

Agency for Support for BEREC

Call for tenders BEREC/2020/10/OT

Provision of services in support of communications activities

Open procedure

TENDER SPECIFICATIONS

Part 2: Technical specifications

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1. DESCRIPTION: WHAT DO WE WANT TO BUY THROUGH THIS CALL FOR TENDERS?

The services and supplies that are the subject of this call for tender, including any minimum requirements, are described in detail in the document *Tender specifications – part 2: Technical specifications*, hereafter referred to as *Technical specifications*.

Variants (alternatives to the model solution described in the tender specifications) are not allowed. The *Contracting authority* will disregard any variants described in a tender.

1.1. Background and objectives

BEREC and the Agency for Support for BEREC (the ‘BEREC Office’) was established by Regulation (EU) No 2018/1971¹, replacing the previous Regulation (EC) No 1211/2009. The BEREC Office is established as a body of the Union. BEREC advises the European Commission (the ‘Commission’) and the National Regulatory Authorities (‘NRAs’) with primary responsibility for overseeing the day-to-day operation of the markets for electronic communications networks and services, and assists the European Parliament and the Council, on issues related to the application of the EU regulatory framework for electronic communications. BEREC, in particular, has to enhance fair competition and consistency of the regulation in the internal market for electronic communications by providing expert advice on market definitions, analysis and remedies, definition of trans-national markets, cross-border disputes, numbering issues and others. Despite its important role, BEREC has no legal personality. Therefore, with the objective to provide administrative and professional support to BEREC, the legislator established the BEREC Office, which was set up as a body of the European Union (EU). Among the other support, the BEREC Office also helps BEREC in reaching its communications objectives by ensuring that the target audience receive duly an appropriate, objective, reliable and easily accessible information on the BEREC tasks and the results of its work. The seat of the BEREC Office is in Riga, Latvia.

The communications activities are targeted towards the BEREC stakeholders to facilitate dialogue between the telecommunications regulators in the EU and the market players, as well as to strengthen the BEREC reputation as an independent, forward looking, European expert body. In the recent years the communications activities and topics have varied, however, the production of various information materials – in digital, printed and audio-visual format as well as the organisation of the events have been an integral part of the communications activities. The BEREC Office provides high-level professional support to BEREC in the communications area, actively informing and educating target audiences on the BEREC work and its outcomes. The communications support includes organization of small and large-scale public events, such as public debriefings, Stakeholder Forum, international conferences and workshops, as well as online events. The Communications team of the BEREC Office also

¹ Regulation (EU) 2018/1971 of the European Parliament and of the Council of 11 December 2018 establishing the Body of European Regulators for Electronic Communications (BEREC) and the Agency for Support for BEREC (BEREC Office), amending Regulation (EU) 2015/2120 and repealing Regulation (EC) No 1211/2009 (Text with EEA relevance) (OJ L 321, 17.12.2018, p. 1–35).

run information and educational campaigns, produce audio-visual and digital content, regularly update official BEREC website and social media accounts, issue newsletters to the website subscribers and stakeholders, prepare publications, news items and press releases, respond to requests of journalists and interested parties, as well as organize interviews. All of it is reflected in the Annual and multi annual [Programming document of the BEREC Office 2020-2022](#), section 2.6. and 2.7.2.

According to the BEREC External Communications strategy, the target audiences of BEREC are:

- Industry associations;
- Consumer organisations;
- DG Connect;
- European Commissioners, especially those with digital portfolios,
- Members of the European Parliament, especially ITRE and IMCO committees;
- Business organisations;
- Operators;
- EU bodies and agencies;
- EU Council.

The BEREC Office, has the following additional target audiences in Latvia due to its headquarters in Riga:

- National authorities, including ministries and regulatory bodies;
- EC Representation;
- EP liaison Office;
- Academia based in Latvia;
- Embassies;
- Universities and schools.

In order to achieve the identified objectives the provision of the communications services identified in these tender specifications are vital to ensure identified outputs and expected results. The assistance sought by the Contracting Authority should enable the BEREC Office Communications team to facilitate delivery of communications activities in their respective fields, improve the coordination of information, as well as to develop and improve information and communications policy in general. A major objective of information and communications activities in these areas is to make optimal use of policies and programmes that affect the daily lives of citizens.

1.2. Detailed characteristics of the purchase

This call for tenders is divided into three lots:

Lot 1 – Graphic design and production of communications and promotional items (value of the contract 200 000 EUR)

Lot 2 – Development and production of the website design (value of the contract 150 000 EUR)

Lot 3 - Content development, organisation of communications campaigns and provision of consultancy for communications activities (value of the contract 250 000 EUR)

The Contracting Authority will use the cascade procedure for requesting services under the multiple framework contracts. Under the cascade procedure, the contractor whose tender was ranked first on the list for the award of the multiple FWCs will be contacted first. In the event that this contractor is not available, the contractor ranked second on the list will be contacted and, so on. The FWC is implemented as follows: the Contracting Authority orders services by sending a specific contract to be signed by e-mail to the contractor who is ranked first in the cascade.

Within 5 working days, the Contractor must either:

- (a) send back to the contracting authority the specific contract duly signed and dated in paper format; or
- (b) send an explanation of why it cannot accept the order.

If the Contractor does not accept the order or fails to observe the deadline or if it is in a situation of conflicting interests that may negatively affect the *performance of the specific contract* (see Article II.7 of the draft contract), the contracting authority may place the order with the next contractor on the cascade.

This process will terminate either with the award of the specific contract to one of the contractors who has been nominated, or with the failure to award the project to any contractor. In the event of failure the contracting authority may redefine the project or start the procedure again on the same project at a later time.

If the Contractor repeatedly refuses to sign specific contracts or repeatedly fails to send them back on time, the Contractor may be considered in breach of its obligations under this framework contract as set out in Article II.18.1 (c) of the draft contract.

As mentioned above, for each new request the first contractor must be consulted first. Other contractors can be contacted only if previous contractors fail in their service offering or in case of conflict of interests. If it arises that the main contractor is unable to satisfy a request, the *cascade mechanism* may be applied.

1.2.1 Lot 1 – Graphic design and production of communications and promotional items

Lot 1 covers graphic design of communications and promotional items, composition and visual identities, production and printing of the communications and promotional items, as well as subscriptions of design software and online tools. It covers dissemination of produced communications and promotional items online and the delivery services for the produced products to

EU countries and third countries. The tasks of the Lot 1 may include, but are not limited to the following services:

- Provision of graphic design for digital and printable communications and promotional items;
- Production of printable communications items and production of promotional items;
- Dissemination of digital communications items, delivery of the printed and produced communications and promotional items to media, stakeholders, collaborates in the EU and the third countries;
- Provision of access to various graphic design and video editing software and/or online tools;
- Provision of access to the stock image and video banks;
- Provision of photo services for the BEREC Office and BEREC needs;

1.2.1.1 Provision of graphic design for digital and printable communications and promotional items

The Contractor shall support the Contracting Authority in the development and production of visuals for its digital and printable communications and promotional products following the BEREC and the BEREC Office Visual identity guidelines. The range of services includes without being limited to:

- Creation of graphic design for digital communications items for publication on the website, social media and other communications channels, including, but not limited to drawings, illustrations, visuals, comic strips, etc. This task also includes the creation of graphic design of layout, production of files in the format required for the production/printing of publications such as reports, brochures, leaflets, newsletters, posters, project descriptions, calendars and magazines. Designs shall be made for printing on recycled paper, or, if that is not possible, the most environmentally friendly virgin paper;
- Developing social media graphic elements ('shareable'), infographic “slices” for social media use, etc.;
- Creation of the graphic branding of the communications campaigns, events or other needs, which includes without being limited to: brochures, leaflets, info sheets, PowerPoint or other format presentations, backdrops, banners, social media posts and covers, speaking cards, infographics - both interactive and static formats, etc.;
- Creation of graphic design for promotional materials following the BEREC and the BEREC Office Visual identity guidelines.

The Contractor shall be responsible for the creative process from the initial concept to the final delivery of the communications products. At the initial phase of the service, the Contractor should be able to submit at least three substantially different concept proposals. In the event of using the people images, the Contractor shall take into account a balanced representation of the age, gender and race. The Contractor shall deliver the final illustrations and renders, master files or raw files in their native formats (e.g. Adobe Affinity Design). In principle, the final deliverables shall be delivered in print-ready and/or web-optimised PDF files and Adobe Affinity Designer (or any other source format used). All intellectual property rights, including copyrights, subsisting in all publications and files used in production shall remain property of the Contracting Authority. The Contractor shall provide guarantees that he is the author and right holder of all materials created by himself in the performance of this tender and shall transfer all these rights to the Contracting Authority. If pre-existing materials are incorporated in the results, the Contractor shall obtain, prior to providing the services, all the pre-existing rights relating to the pre-existing material for any use the Contracting Authority may

envisage. The Contracting Authority may use the results with or without mentioning of the source and names of authors. The Contractor shall be able to perform the aforementioned tasks in an environmentally friendly manner whereas taking into account quality standards as those set by the European Union.

1.2.1.2 Production of printable /communications and promotional items

Upon request of the Contracting Authority, the Contractor shall provide the printing of communications materials as well as to ensure the production of promotional materials for Contracting Authority needs. To print the communications materials, the Contractor shall offer an environmentally friendly solution such as printing on recycled paper, or, if that is not possible, the most environmentally friendly virgin paper. To order the promotional materials, the Contractor shall provide a duly updated catalogue of promotional materials and products in electronic format. The list of promotional items and their technical requirements are provided in the financial offer form. The Contracting Authority informs, that production of promotional items in the list numbered from 51-70 are already covered by another Framework contract. After its expiry in February 2024 the Contracting Authority expects to receive creative and innovative proposals for the production and delivery of promotional goods, which thematically fit the BEREC Office's scope of work: electronic communications/telecommunications. The Contractor should be capable of proposing and producing materials to the quality standards of the BEREC Office, among others in terms of design and aesthetics, materials, originality, practicality, sustainability and environmental standards. Upon request of the Contracting Authority, the Contractor shall submit the samples of the proposed material for printing and samples of promotional materials, preferably produced in the EU. The Contractor must fully respect the Contracting Authority's Visual Identity Guidelines provided in the Annex I. There also might be cases, that only one item of promotional materials is necessary to produce. The Contracting Authority may also request to produce promotional materials based on a particular example.

The Contractor shall ensure that items supplied under this contract are good quality, new and unused, and that they are free from defects in design, materials and workmanship. Unless otherwise agreed between the parties, the Contractor guarantees that the items covered by this contract are compliant, in normal use, with the current specifications for these items at the time of ordering.

In any event, the BEREC Office will benefit of the legal warranty against defects as set out in Directive 99/44/EC of the European Parliament and of the Council of 25 May 1999 published in the Official Journal of the European Communities L 171 on 7.7.1999, and any other legal warranty.

- Items with an expiry date (sell-by date) for which particular storage conditions and use where respected;
- Certain items with a longer guarantee period.

The ordered items shall be covered by a 24 months guarantee from the date of the invoice (invoice serves as proof of the guarantee) against production or material defects. The guarantee does not cover the damage resulting of a normal wear and tear, the incorrect handling, force majeure or negligence. The Contracting Authority will comply with the instructions provided by the manufacturer and referred to in the user manual in order to assert his rights in case of problems. In the event of defects found during the period covered by the guarantee, the Contracting Authority shall inform the Contractor as soon as possible, which will take back the defective item (accompanied with a copy of the invoice) and ensure the replacement at his own expense.

1.2.1.3 Dissemination of online communications items, delivery of the printed and produced communications and promotional items to media, stakeholders, collaborates in the EU and the third countries all over the world

The printed and produced information/communications and promotional items the Contractor by default shall deliver to the Contracting Authority's office in Riga, Latvia. The delivery costs to the Contracting Authority's office have to be included in the financial offer under the printing costs of the communications and promotional items. Upon the request, the Contractor shall deliver the printed and produced materials to specific addressees in the EU. When implementing this task the Contractor shall ensure the items are delivered in due time. The Contracting Authority may also ask to disseminate the digital information items to the specific target audiences by using various tools – newsletters, social media and other tools. The task may also include the database management of the postal distribution. Upon the request of the Contracting Authority, the Contractor within this service shall provide also packing service of the produced items.

1.2.1.4 Provision of access to various graphic design and video editing software and/or online tools

The Contracting Authority may request to the Contractor to purchase video editing, graphic design software or purchase annual/pro subscriptions to programs and /or online tools. The list of tools or design software are indicated in the financial offer form. In case it is not possible to ensure the purchase or subscription of the identified online tools, or the software, the Contractor may propose to purchase or subscribe an equivalent online tool or software. The Contractor shall ensure the possibility to change the subscription program, if needed. The Contractor shall ensure the follow-up of the expiry of the licences of the programs and the subscription and duly notify the Contracting Authority to extend them.

1.2.1.5 Provision of the access to the stock image and video banks

The services required include complementary tasks, such as provision of an electronic access, in form of annual subscriptions/purchase of credits to professional image and video clip banks and the rights to use photographs and videos, including copyrights and ancillary rights. The list of image and video banks are indicated in the financial offer form. In case it is not possible to ensure the purchase or subscription of the identified image and video banks, the Contractor may propose to purchase or subscribe to an equivalent image or video banks. The Contractor shall notify the Contracting Agency in case the number of credits is less than 10 available or 3 months prior to the expiry of the annual subscription.

1.2.1.6 Provision of photo services for BEREC Office and BEREC needs

The Contractor, upon the request of the Contracting Authority, shall provide photo services for BEREC and the BEREC Office. The services may, but not limited to, include the organisation of the professional photo session in Riga, Latvia or in other EU countries. The professional photo session might also include the make-up artist and stylist services. The Contractor shall be able to organise a photoshoot, either at an indoor or outdoor location, where a professional photographer shall take

photographs of someone or something for a specific purpose or publication, as previously agreed between the contracting parties. The Contractor must provide all necessary professional infrastructures and equipment for the successful execution of the work and ensure full compliance of existing rules on personal data protection. The photoshoot shall also include the post-production phase, i.e. photography editing processes carried out by the use of adequate specialized software (e.g. revision and selection of best photographs, manipulation and enhancement of images in order to create desired effects etc.). The Contractor shall use a network at EU level so that no travel and/accommodation costs will occur if shootings need to take place different to where the Contractor is situated, so the fixed price shall cover photo shootings anywhere in the EU. In some cases, the photo services may also include the framing and production of the *passe-partout* of the photos.

1.2.2 Lot 2 Development and production of the website design

This Lot covers a provision of website design for selected CMS platform and market research on the web trends in general and in particular on design, structure and features, market research, survey of the BEREC website users, as well as the provision of consultancy and training/workshop on the website design and functionalities. The tasks of the Lot 2 may include, but are not limited to the following services:

- Conceptualisation, creation, deployment and testing of the website design;
- Provision of web design services after the implementation of the general BEREC website design, including the design of new webpages or sections and the design of web interfaces to support particular communications campaigns;
- Provision of consultancies and trainings/workshops on the website design trends, functionalities and related items;
- Provision of BEREC website users' survey and market research on the new website design trends;

The Contractor shall support the Contracting Authority in the development and deployment of the design of the BEREC website taking into account the pre-selected CMS platform and the functionalities it offers. The Contractor shall create the website design concept also taking into account the data on the users' habits collected via the users' survey and to ensure the website design usability following the recommendations by EC (<https://wikis.ec.europa.eu/display/WEBGUIDE/01.+Web+design+principles>) and the Directive (EU) 2016/2102 of the European Parliament and of the Council of 26 October 2016 on the accessibility of the websites and mobile applications of public sector bodies.

1.2.2.1 Conceptualisation, creation, deployment and testing of the website design

After the assessment of the current website design and functionalities as a basis for the research and prior to the proposal of the new web design, the Contractor shall be able to submit at least three substantially different concepts for the web design and present it during the training/workshop organised by the Contracting Authority in either Riga, Latvia or Brussels, Belgium or online. In the case of physical training/workshop, the tenderer is expected to state a total price for the services, including the costs related to travel and accommodation. Only this price will be used in the formula of the financial Award Criterion. The confirmed website design for all possible functionalities provided by the selected CMS platform shall be created and deployed. After that, the Contractor is expected to test the website design for its functionality, accessibility and user-friendliness. The selection of the most appropriate CMS platform will be done by the Contracting Authority. The concepts of the website graphic design shall be in line with the Visual Identity guidelines of the

Contracting Authority and respect the accessibility and usability design principles. The Contractor's responsibility to state clearly which components (i.e. images and audio-visual content) are needed and which do not need to be provided by the Contracting Authority. This task also foresees a preparation of the technical documentation and the user guides by the Contractor.

1.2.2.2 Provision of web design services after the deployment of the general BEREC website design, including the design of new webpages or sections and the design of web interfaces to support particular communications campaigns

During the period of this contract, the Contracting Authority will request to provide additional web design services to complement the created design with new features. This task also includes the services of the provision of expert opinion on the new functionalities and the compliance with overall design of the website. Problems related to design/user related issues shall be responded to within a maximum of 2 hours.

1.2.2.3 Provision of consultancies and trainings/workshops on the website design trends, functionalities and related items

The Contracting Authority may request the Contractor to provide a consultancy and/or hold a one-day/two-day training or workshops for Communications specialists on the website design trends, functionalities and related items. The training/workshops may be held in Riga, Latvia or Brussels, Belgium or organised via audio-video conferencing system. The tenderer is expected to state a total price for the service, including the costs related to travel and accommodation. Only this price will be used in the formula of the Financial Award Criterion.

1.2.2.4 Provision of BEREC website users' survey and market research on the new website design trends

To obtain a modern, users' friendly website design that is in compliance with the Directive (EU) 2016/2102 of the European Parliament and of the Council of 26 October 2016 on the accessibility of the websites and mobile applications of public sector bodies (the Contracting Authority will request to organise, implement and analyse the results of the following services:

- Provision of the market research and report on the most appropriate modern web design, functionalities to use for BEREC website design for the selected CMS platform;
- Organising the BEREC website users' and other stakeholder survey on the use of the current BEREC website, process the results and provide a report;
- Make an analysis of the web statistics for multiple years and provide a report.

The Contracting Authority will ask the Contractor to use the market research and the BEREC website user's survey data as well as the results of the statistics analysis to develop further the BEREC website concept and design. The Contractor shall provide the obtained and processed data in two separate MS Word documents containing the information on the methodology used to obtain and process the data, as well as the raw data obtained. The Contracting Authority may ask the Contractor to organise an online consultancy on the interpretation of the obtained data.

1.2.3 Lot 3 – Content development, organisation of communications campaigns and provision of consultancy for communications activities

Lot 3 comprises services related to the development of the content for the Contracting Authority digital and non-digital publications, organisation and implementation of the information and communications campaigns. The services related to the content development include copywriting, copy-editing and the proofreading. The services related to the organisation and implementation of communications campaigns also include the concept, design, preparation, implementation, coordination, monitoring and assessment of the campaigns. It also includes, but not limited to the provision of consultancy on the aforementioned activities and the topics related to the “telecommunications for non-experts”. Lot 3 also includes the tasks related to the participation at the various scale events on behalf of the Contracting Authority. The services requested may include, but are not limited to the following tasks:

- Provision of copywriting services on topics related to the Contracting Authority activities, telecommunications market development and challenges and the content of the BEREC website/social media;
- Provision of proofreading and copy-editing services for communications materials and the content of the BEREC website/social media;
- Organisation of communications campaigns to raise the awareness on specific topics and facilitate effective dialogue with the stakeholders and the general public;
- Provision of support to the Contracting Authority in online and offline PR activities to reach the target audience/s;
- Provision of media monitoring services on specific topics and the Contracting Authority reflection in media;
- Provision of access to online tools to reach the stakeholders and media on a frequent basis, including services the social media platforms offer;
- Organisation of specific communications and public relations events;
- Provision of expert consultancy and training/workshop on specific topics for communications needs.

1.2.3.1 Provision of copywriting services on topics related to BEREC and the BEREC Office activities, telecommunications market development and challenges

Upon the request of Contracting Authority, the Contractor shall provide the services, including, but not limited to drafting texts or entire publications on the topics covered by the Contracting Authority's policies and programmes as well as the content of the Contracting Authority website. The Contractor shall provide the drafted content in English, unless requested in other EU languages. Upon the Contracting Authorities request, the confirmed texts in English shall be translated and/or adapted to other EU language(s). The Contracting Authority will indicate the editorial approach, the target audience and context, the length of the texts. For drafting the shorter text, such as news items, press releases the Contracting Authority might request at very short notice, expecting to receive a high quality deliverable within 1-2 hours after receiving a written request. In particular, the Contractor must be capable of presenting administrative and technical texts for a wider public in a clear and concise manner. The Contractor will also draft texts intended for publication on the Contracting Authority's website and social media pages, taking into account the constraints inherent in this type of medium. If necessary, the Contractor shall devise the key messages or slogans and adapt them to the other official languages of the European Union. The Contractor must ensure that the texts are correct not only from a linguistic viewpoint, but also that they reflect the style of the original message. All the texts must be

revised before they are sent to the Contracting Authority. The Contractor will be responsible for making any corrections requested by the Contracting Authority. The Contractor will be allowed to invoice corrections only if they relate to changes expressly requested by the Contracting Authority and if they are not a consequence of failure to meet the standards mentioned above.

1.2.3.2 Provision of proofreading and copy-editing services for communications materials and BEREC website

The Contractor will be responsible for proofreading and copy-editing texts in English supplied by the Contracting Authority to make them more appealing and easier to understand to their audience, without making any substantial changes to the content of the texts concerned. The copy-edited texts will be adapted according to the specific needs (same length or shorter or longer depending on the type of publication). The copy-edited texts will have to respect the meaning and messages of the original texts. This task includes the revamping of web site texts. The Contractor may also be requested to provide consultancy services such as complex editing, guiding the authors on preparing their text for edit, or working on tasks related to referencing. This task may also include the purchase or subscription to the Artificial Intelligence software or online tools for grammar check. The list of tools or software are indicated in the financial offer form. In case it is not possible to ensure the purchase or subscription of the identified online tools or the software, the Contractor may propose to purchase or subscribe for equivalent online tools or software.

1.2.3.3 Organisation of communications campaigns and single communications events for raising the public and stakeholders awareness on specific topics and effective dialogue with the stakeholders and the public

The services required will comprise advice, conceptualising, planning, preparation, implementation and monitoring of communications campaigns or single communications events. The Contractor will perform, under the supervision of the Contracting Authority's representatives, the following tasks, which are to be carried out in an integrated and complementary manner:

- Advice/Consultancy for the concept, design and preparation of integrated communications and information actions, both for communications campaigns and single events within the campaigns, including the identification of appropriate target groups, online and offline communication channels/tools, messages, partners and relay organisations, time schedules, targets for communications impact and monitoring tools etc. as part of an integrated strategy;
- Advice/Consultancy on digital communications including viral marketing, social media and new technology channels (web TV, smart phones, etc.);
- Development of concept, design, plan and implementation of the communications campaign or single communications event at national and/or European level;
- Development of messages, background information materials, presentations appropriate to the target audience, including provision of content for social media;
- Establishment, coordination and supervision of at least one national correspondent of the Contractor in each EU Member State or one per region to carry out communications activities, particularly campaigning;
- Development and organisation of national communications campaigns in all EU Member States through the Contractor's network of communications correspondents and subject to prior approval by the Contracting Authority;
- Monitoring of the measures and assessment of their impact, including the media coverage;

- Stakeholder mapping.

Upon the Contracting Authority request, the Contractor shall be able to develop a concept, organise specific communications and public relations events or participation at such, as well as to support the Contracting Authority representatives during these events in Riga, Latvia or in any of the EU countries. The Contracting Authority will specify the range of target audience of communications events, however the national and EU wide media, BEREC and the BEREC Office partners and stakeholders shall be considered as the main target audience. This activity also covers the following activities, but not limited to:

- contacting the target audience using various communications tools;
- development of the concept of an event;
- drafting and disseminating the communications materials related to the event;
- organising the press events – press conferences, small scale meetings with media, organise interviews, contacting the journalists and arranging coverage of specific topics in national and/or EU wide media;
- follow-up of the press events – provision of audio visual, printed and online media clipping in relation of the event;

In some cases, the Contracting Authority also may require an installation and staffing of the information stand on behalf of BEREC and the BEREC Office. This activity requires also the development of the concept, action plan, production and the delivery, installation and staffing to share and promote the Contracting Authority's messages and its related policies and programmes.

Annex II of this document presents three mock scenarios, which serve as an example of possible events the Contracting Authority might request the Contractor to organize. The mock scenarios include a description of the organization and implementation of campaign or a single communications events.

1.2.3.4 Provision of media monitoring reports

This task includes a provision of the periodical EU media (online, printed and audio-visual) monitoring reports on topics and keywords specified by the Contracting Authority. The media monitoring shall cover the news items, articles, interviews and social media posts in English, Latvian and Russian. The latest two being related to the media outlets based in Latvia.

1.2.3.5 Provision of access to online tools to reach the stakeholders and media on frequent basis

The services required by the Contracting Authority include complementary tasks, such as to provide electronic access, in form of annual subscriptions or equivalent to professional, online tools to reach out to various target audiences, including tools for newsletter distributions, social media services and online engagement. The list of tools or software are indicated in the financial offer form. In case it is not possible to ensure the purchase or subscription of the identified online tools or software, the Contractor may propose to purchase or subscribe for an equivalent online tools or software.

1.2.3.6 Provision of expert consultancy and training/workshop on specific topics for communications needs

The Contractor may be requested to hire consultants/trainers identified by the Contracting Authority or to be identified by the Contractor (and proposed to the Contracting Authority for approval). The specific request for each assignment will specify the general knowledge of the training/workshop subjects. The Contractor may be required to organise all necessary travel and logistical arrangements for the consultants/trainers for trainings in Riga, Latvia or Brussels, Belgium. The tenderer is expected to state a total price for the service, including the costs related to travel and accommodation. This price will be used in the formula of the Financial Award Criterion.