

Project Code: PGI06169

Project Acronym: PLASTEKO

No. IntEU-PL-T-r-02/24.10.2019

TO

Whomever it may concern

Invitation to Tender

Dear Sirs,

Within the activities of the EU funded project "Supporting the clean energy transition of coal-intensive EU regions", PGI05587, under the **INTERREG EUROPE** programme, we invite you to submit a tender related to the following activities with CPV code 79420000-4:

- **B1.1 "Fine-tuning of the communication strategy"**
- **B2.1 "Development/adaptation and updating of the project's online and electronic resources"**
- **B2.2 "Development of electronic newsletters, poster, brochure and press releases"**
- **B3.1 "Coordination of online and social media campaigns"**

The **Stara Zagora Regional Economic Development Agency (SZREDA)**, Stara Zagora, Bulgaria, intends to award a **contract for services** supporting its role as a partner and Communication Manager in the PLASTEKO project with regards to the above mentioned activities.

DESCRIPTION OF ACTIVITIES B1.1, B2.1, B2.2 & B3.1

In the framework of the PLASTEKO Activities B1.1, B2.1, B2.2 & B3.1 "Stara Zagora Regional Economic Development Agency" (SZREDA) will prepare, fine-tune and deliver a communication plan (Activity B1.1) which defines the communication strategy and actions to be carried out throughout the duration of the PLASTEKO project. The main aim of the communication plan is to ensure the diffusion of results and the participation of stakeholders and 3rd parties in project activities.

Activity B2.1 "Development/adaptation and updating of the project's online and electronic resources" includes the development and updates of the project's website, social media profiles, ensuring they fulfill the communication plan requirements.

Activity B2.2 "Development of electronic newsletters, poster, brochure and press releases" includes



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the development and following updates, according to the project guidelines, of the project poster, brochure, and e-newsletter.

Activity B3.1 “Online/social media campaign”, includes the implementation of online/social media campaigns to reach their target groups, via e-mail (for those having consented) & social media.

SERVICES TO BE PROVIDED BY THE TENDERER

Within the context of activities B1.1, B2.1, B2.2 & B3.1 SZREDA intends to award a contract for services supporting its role in the preparation of the following deliverable:

1 Activity B1.1

- Development of overall communication strategy
- Definition of dissemination channels for the project outcomes
- Definition of the necessary actions to disseminate the project outcomes
- Definition of monitoring processes and tools for the dissemination strategy and outcomes of PLASTEKO project.
- Allocation of work to the PLASTEKO partners in accordance with their skills and competences in order to achieve the aims of the communications plan.
- Drafting of the communication plan.

2 Activity B2.1

- Develop and update the content of the PLASTEKO website which will be hosted obligatorily in the INTERREG Europe Programme web platform.
- Develop the PLASTEKO project’s social media pages, and make posts at least once per month and when significant parts of the PLASTEKO activities have been completed by partners. Include in the social media pages links to the PLASTEKO website.
- Test and fine-tune PLASTEKO social media pages to make sure that they can fulfil the requirements of the communications plan (PLASTEKO activity B1.1).

3 Activity B2.2

- Select images and develop a short project description to create the PLASTEKO poster, following the guidelines and the templates provided by the INTERREG Europe programme.
- Design and draft in electronic form one PLASTEKO brochure in English. Provide updated versions of the brochure in electronic form if necessary due to significant changes in the consortium and/or workplan of PLASTEKO.
- Prepare and draft one PLASTEKO e-newsletter in English for each of the first six semesters of the project. The tenderer will prepare and draft in total six e-newsletters in English.
- Develop guidelines for press releases, to be distributed to project partners.

4 Activity B3.1

- Define target groups and launch a campaign based on the goal, strategy, objectives and tactic to be followed (according to the communication plan).
- Implement a combination of actions within different social media to increase awareness and reach more effectively the target groups.
- Disseminate project activities and results, focusing on the conclusions of A1.1-3 studies, as well as on A3.1-A3.3 interregional workshops to attract participants and diffuse the corresponding results and policy conclusions.

The official language of the PLASTEKO partnership is English and therefore all the above mentioned services will be developed and delivered in the English Language, including the website and social media content and posts. Similarly, posts made by the tenderer will be in English. Each PLASTEKO partner will be able to make posts in own PLASTEKO social media page in their own language.

The date of final delivery of the deliverables related to this tender are presented below, provided that all relevant other project deliverables needed for the effective completion of the subject of the current tender will have been made timely available by respective project partners.

PLASTEKO activity	Service	Delivery Date
B1.1	PLASTEKO communication plan	15 th November 2019
B2.2	PLASTEKO brochure	15 th November 2019
B2.2	PLASTEKO poster	15 th November 2019
B2.2	PLASTEKO 1 st e-newsletter	15 th November 2019
B2.1	Development of PLASTEKO social media pages	30 th November 2019
B2.1	Development of PLASTEKO website content	30 th November 2019
B3.1	Coordination of 1 st online campaign	30 th January 2020
B2.1	Updating the project's website (at least once per semester)	Ongoing
B2.1	Updating PLASTEKO social media pages (1 per month)	Ongoing
B2.2	PLASTEKO 2 nd e-newsletter	30 th May 2020
B3.1	Coordination of 2 nd online campaign	31 st July 2020
B2.2	PLASTEKO 3 rd e-newsletter	30 th November 2020
B3.1	Coordination of 3 rd online campaign	30 th January 2021
B2.2	PLASTEKO 4 th e-newsletter	30 th May 2021
B3.1	Coordination of 4 th online campaign	31 st July 2021

PLASTEKO activity	Service	Delivery Date
B2.2	PLASTEKO 5 th e-newsletter	30 th November 2021
B3.1	Coordination of 5 th online campaign	30 th January 2022
B2.2	PLASTEKO 6 th e-newsletter	30 th May 2022
B3.1	Coordination of 6 th online campaign	31 st July 2022

The tender must be prepared in English language and sent to SZREDA electronically to the following email rgrozeva@szeda.eu by **Monday 4th November 2019**. There is no specific form to fill-in for the tender's submission.

All services offered under the current invitation to tender shall be quoted in Euro including Value-Added Tax (VAT). The total available budget for the services to be offered by the successful tenderer should not exceed **11.500€** of net value.

Kind regards,
Dr. Rumyana Grozeva
Executive Director

Rumyana
Stefanova
Grozeva

Digitally signed by
Rumyana Stefanova
Grozeva
Date: 2019.10.24
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