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**CREACT**  **MED**

CREATIVE MEDITERRANEAN

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Co-Funded by the European Union  
بتمويل مشترك من الاتحاد الأوروبي

## Invitation to tender

Valtetsiou & Tripoleos str. 41336, Larissa, Greece

Tel./ fax: +30 2410 626943email: [info@ied.eu](mailto:info@ied.eu)

website: [www.ied.eu](http://www.ied.eu)

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**SUBJECT**

Call for tender for the provision of expert services in relation to the CREAT4MED project.

<b>Date of publication</b>	01/02/2022
<b>Contracting Entity</b>	Institute of Entrepreneurship Development
<b>Objective</b>	<ol style="list-style-type: none"><li>1. Development and compilation of the scripts for the e-learning videos of the CREAT4MED training programme.</li><li>2. Production of videos (videorecording) and videos editing for the CREAT4MED training material.</li><li>3. Coordination of the videorecording activities and provision of technical support for the training material of the CREAT4MED training programme.</li></ol>
<b>Project Duration</b>	The schedule of implementation of the services initiates by the signing of the relevant contract with IED and may not go beyond 30/06/2022.
<b>Publication of Notice</b>	<a href="http://www.ied.eu">www.ied.eu</a> / <a href="mailto:projects@ied.eu">projects@ied.eu</a>
<b>Closing date and time of submission of offers</b>	28/02/2022 at 17:00 CET
<b>Submission of offers</b>	By email: <a href="mailto:projects@ied.eu">projects@ied.eu</a> or by post at the following address: Institute of Entrepreneurship Development, Valtetsiou & Tripoleos str., 41336, Larissa, Greece
<b>Format of submission of offers</b>	A financial offer according to the template of Annex I along with documents that certify the eligibility criteria (see Article 4). For the eligibility check the natural persons have to submit an updated CV and the legal persons a company profile with relevant work as the requested at the tender. <b>Language used must be English.</b>



## ARTICLE 1: GENERAL DESCRIPTION & GENERAL PRINCIPLES

The Institute of Entrepreneurship Development (hereinafter the Contracting Body) in the framework of the EU funded project “CReative Entrepreneurs ACTing FOR the future MEDiterranean (CREACT4MED)”, GA No. ENI/2019/412-505, is looking for the most advantageous offer in combination with the relevant experience in the provision of services related to the production of e-learning videos for the training material.

The participation in the announced competition is open, on equal terms, to all natural and legal persons, who meet the financial and technical conditions provided in this announcement and have the required professional competence and experience.

Each candidate Contractor has the right to submit either a single bid both for the whole of service or to undertake separate part/parts of it as they are described in Article 2 hereof.

Each candidate Contractor can submit one single bid within the deadline stated in Article 5.

## ARTICLE 2: OBJECT OF THE TENDER

The object of the tender is the implementation of the below specific actions:

1. Development and compilation of the scripts for the e-learning videos of the CREAT4MED training programme.
2. Production of videos (video recording) and videos editing for the CREAT4MED training material.
3. Coordination of the video recording activities and provision of technical support for the training material of the CREAT4MED training programme.

The education material consists of the following modules:

- Module 01 “CCI Sector Insights”
- Module 02 “Business basics”
- Module 03 “Ideation”
- Module 04 “Concept Design & Prototyping”
- Module 05 “Company Formation”



- Module 06 “Marketing”
- Module 07 “Pitching your Company”

The videos will be recorded in English.

## ARTICLE 3: TECHNICAL SPECIFICATIONS

### 3.1 PROJECT DESCRIPTION

In the context of the project, educational material will be developed, targeting youth and women with the purpose of enhancing their entrepreneurial potential. The material will be available through an online learning platform, the CREAT4MED Training Academy.

### 3.2. DETAILED SERVICE SPECIFICATIONS

Implementation of the below specific action:

1. Development and compilation of the scripts for the e-learning videos of the CREAT4MED training programme: In this action, the tender needs to compile and provide to the contractor the text, that will be pronounced from the lecturer during the videorecording. The script will arise, based on the content of the modules, as described below. The format of the deliverable will be in word version (1 word document, for each module).
2. Production of videos (videorecording) for the CREAT4MED training material: In this action, the tender needs to be the lecturer(s) of the e-learning videos and record all the videos, based on a specific script that will be provided to the lecturer, arisen from the action above. Approximately, the duration of all videos will be around 50 hours. The video recording sessions will take place at a specially designed space for video recording & Videos editing for the CREAT4MED training material: Once the video-recording process is finalized for each module, a video-editor, will be needed, to work on the raw versions of the videos and edit/deliver the videos, in their final version.
3. Coordination of the video recording activities and provision of technical support for the training material of the CREAT4MED training programme: In this action, a dedicated person, supervising all the process of the video productions – video recording, is needed, to monitor the smooth implementation of the activities. Approximately, the duration of all videos will be around 50 hours. The video recording sessions will take place at a specially designed space for videorecording.



The education material consists of the following documents:

- Module 01 “CCI Sector Insights”: The aim of the first module is to understand the fundamentals of the CCI, as well as the features of the external environment, focusing in 6 MED countries (Egypt, Tunisia, Lebanon, Morocco, Jordan, and Palestine), that may influence a business idea in this sector.
- Module 02 “Business basics”: The aim of the Module 2 is to understand the basic terms related to entrepreneurship, focusing on cultural and creative sectors.
- Module 03 “Ideation”: This module aims to describe the ideation stage of launching a start-up, and guide participants through the process based on their own business idea.
- Module 04 “Concept Design & Prototyping”: This module will help participants to organize their thoughts into a concrete idea of how their business will function.
- Module 05 “Company Formation”: The main aim of this module is to introduce the legal, financial and ethical fundamentals of forming a business.
- Module 06 “Marketing”: This module gives an overview of marketing principles, the importance of marketing in entrepreneurship, and the development and implementation of a marketing strategy.
- Module 07 “Pitching your Company”: The aim of this module is to help participants in developing a strong business model canvas and business pitch.

The videos will be recorded in English.

### ARTICLE 4: ELIGIBILITY REQUIREMENTS

The participation in the announced competition is open, on equal terms, to all natural and legal persons anywhere located in Europe who meet the financial and technical conditions provided in this announcement and, at the same time, have the required professional competence and experience.

Requirements that the candidate Contractor must meet:

- ✓ At least 1 year experience as video creator/producer
- ✓ Fluency in English language

A profile of the bidder highlighting past references from at least 1 year in the business and current capacities

### ARTICLE 5: AWARD CRITERIA & EVALUATION METHODOLOGY



## Institute of Entrepreneurship Development

Interested parties are invited to submit their offers via email at [projects@ied.eu](mailto:projects@ied.eu) or by post at the following address: Institute of Entrepreneurship Development, Valtetsiou & Tripoleos str., 41336, Larissa, Greece up to **28/02/2022**. For the e-mail, please mention in the subject "CREACT4MED production of e-learning videos service offer\_ *Name of the bidder/company*".

The selection of the Contractor will be based on the following criteria, with the mentioned criteria:

- 1) At least one year relevant experience (on/off)
- 2) Lowest price will be preferred and should not exceed the following amounts

CHOICE (X)	SPECIFIC OBJECTIVE	AMOUNT OF THE BID (€) (incl. VAT)
	Development and compilation of the scripts for the e-learning videos	3.500€
	Production of videos (video recording) and video editing	25.000€
	Coordination of the videorecording activities and provision of technical support for the training material	1.500€

Each received bid will be first evaluated according to the eligibility requirements, i.e.

- Received by the above deadline
- Referring to all the points in Article 4, none excluded

A template for the submission of the bid, is available as Annex I.

Any complaint will have to be filed until 5 calendar days after the reception of the evaluation results by email sent to [projects@ied.eu](mailto:projects@ied.eu)

## ARTICLE 6: CONCLUSION AND SIGNING OF THE CONTRACT



## Institute of Entrepreneurship Development

Following the decision of the Tender Committee, the Contracting Body will invite the Contractor for the signing of the relevant contract. This contract will include:

- Description of the service undertaken by the Contractor.
- The contractual fee determined in EUR (€) + VAT if and where applicable.
- The payment will be made upon acceptance of the final deliverable from the Contracting Body and only after the realization of the cashflow from the CREAT4MED project.

### ARTICLE 7: APPLICABLE LAW AND CONTROVERSIES

This tender follows the law of Greece.

Any controversy will be demanded to the jurisdiction of the Court of Larissa.

### ARTICLE 8: PRIVACY AND GDPR

IED will handle the personal data gathered during the execution of this procedure in compliance with the GDPR regulations.



**ANNEX I: DETAILED FINANCIAL BID FOR SERVICES**

**Details of the applicant**

Full name / Company name:

Address:

Phone:

E-mail:

**Place:**

**Date:**

**To:** Institute of Entrepreneurship Development (Contracting Entity)

Distinguished Ladies/Distinguished Gentlemen,

Following the publication of the relevant Call for Proposals for the provision of services necessary for the implementation of specific actions undertaken by the Contracting Entity in the framework of the “**CReative Entrepreneurs ACTing FOR the future MEDiterranean (CREACT4MED)**”, GA No. ENI/2019/412-505”, project I am sending you the below financial offer:

<b>CHOICE (X)</b>	<b>SPECIFIC OBJECTIVE</b>	<b>AMOUNT OF THE BID (€) (incl. VAT)</b>
	Development and compilation of the scripts for the e-learning videos	
	Production of videos (videorecording) & Videos editing	
	Coordination of the videorecording activities and provision of technical support for the training material	

The period of validity of this Agreement is  months.

By submitting this financial offer and, as a whole, the Offer Envelope, I expressly declare that I have read and accept fully and unreservedly all the terms of the relevant notice as well as the relevant technical specifications set out and I declare that all the information and documents provided are accurate.

**Stamp - Signature**







Institute of Entrepreneurship Development



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