

# Annex 1

## Technical annex

Part of the  
**Call for proposal for communication services in the field of projects:  
FETRIC, ETRERA\_2020, frontierCities, ERECI**

### Disclaimer

*The sole responsibility for the content of this pages lies with the authors. It does not necessarily reflect the opinion of the European Communities. The European Commission is not responsible for any use that may be made of the information contained therein.*

Messina, 29 September 2015

## 1) Rationale

Innova BIC s.r.l. is in charge of the communication activities of the following international projects:

- Project FETRIC financed within the 7 Framework Programme of the EU
- Project ETRERA\_2020 financed within the 7 Framework Programme of the EU
- Project frontierCities financed within the 7 Framework Programme of the EU
- Project ERECI, financed by the RDI programme of Egypt (<http://www.rdi.eg.net/> for more info)

In order to perform the communication activities Innova BIC has assigned, in the period 2013 and 2014, four sub-contracts to a communication agency based in Palermo (IT). The communication agency had the task to develop the visual identity & logo, the website, some communication materials and some videos related to the different projects.

Due to cause of *force majeure*, Innova BIC is resolving the contracts with the abovementioned communication agency.

This tender aims to select a communication company able to continue the remaining work that the previous communication company could not fulfill.

Copy of the materials already developed are available on the following websites:

- Project FETRIC: [www.fetric.eu](http://www.fetric.eu)
- Project ETRERA\_2020: [www.etrera2020.eu](http://www.etrera2020.eu)
- Project frontierCities: [www.fi-frontiercities.eu](http://www.fi-frontiercities.eu)
- Project ERECI: [www.ereci.eu](http://www.ereci.eu)

Innova BIC will deliver to the selected communication agency the materials already developed in high definition to carry on the work.

## 2) Projects' Description

A brief description of each project, aim, target audience and activities can be deduced by visiting the above listed websites.

As general information the four-projects aim to tackle the following target groups:

- ✓ National and International scientific community mainly interested (not only) by the theme of the project
- ✓ Public authorities and policy makers. Communication and Dissemination activities will target political authorities at different level (Mediterranean Partner Countries and international) in order to address national and regional strategies as well as project results dissemination.
- ✓ Intermediary supporting organisations. Communication and Dissemination activities will target Intermediary supporting organisations working in the field of technology transfer and innovation process) in order to address innovation strategies as well as project results dissemination, and involvement in the project as multiplier.
- ✓ Industrial associations. Communication and Dissemination activities will target business community acting in the field of energy, water and food.

### 3) Services specification

Innova BIC is in charge of identifying, on the basis of best value for money, a service supplier for the following category of services, which have to be indicated in one single offer (Annex3)

#### 3.a) Project FETRIC

- A. At least 1 Video in HD: montage of two minutes of videos and photos with music, subtitles and speaker. Montage of 1 video in low definition starting from videos, images provide by Innova BIC.
- B. Creativity for print based media:

Kind of output	N° of different set	Support	Language	Delivery period
Digital postcards	4 sets	Electronic format	English	First set December 2015
Project leaflets (a four-sided A4 flyer) other format can be proposed by the service provider	1 different set	Electronic and Printed	English	May 2016
Banners	5 sets	Printed format	English	May 2016
Project products	3 kinds of catalogues and handbook	Electronic and Printed Format (20-30 pages) per catalogue	English	March 2016

The service provider will have to establish contact with the Tunisian project partner and with its press agency in order forward to second the necessary file for the printing.

The cost of printing materials will be in charge of the Tunisian Coordinator Ministry of Higher Education and Scientific research of Tunisia.

#### 3.b) Project ETRERA\_2020

- A. Creativity for print based media:

Kind of output	N° of different set	Support	Language	Delivery period
Digital postcards	2 sets	Electronic format	English	1 set mid October 2015,

				2° set December 2015
Banners	6 sets	Printed format	English	April 2016
Conference announcement	1 set	Electronic A4	English	mid October 2015
Project products	1 book of abstract and image for 3 kinds of gadgets  6 kinds of catalogues/hand book	Electronic and Printed Format	English	April 2016

B. 1 Video in HD: montage of two minutes of videos and photos with music, subtitles and speaker.

Delivery date: June 2016

The cost of printing materials will be in charge of Innova BIC.

### 3.c) *Project frontierCities*

A. Creativity and printing for print based media :

Kind of output	N° of different set	Support and copies	Language	Delivery period
Digital postcards/web post	4 set	Electronic format	English	1° set beginning of November 2015  2° set December 2015
Project leaflets (a four-sided A4 flyer) other format can be proposed by the service provider	1 set	Electronic and Printed  4000 copies	English	By the October 16th 2015
Banners	1 set	Printed format (200X100 cm)	English	February 2016

Conference announcement	1 set.	Electronic A4	English	Mid January 2016
Grantees book/Press Book	1 set	Electronic and Printed Format -80-100 pages. 500 copies	English	April 2016

#### B. Videos:

1 HD video: production and montage of around 2/3 minutes of HD video using graphic design elements or video and photos with music, subtitles and speaker;

1 video in low definition with montage of 2/3 minutes of videos and photos with music, subtitles and speaker.

The videos must be hosted and tagged on social media such as YouTube, Facebook, etc. and showed also on the website. The quality of the video cannot be lower than the one displayed here: <http://www.etrera2020.eu/>

All the frontierCities Communication materials must be coordinated also with the FI-WARE visual identity see: <http://www.fi-ware.org/>

The cost of printing materials will be in charge of the service provider.

### 3.d) Project ERECI

#### A. Cluster logo

B. At least 3 Videos in HD: montage of 2 minutes of videos and photos with music, subtitles and speaker. The videos must be hosted and tagged on website such as YouTube, Facebook, etc. and showed also on the website.

#### C. Creativity for print based media:

Kind of output	N° of different set	Support	Language	Delivery period
Digital postcards	3 sets	Electronic format	English	1 set November 2015 2 sets Mid April 2016
Banners	4 sets	Printed format (200X100 cm)	English	Mid April 2016
Project posters	3 different sets	Electronic and Printed Format (100X70 cm)	English	1 set December 2015 2 sets Mid March 2016

Image of the project for to be published in the Egyptian newspaper	4 sets	Electronic	2 in English 2 in Arabic	2 sets Mid December 2015  2 sets Mid April 2016
--	--------	------------	-----------------------------	---

The service provider will have to establish contact with the Egyptian project partner and with its press agency in order forward to second the necessary file for the printing.

The cost of printing materials will be in charge of the Egyptian coordinator University of Cairo.

The above mentioned quantity and typology of output could be modified according to Innova BIC necessity; therefore the service provider signing the contract accepts this possibility. More other service (at the same price) will be welcome. The presence in the supply of incremental services/copies will be reflected in the evaluation.

The service provider must assure a continuous flow of information with Innova BIC staff, in charge of the project and of the supervision of the service provider activities.

The service provider could be requested to provide technical advice for the maintenance of the following websites:

- Project FETRIC: [www.fetric.eu](http://www.fetric.eu)
- Project ETRERA\_2020: [www.etrera2020.eu](http://www.etrera2020.eu)
- Project ERECI: [www.ereci.eu](http://www.ereci.eu).

#### 4) Price for services and terms of payment

The maximum price (plus VAT) for project will be:

Project	Total budget in euros	1 <sup>st</sup> year	2 <sup>nd</sup> year
FETRIC:	2,532,70	10%	90%
ETRERA_2020:	1,932,72	15%	85%
frontierCities:	10,891,20	50%	50%
ERECI: activities A and C	818,00	50%	50%
ERECI: activity B	6,000,00	40%	60%
<b>Total</b>	<b>22,174,62</b>		

#### 5) Confidentiality

All documents presented by the tender's beneficiary during its activity become the property of Innova BIC and its project partners.

## 6) Information

For information it is possible to contact Alberto Soraci at the following e-mail address:  
[bic@innovabic.it](mailto:bic@innovabic.it)

### Important notice

Any costs incurred, in preparation and submission of this tender, in response to this invitation to tender must be borne by tender's applicants

Submission of a tender implies, on the part of the tender's applicant, acceptance of all the terms and conditions set out in this invitation to tender.

The tender must be signed by the tender's applicant or his duly authorized representative.

The duration of the tasks shall not exceed **12 months** from the date of signature of the contract.