

APPENDIX 1

Terms of Reference

Procurement of services of added-value communication services EMSO ERIC

EMSO ERIC

August 30th 2019

Introduction

The present document Appendix 1, is integral part of the Tender instructions document, related to the provision of added-value communication services for EMSO ERIC.

Tenders shall be submitted to email address by September 16th, 2019 noon CET. Only one tender will be accepted from each candidate.

Event	Deadline
Invitation to tender sent	August 30 th , 2019
Tender submission deadline	September 16 th , 2019 by 12.00 midday (CET)
Opening of tenders ¹	September 17 th , 2019
Candidate selection	September 17 th , 2019
Start of work	September 20 th , 2019

Scope

The purpose of this Call for proposal is to provide added-value communication services to EMSO ERIC. The contractor shall conceptualize, develop and provide the hereby described services, including four major components:

1. Developing a communication plan;
2. Coaching and training a selected resource from EMSO ERIC for the execution of the plan;
3. Supporting and promoting EMSO ERIC for its participation to events where EMSO ERIC has a leading role;
4. Supporting and promoting EMSO ERIC for its participation to events where it does not have a leading role.

Period of performance

The period of performance of the work required is expected to start on September 20th 2019 and ends no later than June 30th, 2020. The period of performance may be extended for an additional 6 months, ending no later than December 31st, 2020.

Place of performance

The place of performance of the work will be at the contractor's premises and otherwise as specified in the description of the services offered.

If additional travelling is required by EMSO ERIC, beyond the travelling included in the services offer, then the travel and accommodation costs are to be supported by EMSO ERIC.

A presentation of the communication plan and of the preliminary results of the remaining communication services agreed upon shall take place in November 2019 (to be scheduled), in a face-to-face meeting at EMSO ERIC's headquarters in Rome.

Work requirements

The contractor shall carry out the following:

Task 1: Development of EMSO ERIC Communication Plan. The contractor shall develop a communication plan, which shall aim to support the planning of the communication activities for the period 2020 - 2022 and help the organization in achieving its strategic objectives. The draft communication plan (to be delivered in a PPT) shall be presented to EMSO ERIC in November 2019 and will include a minimum of 30 slides covering the following items:

- a. The situation analysis
- b. The key challenges
- c. The recipients analysis
- d. The other ERICs approaches analysis
- e. The Plan objectives
- f. The Communication Plan Strategy

- g. The position statements
- h. The cost assumptions
- i. The implementation Plan
- j. The expected metrics
- k. The time frame

Deliverable 1: Communication plan final version. (Deadline: December 15th, 2019)

Task 2: Coaching and advice of an EMSO ERIC selected resource. To put the plan in practice and in order to collect relevant information about EMSO ERIC the contractor shall coach and train a member of EMSO ERIC's staff. The coaching may take place at the contractors' offices. It is foreseen that the contractor will allocate a minimum of 35h of advice on science and technology communication activities related to the plan until December 2019.

Deliverable 2: Coaching activity. (Deadline: December 31st, 2019)

Task 3: Supporting and promoting EMSO ERIC during its participation in one event where EMSO ERIC will have a leading role. The contractor shall provide a service package within the budget defined by EMSO ERIC. This service package shall include all the necessary elements to maximize EMSO ERIC's visibility and communication to stakeholders related to the event.

Deliverable 3: Premium event promotion service package Report including a minimum of 6 items from the science & technology communication package (below)

1. Development of a press release before the event
2. Dissemination of client's social media content related to the event (from 1 month before to 1 month after the event) through the service provider social media channels (i.e. reposting, retweeting)
3. Design of gifts to be distributed
4. Slideshow for the breaks
5. PowerPoint template

6. Small brochure design (printing not included)
7. Development of a press release after the event
8. Development of a dedicated roll-up or banner for the event (printing included)
9. Invitation design and preparation
10. Contact the press and media, disseminate the event and encourage them to cover it

Task 4: Supporting and promoting EMSO ERIC during its participation in one event where EMSO ERIC will not have a leading role. The contractor shall provide a service package within the budget defined by EMSO ERIC. This service package shall include all the necessary elements to maximize EMSO ERIC's involvement in the event.

Deliverable 4: Standard event promotion service package Report including a minimum of 3 items from the science & technology communication package (below)

1. Development of a press release before the event
2. Dissemination of client's social media content related to the event (from 1 month before to 1 month after the event) through the service provider social media channels (i.e. reposting, retweeting)
3. Design of gifts to be distributed
4. Slideshow for the breaks
5. PowerPoint template
6. Small brochure design (printing not included)
7. Development of a press release after the event
8. Development of a dedicated roll-up or banner for the event (printing included)
9. Invitation design and preparation
10. Contact the press and media, disseminate the event and encourage them to cover it

Schedule

The following milestones are set for the work required:

- (M1) Contract signature
- (M2) Draft communication plan delivered
- (M3) Coaching activity delivered
- (M4) Premium event promotion service package delivered
- (M5) Standard event promotion service package delivered

Acceptance criteria

The work performed by the contractor will be accepted if the content has been duly requested and delivered according to EMSO ERIC technical specifications

Budget and payment plan

The maximum budget available for tasks 1 and 2 is of 3,000 euros (VAT excluded).

The maximum budget available for task 3 is of 5,000 euros (VAT excluded).

The maximum budget available for task 4 is of 2,500 euros (VAT excluded).

The payments to the contractor will be performed as follows:

- (M1) Contract signature [50% of the cost of tasks 1 and 2]
- (M2) Draft communication plan delivered [30% of the cost of tasks 1 and 2]
- (M3) Coaching activity delivered [20% of the cost of tasks 1 and 2]
- (M4) Premium event promotion service package delivered
 - Premium event promotion service package start [50% of the cost of task 3]
 - Premium event promotion service package end [50% of the cost of task 3]
- (M5) Standard event promotion service package delivered
 - Standard event promotion service package start [50% of the cost of task 4]
 - Standard event promotion service package end [50% of the cost of task 4]

Other requirements

The working language will be English. All deliverables shall be provided in English.

All the data, information and documents shared by EMSO ERIC with the contractor, during the performance of the work, will be treated as confidential, and cannot be disclosed to third parties without the explicit consent of EMSO ERIC.