

Tendering 1/2022

**3 February 2022**

## INVITATION TO TENDER // CALLS FOR MARKETING CAMPAIGN

New Direction – The Foundation for European Reform publishes reports, scientific analysis, economic studies, policy briefings and discussions papers each year.

In the coming months, the Foundation is keen to expand its work in a number of areas covering:

- Eurozone, Finance and the Economy
- Energy and the Environment
- Defence, Foreign Policy and Security
- Accountability, Transparency and Efficiency
- Immigration, Justice and Society
- Transatlantic Relations

We are seeking a provider to lead our marketing campaign on internet which will take place from the 25<sup>th</sup> February to the 7<sup>th</sup> March. The campaign will targets national, regional and local newspapers in Poland.

### *Description of the services under this call*

- Presentation of an action plan for the campaign;
- Advising the Foundation during the entire campaign
- Liaising with newspapers and other third parties ( if necessary);
- Monitoring the campaign and ensuring a high quality and a good targeting of readers;
- Submitting a full report of the campaign, including the number of clicks, the coverage and other relevant information.

### FEE – TRAVEL AND ACCOMMODATION ARRANGEMENTS

- In accordance with the conditions of the contract New Direction intends to pay a global fee of between €40,000 - €60,000 (net) for the campaign.
- No travel and accommodation arrangements.

All prices quoted must be exclusive of VAT, fixed and shall cover all costs borne in performance.

### SUBMISSION PROVISIONS

Submission of a proposal implies that the candidate accepts all the terms and conditions set out in these specifications and in the contract.

### AWARD CRITERIA

New Direction will select a supplier based on:

- The overall cost and value for money;
- The ability to present an action plan;
- The ability to target relevant national, regional and local newspapers in Poland.

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In the event a candidate is shortlisted for more than one proposal, New Direction will autonomously determine which proposal(s) will be retained. Candidates will only be awarded a maximum of four reports.

### RESERVATIONS

*Withdrawal from Process* – New Direction reserves the right to withdraw from the tender process described in this document for whatever reason, prior to the signing of any Agreement/Contract with any party for the delivery of goods or services described in this document.

*Lowest Cost Proposal* – The lowest cost proposal, or any proposal, will not necessarily be accepted.

*Negotiation* – New Direction reserves the right to negotiate with short-listed tenderers after the nominated closing date for tender submission.

*Part Offers* – New Direction reserves the right to accept tenders in relation to some and not all of the scope of activity described, or appoint one, more than one or no organisation on the basis of the tenders received.

*Costs* - All costs incurred in the preparation of the proposal are the supplier's responsibility and New Direction is not obliged to award a contract for these services and reserves the right to withdraw from the procurement process at any stage.

### CONFLICTS OF INTEREST DECLARATION

Tenderers (including their officers, employees, contractors, partners and consultants) must declare to New Direction any matter or issue which is, may be perceived to be or may lead to, a conflict of interest regarding their proposal or participation in supply of the services described. Tenderers must describe a strategy so that any conflict of interest will be avoided.

### FINANCIAL AND ECONOMIC CAPACITY

By responding to this call, candidates declare on honour that they have the financial and economic capacity to deliver the services.

### PUBLICATION AND COPYRIGHT ISSUES

New Direction will retain the copyright of papers and it governed by the provisions specified in the contract.

### SUBMISSION OF TENDER

Tenders should be returned no later than 12 noon on 17 February 2022. Tenders received after this time will not be considered.

The tender submission must be completed as directed and returned via post or email to [contact@newdirection.online](mailto:contact@newdirection.online) as per the instruction below.

The tender submission can be submitted at any time before the submission deadline specified within the document. Submissions can be re-submitted any time before the submission deadline. Please be advised that incomplete submissions may be rejected.

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New Direction cannot accept responsibility for transmission delays. It is the responsibility of the supplier to ensure that its tender response has been submitted in the prescribed manner and in accordance with the specified deadline.

All submissions must be in English or Polish and prices in Euro exclusive of VAT.

### FURTHER INFORMATION

Information of a clarifying nature can be requested solely by email on [admin@newdirection.online](mailto:admin@newdirection.online)

Response should be submitted by post to New Direction, Rue du Trone 4, Brussels 1000, Belgium. The assessment procedure is carried out throughout the year and only successful candidates will be informed. New Direction reserves the right to request reference information.

This document does not constitute an offer to provide goods and/or services to New Direction.