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Connecting European Earth Observation to International Markets

ConnectEO – 951124



TENDER SPECIFICATIONS
FOR ONLINE B2Bs
IN CHILE AND AUSTRALIA



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1 TENDER CONTEXT – THE CONNECTEO PROJECT

1.1 ConnectEO Overview

ConnectEO¹ is co-funded by the European Union under the COSME Cluster Go International programme.² It aims to empower European Earth Observation (EO) Small and Medium Enterprises' activities in the maritime and agriculture sectors in their internationalisation strategies to exploit two target markets: Australia & Chile. The project runs from September 2020 to August 2022.

ConnectEO currently supports 19 Small and Medium Enterprises (SMEs) under the framework of three key initiatives: 1) a Back Office (access to market information), 2) Front Office pilot - a dedicated physical presence in Australia, **and 3) Trade Missions – a series of online events and B2B sessions that will allow the SMEs to be introduced to key players in Australia and Chile to develop partnerships, key alliances and potential business within key topics/sectors in those markets.**

Specifically, the online B2B meetings aim to facilitate the creation of business partnerships in the targeted markets with key stakeholders in the public and private sector.

2 TENDER PRESENTATION

2.1 Objective

To organise a **series of online B2B meetings** for the ConnectEO SMEs in the areas of maritime and agriculture sectors in each target market: Chile and Australia.

2.2 Description of Activities

- Identification of relevant and suitable local stakeholders from the public and private sector (e.g. companies, universities, national agencies, research institutes);
- Organisation of online B2B meetings with a minimum of **10** in-country entity representatives per SME by contacting the key stakeholders;
- Contact and arrange these online B2B meetings during a time frame of 8 weeks.
- A follow-up for each SMEs' meetings after the B2Bs to evaluate its success;
- The Consortium will provide to the successful tenderer with the ConnectEO catalogue, the SME's general profiles to start the action;
- The tenderer may interview the ConnectEO SMEs to understand their needs and requirements before launching the B2Bs;
- The tenderer shall provide the needed support to ConnectEO SMEs before, during and after the B2B meetings to address and solve questions.

¹ See: <https://www.connect-eo.eu>

² See: <https://clustercollaboration.eu/open-calls-programs/cosme>

2.3 Contract Details

- Contract type: Maximum price fixed for each strand.
- Procedure type: Open contest on equal terms to all natural and legal persons. Tenderers can apply for one, or more strands (without limitation).
- Submission method: Electronic
- Award method: Best price-quality ratio

Estimated total value: There is a budget of **up to 10,000 Euros** for each strand. The total budget of the tender is 40,000 Euros.

- The activities described above are separated into four strands:
 - Strand1a: Australia - Agriculture
 - Strand1b: Australia – Maritime
 - Strand2a: Chile - Agriculture
 - Strand2b: Chile - Maritime
- The tenderer may apply for as many strands as they wish. The tenderer must make clear in the application which strands is applying for.
- Online tool: The consortium will be provided the online tool to the tenderer to held virtual B2B meetings.

3 MILESTONES

Publication date	7 March
Question deadline	14 March at 17:00 CET Questions arising from this document should be given to the contact officers listed in page 9
Closing deadline	20 March at 17:00 CET
Evaluation of tenders	1 week after closing deadline
Organisation start date (indicative)	28 March 2022

3.1 DURATION AND SCHEDULE

3.1.1 Timeline for Tender process

- Call for tender launch: 7 March, 2022
- Deadline for receipt of tenders: 2 weeks after the launch (20th March at 17:00 CET time)
- Notification letters – Acceptance and rejection notification: 23 March

- Contract proposal – Act of commitment/engagement: 24-25 March
- Contract signing: 28 March

3.1.2 Timeline of activities for successful tenderer

- 1st stage – Final proposal and Plan submitted: 29 March – 1st April 2022
- 2nd stage – Exchange of information and documents (if needed) with the EU SMEs and/or the consortium: April 2022
- 3rd stage – B2Bs (indicative): From May until 30th June 2022
- 4th stage – Report on B2Bs outcomes (Feedback surveys, potential business agreements): 15th July 2022

4 TECHNICAL INFORMATION ON TENDERING

4.1 Structure and content of the proposal

Tender proposal submissions must include:

4.1.1 Part A: Technical offer

- The technical offer must cover all aspects and tasks required in the technical specifications given in Section 5 and provide all the information needed to apply the award criteria. Offers deviating from the requirements for each strand being applied for, or not covering all requirements of the strand being applied for, may be rejected on the basis of non-compliance with the tender specifications and will not be evaluated.
- The tenderer must describe how the activities will be delivered. This description must include a listing of its core activities, potential stakeholders for B2Bs draft agenda. Sufficient detail must be provided so that it is clear that the requirements for each strand have been met and the evaluation criteria provided in Section 8 can be applied.
- The tenderer must introduce its organisation/company listing its core activities, its expertise, achievements and the team that will perform the requested activities.

4.1.2 Part B: Financial offer

Statement of agreement with the contract's budget specifications and payment terms.

4.1.3 Requirements

The Tenderer's submission must comply with the following:

- a) the submission is lodged in accordance with the requirements stated on this document and it should not exceed 15 pages (appendix included);
- b) the submission is in English and prices are in euro;
- c) the submission must respect the invitation to tender's deadline and be sent to sandra.cabrera-alvarado@ears.org

4.2 Deliverables

By the end of the contract, the following outputs should be delivered by the successful tenderer for each Strand:

- A list of identified stakeholders from the targeted markets in the maritime and agriculture sector;
- Preferably 10 meetings expected to be organised per SMEs;
- A detailed report of the organised B2B meetings per SME;
- A survey prior to the B2B for the meetings' organisation and the relevance of the contacts
- A satisfaction survey to be disseminated among the SMEs

5 TECHNICAL SPECIFICATIONS

5.1 Structure of the B2B

The B2B meetings (Australia and Chile) shall comprise the following tasks to deliver the outputs described on Section 4.2:

- **B2B Meetings:** A list based on the SME profile will be provided beforehand to the SME. (5 Australian stakeholders minimum & 5 Chilean stakeholders minimum in either agriculture or maritime sector according to the SMEs, or 10 Australian or Chilean stakeholders minimum per SME)
- **Organisation of one workshop event** to introduce SMEs to potential key stakeholders. Min. 5 Australian and 5 Chilean stakeholders shall attend to meet the ConnectEO SMEs. This will be organised by breakout rooms on key topics. The workshop will address what is the SMEs' solution and key problematics. If needed, the tenderer should be available to prepare them prior to meeting the stakeholders.

5.2 B2B topics per strand

Proposed topics/sectors to be covered to develop commercial opportunities between the targeted markets and the ConnectEO SMEs are:

- For the maritime sector:
 - Security and defence
 - Climate change
 - EEZ Surveillance
 - Disaster management
 - Aquaculture & Fisheries
 - Biodiversity & marine ecosystem
 - Metocean
 - Investors
 - Port infrastructure
 - Maritime transport
 - Insurance
 - Maritime supply chains & logistics
 - Marine- Oil & Gas

- For the agriculture sector:
 - Farm management software
 - Livestock monitoring
 - Smart farming & crop monitoring
 - Precision farming
 - Investors
 - Insurance
 - Agricultural supply chains
 - Construction and infrastructure management
 - Automation and robotics
 - Supply and demand forecasting
 - Soil carbon

Note: These topics are not mandatory, but highly desirable. The tenderer is free to propose new topics based on the SMEs' profiles and needs found here: <https://www.connect-eo.eu/provider/>

Note2: Tenderers are encouraged to propose new ones.

6 BUDGET

The budget of the contract, including all costs, should not to exceed **10,000 Euros per strand** including duties, taxes and other charges such as VAT. The price for the tender must be quoted in euro.

The quoted price must be a fixed amount which includes all charges including travel, HR and support. The contractor shall not reimburse separately travel or subsistence expenses, nor any other non-specified costs such as translation costs, database management or administrative costs necessary to carry out the tasks of the contract (offices, secretarial assistance, communications, printing costs of documents, dispatch costs, etc.). Therefore, the tenderer is requested to take into account all these costs if applicable when preparing the offer.

7 PAYMENT

The payment will be done as “Payable on Receipt” which means that the payment is due at the same time as the service is delivered.

The service should cover all the specifications of this tender.

Once the contractor has received the deliverables and the service have been finished. The tenderer must address a final receipt to the contractor. If the parties agree on payment terms, the maximum period for payment is 45 days as of the end of month, or 60 days from the date of issue of the invoice.

8 TENDER EVALUATION

Tenders will be assessed in accordance with the contractor's tender evaluation procedure (criteria and weightings).

A set of detailed evaluation criteria have been prepared by the for the evaluation of submissions. An initial evaluation will consider whether or not every instruction and requirement contained

within this document has been adhered to. Submissions will be assessed against the following evaluation criteria (not in order of significance):

8.1 Selection criteria and weightings

- Demonstrated company knowledge, expertise, and track record 20%
- Experience, ability, accessibility and performance 30%
- Approach and methodology 20%
- Price 30%

8.1.1 Elements of selection criteria

Commercial

- Price competitiveness
- Budget clarity
- Number of meetings hold per SME
-

Service Capability

- Service delivery experience in country of destination (Chile and Australia)
- Service delivery models (including business continuity)
- Personnel working in country of destination (Chile and Australia)
- Quality

Level of Compliance with the technical specifications (TS)

- Demonstrated understanding of all parts of the TS document
- Submitted proposal is in accordance with the TS
- Adherence to timescales for providing responses

9 CONTACT FOR FURTHER INFORMATION

Tenderers may seek clarification of any matters relating to this Call for Tender by directing enquiries to the Contact Officers specified below. Tenderers should not have direct communications to any other person(s) with regard to the tender process to any other persons(s) than those specified in this document.

Agriculture Contact Officer	Maritime Contact Officer
Víctor Javier CORRAL FRANCO CTA victor.corral@corporaciontecnologica.com	Nolwenn BEAUME Pôle Mer Bretagne Atlantique nolwenn.beaume@polemer-ba.com

It is the responsibility of the Tenderer to request any clarifications or additional information arising from analysis of this document. The contractor may stipulate that any request for clarification or additional information arising from analysis of this document be forwarded in writing.