



## REQUEST FOR PROPOSALS

### **Realization of graphic products, video production and support in the social media strategy activities**

Net7 srl invite you to submit a proposal for communication services under the NEX-LABS Project

Date of issue: 18/05/2022  
Closing date: 17/05/2022 @ 6:00 PM CEST,  
Project no: NEX-LABS B\_A.2.1\_0124  
CUP: E72D20000130004

Contracting Authority:  
Net7 srl  
Address: 56124 Pisa, Via G. Arcangeli, 4  
Email: info@netseven.it

Net7 srl (NET7), is the Workpackage Leader of WP2 - Communication of the ENI CBC Med funded project "NEXUS – DRIVEN OPEN LABS FOR COMPETITIVE AND INCLUSIVE GROWTH IN MEDITERRANEAN" (NEX-LABS) based in Pisa, Italy. Net7 has published a public call for selecting freelancers or communication agencies (Consultant) to be in charge of supporting the communication activities of the above-mentioned project. In particular NET7 is looking for consultants under the following services:

Service 1 - Creativity and graphic design

Service 2 - Video production

Service 3 - Social media strategy

The language of the contract and all written communications, including reports, between the Consultant and NET7 shall be English.

The Consultant may apply for one or more areas of the requested services.

The Consultant shall execute the tasks assigned in accordance with the call.

Deadline for receiving bids is 1st June 2022 @ 6:00 PM CEST.



Offers should be delivered via email to [info@netseven.it](mailto:info@netseven.it)

Subject: Single Notice - NEX-LABS Project - Communication Service [N].

In the letter [N] must be indicated the number of the service(s) for which admission is requested.

Offers should include a portfolio and a CV of the key personnel.

Only applications received by the deadline and in accordance with the procedures described above will be taken into consideration.

For more information about the project, please visit: [www.enicbcmmed.eu/projects/nex-labs](http://www.enicbcmmed.eu/projects/nex-labs)

For further information or questions about this tender, interested parties could contact via e-mail: Ms Tiziana Lombardo ([lombardo@netseven.it](mailto:lombardo@netseven.it))



## TERMS OF REFERENCE

### Article 1: Subject of the service

The NEXUS-DRIVEN OPEN LABS FOR COMPETITIVE AND INCLUSIVE GROWTH IN THE MEDITERRANEAN NEXUS-DRIVEN OPEN LABS is a 3-years project co-funded by the European Union through the ENI CBC MED Programme, starting in from 3<sup>rd</sup> of September 2020 until 2nd March 2023.

NET7 is the leading partner of the Communication and Dissemination activities of the project.

The contract has as its object the “Realization of graphic products, videos production and support in the social media strategy activities”. In particular, the winning bidder(s) will be in charge of:

1. the creation of graphic products for communication to be adapted in various languages of the project partners, according to the ENI CBC Med communication guidelines and under the supervision of NET7
2. the creation of graphic products for communication to be adapted in various languages of the project partners, realization of executive files for printing, preparation of products for the web;
3. the creation of promotional videos in line with the overall project scope and outputs of a duration of max 3 minutes each
4. the support in the promotion of the project activities through social media advertisement

Specifically:

1. With regards to **SERVICE 1** graphic designs, the following will have to be realized:
  - a. graphic kits for the activities of awareness campaigns upon needs (update of brochures, posters, roll-ups etc. if requested);
  - b. kit for dissemination of events of the project including: save the date, agendas, flash news, etc;
  - c. graphic layout of project publications (booklets, etc)
  - d. graphic elements and signage for the Nexus Driven Open Living Labs;
  - e. graphic coordination for all public events of the project (save the date, digital backgrounds, program, posters, badges etc.)



2. With regards to **SERVICE 2** video production:
  - a. Delivery of at least 5 thematic videos with a duration of 3 minutes maximum each during the project lifespan:
    - 1 video to promote the NEX-LABS agora and its use
    - 1 video dedicated to the topic of Water in the Mediterranean
    - 1 video dedicated to the topic of Energy in the Mediterranean
    - 1 video dedicated to the topic of Food in the Mediterranean
    - 1 video from the final conference
3. Regarding the **SERVICE 3** promotion of activities through "social media strategy":
  - a. Planning and delivery of social media advertising campaigns
  - b. Support in the definition of Digital Editorial Plan
  - c. Support in the implementation of the Digital Editorial Plan
  - d. Delivery of periodic reports of performances

Generally:

The candidate(s) should be willing to interact with the project partnership and to participate in teleconference meetings if required.

The services have to be provided for the full duration of the project.

The full ownership and reproduction rights of the materials (final product, graphics, video clips, etc..) in any context and without any limitation will remain the exclusive benefit of NET7 and the NEX-LABS project partnership.

The graphic elements of the context will still have to refer to the institutional graphics of the NEX-LABS project in line with the ENI CBC Med Communication guidelines.

## **Article 2: Duration and terms of execution of the contract**

The contract will run from the date of stipulation until the complete conclusion of the NEX-LABS project project scheduled for 2nd March, 2023, or until the next end date, if the project activities are extended. (for a maximum extension of 6 months).

## **Article 3: Procedures for participation and awarding of the contract**

The parties will have to receive the offer and the tender documents as set out in the letter of invitation, complying with all the provisions contained therein. The contract will be awarded even if only one valid offer is received.



The Contract will be awarded through a direct awarding procedure in favor of the offer evaluated as most responsive to the needs of NET7 following a simplified price/quality comparison.

#### **Article 4: Tender amount**

The maximum presumed amount of the contract, over the duration of the contract, is estimated as follow (VAT excluded):

Service 1 - Creativity and graphic design	€ 6.000,00
Service 2 - Video production	€ 7.000,00
Service 3 - Social media strategy	€ 4.000,00

The maximum presumed amount may be reached on the basis of the activities actually carried out during the entire contractual period.

The amount to which the contract will be awarded is understood to be accepted by the winning bidder on the basis of calculations of its own convenience at its own risk and are therefore invariable and independent of any eventuality.

Any activities that will be necessary during the execution of the contract governing this contract, not provided for in the economic details, may be entrusted to the successful bidder within the same contract up to a maximum of 20% of the maximum presumed amount indicated above.

In the event of activities not provided for, NET7 will ask the successful bidder for a specific written offer, which will be evaluated by the same in relation to market prices for similar activities. If the offer is deemed appropriate, the activity valued in the offer will be authorized in writing.

#### **Article 5: Subcontracting**

Subcontracting is prohibited given the type of service being awarded.

The Company may not transfer or assign to third parties the contract or part of it, nor the commitments or obligations arising from it.

#### **Article 6: Contractual expenses**



The conclusion of the contract will take place by private writing. All eventual expenses and taxes inherent in the stipulation of the contract and any of the contract and its possible registration, will be borne by the contractor.

The successful bidder is committed to the stipulation of the contract from the moment of submission of the bid, while NET7 remains committed from the moment of approval of the final award.