of a tender implies that the tenderer:

- Accepts all the terms and conditions from tender specifications;
- Waives its own terms and conditions.

8. Selection criteria

8.1 The tenderers must comply with the following minimum requirements:

- possess materials reflecting the main scope of activity in accordance with the profile of the proposed project;
- present documents related to conditions of certifying the quality for their own activity of planning / implementation;
- have an annual minimal turnover which supports the financial sustainability of the project;
- remain free of debts towards the state fiscal authorities for previous fiscal years;
- comply with the technical requirements provided for in the documents of the tender.

8.2 All the documents of the tender have to be in English, dated, signed and stamped.

8.3 The selection shall be based on the technical compatibility and the best price.

8.4 Applications received after the deadline, incomplete, unsigned and unstamped, in other language than English will be disqualified.

8.5 The Company that implements the awareness campaign cannot be the same that evaluates it, this being a case of incompatibility.

9. Miscellaneous

9.1 The Service Provider (and its subcontractors, if any) has to declare that it doesn't have responsibilities involving giving advice or regulation or decision-making in connection with the business and affairs of PMI and its Affiliates.

9.2 All data collected for the purpose of the selection procedure shall only be used within this specific context.

9.3 The evaluation of the impact of the media campaigns and the efficiency of transmitting the message shall be assessed and validated by SELEC.

9.4 The results of the tender shall be communicated to all bidders that have sent offers.

10. Documents to be submitted by e-mail:

- Technical offer, in English, dated, signed and stamped, accompanied by the draft strategy;
- Financial offer, in English, dated, signed and stamped, accompanied with all the documents mentioned to be provided;
- CVs of the experts to be involved in the project, in English ;
- Portfolio (and, if available 2 references);
- ISO certificate/s;
- Declaration (as mentioned above at 9.1) - dated, signed and stamped.

Important note for e-mail submissions:

Please mention in the subject line “Social media awareness campaign”.

Our system will not accept e-mails that have more than 10 MB. If required, segregate your e-mails to accommodate e-mail data restrictions. For segregated e-mails please use sequence of emails like E-mail 1, E-mail 2, etc in the subject line.

For attachment purposes please only use MS Word, Excel, Power Point, jpeg and PDF formats.

The offers, in English, should be sent to SELEC until **19 of March 2019** (COB), at e-mail address: secretariat@selec.org

Should you require any further information, please contact SELEC at telephone no. +40.21.303.6009, or by e-mail at the following address: secretariat@selec.org.