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Connecting European Earth Observation to International Markets

ConnectEO – 951124



TENDER SPECIFICATIONS FOR ONLINE TRADE MISSIONS



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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' internationalisation activities in the maritime and agriculture sectors 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 (TM) – a series of online events that will allow the SMEs to be introduced to key players in Australia and Chile to develop partnerships, key alliances and potential business within the key topics/sectors in those markets.**

The TM online events will cover opportunities for European EO SMEs within the agriculture and maritime sector in Australia and Chile (hereinafter the target market) touching upon business culture, legal requirements, trade aspects and market needs.

2 TENDER PRESENTATION

2.1 Objectives

To organise and manage a series of online events focused on agriculture, maritime and space sector of the target market.

2.2 Description of activities

- Management and organisation of a three to five-day online event where a minimum of one or two days shall be thematic days dedicated to each sector (agriculture and maritime). The expected timeframe of the events is May-July 2022.
- Production of an event plan for submission to the ConnectEO consortium. For the Chilean market, the event plan needs to be done in English and Spanish.
- Development of a comprehensive list identifying relevant and suitable local speakers with knowledge on the topics to be covered. The tenderer may identify speakers from the public and private sector (e.g. companies, universities, national agencies, research institutes).
- Contact the speakers and organise their sessions to take part in the TM events.
- Organise activities, webinars and pitches sessions.
- Develop a format for a side networking event

¹ See: <https://www.connect-eo.eu>

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

- Organise presentations/webinars in the main areas of: Business culture, market trends in the agriculture and maritime sectors, introduction to EO/Remote sensing data providers, and a B2B with the government and the ConnectEO SMEs on how to establish an office in the target market.
- Organise minimum one technical workshop on the use of Copernicus data for each target market.
- Develop one pitch event minimum for the agriculture and the maritime sector between the ConnectEO SMEs and a minimum of 8 local stakeholders to foster business partnerships. To do so, a previous identification of local stakeholders must be held by the tenderer with interest in cooperating with the ConnectEO SMEs.

2.3 Contract details

- Contract type: Fixed price for each lot.
- Procedure type: Open contest on equal terms to all natural and legal persons. Tenderers can apply for one, or more lots (without limitation).
- Submission method: Electronic
- One submission per target market (Australia &/or Chile)
- Estimated total value: There is a budget of **up to 10,000 Euros** for each lot (Lot 1: Trade Mission Australia, or Lot 2: Trade Mission Chile)
- Award method: Best price-quality ratio
- The online platform will be provided by the ConnectEO consortium.

3 MILESTONES

3.1 Milestones table

Publication date	21 st March at 17:00 CET
Question deadline	28 th March at 17:00 CET Questions arising from this document should be given to Sandra.cabrera-alvarado@earsc.org
Deadline for submissions	13 th April at 17:00 CET
Evaluation of tenders	14 th to 20 th of April, 2022
Organisation start date (indicative)	21 st of April, 2022

3.2 Duration and schedule

3.2.1 Timeline for Tender process

- Call for tender launch: 21st March, 2022
- Deadline for receipt of submissions: 13th April (17:00 CET time)

3.2.2 Timeline of activities for successful tenderer

- 1st stage – Final proposal and Plan submitted: 25th April, 2022
- 2nd stage – Exchange of information and documents (if needed) with the EU SMEs and/or the consortium: 25th to 29th April, 2022
- 3rd stage – Trade Mission (indicative): From beginning of May until second week of July 2022
- 4th stage – Report on TM outcomes. Second week of 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 work package being applied for, or not covering all requirements of the work package 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, speakers' names and draft agenda. Sufficient detail must be provided so that it is clear that the requirements for each work package have been met and the evaluation criteria provided in Section 8 can be applied.
- The tenderer must introduce its organisation/company stating its expertise, listing its core activities, 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 euros

- c) the submission must respect the invitation to tender's deadline and be sent to sandra.cabrera-alvarado@earsc.org

4.2 Deliverables

By the end of the contract, the following outputs should be delivered by the successful tenderer

- A detailed report on the TM's events: A small report per presentation including key takeovers, conclusions and lessons learnt.
- A satisfaction surveys of the ConnectEO SMEs per event.
- A list of identified stakeholders to act as speakers and participants from the targeted market in the maritime and agriculture sector, which will complement the ConnectEO Stakeholders.
- A video of 2 mins. showcasing the ConnectEO SMEs to be used later for pitch purposes is desirable.

5 TECHNICAL SPECIFICATIONS

5.1 Structure of the Trade Mission

The TM shall comprise the following tasks to deliver the outputs specified in Section 4.1

- A duration or around 3-4 hours per day is desirable

Work Package for day one.

- Organisation of keynotes on topics that set the scene. A minimum of two keynotes is desirable for the opening day by local stakeholders. For the first day the topic to address should be the key aspects of the market provided by key actors.
- Organisation of presentations/webinars/workshops following each keynote session with presenters from the private, public and academia sectors in the areas of:
 - a technical workshop on the use of Copernicus data applied to Australian needs
 - business culture
 - types of partnership models
 - funding sources
 - market trends in the agriculture and maritime sector
 - data providers in the local market
 - a B2B with a governmental stakeholder on how to set up an office in the target market

Work Package for day two. Thematic day: Agriculture

- Organisation of a minimum of one keynote on the agriculture industry and collaboration options
- Organisation of pitches with a minimum of 6 local stakeholders willing to meet the ConnectEO SMEs to foster business partnerships
- It is desirable the organisation of a minimum of 3 presentations in the areas of:
 - the use of EO technology in the agriculture industry of the target market,

- opportunities and demand of livestock detection and
- farm management software.

Work Package for day three. Thematic day: Maritime

- Organisation of a minimum of one keynote on the maritime industry and collaboration options
- Organisation of pitches with a minimum of 6 local stakeholders willing to meet the ConnectEO SMEs to foster business partnerships
- It is desirable the organisation of a minimum of 3 presentations in the areas of:
 - blue economy (MRE, marine bioresources)
 - Maritime transport security and coast surveillance

Note. The proposal of the topics is indicative. Tenderers are encouraged to propose new topics. To assist the tenderer in the areas of interest of our SMEs please visit their profiles here: <https://www.connect-eo.eu/provider/>

Note2: The days do not have to be consecutive. It can be distributed in several weeks.

6 BUDGET

The budget of the contract, including all costs, **should not to exceed 10,000 Euros per lot** 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 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

Service Capability

- Service delivery experience
- Service delivery models (including business continuity)
- 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 Officer: Sandra.cabrera-alvarado@earsc.org. 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.

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.