

REQUEST FOR TENDER

(as the basis for the offer that qualified and that invited suppliers will deliver)

TWO-STAGE COMPETITIVE TENDER

in accordance with Section I and III of the Regulation
(a procurement with a value exceeding NOK 2 000 000)

for the procurement of

Press Work Innovation Norway Germany

Case no. « 2019/102735 »

Deadline for submission of tenders:
Will be announced in Merccell after pre-qualification

Contents

1 DESCRIPTION OF CLIENT.....	3
2 PURPOSE AND SCOPE OF THE PROCUREMENT.....	3
2.1 Purpose of the procurement.....	3
2.2 Deliverables.....	3
2.3 Part tenders.....	4
3 CONTRACT AND OPTION TO EXTEND.....	4
4 PROGRESS PLAN.....	4
5 EXECUTION OF THE COMPETITION.....	5
5.1 Procurement procedure.....	5
5.2 Updating of tender documents.....	5
5.3 Communications.....	5
6 SUBMISSION OF TENDERS.....	6
7 CONFIDENTIALITY AND PUBLIC ACCESS.....	6
8 CONTENTS OF THE TENDER.....	6
9 THE SENDING AND CLARIFICATION OF INFORMATION AND DOCUMENTATION.....	7
10 REJECTION.....	7
10.1 Rejection due to formal error.....	7
10.2 Rejection due to circumstances on the part of the supplier.....	7
10.3 Rejection due to circumstances relating to the tender.....	7
11 SUSTAINABILITY, SOCIAL RESPONSIBILITY AND ETHICAL REQUIREMENTS.....	7
11.1 Sustainability and social responsibility.....	7
11.2 Anti-corruption.....	7
11.3 Consequences.....	7
12 PROCESSING OF PERSONAL DATA.....	7
13 AWARD CRITERIA.....	8
13.1 Award criteria.....	8
13.2 Awarding of points and weighting model.....	8
APPENDIX 1 – Requirements specification.....	9
APPENDIX 2 – Price schedule.....	11

1 DESCRIPTION OF CLIENT

Innovation Norway's objective is to be the policy instrument of the state and the county authorities for achieving value-creating business development throughout the country.

Innovation Norway's interim goals are: 1) more successful entrepreneurs; 2) more enterprises with capacity for growth; and 3) more innovative business clusters.

Innovation Norway was established by special legislation and is owned by the government and the county councils with stakes of 51% and 49%, respectively. The company is represented in all the counties and approximately 30 countries.

For more information: www.innovasjon Norge.no

Innovation Norway is financed through appropriations from the company's owners and clients.

2 PURPOSE AND SCOPE OF THE PROCUREMENT

2.1 Purpose of the procurement

The procurement aims to cover press work that is under the responsibility of IN Germany. This includes press work in Germany, Switzerland and Austria.

Innovation Norway in Germany would like to buy press work for the offices in Hamburg and Munich. Innovation Norway's press work in Germany covers a broad range of topics. We communicate within all "areas of opportunities" that are defined for Innovation Norway. All our communication must be in line with Innovation Norway's goals and shall contribute to these.

2.2 Deliverables

Innovation Norway Germany uses several instruments for press work within Germany, Switzerland and Austria. This framework agreement includes, but is not limited to the following tasks:

- Press releases
- Media trips (group, individual, international)
- Media events
- Distribution lists
- Ongoing contact with journalists

Further information about the procurement appears in appendix no. 1, "*Requirements specification*".

2.3 Volume and reservations

In this framework agreement, no volume is guaranteed.

However, Innovation Norway and Visit Norway estimates a volume around 600 000 NOK eks. VAT pr. Year.

The Norwegian Embassy may make use of the agreement. Their estimated volume is 100 000 NOK pr. Year.

Reservations are made with regard to budgetary changes and the company's priorities affecting the execution of the competition and the contractual relationship

If the needs of the Client so dictate, another supplier may be used.

2.4 Part tenders

Tendering for individual parts of the project is not permitted.

Suppliers may cooperate to deliver the whole scope of deliverables.

3 CONTRACT AND OPTION TO EXTEND

The contract period is from the date of signing and lasts 1 year.

The Client has an option to extend the contract on the same terms by 1 +1 + 1 year, making the total possible term of contract 4 years. Any option to extend the contract must be exercised no later than three months prior to the expiry of the contract.

The terms of contract are included with the tender documents. The supplier must submit its tender based on the requirements and conditions of the request for tender and the contract including appendices. Upon submission of the tender, the supplier is obliged to have read and accepted the contractual obligations, including, but not limited to, the non-disclosure agreement, wages and working conditions, anti-corruption and ethical guidelines.

4 PROGRESS PLAN

The Client has set out the following time frame for the process:

Activity	Date
Deadline for submitting tenders	<i>Tbd</i> – 25 days after the decision on qualification has been communicated
Evaluation period with any negotiations and revised tenders	<i>Tbd</i>
Selection of contractor and notification to suppliers	<i>Tbd</i>
Waiting period	10 days after selection of supplier
Signing of contract	<i>Tbd</i>
Period of validity*	3 months from the deadline for tenders

* This means that the supplier is bound by its submitted tender until this date.

Please note that the dates after the opening of tenders are only tentative.

5 EXECUTION OF THE COMPETITION

5.1 Procurement procedure

The procurement will be carried out in accordance with Act no. 73 of 17 June 2016 relating to public procurement (Public Procurement Act) and Regulation no. 974 of 12 August 2016 relating to public procurement (Public Procurement Regulation). The procurement will be carried out as a competitive tender with negotiations in accordance with Sections I and III of the Regulation (above the EEA-threshold), cf. Article 13-2.

The tender competition permits negotiations with the invited suppliers and all aspects of the submitted tenders are negotiable, cf. Article 23-7 (2) of the Public Procurement Regulation. However, the Client reserves the right not to conduct negotiations, cf. Article 23-7 (5) of the Public Procurement Regulation.

Any negotiations will involve several phases in which the number of tenders being negotiated will be reduced. This reduction will take place based on the stipulated award criteria. An initial reduction based on the award criteria may take place prior to any negotiations, cf. Article 23-11 (4) of the Public Procurement Regulation.

5.2 Updating of tender documents

Before expiry of the deadline for submission of tenders, the Client is entitled to carry out corrections, supplements or changes to the tender documents that are not of a significant nature.

The corrections, supplements or changes will be sent to all parties that have registered their interest in Mercell. Information that the Client gives following a request from a supplier will be sent to all other stakeholders in anonymised form. Information concerning corrections, supplements and changes will be announced electronically via the Mercell portal.

If the competition documents are revised, this will be indicated by a new version of the same document. Suppliers that have already reported their interest will also receive notice by email that changes have been made to the competition. If you follow the link in this notice, it will take you to the competition in question.

If a supplier has any questions, the supplier is encouraged to address such questions to the Client no later than six days before expiry of the deadline for submitting tenders. Inquiries shall be made via the Mercell portal.

5.3 Communications

All communication, such as questions concerning the competition documents, shall take place via the Mercell portal. This is so that all communications are logged. Once stakeholders have entered the competition page, they should choose the "Communications" tab. Click the "New Message" icon on the menu bar, enter the desired text and send the message. If the question concerns all the suppliers, the Client will respond to this in anonymised form by giving a response as additional information. Additional information is available under the "Communications" tab and then under the "Additional Information" tab. Stakeholders will also receive an email with a link to the additional information.

6 SUBMISSION OF TENDERS

The tender must be submitted electronically via the Mercell portal www.mercell.no by the deadline. Tenders must be submitted in Norwegian or in English.

The supplier should indicate whether they intend to submit a tender by clicking the "I want to tender" tab. To submit a tender, click the "Submit tender" tab.

If you are not a Mercell user or if you have any questions about the functionality of the tool, for example, how you should submit a tender, please contact Mercell Support on: +47 21 01 88 60 or via email at: support@mercell.com

It is recommended that the tender be sent well in advance of the deadline. If the supplier wants to change a submitted tender, this can be done by opening the tender, making changes and resubmitting the tender right up to the deadline. The most recently submitted tender is considered the final tender.

During the submission process, an electronic signature may be requested from the supplier to verify that it is the tenderer in question who has submitted the tender. An electronic signature can be obtained at www.commfides.com, www.buypass.no or www.bankid.no. Please note that not all BankID Mobile signatures are compatible. Test the signature well in advance of submitting your tender. Please note that it may take a few days for the delivery of an electronic signature, so this process should be initiated as soon as possible. The supplier is responsible for ensuring that the electronic signature works so that the tender is delivered within the deadline.

7 CONFIDENTIALITY AND PUBLIC ACCESS

Information submitted to Innovation Norway is, in principle, public information in accordance with Article 3 of Act no. 16 of 19 May 2006 relating to the right of access to documents held by public authorities and public undertakings (Freedom of Information Act).

Exceptions to the right of access to tenders and procurement protocols may be made until the selection of a supplier has been made, cf. Article 23 (3) of the Freedom of Information Act.

The Client is subject to a duty of confidentiality regarding business affairs, cf. Act no. 130 of 19 December 2003 relating to Innovation Norway, Article 27 (1). In the event of a claim for right of access, "commercial aspects" will be redacted.

8 CONTENTS OF THE TENDER

The supplier shall submit the requested information and documentation in accordance with the award criteria.

9 THE SENDING AND CLARIFICATION OF INFORMATION AND DOCUMENTATION

The Client may, in writing, request that the supplier submits, supplements, clarifies or supplements received information and documentation within a short time limit.

10 REJECTION

10.1 Rejection due to formal error

The Client will reject a tender if the conditions of Article 24-1 (1) of the Procurement Regulation are fulfilled. The Client may reject a tender when the conditions of Article 24-1 (2) of the Procurement Regulation are fulfilled.

10.2 Rejection due to circumstances on the part of the supplier

The Client will reject a supplier if the conditions of Article 24-2 (1) or (2) of the Procurement Regulation are fulfilled. The Client may reject a supplier if the conditions of Article 24-2 (3) of the Procurement Regulation are fulfilled.

10.3 Rejection due to circumstances relating to the tender

The Client will reject a tender if the conditions of Article 24-8 (1) of the Procurement Regulation are fulfilled. The Client may reject a tender if the conditions of Article 24-8 (2) or 24-9 of the Procurement Regulation are fulfilled.

11 SUSTAINABILITY, SOCIAL RESPONSIBILITY AND ETHICAL REQUIREMENTS

11.1 Sustainability and social responsibility

The Client must contribute to sustainable development, including greater corporate social responsibility in Norway. The parties agree that their collaboration must be based on high ethical standards, avoid contributing to corruption, violations of human rights, and poor working conditions, and have no deleterious effects on local communities and the environment. The Client expects its customers and partners to have guidelines for ethics and corporate social responsibility in their enterprises.

11.2 Anti-corruption

The Client has a zero tolerance policy for corruption, and its anti-corruption policy applies to all of the company's contracted consultants and suppliers. Corruption encompasses a wide range of activities where the purpose is to obtain illegal advantages. Examples of corruption include bribery, improper gifts and favouritism, kickbacks and facilitation payments.

11.3 Consequences

The Client is entitled to terminate the contractual relationship with immediate effect if serious violations of the above are identified.

12 PROCESSING OF PERSONAL DATA

If the delivery requires the supplier to process personal data on behalf of the Client, this shall be conducted in accordance with Act no. 31 of 14 April 2000 relating to the processing of personal data (Personal Data Act). The supplier must ensure that the processing complies

with the regulatory requirements. The contractor shall perform the role of processor and the Client shall be the controller, cf. Article 15 of the Personal Data Act. If required, a Data Processing agreement shall be entered into.

13 AWARD CRITERIA

13.1 Award criteria

The contract will be awarded based on which tender has the best ratio between price and quality, based on the following criteria:

Criterion	Weighting	Documentation requirements
Price <ul style="list-style-type: none"> - Price pr. hour - Fixed price for press-trips 	35%	The supplier must complete the price schedule in appendix 2.
Expertise and experience and the team's composition <ul style="list-style-type: none"> - German language skills will be heavily weighted - Norwegian, Swedish or Danish language skills are an advantage. - Experience with and knowledge about the German, Swiss and Austrian media market and within PR for the mentioned areas of opportunities. - Network of media, journalist and influencer contacts 	65%	The supplier shall provide a CV for the resource(s) with a description of experience, expertise and previous relevant assignments. The team's composition shall be described. <ul style="list-style-type: none"> - Language skills: Documented by certificate from language course, if not mother tongue - Experience and knowledge shall be described and documented - Network shall be documented with examples.

13.2 Awarding of points and weighting model

A points scale of 1 to 10 points will be used, where 10 points will be awarded to the best response for a given award criterion and a relatively lower point score to the remaining tenders. A straight line calculation method will be used for calculating the point score for the criterion Price. Weighting shall be in accordance with the table above.

APPENDIX 1 – Requirements specification

Innovation Norway Germany aims to buy media services to be executed in Germany, Switzerland and Austria for our offices in Hamburg and Munich. Especially we need assistance with organizing press trips and writing press releases. Press events may be an additional task.

Innovation Norway Germany is active on Innovation Norway's areas of opportunities.

- Clean Energy
- Ocean Space
- Bio-economy
- Tourism and creative industry
- Health and welfare
- Smart societies

Assistance for press work is especially required within tourism and creative industries, clean energy, ocean space and smart societies (in this order, but all kind of topics may appear).

Within our areas of opportunities, we arrange individual and group press trips. In addition, our headquarters arrange international group press trips, where German journalists/influencers may participate.

The supplier should be able to organize all kinds of press trips within all areas of opportunities autonomously, based on a broad network of journalist and influencer contacts. The supplier may handle both the program with Norwegian partners and the invitation of German, Swiss and Austrian journalists and influencers. Accompanying a press group press trip may also be part of the task in seldom cases.

Innovation Norway Germany publishes press releases on various topics. The supplier shall do research on given topics, write the releases and find suitable photos/footage. Also, other writing tasks may appear.

Innovation Norway also arranges different kinds of press events. Organisation of these events may also be executed by the supplier.

As Innovation Norway Germany has a close partnership with the Royal Norwegian Embassy, the Embassy may also use this agreement.

Perfect language skills in German are a precondition. Language skills in Norwegian, Swedish or Danish are an advantage.

Furthermore, the supplier shall have extensive experience with and knowledge about the German, Swiss and Austrian media market and within PR for the mentioned areas of opportunities. The supplier must show examples for media work for customers within those fields.

The supplier will possibly also be responsible for handling our distribution lists, to which extend must be discussed.

Payment will be conducted on hourly or project basis, no fixed monthly amount.

APPENDIX 2 – Price schedule

The price schedule must be completed by the supplier. Incorrect or inadequate completion may result in rejection of the tender.

The hourly rate must be stated per category, NOK excl. VAT.

Estimated hours pr. Year (not binding): Approx. 150 hours pr. Year.

Role in project	Hourly rate/cost NOK (excl. VAT)	Specify the resource's % share
Project manager		
Senior researcher		
Junior researcher		

As an estimate, there could be three group press trips pr. Year (not binding)

Group press trips <i>with</i> guiding*	Group press trips <i>without</i> guiding**
,-NOK eks. vat	,-NOK eks. VAT

*Group press trips *with* guiding

The following shall be included:

- All contact with destinations and journalists
- Over-all responsibility for the organizing, in cooperation with the destinations
- Booking of tickets (air plane/train etc) on behalf of the journalists
- Accompany on the press-trips together with the journalists
- Follow-up on the journalists and destinations after completion of the press-trip
- Management of results

**Group press trips *without* guiding

The following shall be included:

- All contact with destinations and journalists
- Over-all responsibility for the organizing, in cooperation with the destinations
- Booking of tickets (air plane/train etc) on behalf of the journalists
- Follow-up on the journalists and destinations after completion of the press-trip
- Management of results