**Tender documentation**

**Description of the**

**public procurement**: **Production of animated videos for the GENDERACTION project**

**Procurement procedure**: Closed tender

**Public procurement type:**  Small-scale contract

**Estimated value of**

**the public tender**:EUR 16,500 excluding VAT

**Contracting authority**: Institute of Sociology, Czech Academy of Sciences, public research institution

**Registered office**: Jilská 361/1, 110 00 Prague 1

**ID number**: 68378025

**Represented by:** RNDr. Tomáš Kostelecký, CSc., Director

# Basic information

1. Brief description of the public contract

The subject of the contract is the production of three short animated videos. The length of each video will be in the range of 1.5 - 2 minutes. The videos will present in an accessible form some of the main outputs of the project H2020-SwafS-2016-17 GENDERACTION, GA n. 741466.

The contract shall include scriptwriting, creation of graphics, provision of background music (including copyrights) and production of animated videos.

All information about the GENDERACTION project is available on the website www.genderaction.eu.

The tender procedure is outside the Public Procurement Act (PPA) regime, unless explicitly stated otherwise in relation to some provisions.

1. The duration of the contract or time limit for its completion: until 18 December 2020 in line with the timetable in Article 2.
2. The tender validity period (minimum period in months for which the tenderer is bound by its bid from the end of the tender submission period): 1 month
3. The contracting authority does not allow variants of the tender.
4. Any reference made to PPA in this tender documentation or its annexes is to Act No. 134/2016 Coll., on Public Procurement, as amended as of the date of the publication of the tender procedure, unless the context indicates that it is a reference to another legal norm.
5. The contact person for this tender is Marcela Linková, e-mail: marcela.linkova@soc.cas.cz, phone +420 210 310 322.

# Further specification of the tender

1. Basic parameters of the bid

The subject of the tender is the processing of three short animated videos. Requested are two types of processing the assigned topics – Version 1 for Theme No. 1 and 2 and Version 2 for Theme No. 3. For each requested video, a reference video is provided in terms of the requested complexity of animation.

Length of each video: 1.5 - 2 minutes.

Voiceover: in English, all videos will alternate between male and female voices.

Target group: people working in EU member states in ministries, research funding agencies or senior positions in research organisations (these are not popularization videos for students or the general public).

* 1. Version 1
     1. Link to the referential video / preferred video processing: <https://www.youtube.com/watch?v=CHfWQHJ4VeM>
     2. Theme 1: [Why we need gender in the ERA](https://genderaction.eu/wp-content/uploads/2020/06/WhyWeNeedGenderInERA.pdf)
     3. Theme 2: [Guidelines on Criteria of Good Practice for Strengthening the Implementation of ERA Priority 4](https://genderaction.eu/wp-content/uploads/2019/09/GenderAction_PolicyBriefs_12_GoodPractice4ERA_Priority4.pdf)
  2. Version 2
     1. Link to the referential video / preferred video processing: <https://www.zedemanimations.com/portfolio/yenesis/>
     2. Theme 3: [The role of Funding Agencies in the promotion of Gender Equality in R&I](https://genderaction.eu/wp-content/uploads/2019/03/GENDERACTION_PolicyBrief_RFOs-March-8-2019.pdf)

1. Schedule
   1. Deadline for bid submission: 31. 8. 2020 at 12:00 am CET.
   2. Deadline for announcing the tender results: 4 September 2020 at 12:00 am CET.
   3. Deadline for signing the cooperation contract: 18 September 2020 at 12:00 am CET.
   4. Deadline for handing over all three videos to the contracting authority: 18 December 2020 at 12:00 am CET.

The Contractor shall submit a more detailed schedule proposal of the tender contract based on the deadlines set by the contracting authority above.

1. The subject of the contractor's activities will be the following:
   1. script design, including support for the client in the preparation of key video messages, in close cooperation with the client,
   2. creating a storyboard,
   3. creating an illustration / animation,
   4. creating a soundtrack - voiceover, music,
   5. inclusion of the final sequence, which will contain the mandatory publicity requirements, ie information about the EU funding provided for the production of the videos and disclaimer information.
2. The Institute of Sociology of the Academy of Sciences of the Czech Republic, public research institution, shall provide the following to the tenderers:
   1. background PDF documents,
   2. draft main messages based on the relevant PDF documents,
   3. project graphic manual,
   4. reference videos to illustrate client preferences.
3. The Supplier shall hand over as a result of the work:
   1. 3 videos approved by the contracting authority on the assigned topics via the GENDERACTION project repository in the "video tender" folder at <https://soudrive.soc.cas.cz/index.php/s/DpYb3CPJEoFwQbx>.
   2. In the case of using a unifying graphic element for all videos, the customer requires the submission of a graphic manual in order to be able to use such an element in other project materials.

# Tender evaluation

The bid shall include the bid price quote in EUR without VAT separately for each video.

Bids shall be evaluated on the basis of two evaluation criteria:

1. Total bid price for the 3 videos in EUR without VAT - max. 50 points.
   1. Within this evaluation criterion, bids shall be evaluated according to the bid price in EUR without VAT, according to the following formula. The number of points shall be mathematically rounded to an integer:

**number of points = 50 x (price of the cheapest offer / price of the evaluated offer)**

* 1. If the evaluation committee assesses a submitted bid as containing an exceptionally low tender price, the contracting authority shall, in accordance with Section 46 of the Public Procurement Act, request the bidder to provide a written justification for the method of calculating such an exceptionally low tender price.

1. Evaluation of the graphic design of the assigned topic - max. 50 points
   1. Clarity, comprehensibility and graphic design of graphic elements / animations (max. 35 points).
   2. Comprehensibility and appropriateness of the proposed comment / text (max. 15 points).

Under point (2), the bidder shall prepare a sample storyboard on theme 3 The role of Funding Agencies in the promotion of Gender Equality in R&I consisting of 3 windows in the required design complexity in line with the tender documentation (ie version 2). The basis for the storyboard shall be a document **Appendix No. 3: Tender assignment** containing the main ideas based on the underlying PDF text, prepared by the contracting authority. The bidder shall focus on the part marked in yellow colour.

# Formal tender requirements

1. The contracting authority shall not reimburse the participants for any costs associated with participation in the procurement procedure.
2. Bids may be submitted only electronically via the e-mail address [info@genderaction.eu](mailto:info@genderaction.eu) and by requesting that an automatic receipt confirmation be sent from same e-mail address. The subject of the email message shall state "GENDERACTION VIDEO TENDER". All e-mails received with tenders shall be opened after the deadline for submission of tenders.
3. Tenderers may submit only one variant of the tender.
4. The bids as well as the subject of the contract must be prepared in English.
5. The bid cover page, a template of which is provided in Annex No. 1, shall be completed by the contractor, signed (signature of the tenderer or persons acting on behalf of or for the tenderer; persons authorised by the tenderer shall prove the power of attorney) and scanned or signed electronically and submitted as part of the bid.
6. The tender must be submitted electronically no later than by the end of the deadline set by the contracting authority for the submission of tenders.
7. The deadline for submission of tenders is 12:00 am CET on 31 August 2020.
8. Bids received by the specified deadline shall be evaluated by a commission appointed by Director of the Institute of Sociology of the ASCR, public research institution. Bids received after the specified deadline shall not be assessed.
9. Any and all communication between the contracting authority and the tenderer in this procurement procedure shall take place through a contact person via the e-mail address [info@genderaction.eu](mailto:info@genderaction.eu).
10. The contracting authority shall provide any additional information to the tender conditions to the tenderers by e-mail.
11. The contracting authority shall publish a notice of exclusion of a tenderer or a notice of selection of a contractor to all tenderers by e-mail.

# General requirements to prove qualification

1. The obligation to submit an identification may be fulfilled by the tenderer by reference to the relevant information kept in a public administration information system or in a similar system maintained in another Member State, which allows unrestricted remote access. Such a link must include the Internet address and the login details for retrieving the required information, if such information is necessary.

# Basic eligibility

1. Ineligible is a tenderer that:
   1. has been convicted in the country of its registered office in the last five years before the commencement of the tender procedure, for a criminal offense listed in Annex No. 3 to the Act on Public Procurement (Act No. 134/2016 Coll.) or a similar criminal offense under the law of the country in which the tenderer has its registered office; expunged convictions shall not be taken into account,
   2. has outstanding tax arrears due in the tax records in the Czech Republic or in the country of its registered office,
   3. has outstanding arrears on insurance premiums or fines for public health insurance in the Czech Republic or in the country of its registered office,
   4. has outstanding arrears on insurance premiums or fines for social security and contribution to the state employment policy in the Czech Republic or in the country of its registered office,
   5. is in liquidation, a bankruptcy decision has been issued against the tenderer, forced administration has been imposed on the tenderer pursuant to another legal regulation or the tenderer is in a similar situation pursuant to the legal order of the country in which the tenderer has its registered office.
2. The tenderer shall prove the fulfillment of these basic eligibility requirements in relation to the Czech Republic by submitting a statutory declaration. The tenderer may use the template which is appended to this tender documentation.

# Professional competence

1. Fulfillment of professional competence shall be proven by the tenderer who submits a statement from the Commercial Register if registered in such a register, or a statement from another similar register if registered in it.
2. The tenderer shall prove the fulfillment of its professional competence by submitting a simple copy of the document, in Czech or English.

# Technical competence

1. The tenderer shall provide three reference videos created since 2017 onwards, to prove its capacity to produce videos of the required specification, together with an indication of the contracting authority of those three videos. Reference videos shall be made available via an internet link provided in the bid.

# Subcontractors

1. The contracting authority requires the tenderer to specify in its bid, the parts of the public contract which the tenderer intends to award to one or more subcontractors. In such a case, the tenderer shall indicate the part of the public contract with the designation of the subcontractor, if known to the tenderer. This list shall also include the expected percentage share that the subcontractor shall perform in the total public contract, if known to the tenderer.

# Bid price

1. The tender quote shall include any and all costs associated with the performance of the subject of the contract specified in the tender conditions.
2. The tender bid price shall be stated in EUR on the bid cover page and in the draft contract.
3. The tender quote shall not exceed the estimated price of the public contract, which amounts to EUR 16,500 excluding VAT.
4. The tender bid price shall include any and all work related to the creation of animated videos as well as an unlimited exclusive license for the whole world granted to the contracting authority, to use the videos in all known ways. The license shall cover any and all audiovisual elements of the video, for example, used images, animations, photographs, logos, music, voiceover.

# Business provisions

1. In its bid, the tenderer undertakes to meet any and all business conditions and payment conditions, contained for the purposes of this tender procedure in the binding draft contract.
2. The tenderer is entitled to insert in the binding draft contract only its identification data, the amount of the bid price and other data specified in the tender documentation.

# Other provisions

1. By submitting a bid in this tender procedure, the tenderer accepts fully and without reservation the tender conditions, including any potential additional information to the tender conditions. The contracting authority anticipates that before submitting its bid, the tenderer shall carefully study any and all instructions, specifications and deadlines contained in the tender conditions and shall follow them. If the tenderer does not provide all the required information and documents in time or if its bid does not meet the tender conditions in every respect, this may result in the elimination of the tender and the subsequent exclusion of the tenderer from the tender procedure.
2. The contracting authority shall not take into account any reservation of the tenderer to the tender conditions contained in this tender. Any reservation of the tenderer shall be qualified as non-fulfillment of the tender conditions and shall constitute a reason for the elimination of the tenderer's bid and the tenderer’s subsequent exclusion from the tender. In case of any ambiguity, the contracting authority recommends that the tenderer contact the contracting authority in the form of a written request for additional information about the tender conditions.
3. The contracting authority reserves the right to change or supplement the tender conditions, either on the basis of requests from tenderers for additional information or on its own initiative. The contracting authority shall provide such additional information to the tender conditions to the tenderers in accordance with the PPA in the same manner as they were received the tender documentation.
4. The contracting authority reserves the right to cancel the procurement procedure.
5. The tenderer is obligated to settle the relevant royalties and other remuneration towards:
   1. all authors and performers participating in the production of the video,
   2. the use of their works and performances.

This includes the copyright to the music used and any other audiovisual media used in the production of the videos.

Appendixes:

Appendix No. 1: Bid cover page

Appendix No. 2: Binding draft contract

Appendix No. 3: Tender assignment

Statutory declaration on the fulfilment of basic requirements