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Tender No. CO/2024-07

**CONTRACTING OF AN EXTERNAL SERVICE FOR ADVICE AND ASSISTANCE
IN COMMUNICATION MATTERS FOR THE INTERNATIONAL OLIVE COUNCIL**

SPECIFICATIONS

1. OBJECT OF THE CONTRACT

The purpose of this document is to contract an annual service for advice and assistance in global communication matters for the International Olive Council (IOC).

1.1. Background

The IOC is an international, intergovernmental organization dedicated to olive oil and table olives, which was created in 1959 under the auspices of the United Nations to administer the International Agreement on Olive Oil and Table Olives. Its current members include the world's major olive oil and table olive producing and consuming countries. The IOC, through successive agreements with the Government of Spain, has held its headquarters since its inception in the city of Madrid.

Through this tender, the IOC wishes to contract a provider for advice and assistance in communication matters. The awarded contractor must have demonstrable experience in this type of projects and work in coordination with the IOC staff members responsible for communications. The service must be available permanently during business hours (availability will vary throughout the life of the contract), and on a 24/7 basis in crisis management scenarios.

1.2. Overall objectives of IOC communication activities

- To raise awareness among the target audience of the IOC's existence and the importance of its role as the only intergovernmental organization in the world that brings together stakeholders in the production and consumption of both olive oil and



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table olives. This places it in a unique position as an authoritative forum for debate on issues of interest to the olive sector.

- To disseminate the activities of the IOC as a data and information portal on the olive sector and promoter of trade standards that guarantee the highest quality standards for products derived from olive cultivation.
- To showcase the importance of the olive tree for its contribution in the fight against climate change, its health benefits and its importance in gastronomy.
- To stimulate consumer confidence in olive oil and contribute to an increase in its consumption.
- As well as the general objectives provided for in the [International Agreement on Olive Oil and Table Olives 2015](#).

1.3. General rules and guidelines for IOC communication activities

- Although the execution of the communication activities will be assigned to an external agency, the IOC Executive Secretariat will always maintain control of the following aspects: contents, methods and schedule of execution and impact assessment, as well as updating and focusing the objectives of the communication activities, and approving them in advance.
- A report will be prepared for each activity, as well as a final report incorporating quantitative and qualitative observations to evaluate the communication activities and lay the groundwork for future strategies.
- Full and detailed interim and final reports will be published. These will contain a qualitative analysis based on the monitoring of media and social media coverage.

2. DESCRIPTION OF THE TASKS TO BE PERFORMED BY THE AWARDED CONTRACTOR

2.1. Services and provisions

- a) Design of a communication strategy
 - Design of a comprehensive communication strategy in accordance with the above-mentioned objectives, including the IOC's own narrative, and including a



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reputational crisis management strategy. This service will include consultancy, assistance and reinforcement in communication, drafting and dissemination of informative materials to be disseminated in the different media and communication channels and differentiated audiences (Press Kit).

b) Editorial and press office

- Support in drafting press releases and dossiers, securing interviews and reports. Handling media inquiries. Managing crisis situations with the media and stakeholders (argumentation), all in coordination with the officials responsible for communication within the IOC Executive Secretariat.
- Drafting of proposals and/or scripts for interventions and speeches at press conferences and events related to communication.
- Follow-up of all actions carried out and preparation of impact and effectiveness reports with recommendations.

c) Publications and contents

- Design of a strategic content plan for the IOC's own media. Production of multi-format content with special attention to infographics, videos and multimedia elements for publication on the web and social networks. The awarded contractor must make a detailed planning with proposals for structure, content and format, as well as oversee the project from start to finish.

d) Digital identity

- In coordination with the IOC Observatory and Information Systems Department (OISD), support in the creation of content for the corporate website and newsletters, as well as collaboration in tasks related to the dynamization of social networks and online reputation. Likewise, in coordination with the OISD, support and advice for the creation of landing pages or microsites for specific projects.
- Maintenance and creation of content for social media (existing or to be created) and, if necessary, performing community manager functions (comprehensive



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management, generation of audiovisual content, photo and video editing, and recordings).

- Online community feedback management.

e) Public relations and protocol support

- Active listening, transmission and influence on stakeholders, generating a climate of credibility, security and trust.
- Collaboration in the media coverage of IOC acts and events.

As well as, in general, any other similar task that is understood to be included in the usual provision of this type of services or that the parties agree to integrate by mutual agreement.

2.2. Global themes and messages

With reference to the main objectives set out in the 2015 International Agreement on Olive Oil and Table Olives that the IOC is responsible for administering and the objectives described above (1.2), the IOC's communication strategy should be articulated around the following main two objectives:

1. Improve the target audience's knowledge of:

- The IOC and its work
- The trade standard and its importance
- The role of olive groves in the fight against climate change
- The benefits of olive oil and table olive consumption on human health and the environment

2. Improve the IOC's reputation as:

- A platform for debate
- A source of primary data
- The leading institution for setting trade and quality standards



The awarded contractor must fulfill the offered services and provisions, and in any case, those detailed later in this document. Given the complexity of the IOC's activities, which encompass a variety of services and different target audiences, the fundamental communication tasks must meet the following objectives:

- To give visibility and generate notoriety around the IOC.
- To position the IOC as a reference source of information in the market, in the olive sector and in society.
- Strengthen the IOC's transparency and clear communication.

2.3. Recipients

Messages should be addressed primarily to the following recipients:

- Media (general press, journalists specializing in health, gastronomy, food, etc.)
- Opinion leaders (doctors, scientists, chefs, etc.)
- Private sector (producers and industry, associations and their members, as well as distributors, among other actors in the sector)
- Institutions and universities
- Scientific community
- Other international organizations
- Consumers

2.4. Scope

Given the intergovernmental nature of the IOC, the scope of the IOC's communication strategy should be international, targeting both IOC member and non-member countries. Products should be delivered in Spanish and in one of the two working languages of the IOC (English or French). The Executive Secretariat may arrange for the translation of the products delivered into the other official languages of the IOC (English or French, Italian and Arabic). Informative materials, press releases, speeches, multimedia elements and dossiers must be adapted not only to the different target audiences but also to the different geographical areas in which they will be disseminated.

2.5. Development of activities

The format and schedule of activities will be as follows, in principle:



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a) Communication advisory activities: 4 per year, such as:

- Proposal of a strategic content plan for the IOC's own media: website, newsletter, social networks, with its own narrative.
- Proposal for the creation of profiles in social networks.
- Proposal for the creation of landing pages or microsites for specific projects.
- Analysis of the results obtained to date and development of a new proposal, if appropriate.

b) Communication assistance activities:

- Content proposals for specific IOC events (international seminars, courses, celebration of World Olive Day, IOC missions to member and non-member countries, IOC promotional campaigns, etc.): 12 per year.
- Content proposals by IOC areas of action (what the IOC does in terms of standardization, environment, technology transfer, promotion, etc.): 12 per year.
- Multi-format content production: infographics, videos and multimedia elements for publication on the corporate website, newsletters and social networks: 12 per year
- Delivery of informative material to be disseminated in different media and communication channels and to different audiences (Press Kit): 4 per year.
- Securing interviews and reports in widely circulated national and international media: 8 per year
- Delivery of scripts for interventions and speeches at press conferences and events related to communication: 8 per year
- Collaboration in media coverage of IOC institutional acts and events: 4 per year
- Writing posts for social networks: 180 per year (15 per month)
- Follow-up meetings with the communication team of the Executive Secretariat: 24 per year



- A package of 30 hours per month for any other task that is understood to be included in the usual provision of this type of services or that the parties agree to integrate by mutual agreement.

The IOC Executive Secretariat shall maintain control at all times and shall approve in advance the following aspects: contents, methods, execution schedule, updating and focus of the objectives of the communication activities.

The awarded contractor will prepare a brief report for each activity and, on a quarterly basis, a final report incorporating quantitative and qualitative observations to evaluate the communication activities and lay the groundwork for future strategies.

2.6. Ex ante and ex post evaluation

The awarded contractor shall provide a means to measure the impact of each activity. To this end, an ex ante and ex post evaluation must be carried out to generate valid information on the impact of each type of activity, with clear identification of the evaluation criteria previously established. This will contribute to the overall evaluation of the proposal.

3. CONTRACT DETAILS

3.1. General conditions applicable to the tender process

This tender shall be open to any legal entity that accepts these conditions in their entirety, has the capacity to act, can demonstrate its economic, financial and technical or professional capacity and has no liability in relation to the IOC Executive Secretariat.

Likewise, its corporate purpose or activity must be directly related to the object of the contract, and it must have a business structure with sufficient human resources and equipment for the execution of the contract.

3.2. Joint tenders

In the case of submitting a joint tender, the tenderer must clearly define the structure of the offer.



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3.2.1. Existing consortium

The offer may be submitted by service providers that have already formed a consortium as a separate legal entity with its own statutes and/or operating rules and independent technical and financial capacity, as well as contributions from the defined service providers. The consortium will be the entity that will assume technical and financial responsibility for the contract.

3.2.2. Intention to form a consortium

The offer may be submitted by service providers that have not yet formed a consortium as a separate legal entity, but plan to do so in accordance with 3.2.1. above if their joint offer is accepted. In this case, the tenderer will have to provide documentation on its legal nature and the preliminary version of the planned statutes. They must also provide a clear description of how the consortium will operate and the different technical and financial contributions of each service provider.

3.3. Subcontracting

Offers submitted by service providers who do not wish to form a consortium as a separate legal entity shall be submitted in the form of a subcontract and, in that case, one of the service providers shall assume full responsibility for the offer. This service provider (“main contractor”) will sign a contract in its name with the other companies or natural persons who will therefore be considered subcontractors of the “main contractor”.

All service providers acting as subcontractors must provide a signed statement acknowledging the service provider acting as the main contractor. The proportion (%) of the contract attributable to the main contractor and each subcontractor must also be indicated.

3.4. Responses

All documents submitted by tenderers shall become the property of the IOC and shall be considered confidential. The costs of preparing and submitting offers will not be reimbursed by the IOC.



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3.5. Point of contact

The authorized point of contact for any inquiries regarding this tender is:

International Olive Council

C/ Príncipe de Vergara, 154, 28002 Madrid, Spain,

E-mail: iooc@internationaloliveoil.org

All contact must be made in writing. Questions and answers will be published on the International Olive Council's website: <http://www.internationaloliveoil.org/>

3.6. Validity

Proposals shall be valid for three months from the deadline for submission. Tenderers must explicitly state in their proposals that they accept this condition.

3.7. Conditions for the provision of the service

The awarded contractor shall:

- Fulfill the services and provisions offered, and in any case, those detailed in these specifications.
- Provide certifications, approvals, authorizations, operator's licenses and in general all documentation required by current legislation.
- To carry out all actions or activities necessary to comply with the applicable laws in force.
- To provide the means and resources necessary to carry out the services and provisions offered.
- To provide the personnel assigned to provide the service with all the material means necessary for the proper performance of their duties.
- Provide evidence of having subscribed to a liability insurance policy to cover any liabilities arising from the provision of the service by the employees assigned to the service subject to the tender.



3.8. Personnel conditions

The personnel must be approved in advance by the Executive Secretariat, which may request a change at any time from the awarded contractor if, in its judgment, they are not performing their duties with due diligence. Personnel must be replaced within a maximum period of one week of the IOC's request. Any departure must be communicated to the Executive Secretariat and approved by it.

The contractor will provide the Executive Secretariat with personal and professional data of the staff providing services therein. Any hires and departures must be communicated to the Executive Secretariat and accepted by it.

The personnel assigned to the work must belong to the staff of the company awarded the contract, and may not belong to other companies of the same group.

The company awarded the contract undertakes to always have personnel at the disposal of the IOC to carry out the work, even if the people who normally carry out the work are on leave or on vacation, i.e. the service must always be covered.

3.9. Billing

The awarded contractor will receive an order voucher from the IOC Executive Secretariat at the beginning of the quarter, containing the list of tasks scheduled for the following 3 months and the agreed price. Work cannot commence until the order voucher has been signed by all parties involved.

4. DESCRIPTION OF THE TECHNICAL REQUIREMENTS AND PROFESSIONAL QUALIFICATIONS REQUIRED

4.1. Technical requirements

The awarded contractor shall at all times follow the guidelines set by the Executive Secretariat, both in the general orientation of the service and in the priorities that may be established from time to time. The organization of the work will be agreed with the IOC through the liaison person responsible for the contract within the IOC, and coordinated and supervised with the person responsible for the communication project.



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The products submitted must be written in Spanish and in one of the two working languages of the IOC (English or French).

The awarded contractor will be required to establish a cost accounting system that clearly shows the costs of the tasks performed in execution of the contract. They will also be required to provide justifications for these costs, especially invoices from suppliers.

It will be positively valued that the companies have quality systems implemented for the development of their professional activities.

The technical proposal should include a detailed list of the communication services and products that are expected to be developed annually under normal circumstances (not including exceptional services or products specific to crisis situations). The offer should provide a clear methodology and summary of the communication strategy, including a list of activities to be carried out.

4.2. Requirements relating to the personnel involved

Estimated staffing will be as follows:

- A professional with an estimated monthly dedication of 100 hours whose profile will be that of a professional with a high level of knowledge - equivalent to a press officer - and a senior grade who will be responsible for the communication project and who will be in charge of most of the tasks included in the descriptions a), b) and e) mentioned in point 2.1, supporting and supervising all other tasks.

The organization of the work and the working hours and availability of the professional will be agreed with the IOC through the liaison person responsible for the contract within the IOC.

- A team, with an estimated dedication of 70 hours per month, to support the production of contents, which under the supervision of the person in charge of the communication project, will be in charge of materializing mainly the activities included in descriptions c) and d) mentioned in point 2.1; as well as the rest of the communication products that may be necessary to develop. This team shall include profiles specialized in design, infographics, video and communication.



5. DOCUMENTATION

The documentation shall be submitted in **four** closed, sealed and stamped **envelopes** containing:

ENVELOPE 1 - ADMINISTRATIVE DOSSIER:

1. Details of tenderer: Name of tenderer / business name; telephone numbers; e-mail address; tax identification number; contact person; cover letter and completed annexes.
2. Proof of not incurring in exclusion criteria: the tenderer must submit the following documents:
 - a) Criminal record certificate of the business and of the administrator or administrators who will sign the contract, if applicable.
 - b) Certificate of being up to date with tax payments.
 - c) Certificates of being up to date with Social Security payments.
 - d) Form relating to the exclusion criteria (listed in the checklist) duly completed and signed.
 - e) Conflict of interest forms (listed in the checklist) duly completed and signed.

Note: Criminal records and administrative certificates may be considered recent if they are no more than one year old from their date of issue and are still valid on the date of the IOC application.

3. Proof of the tenderer's economic and financial capacity, as furnished by the following documents:
 - a) Statement from financial institutions.
 - b) Statement of the overall turnover of the tenderer during the last three financial years, including the financial balance sheet. Alternatively, complete annual accounts of the business for the last three fiscal years duly filed with the Commercial Registry.
 - c) Any other documentation that the tenderer considers relevant to demonstrate its solvency and that is considered sufficient by the IOC.

Administrative documentation, such as articles of association, bank statements, etc., may exceptionally be submitted in any of the other official languages of the IOC other than English and French (Arabic, Spanish or Italian).



4. Proof of technical or professional capacity, as furnished by the following documents:

- a) A list of services provided in the past three years similar to those required under this invitation to tender;
- b) Acceptable proof of experience in similar work (reference letters, certificates clearly indicating the volume of work performed);
- c) Any other documentation that the tenderers consider necessary to prove their technical or professional capacity.

ENVELOPE 2: FINANCIAL OFFER

The offer price must be expressed in euros (stated in figures and words), including VAT and other taxes. It will include all the entitlements and obligations specified in these tender specifications.

The amount of the tender will vary according to the needs of the Executive Secretariat and budgetary availability, but may not exceed €92,500 per year.

The prices tendered will include all the entitlements and obligations specified in these tender specifications. They shall also include all expenses that the tenderer will or may incur for the provision of the services in question, in particular necessary materials, transportation and travel, as well as the fees and salaries of any employees.

ENVELOPE 3: TECHNICAL DOSSIER

The offer must contain a detailed, clear and complete list of all services offered.

- Proposed action plan, as well as the proposed execution schedule.
- List of the material and human resources made available for the work.
- Calendar of regular activities to be carried out throughout the year.

For specific occasional work, a schedule will be mutually agreed upon by the IOC and the awarded contractor. Any modification to the initial schedule must be approved in advance by the IOC. For other work, the schedule shall be as defined in the awarded contractor's offer.

Any modification proposed by the awarded contractor to what was initially foreseen must be previously approved by the IOC.



ENVELOPE 4: ELECTRONIC COPY

It will include ONE copy in digital format - USB type - of the complete content of EACH of the three previous envelopes. Each of the 3 media (USB) will in turn be INSIDE a sealed envelope, and all the envelopes inside envelope 4, with the following annotations:

- ENVELOPE 1 - Pen drive with the Administrative Dossier
- ENVELOPE 2 - Pen drive with the Financial Offer
- ENVELOPE 3 - Pen drive with the Technical Dossier

6. EXCLUSION CRITERIA

Tenderers will be excluded from participation in a procurement procedure if:

- (a) They are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- (b) They have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
- (c) They have been guilty of grave professional misconduct proven by any means which the contracting authority can justify;
- (d) They have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes;
- (e) They have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity;
- (f) Following another procurement procedure, they have been declared to be in serious breach of contract for failure to comply with their contractual obligations.

7. SELECTION CRITERIA

The capacity of tenderers will be evaluated according to their technical, professional, financial and economic capacity for the purposes of performing the contract.



8. AWARD CRITERIA

Finally, the selected offers will be evaluated in accordance with the following parameters:

- Price (40%)
- Services offered (30%)
- Human resources available for the work (30%)

Businesses that do not reach a threshold score in the technical proposal (Services offered and Human Resources) of at least 50% of the maximum established score will not continue in the selection process, considering that they do not meet the minimum requirements to provide the required services.

9. GUARANTEE

The IOC will require the awarded contractor to provide an advance guarantee to ensure full execution of the contract.

The guarantee will be expressed in euros and provided by a bank or an authorized financial entity, ensuring that the bank, financial entity, or third party becomes an irrevocable guarantor or first-rank guarantor of the contractor's obligations.

The performance guarantee will be deposited by the awarded contractor at the time of signing the contract and will represent 10% of the total contract value. It will expire, at the earliest, upon the completion of the contract. In case of poor performance of the contract, the entire guarantee will be retained (model annexed to the contract draft).

10. DURATION OF THE CONTRACT

The contract shall enter into force on the day after the contract is signed between the contracting parties.

The corresponding contract shall have an annual term that may be extended in writing for periods not exceeding one year, with a maximum term, including extensions, of four years. The annexes signed annually between the IOC Executive Secretariat and the awarded contractor shall form part of the contract.



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11. INTELLECTUAL PROPERTY, PROFESSIONAL SECRECY AND DATA PROTECTION

The awarded contractor undertakes to carry out its activity with absolute respect for:

a) Confidentiality and professional secrecy:

All information provided by the IOC or obtained by the awarded contractor in connection with this tender shall be confidential, and professional secrecy shall be maintained indefinitely, unless expressly authorized by the IOC for specific and concrete cases.

b) Data protection:

The awarded contractor is obliged at all stages of the tendering procedure and thereafter to respect the regulations on personal data protection, being responsible for any infringement thereof.

c) Intellectual property:

Intellectual property rights related to the work performed shall belong to the IOC. Any product or by-product derived therefrom may not be used for purposes other than its intended purpose without the express written consent of the IOC.

The documentation generated during the execution of the work will be the exclusive property of the IOC. The awarded contractor will not be allowed to retain, copy, or provide it to third parties without the express written authorization of the IOC, which may be granted, if necessary, upon the contractor's formal request stating the intended purpose.

12. MISCELLANEOUS

The award procedure will be governed by the terms of these tender specifications, the tender documents, the provisions of the Financial Regulation of the International Olive Council, the provisions of the implementing procedures, and such present or future provisions as may be applicable.



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After receiving the tenders, the Executive Secretariat reserves the right not to award the contract and to renegotiate with the tenderers that were given the best evaluation.

Up to the point of signature, the contracting authority may cancel the procurement procedure, without the candidates or tenderers being entitled to claim any compensation. This decision must be substantiated, and the candidates or tenderers notified.

The Executive Secretariat reserves the right to interpret these tender specifications.

Participation in this procurement procedure implies acceptance in full by the tenderer of all the clauses of the tender specifications and any obligations deriving there from.

Madrid, xx de xx de 2024

Jaime Lillo

Executive Director



ANNEX 1: FINANCIAL OFFER

Price, **VAT and other taxes included** for the services offered (all amounts must be expressed in figures and words):

- a) Communication advisory activities: 4 per year (see examples below)
- Proposal of a strategic content plan for the IOC's own media: website, newsletter, social networks, with its own narrative.
 - Proposal for the creation of profiles in social networks
 - Proposal for the creation of landing pages or microsites for specific projects.
 - Analysis of the results obtained to date and development of a new proposal, if appropriate.
- b) Communication assistance activities:
- Content proposals for specific IOC events (international seminars, courses, celebration of World Olive Day, IOC missions to member and non-member countries, IOC promotional campaigns, etc.): 12 per year.
 - Content proposals by IOC areas of action (what the IOC does in terms of standardization, environment, technology transfer, promotion, etc.): 12 per year.
 - Multi-format content production: infographics, videos and multimedia elements for publication on the corporate website, newsletters and social networks: 12 per year
 - Delivery of informative material to be disseminated in different media and communication channels and to different audiences (Press Kit): 4 per year.
 - Securing interviews and reports in widely circulated national and international media: 8 per year
 - Delivery of scripts for interventions and speeches at press conferences and events related to communication: 8 per year



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- Collaboration in media coverage of IOC institutional acts and events, including protocol-related communication functions: 4 per year
- Writing posts for social networks: 180 per year (15 per month)
- Follow-up meetings with the communication team of the Executive Secretariat: 24 per year
- A package of 30 hours per month for any other task that is understood to be included in the usual provision of this type of services or that the parties agree to integrate by mutual agreement.

The cost per hour for the above tasks will be:

- €/standard working hour (between 8 a.m. and 6 p.m. on weekdays)
- €/hour overtime (overtime is considered to be the hour from 6 p.m. to 7.59 a.m. and the hour performed on a non-working day) in crisis management scenarios

Place,....., on the of, 2024