

# SERVICE CONTRACT NOTICE

## “External Provider for Digital Marketing Services”, Serbia

### 1. Reference

1-06-404-63/2023

### 2. Procedure

Single tender procedure

### 3. Programme title

Country Action Programme for the Republic of Serbia for the year 2019 - EU Support to Competitiveness, Research & Development, and Innovation

### 4. Financing

Financing Agreement

### 5. Contracting authority

Development Agency of Serbia, Belgrade, Serbia

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## CONTRACT SPECIFICATION

### 6. Nature of contract

Global price

### 7. Contract description

Development Agency of Serbia (RAS) and Ministry of Economy have been awarded direct grant from IPA 2019 Programme, “IPA 2019 – Direct Grant to the Development Agency of Serbia – Scaled up and technologically improved production capacity solutions among micro and small enterprises and entrepreneurs” in 2021. The initial duration of implementation of Action (i.e., Grant) was foreseen to be 48 months. Nevertheless, not all the Grant contract funds dedicated to the implementation of PEP 2022 had been spent and it was the intention of the Contracting Authority and the DEU to amend the Grant Contract and to include the implementation of PEP 2023. Therefore, the Grant Contract was amended in August 2023, and it shall be implemented in 55 months and 6 days.

Purpose of the Action is to provide scaling up of very successful national program Programme for Purchase of Equipment (PEP), which has been implemented in partnership with commercial banks and leasing companies for several previous years. Action will enable more favorable financing terms for SME investment loans, in terms of lower interest rates offered by the banks and elimination of hard collateral (i.e. mortgage), as requested collateral. Hence, it will support recovery of investments in SME sector after COVID-19 slow-down of the project. Through providing financial support for purchasing of new equipment, the Serbian SMEs will expand and technologically improve production capacity which would lead to an increase in competitiveness of Serbian SMEs and consequently economy as whole.

Action shall be implemented through three main Components: Component 0 – Management of the Action; Component 1 – Implementation of PEP; Component 2 – Implementation of technical assistance (TA) support.

**Development Agency of Serbia (RAS)** is the beneficiary of the direct grant, and the **Ministry of the Economy (MoE)** is the co-applicant. Ministry of Economy is responsible for implementation of PEP programme in line with national legislation.

Due to the lack in visibility and communication strategy in the former Action implementation the need for digital marketing services is identified. The purpose of engaging digital marketing services provider is to

leverage online marketing strategies, tools, and expertise to achieve specific Action objectives and goals in the digital real by increasing digital visibility, achieving the social media management and content marketing.

The purpose of digital marketing for the Action, especially PEP, is to effectively communicate the overall success of the program to specific target groups.

## **8. Number and titles of lots**

One lot only

## **9. Maximum budget**

EUR 20, 000.00

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# **CONDITIONS OF PARTICIPATION**

## **10. Eligibility**

Participation is open to all natural persons who are nationals of and legal persons [participating either individually or in a grouping (consortium) of tenderers] which are effectively established in a Member State of the European Union or in an eligible country or territory as defined under the Regulation (EU) No 236/2014 establishing common rules and procedures for the implementation of the Union's instruments for external action (CIR) for the applicable instrument under which the contract is financed (see also heading 23 below). Participation is also open to international organisations.

For UK candidates or tenderers: Please be aware that following the entry into force of the EU-UK Withdrawal Agreement\* on 1 February 2020 and in particular Articles 127(6), 137 and 138, the references to natural or legal persons residing or established in a Member State of the European Union and to goods originating from an eligible country, as defined under Regulation (EU) No 236/2014\*\* and Annex IV of the ACP-EU Partnership Agreement\*\*\*, are to be understood as including natural or legal persons residing or established in, and to goods originating from, the United Kingdom \*\*\*\*. Those persons and goods are therefore eligible for this call.

\* Agreement on the withdrawal of the United Kingdom of Great Britain and Northern Ireland from the European Union and the European Atomic Energy Community.

\*\* Regulation (EU) No 236/2014 of the European Parliament and of the Council of 11 March 2014 laying down common rules and procedures for the implementation of the Union's instruments for financing external action.

\*\*\* Annex IV to the ACP-EU Partnership Agreement, as revised by Decision 1/2014 of the ACP-EU Council of Ministers (OJ L196/40, 3.7.2014)

\*\*\*\* including the Overseas Countries and Territories having special relations with the United Kingdom, as laid down in Part Four and Annex II of the TFEU

## **11. Number of tenders**

No more than one tender can be submitted by a natural or legal person whatever the form of participation (as an individual legal entity or as leader or member of a consortium submitting a tender). In the event that a natural or legal person submits more than one tender, all tenders in which that person has participated will be excluded.

## 12. Grounds for exclusion

As part of the tender, tenderers must submit a signed declaration, included in the tender form, to the effect that they are not in any of the exclusion situations listed in Section 2.6.10.1. of the practical guide.

Tenderer included in the lists of EU restrictive measures (see Section 2.4. of the PRAG) at the moment of the award decision cannot be awarded the contract.

## 13. Sub-contracting

Subcontracting is allowed.

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## PROVISIONAL TIMETABLE

### 14. Provisional commencement date of the contract

November 2023

### 15. Implementation period of the tasks

8 months

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## SELECTION AND AWARD CRITERIA

### 16. Selection criteria

The following selection criteria will be applied to the tenderers. In the case of tenders submitted by a consortium, these selection criteria will be applied to the consortium as a whole, if not specified otherwise. The selection criteria will not be applied to natural persons and single-member companies when they are sub-contractors.

**Same criteria for legal and natural person.**

**1) Economic and financial capacity of the tenderer** (based on item 3 of the tender form). In case of tenderer being a public body, equivalent information should be provided. The reference period which will be considered will be the last three financial years for which accounts have been closed.

**Financial criteria for legal and natural persons:**

- a) The average annual turnover of the candidate over the last three years (2020, 2021, 2022) must be at least 20,000.00 EUR; and
- b) Current ratio (current assets/current liabilities) in the last year for which accounts have been closed must be at least 1. In case of a consortium this criterion must be fulfilled by each member.

**2) Professional capacity of the tenderer** (based on items 4 of the tender form).

The reference period which will be considered will be the last three years preceding the submission deadline.

- a) On the day of the Tender announcement, the candidate must have a minimum of
  - At least five (5) permanent staff currently works for the tenderer in fields related to this contract.

**3) Technical capacity of tenderer** (based on items 5 and 6 of the tender form). The reference period which will be considered will be the last three years preceding the submission deadline.

- a) The candidate has provided services in the field of digital marketing services in the total amount of at least 20.000,00 EUR (this amount can be cumulative sum of the value of

several contracts but a single contract must be at least EUR 10,000.00), which were implemented at any moment during the following period: in the course of the past three years.

This means that the service contract the tenderer refers to could have been started at any time during the indicated period, but it does not necessarily have to be completed during that period, nor implemented during the entire period. Tenderers are allowed to refer either to service contracts completed within the reference period (although started earlier) or to service contracts not yet completed. Only the portion satisfactorily completed during the reference period will be taken into consideration. This portion will have to be supported by documentary evidence (-statement or certificate from the entity which awarded the contract, proof of payment) also detailing its value. If a tenderer has implemented the service contract in a consortium, the percentage that the tenderer has successfully completed must be clear from the documentary evidence, together with a description of the nature of the services provided if the selection criteria relating to the pertinence of the experience have been used.

Previous experience which would have led to breach of contract and termination by a contracting authority shall not be used as reference. This is also applicable concerning the previous experience of experts required under a fee-based service contract.

An economic operator may, where appropriate and for a particular contract, rely on the capacities of other entities, regardless of the legal nature of the links which it has with them. It must in that case prove to the contracting authority that it will have at its disposal the resources necessary for the performance of the contract by producing a commitment by those entities to place those resources at its disposal. Such entities, for instance the parent company of the economic operator, must respect the same rules of eligibility - notably that of nationality - and must comply with the selection criteria for which the economic operator relies on them. Furthermore, the data for this third entity for the relevant selection criterion should be included in the tender in a separate document. Proof of the capacity will also have to be provided when requested by the contracting authority. With regard to technical and professional criteria, an economic operator may only rely on the capacities of other entities where the latter will perform the services for which these capacities are required. With regard to economic and financial criteria the entities upon whose capacity the tenderer relies on become jointly and severally liable for the performance of the contract.

#### **17. Award criteria**

Best price-quality ratio.

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## **TENDERING**

#### **18. Deadline for submission of tenders**

The deadline for submission of tenders is specified in point 8 of the instruction to tenderers.

#### **19. Tender format and details to be provided**

Tenders must be submitted using the tender form provided, the format and instructions of which must be strictly observed.

The tender must be accompanied by a declaration on honour on exclusion and selection criteria using the template provided in the tender documentation.

Any additional documentation (brochure, letter, etc.) sent with a tender will not be taken into consideration.

#### **20. How tenders may be submitted**

Tenders must be submitted in English exclusively to the contracting authority, using the means specified in point 8 of the instructions to tenderers.

Tenders submitted by any other means will not be considered.

By submitting a tender tenderer accept to receive notification of the outcome of the procedure by electronic means.

## **21. Alteration or withdrawal of tenders**

Tenderers may alter or withdraw their tenders by written notification prior to the deadline for submission of tenders. No tender may be altered after this deadline.

Any such notification of alteration or withdrawal shall be prepared and submitted in accordance with point 9 of the instructions to tenderers. The outer envelope (and the relevant inner envelope if used) must be marked 'Alteration' or 'Withdrawal' as appropriate.

## **22. Operational language**

All written communications for this tender procedure and contract must be in English.

## **23. Legal basis**

Regulation (EU) No 236/2014 of the European Parliament and of the Council of 11 March 2014 laying down common rules and procedures for the implementation of the Union's instruments for financing external action and Regulation (EU) No 231/2014 of the European Parliament and of the Council of 11 March 2014 establishing an Instrument for Pre-accession Assistance (IPA II).

## **24. Additional information**

Financial data to be provided by the candidate in the standard application form must be expressed in EUR. If applicable, where a candidate refers to amounts originally expressed in a different currency, the conversion to EUR shall be made in accordance with the InforEuro exchange rate of November 2023, which can be found at the following address: <http://ec.europa.eu/budget/graphs/inforeuro.html>.

Provided they are in the conformity with basic project, new services consisting of repetition of similar services or introduction of similar services may be entrusted up to 100% of the initial contract to the initial contractor by negotiated procedure without publication of a contract notice. The contract may be extended in duration subject to availability of funds using negotiated procedure.

Opening hours of the Contracting Authority: 8:30-15:00 CET.