

Θεσσαλονίκη, 13 Οκτωβρίου 2022

Θέμα: «Πρόσκληση υποβολής προσφοράς παροχής υπηρεσιών στο πλαίσιο του έργου Interreg – IPA Greece – North Macedonia με τον δ.τ. BelN»

Αξιότιμοι κύριοι/ες,

Βάσει του άρθρου 250 του Ν.4957/2022, παρακαλούμε για την υποβολή της προσφοράς σας για τις δράσεις του έργου – **IPA Greece – North Macedonia με τον δ.τ. BelN** το οποίο υλοποιείται από το **Ερευνητικό Πανεπιστημιακό Ινστιτούτο του Πανεπιστημίου Μακεδονίας**, με Επιστημονικά Υπεύθυνο τον υπογράφοντα, Επίκουρο Καθηγητή Γ. Σιάκα.

Το αντικείμενο της προσφοράς καλύπτει (α) την δράση D2.2.3 “Promotional Material” και (β) την δράση D4.2.1 “Careers Digital Hub”.

Συνοπτική περιγραφή δράσεων:

D2.2.3 - Promotional Material

The deliverable “Promotional Material” serves as a supplementary action that aims at the maximum possible visibility and dissemination of the project’s core actions. It is a part of the WP2. “Communication and dissemination”. Although the main tasks of communication and dissemination are being carried out by the LP’s contractor, PP2’s actions have a unique character of illustrating the added value of the research carried out, the young leaders accelerator and the digital careers hub. D2.2.3 contractor will be responsible for coordinating relevant actions with PP and PP contractors.

The contractor will develop and create new material in order to place it in the promotional depository of the e-library as well as to use it inside the project’s workspace (good practices, “how-to” - sections of e-library and in project’s events. The total cost covers video and all actions require sound, mix, creative work.

D4.2.1 - Careers Digital Hub

The deliverable “Digital Hub” serves as a supplementary action to the D4.2.3 “Young Leaders Accelerator”. It is a part of the WP4. “Changing attitudes and

innovating – long lasting synergies”. The external expertise for this action will be responsible for all the publicity and capture of a broader audience for the specific deliverable. It will coordinate actions, in respect to the dissemination activities, cooperating with the external expert that will be responsible for the 4.2.3 “Young Leaders accelerator”.

Αναμένουμε την τεχνική και οικονομική σας προσφορά, σύμφωνα με τις προδιαγραφές που παρατίθενται συνοπτικά παραπάνω αλλά και αναλυτικά στο συνημμένο παράρτημα της παρούσας πρόσκλησης.

Η προσφορά σας μπορεί να υποβληθεί ηλεκτρονικά στην ηλεκτρονική διεύθυνση siakas@uom.edu.gr με κοινοποίηση στην ηλεκτρονική διεύθυνση poru@uom.edu.gr έως τις **20.10.2022**.

Ο ανάδοχος που θα επιλεγεί, θα ενημερωθεί ηλεκτρονικά μέσω email. Με την ενημέρωση της επιλογής του αναδόχου, παρακαλούμε να μας προσκομίσετε (α) την φορολογική ενημερότητα του φορέα σας, (β) την ασφαλιστική ενημερότητα του φορέα σας και (γ) απόσπασμα ποινικού μητρώου του νόμιμου εκπροσώπου.

Παρακαλούμε για τις ενέργειές σας.

Με εκτίμηση,
Ο επιστημονικά υπεύθυνος του BeIN

Επ. Καθηγητής Γ. Σιάκας

D2.2.3 Promotional material

The deliverable “Promotional Material” serves as a supplementary action that aims at the maximum possible visibility and dissemination of the project’s core actions. It is a part of the WP2. “Communication and dissemination”. Although the main tasks of communication and dissemination are being carried out by the LP’s contractor, PP2’s actions have a unique character of illustrating the added value of the research carried out, the young leaders accelerator and the digital careers hub. D2.2.3 contractor will be responsible for coordinating relevant actions with PP and PP contractors.

The contractor will develop and create new material in order to place it in the promotional depository of the e-library as well as to use it inside the project’s workspace (good practices, “how-to” - sections of e-library and in project’s events. The total cost covers video and all actions require sound, mix, creative work.

More specifically, the contractor will be responsible for the following actions:

- to create in digital format minimum 20 pics relevant to project’s progress, describing the project life cycle, potential benefits, risks addressed and proposed solutions.
- To create in digital format minimum 10 reels and/or short videos, relevant to project’s progress, describing the project life cycle, potential benefits, risks addressed and proposed solutions.
- To create in digital format at least 5 how-to infographics and/or short videos, explaining major “how to” solutions of main digital tools, web-platforms and social media,
- To create at least 20 infographics of the main findings of the most important survey’s insights.
- To cooperate with the PP main teams and coordinate relevant tasks with all PP contractors and/or assigned respective representatives.
- All material will be responsive in order to be used in all major platforms, social media, web-pages.
- All material will be in Greek and English.
- The contractor will appoint its representative to participate in the potential meetings for the purpose of the actions undertaken.

Schedule

Following the contract award, the contractor should proceed to the following:

- Present the schedule scheme (first 20 days, until November - December 2022),
- Present how-to relevant material (after one month. Until January 2023),
- Present images - pics – infographics (after two months, until February 2023).

Total budgeted amount: 9.500 euro inclusive of all relevant taxes.

D4.2.1 Digital Hub

The deliverable “Digital Hub” serves as a supplementary action to the D4.2.3 “Young Leaders Accelerator”. It is a part of the WP4. “Changing attitudes and innovating – long lasting synergies”. The external expertise for this action will be responsible for all the publicity and capture of a broader audience for the specific deliverable. It will coordinate actions, in respect to the dissemination activities, cooperating with the external expert that will be responsible for the 4.2.3 “Young Leaders accelerator”.

More specifically, the contractor will be responsible for the following actions:

- Coordination actions for the Digital Hub in cooperation with the D4.2.3 “Young leaders accelerator” and LP team,
- Create minimum 20 short reels/videos/stories of the “Young Leaders” participating in the Young Leaders Accelerator. If the selected young leaders will be more than 20, the reels/videos will be modified, up to maximum 50.
- Modification of presenting videos during the event.
- One total video of the project, duration 20’
- Five short videos of the project, duration 5’ each.
- Capture audience via ads scheme (google ads, tik-toc, etc), at a target of minimum 100.000 impressions
- To cooperate with the PP main teams and coordinate relevant tasks with all PP contractors and/or assigned respective representatives.
- All material will be in English. The contractor will appoint its representative to participate in the potential meetings for the purpose of the actions undertaken.

Schedule

The contract will be awarded in October – November 2022, as a direct award (no open contest).

Following the contract award, the contractor should proceed to the following:

- Present the schedule scheme (first 20 days, until November - December 2022),
- Present the final plan, after consultation with the contractor of the Young Leaders Accelerator team,
- Present the videos, reels, personal stories,
- Present the capture the audience scheme (March-April 2022),
- Participate to the event (May – June 2022),

Total budgeted amount: 8.900 euro inclusive of all relevant taxes.