

Alpine Space programme

Invitation to submit an offer

Support for a social media campaign and the creation of brochures
from design to the creation of texts and printing

14 | 20

European Territorial Cooperation | 08 May 2018





I. Background and context

The Alpine Space Programme strives for cooperation in and between the Alpine regions and supports transnational projects in the Alpine area fostering territorial development and cohesion. These projects bring key actors of the cooperation area together to develop joint actions for shared solutions on specific Alpine issues. To learn more about the programme, please consult the website www.alpine-space.eu.

The Land Salzburg (Austria), department for economy, tourism and municipalities, sub-department regional development and EU regional policy, as managing authority (MA) bears the overall responsibility for the implementation of the programme and it carries out procurements of external services needed to support programme implementation. The MA and the Partner States of the programme are supported by a joint secretariat (JS) which is located in Munich.

The programme has elaborated a communication strategy which can be found [here](#). The strategy sets out and frames the communication approach for the entire implementation period of the programme.

The programme is running activities for cooperation with the EU strategy for the Alpine Region (EUSALP). In the next weeks, the programme intends to produce an updated, extended version of the brochure "[Projects and EUSALP](#)" featuring successful cooperation between Alpine Space projects and the action groups of the [EU Strategy for the Alpine Region](#) (EUSALP).

In addition, and to keep the attention on achievements of the Alpine Space programme high and constant, an integrated campaign will be implemented for the approximate duration of a year, starting in May 2018: the #MadewithAlpineSpace campaign. One message on the added value of transnational cooperation (see annex) and the associated projects will be featured every month using the following channels:

- Social media: Facebook, Twitter, LinkedIn and YouTube
- Website
- Videos from projects
- Newsflash

Moreover, a story-telling brochure (similar to a magazine) around these ten messages shall be produced.

This award procedure is aimed at selecting a service provider to support the Alpine Space programme communication team in the above mentioned communication activities.



II. **Awarding procedure**

The present procurement procedure of the Land of Salzburg as contracting authority is based on Austrian procurement law. According to this law (article 41 of Bundesvergabegesetz 2006) the present service contract will be awarded via direct contracting. The contract will be set up based on Austrian law and concluded with the Land of Salzburg. Herewith all interested companies are invited to submit an offer, via e-mail to alpine.space@salzburg.gv.at by Tuesday, **29 May 2018 1pm**.

III. **Specification of services**

1. **First update of the “Projects and EUSALP” brochure – By end of June 2018**

The [Projects and EUSALP](#) brochure should be updated a first time as follows:

- Insert of 16 new projects
- Addition of a short description of the projects and their objectives/achievements (e.g. one short paragraph)

The contractor is expected to support the JS with:

- Insert and design of the above-mentioned content (provided by the JS)
- Native English-speaking and journalistic/story-telling quality proof-reading of the product;
- 2-3 correction rounds;
- Production of print files and coordination of printing.

The brochure should be in A5 format, portrait and include about 12 pages.

Print run: 150; colours; Paper: Recycling Paper 200g. Delivery in Klagenfurt, Austria or Munich, Germany.

2. **Second update of the “Projects and EUSALP” brochure – By mid-September 2018**

- Change of cover page design
- Double page with introduction on the key players/instruments (Alpine Space programme, EUSALP, Alpine Convention, [Alpine Region Preparatory Action Fund](#)) and infographic on links between them.
- Addition of one story per priority (four in total) on the successful cooperation between the Alpine Space programme and EUSALP.

The contractor is expected to support the JS with:

- Insert of the above-mentioned content
- Native English-speaking and journalistic/story-telling quality proof-reading of the product;



- Illustration (pictures and infographics), design and layout in line with the programme corporate design;
- 3 correction rounds;
- Production and printing.

The brochure should be in A5 format, portrait and include about 20 pages.

Print run: 500; colours; Paper: Recycling Paper 200g. Delivery in Munich, Germany.

3. #MadewithAlpineSpace campaign – By mid-September 2018

Objectives of the campaign

In this second half of the programming period, the communication's focus shifts from the aim of attracting newcomers to the objective of transfer of project results. With the ten Alpine Space messages (see annex), the programme can communicate about its own achievements while promoting the results of the projects.

The objectives are thus:

- Transfer of project results
- Communication of the programme achievements
- Promotion of transnational cooperation in the Alpine Space and beyond

To keep high and constant the attention on Alpine Space achievements, an integrated campaign will be implemented for the approximate duration of a year, starting in May 2018: the #MadewithAlpineSpace campaign. One message and the associated projects will be featured every month using the following channels:

- Social media: Facebook, Twitter, LinkedIn and YouTube
- Website
- Newsflash
- Videos from projects.

Moreover a story-telling brochure (similar to a magazine) shall be produced around the ten messages.

For a reference to a previous similar brochure, please see [here](#).

The contractor is expected to support the JS with:

- *Social media and website*: 10 banner pictures (copyright free) illustrating the 10 messages and in line with the programme corporate design. These pictures shall be used on the website and the social media accounts and should feature the title of the message and the hashtags: #MadewithAlpineSpace #MadewithInterreg



- *Brochure:*
 - Text writing in a journalistic fashion – the raw material (project description, quotes, interviews etc.) will be provided by the JS;
 - Illustration (pictures, infographics),
 - Graphic design and layout in line with the programme corporate design;
 - Native English-speaking proof-reading of the product;
 - 3 correction rounds;
 - Production and printing.

The brochure format is not defined yet, it should include the equivalent of about 24 to 28 A4 pages of content. Printing should be possible and included as an option in the contractor's offer. Print run: 500; colours; Paper: Recycling Paper (cover 200g, other pages 80g).

1. Time schedule and coordination

The following time schedule is foreseen for the delivery of services:

- Kick-off meeting with JS: 07 June in Munich;
- Second meeting end of June or beginning of July in Munich or Salzburg.

First update of the "Projects and EUSALP" brochure

- Sending of material by JS to the contractor: 08 June
- First draft of the first updated version of the Projects & EUSALP brochure: 14 June;
- Correction rounds: 15 – 21 June
- Print-ready version of the extended Projects & EUSALP brochure: 22 June
- Delivery of printed extended Projects & EUSALP brochure in Klagenfurt or Munich: 28 June.

Second update of the "Projects and EUSALP" brochure

- Sending of material by JS to the contractor: 08 August
- First draft of the 2nd updated version of the Projects & EUSALP brochure: 22 August;
- Correction rounds: 22 – 28 August
- Print-ready version of the extended Projects & EUSALP brochure: 29 August
- Delivery of printed extended Projects & EUSALP brochure in Munich: 14 September.

#MadewithAlpineSpace campaign

- *Social media:* Banner pictures for the ten messages for the website and social media accounts: 21 June



- *Brochure:*
 - Sending of material by JS to the contractor: 01 August
 - First draft of the #madewithAlpineSpace brochure: 17 August
 - Correction rounds: 20 - 28 August
 - Print-ready version of the #madewithAlpineSpace brochure: 29 August
 - Delivery of printed #madewithAlpineSpace brochure: 14 September

IV. **Required qualifications of the expert(s) and award criteria**

Experts interested in the present contract shall have

- A relevant and solid experience in the above mentioned services and in particular:
 - Journalistic / story-telling writing
 - Illustration
 - Graphic design and layout
- Native-alike English language skills.

These qualifications shall be met specifically by the experts performing the concrete service and not only in general by the organisation submitting the offer.

V. **Required content of the offer**

Please make sure that the offer is in English and contains:

- information about experiences and qualification of the proposed expert(s);
- information on and examples of previous similar projects;
- the attached price list filled in (including calculated person days, daily rates and lump sums);

The offered price shall cover any costs arising from the complete delivery of the services described above such as office and material costs, travel and subsistence costs, costs for any subcontracts, overhead costs, taxes, charges. Additional costs will not be reimbursed. VAT is to be indicated separately and prices have to be indicated as fixed prices.

No reimbursement of costs arising from the elaboration and submission of the offer will take place.



Please be aware that the Land of Salzburg as contracting authority may request additional documents to verify the authorisation of the company to deliver the service, its professional reliability as well as its financial, economic and technical ability to perform the services.

The offer signed and scanned shall be submitted by Tuesday, **29 May 2018 1pm** via e-mail to alpine.space@salzburg.gv.at.

For **questions** please address an e-mail to alpine.space@salzburg.gv.at by **18 May 2018**. Please note that answers to any raised questions will be published on the [Alpine Space programme website](#) by 24 May 2018 and check this website before the end of the deadline for submission of offers.



Annex: The ten Alpine Space messages

<p>1. Transnational cooperation helps to reduce regional disparities and increases cohesion in specific territories</p> <p>By facilitating knowledge exchange, transnational cooperation empowers shrinking rural areas in the Alpine regions. It builds capacities and enables each territory to learn from the others, tapping into methods and solutions that are developed or applied elsewhere in the Alpine area.</p>
<p>2. Transnational cooperation builds trust across borders and fosters European integration for a more competitive Europe.</p> <p>The Alpine regions share similar challenges and cultures, and a long history of cooperation. Since the 1950's, Alpine organisations, businesses, and universities have found that when they closely work together, they become stronger and their regions and cities get more competitive.</p>
<p>3. Transnational cooperation funding is decisive in making macro-regional strategies work.</p> <p>The Alpine Space programme co-finances projects in which strong complementarities with the EU strategy for the Alpine Region (EUSALP) are sought. The projects provide targeted solutions designed for the Alpine region, bridging gaps between local/national and EU-wide initiatives.</p>
<p>4. We deliver territorial cohesion: our most important results are new knowledge, shared experiences and enhanced capacities.</p> <p>Alpine Space projects test and implement innovative approaches to joint and complex challenges, creating new ideas and building capacities as they develop. The project partners develop a habit of cooperation and a strong sense of shared interests, which often results in considering issues as Alpine Space rather than local/regional.</p>
<p>5. We enable regions and cities to make better use of limited resources</p> <p>Transnational cooperation plays a key part in knowledge generation and exchange, which allows Alpine regions to stay ahead of developments by pooling ideas and resources. This is important when addressing the challenges and opportunities posed by the structural changes facing the Alpine area, from disruptive technologies to automation, globalisation, and the ageing workforce.</p>
<p>6. We enable regions and cities to jointly tackle challenges that go beyond borders.</p> <p>Migrations, climate change, and integration of transport systems are examples of issues that each country cannot solve separately from its neighbours. Only by working together, regions and cities can successfully tackle such challenges at Alpine level.</p>
<p>7. We help public authorities to offer better services for citizens and companies</p> <p>Alpine Space projects lead to time-saving, innovative or improved solutions and methodologies which save resources and increase efficiency. This improves cost-efficiency, accelerates the uptake of current best-</p>



practice approaches, and facilitates wise use of public resources in the region.

8. We fund cooperation projects which deliver visible results attractive for cities and regions across Europe.

We see a surge in the demand for transnational projects amongst Alpine Space regions and cities. This is based on a real need to pool and improve existing knowledge in order to tackle complex, joint challenges in the most efficient way.

9. We are an innovative catalyst that triggers further public and private investment and accelerates urban and regional development

Through innovative projects, the Alpine Space programme provides opportunities for strategic international partnerships, which are key for developing and testing tailor-made answers to major transnational challenges. Alpine Space projects often serve to kick-start change, with reach and momentum growing over time, as they stimulate significant national and international investment and action.

10. We improve policy making, initiate change and therefore have long term impacts.

Alpine Space projects develop new approaches, methodologies, and practices and demonstrate their feasibility. The demonstrated effects in responding to Alpine challenges often inspire policy-makers take up and put the new solutions in place. This is one of the key reasons why our projects still deliver their full potential years after a project has ended.