



## **BIDDING PROCEDURE - TERMS AND CONDITIONS**

PROJECT: A A.1.2 0355 - SME4SMARTCITIES

SERVICE: Provision of external services for developing the web platform of the SME4SMARTCITIES project

### **1- Object of the contract**

The object of the contract is the development and support for the implementation of a web platform within the framework of the SME4SMARTCITIES project.

SME4SMARTCITIES is a European project framed in the ENI CBC MED Mediterranean cooperation program and led by CEEIM whose main objective is to promote the development and internationalization of small and medium-sized technology companies, to facilitate their access to the smart cities market. The initiative also seeks to improve the competitiveness, efficiency and sustainability of Mediterranean cities.

The above-mentioned web platform, object of the contract, must be equipped with the necessary functionalities that allow the development of a large part of the key activities of the project: Training program, launch of the call for smart cities solutions, co-creation process, etc.

### **2- Type of contract**

Services

### **3- Time frame of the contract**

February 2021 - December 2027

### **4- Type of processing**

Single tender procedure

### **5- Deadline for receipt of offers**

20<sup>th</sup> February, 2021

### **6- Language of the bids**

English or Spanish

### **7- Contracting entity**

FUNDACIÓN CENTRO EUROPEO DE EMPRESAS E INNOVACIÓN DE MURCIA

### **8- Receipt of bids**

FUNDACIÓN CENTRO EUROPEO DE EMPRESAS E INNOVACIÓN DE MURCIA (CEEIM)

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## **9- Service requirements and specifications**

### **9.1 - Description of the platform**

Main sections and functionalities of the platform to be developed are the following:

#### 9.1.1 - Publicly visible and open part (no registration required)

##### 9.1.1.1 - Landing page

The landing page has to show:

- Project and platform general information.
- Project news and events: Reflecting and linking automatically the events and news related to the projects that are posted progressively on the official Program website.
- Links to project social media networks: Including icons linked to social media networks and a Twitter feed.
- Benefits of registering: Informing about the resources, tools and opportunities accessible after registration, the number of organizations already registered and the registration process.

##### 9.1.1.2 - Registration option

An option for automatic registration must be included in the platform. However, the platform administrator must be able to validate the registration.

Registration has to allow the possibility for different types of profiles. At least four different types will be required:

- 1. SMEs
- 2. City representatives
- 3. Technology Developer, Support Entities and Experts
- 4. Others

#### 9.1.2 – Private part (registration required)

All types of profiles will have access to this part after registration. It will consist of the following sections:

##### 9.1.2.1 - User profile

According to the profile type.

An option to manage credentials and other possible account details has to be included.

##### 9.1.2.2 - Profile directory

The directory will automatically show the organizations registered in the platform, giving basic information provided by them during registration or inserted in their profiles. A search engine has to be included (to filter by name, field, country, tags, etc. and with advanced search options). A mailing option will also be included.

Location of all profiles registered on the platform will be shown automatically through a map. A different icon, according to the type of entity/profile, should appear on the map for each user registered. Basic information about the respective entity/profile will be shown by clicking on each icon.

### 9.1.2.3 - e-Community social network

This section will be design as a forum in which users can share information and interact so that collaboration is supported and fostered. The forum will include different sections or topics, allowing users to:

- Look for partners for projects.
- Share relevant events, news, training opportunities, etc. related to the smart city field.
- Give publicity to external tendering processes or other financing opportunities related to the smart city field.

The administrator will have the option to delete inputs to the forum if they are considered inappropriate.

### 9.1.2.4 - Resources

Different kinds of resources will be available in this section for the platform users:

- Useful links.
- Documentation in different formats (.pdf, .ppt, .jpg. etc.)
- Webinars recorded and other multimedia content.

### 9.1.3 – Private part (registration required) accessible only from a specific date

This part of the platform will be available just for users registered and only from a specific date. In addition, the following particularities will be applied:

- Only a limited number of profiles type “1.SMEs” will have access to this part (in principle 50). The selection will be mainly based on a form that all interested “SMEs” will have to fill in (through the platform) providing additional information to the one given during the registration. The explanation of the process and the criteria established for selection will be published on the platform for consultation by interested SMEs.
- Profiles type “4.Others” won’t have access to this part of the platform at no time.
- Access for the rest of profile types will be according to what is indicated in the different sections.

#### 9.1.3.1 - Helpdesk service

A helpdesk service has to be included so that the Administrator (project partners) can solve individual doubts related to the bidding procedures, legal requirements, etc.

The helpdesk service section will be accessible for profiles type “1.SMEs”, “2.City representatives” and “3.Technology Developer, Support Entities and Experts”.

#### 9.1.3.2 - Webinar section

This section will allow the organization of webinars to implement the training actions planned in the project. Although the tool to do the webinars themselves can be a market existing external one, it must be perfectly integrated within the project platform object of this contract. Users must be able to consult the webinar Programme, search webinars using filters based on their interests, see general information and the agenda of the event, and finally register to the selected ones. Administrator will be able to collect useful data from participants’ registration (number of total participants of each webinar, number of participants that are users of the platform, external participants, etc.).

The webinar section will be accessible for profiles type “1.SMEs”, “2.City representatives” and “3.Technology Developer, Support Entities and Experts”.

#### 9.1.3.3 - Matching and speed meeting tool

The main goal of this tool is to allow and foster cooperation between users in order to share their knowledge and develop together solutions to apply jointly to the call launched within the project framework.

Based on the information provided by the users (during the platform registration and through the additional form requested to the selected SMEs), profiles will show what each user can offer and what each user is looking for in terms of collaboration. The matching tool must facilitate the users the search of other profiles that match their interests.

Apart from the mailing option, the users will have the possibility of sending an appointment request to those profiles that fulfil their matching preferences. The latter will have the option to accept or reject the requests received. If the request is accepted, a specific slot has to be proposed for the appointment as well as an external market tool to have it. The appointment will be reflected in a calendar for later consultation by all the users involved.

The matching and speed meeting tool section will be accessible for profiles type "1.SMEs", "2.City representatives" and "3.Technology Developer, Support Entities and Experts".

#### 9.1.3.4 - E-Coaching & business e-assessment

This section will show the profiles of some training specialists in different topics. Users (SMEs) will have the possibility of booking some hours of tutorial sessions with these specialists according to their availabilities (shown in the specialists' calendars).

The e-Coaching & business e-assessment section will be accessible for profiles type "1.SMEs".

#### 9.1.3.5 - Call for solution section

In this section, the project consortium (through the platform administrator) will be able to publish the call for solutions aimed at SMEs, specifying the necessary content of the bids and the way the documentation has to be provided. Then, it will also allow the users to apply for the call. Finally, the administrator will be able to evaluate the bids, communicate the results to the applicants and gather all the relevant information that will facilitate the reporting activities.

The call for solution section will be accessible for profiles type "1.SMEs".

## 9.2 - Language of the platform

English

## 9.3 - Design

Graphic design of the platform is included in the framework of the contract. Just the project logo and general guidelines will be provided.

## 9.4 - Other requirements

Platform design must be responsive.

## 10 - Price and payment terms

Quotations will not exceed € 19,800 (VAT excluded).

Payment method:

- 50 % upon signature of the contract.
- 40 % after the platform development completion.

- 10 % after project completion (August 2022).

### 11. Evaluation of bids:

Each bid will be evaluated according to the evaluation criteria and their detailed weighting indicated in the section "Assessment criteria". No other award criteria will be used. Bids that exceed the maximum amount expressed in section 10 will be eliminated, as they are considered unacceptable. No interviews are foreseen.

### 12. Choice of awardee

The selection of the bid with the best value for money results from a weighting between the quality (technical offer) and the price (financial offer) of the offers according to a distribution of 100 percentage points; up to 60 maximum points (financial offer) and up to 40 maximum points (technical offer) following the following formula:

Total score for bid X = (Cheapest price / price of offer X) x 100 x 0,6 + (score of the technical award criteria of offer X)

The following award criteria are established:

#### ASSESSMENT CRITERIA (100 POINTS)

##### OBJECTIVE VALUATION CRITERIA (60 POINTS) - PRICE / FINANCIAL OFFER

The most beneficial offer received (lowest amount) will be assigned the maximum score, that is, 100 points, the rest of the offers being valued in the corresponding direct proportion.

##### CRITERIA EVALUATED THROUGH VALUE JUDGMENTS (40 POINTS) - QUALITY / TECHNICAL OFFER

TECHNICAL QUALITY	40 POINTS
<p><b>Description of the content of the works.</b></p> <p>The level of detail and the content of the work to be carried out will be assessed.</p> <p>Consistency in the planning of activities and methodology will be valued.</p>	15
<p><b>Fitting to the platform requirements and project needs.</b></p> <p>Adherence to the platform requirements and project needs will be evaluated.</p>	10
<p><b>Time for delivery.</b></p> <p>Time needed to develop the platform will be considered.</p>	10
<p><b>Control and monitoring of the project.</b></p> <p>The mechanisms that facilitate the control and monitoring of the project will be assessed.</p>	5

In any case, it is essential to clearly indicate: title of the bid, the project reference and the name and address of the bidder, as well as the economic proposal (with and without VAT included)

In Murcia, on February 8, 2021

Signed: Esther Peñalver Ibarra (Director of CEEIM)