

Tender documentation for a small-scale public contract

1. Name of public contract

Name of public contract	Providing comprehensive PR services for ZZ Germany for 24 months
VZ registration number	VZ/ 2024/ 420/82
System number NEN	N006/24/V00039715
Mode	Small-scale public contract
Type	Services

2. Identification data of the Contracting Authority

Business name or first and last name:	Czech Tourist Authority - CzechTourism
Registered office / place of business / place of residence (or delivery address):	Štěpánská 567/15, 120 00 Prague 2
ID:	49 27 76 00
Person authorised to act for the Contracting Authority:	František Reismüller, Ph.D. Director of ČCCR - CzechTourism
Contact person:	Radka Hrušková
e-mail:	vz@czechtourism.cz

3. Estimated value of the public contract

Estimated value of public contract: 1.930.000 CZK without VAT

Estimated value of the public contract in EUR: EUR 76.000 without VAT.

Given that the estimated value of the public contract is equal to or less than CZK 2 million, the contract will be awarded on the basis of the following conditions 134/2016 Coll., on the award of public contracts (hereinafter referred to as "ZZVZ"), and this public contract is therefore not awarded in a procurement procedure in accordance with the provisions of Section 31 of the ZZVZ.

This small-scale public contract is awarded in accordance with the internal regulations of the Contracting Authority.

The contracting authority stipulates that the maximum price for the execution of the public contract shall in no case exceed the amount of the estimated value of the public contract.

4. Definition of the subject of the public contract

The subject of this public contract is to provide PR and media communication services for the Foreign Representation of the Czech Tourist Authority - CzechTourism in Germany based in Berlin (hereinafter referred to as "ZZ Germany") for the period from the effective date of the contract for a period of 24 months.

Codes from NIPEZ and CPV: 79416000-3 Public Relations Services

The selected Supplier will provide the following services:

The aim of the Contracting Authority in this area is to work on the positive image of the Czech Republic as a tourist destination and to provide PR and media services in the German market over a two-year period. The Supplier undertakes to provide the following services to the Contracting Authority:

Detailed description of the activities performed:

1. Media strategy

- Once after signing the contract and, if necessary, once revised within a 2-year cycle: a framework plan of activities, themes and priorities for the entire 24-month period. This involves the formulation and planning of media activities within the framework of the pre-set action plan of CzechTourism Germany. Format: pdf/ppt/doc, up to 10 pages.

2. Press service

- Once a month and ad hoc in the case of TOP news, sending out press information (PR, press release, newsletter - form as mutually agreed).

The topic will be determined in agreement with the client on the basis of the annual communication plan using the client's documents (texts, data, photographs). The task of the Supplier is to detect potentially media-useful topics, attractive content and stylistic processing, ensure distribution to relevant addressees (min. 700 verified addresses from the Supplier's database), evaluation of success (acceptance of messages, editors' work with information, etc.)

3. Acquisitions for press and influencer trips

- Acquisitions for group trips to the Czech Republic (usually 5 times a year)
The expected participation is 4-6 relevant participants per trip, 4 is the minimum number of participants, unless otherwise agreed between the Contracting Authority and the Supplier due to the specifics of the topic.
- Acquisition or processing of requests for individual press/influencer trips - based on individual media requests or specific offers from regional partners in the Czech Republic (approx. 20 times per year)

Role of the Supplier: preparation of the invitation, securing relevant participants, initial communication with participants, ensuring monitoring of outcomes

The role of the Contracting Authority: preparation of the press trip programme, communication with regional partners, communication with participants regarding transport from Germany to the Czech Republic, on-site accompaniment, together with regional partners taking over the costs of the trips.

Accompanying the Supplier is not required, but will be allowed if the Supplier wishes.

4. Invitations to thematic events in Czechia

- Ca 2x a year: invitation to events of the Contracting Authority or its partners in Czechia, ensuring relevant participation (always 1-2 participants). These will be events with a touristic overlap, such as the opening of a major exhibition at the National Museum, an innovation festival, etc. This task also requires the Supplier to have contacts with media other than exclusively tourism-oriented (cultural, economic, etc.).

5. Co-organization of media events in Germany - preparation of the concept, invitations, on-site organization

- Ca 2x a year: co-organization of media events focused on the presentation of destination topics. The task of the Supplier is to co-develop the concept of the event, design the venue, invite relevant contacts, personal participation. The contractor is responsible for the financial costs incurred for the event. The contractor undertakes to produce a brief

reporting of the media event (1 page, list of participants, photo documentation) within 10 days of the end of the media event.

6. Communication with B2B media and securing special B2B projects

The Supplier identifies potentially interesting topics or speakers for the specialist media and actively offers them for publication in online or print media in Germany. Ensuring the participation of B2B journalists (1 participant) at B2B events in the Czech Republic and Germany - usually 2-3 per year (trade fairs, congresses, etc.)

7. Media monitoring

The Supplier's task is to provide media monitoring in Germany as mutually agreed and instructed by the Contracting Authority. The media monitoring is an important measure of the effectiveness of the work of the foreign representation, the results of which are then presented as part of the reporting of all activities of the Contracting Authority.

In print/radio/TV, the client will limit itself to keywords with a direct link to two brands: the corporate CzechTourism/Tschechische Zentrale fuer Tourismus and the destination VisitCzechia - not general destination keywords. The monitoring is not intended to map the entire media image of Czechia as a tourist destination, but to capture media outputs directly initiated by the Contracting Authority. During the first month of monitoring, the search and keyword settings will be refined and optimised.

The estimated value of this item of performance is approx. EUR 8000 excluding VAT per 12 months. The monitoring must include the following data: the reach (i.e. readership/listenership/visit rate of the media outlet) and the resulting AVE (for relevant contributions resulting from the media activities of ZZ CzechTourism Germany). The system must meet the following parameters:

- The system allows intuitive user reporting settings
- The system allows you to create customized reporting
- The system allows easy complaint of irrelevant posts
- The system allows for additional addition of contributions not captured by monitoring
- The system monitors contributions in online, print, radio and TV, i.e. it covers the main German media
- The system allows easy purchase of licenses for print/broadcast contributions - these costs will be paid separately directly by the Contracting Authority for the contributions selected by the Contracting Authority
- The system monitors and evaluates AVEs for blogs

The contracting authority will be given access to the monitoring with the address berlin@czechtourism.com and will be involved in the setup of the system.

8. TOP media overview

- Once a year update of the overview of TOP media in Germany (in the form of a simple MS Excel spreadsheet allowing a quick overview of the TOP media in the segment of print, TV, radio, internet and social media (with a focus on the treatment of the topic of tourism) and the identification of TOP 10 influencers suitable for long-term cooperation.

9. Ongoing communication with journalists, destination content creators (bloggers, youtubers, instagrammers and other influencers), active pitching of destination topics

Ongoing throughout the duration of the contract, an overview of current communications will be part of the monthly reporting. The aim is to gain interest for the destination Czech Republic, feedback on the work done so far, etc. Need for good coverage across all media types (online, print, TV, radio, social media).

10. Continuous evaluation of effectiveness

1 x weekly: summary of the weekly agenda with points for further processing in the following week.

1 x per month: At the end of the month, a monthly report of the work done with a quantification of the effect of the work. This report will be an attachment to the monthly invoice and a condition for payment of the invoice.

As part of the accounting of the work performed, the effect of the Supplier's work (press service, trip outputs) is also quantified. The aim of the media activities is to achieve an

AVE of at least EUR 3 million per year (NB: in 2024, this AVE has already been reached in the middle of the year).

11. PR consulting, media cooperation, etc.

Ad hoc as needed: basic advice on PR strategies, basic recommendations on appropriate media collaborations and projects. Creative planning and consultation, presenting ideas for creative media projects, consulting on ad hoc projects.

12. Team meetings

Once a month or as needed: online meetings between the contracting authority and the Supplier's teams via some available tools (Teams, Skype, Zoom), checking the current agenda.

Expected performance of the contract:

The selected Supplier shall commence performance of the public contract without undue delay from the commencement of the Contract's effectiveness, i.e. from its publication in the Register of Contracts. The contracting authority expects the public contract to be performed within 24 months from the date of the contract's entry into force. Performance will be carried out in cooperation with the Contracting Authority.

The Contracting Authority points out that all deadlines are set with regard to the expected completion of the tender procedure, the signing of the Contract and its publication in the Register of Contracts. In the event that the Contract is concluded later for any reason, the deadlines will be postponed, except for the expiry date of the Contract.

The place of fulfilment is the Federal Republic of Germany.

5. Terms and conditions, including payment terms and, where applicable, objective conditions under which the tender price may be exceeded

The Contracting Authority's terms and conditions are set out in the Binding Draft Contract for the performance of the contract, which forms Annex 1 to this tender documentation (hereinafter referred to as the "Tenderer"). **The Tenderer (hereinafter referred to as the "Tenderer") is obliged to submit a draft Contract in its tender** which fully corresponds to the Binding Draft Contract set out by the Contracting Authority. **The Tenderer** is entitled to add to the draft Contract only the data which are marked in the draft Contract with the symbol "[]" as incomplete.

The draft Contract shall be dated and signed by a person authorised to act on behalf of the Supplier or a certified power of attorney of a person authorised to act on behalf of the Supplier.

6. Requirements for a uniform method of processing the tender price

The bid price shall be prepared by the bidder in Annex 2 to this SOQ - Bid Price Declaration.

The Contracting Authority stipulates that the maximum total tender price for the execution of the entire contract shall in no case exceed **EUR 76 000 excluding VAT**. The total tender price shall be quoted in EUR (euro).

The tender price will be structured as follows:

	Hourly rate	Number of hours per calendar month	Total price
Price for 1 calendar month of PR services without VAT			
Total price for 1 calendar month of media monitoring according to point 4.7 ZD	x	x	

Total price for PR services for 24 months of the public contract performance without VAT	x	x	
Total price for media monitoring for 24 months of public contract performance without VAT	x	x	
Total price for PR services and media monitoring for 24 months of the public contract performance without VAT	x	x	

The prices so determined will be evaluated by the Contracting Authority in accordance with Article 7 of this Tender.

Within each monthly report, the Supplier shall provide an up-to-date overview of the activities carried out. The Supplier shall schedule its activities so as to ensure that the PR service is provided evenly throughout the duration of the contract.

The tender price must be quoted as the final and maximum admissible price and shall include all costs incurred in connection with the comprehensive provision of the subject of the public contract.

The contracting authority sets the price limit set by the estimated value of this public contract, namely **EUR 76,000 excluding VAT (i.e. CZK 1,930,000 excluding VAT)**, as a binding commercial condition.

Exhaustion of the amount of EUR 76,000 excluding VAT shall be grounds for termination of the Contract.

Any further overrun of the tender price for the performance of the public contract defined in the tender conditions is not allowed by the Contracting Authority, with the exception of changes in the VAT rate.

7. Method of evaluation of tenders

Tenders will be evaluated by the Contracting Authority on the basis of their economic merit. The Economic Advantage of tenders will be evaluated by the following evaluation criteria:

	Sub-criterion	Weight
7.1	Price for 1 calendar month of PR services without VAT	40 %
7.2	Price for 1 calendar month of media monitoring according to point 4.7 ZD without VAT	10 %
7.3	Quality of the proposed implementation of PR services	50 %

The following data are subject to evaluation under the sub-evaluation criteria:

7.1 For the purpose of evaluation of tenders in the criterion "**Price per 1 calendar month of PR services excluding VAT**", the Supplier shall fill in the price in EUR for the services covered by point 6 of this ZD.

It will be evaluated according to the following formula:

$$100 * \frac{\text{Value of the most suitable offer}}{\text{Value of the evaluated offer}} * 0,4$$

The coefficient 0,4 expresses the weighting of the relevant criterion, which is then applied to obtain the final point value allocated to each tender in that criterion.

7.2 For the purpose of evaluation of tenders in the criterion "**Price for 1 calendar month of media monitoring without VAT according to point 4.7 of the ZD**" the Supplier shall fill in the price in EUR for this service according to point 4.7 of the ZD. The evaluation will be based on the following formula:

$$100 \cdot \frac{\text{Value of the most suitable offer}}{\text{Value of the evaluated offer}} \cdot 0,1$$

The coefficient 0,1 expresses the weighting of the relevant criterion, which is then applied to obtain the final point value allocated to each tender in that criterion.

7.3 In order to evaluate tenders in the criterion "**Quality of the proposed implementation of PR services**", the Tenderer shall prepare documents for the following tasks of the Contracting Authority - see below. The minimum size of each item is 1 NS, word, pdf, ppt format - the aim is to show how the bidder would proceed in the future performance of the procurement. The participant may use the Procuring Entity's content database (photos, videos, texts) at <https://media.visitczechia.com> to prepare the submissions. Registration and use of the content for non-commercial purposes is free of charge.

For the purpose of the evaluation, the Tenderer shall complete the following tasks:

TASK 1: EVENT: Create a media event concept (online or offline) to present Czech gastronomy in its traditional and modern form, with an emphasis on regional ingredients or recipes:

Suggest a suitable format, location, duration, number of participants, prepared materials and handouts.

Cost of the event: 5 000 EUR, supported by a 3-member team of CzechTourism Germany

Task No. 2: INFLUENCER TRIP (IT): create documents for the acquisition of an influencer trip to the Czech-Saxon border region: Design an invitation with a framework itinerary for a group of approx. 4 influencers who will present travel opportunities in the Czech-Saxon border region to their audience. Suggest which influencers you would reach as part of the acquisition, what should be the outcome of the trip (intervention, created content - framework). Total cost of content creators cooperation: max. 7500 EUR (not on site costs, but purely fees) Submissions here: www.visitczechia.com/de-de/things-to-do/places/nature/protected-areas-and-national-parks/p-lusatian-mountains-protected-landscape-area

Task 3: COMMUNICATION PLAN 2025 (CP): create a list of topics for PR communication in 2025. The proposed plan will include the main communication themes of CzechTourism - Active Holiday Relaxed and Czech Gastronomy, works with the marketing products of CzechTourism (Active, Cultural and Spa product), takes into account time events (e.g. Christmas), is adapted to the customs and needs of the German media market.

Given that this sub-evaluation criterion cannot be expressed numerically, the evaluation committee will rank the tenders for this criterion from most suitable to least suitable on the basis of the following scoring scale, which represents the way in which the individual activities are evaluated.

	Rating scale: fulfilled without objections: 10 points; fulfilled with objections: 5 points; not fulfilled 0 points	Maximum number of points
Partial evaluation		10
Media attractiveness of the event: the designed concept will effectively reach the selected media		
Creativity and relevance of the event: the proposed concept brings new or unexpected communication elements, is relevant to the topic		
Organizational complexity of the event: the proposed concept is manageable within the budget and the team		
Event sustainability: the proposed concept takes into account sustainability aspects		

Influencer trip attractiveness: the designed IT invitation provides a clear, visually and content attractive format		
Thematic relevance of IT: the IT proposal aptly presents the highlights of the region for German content creators		
Formulation of IT goals: the proposed IT concept works with realistic goals against a given budget for influencers collaboration		
Completeness of the communication plan: the proposal works with both marketing themes and time events		
Relevance of the CP: the proposal is customized to the needs of the German media market		
Attractiveness of the CP: the proposal formulates media attractive topics		
Number of points earned		

The score thus obtained is then weighted by the weight of the relevant criterion (*0.5) to give the final point value allocated to each tender in that criterion.

Compiling the overall standings:

Based on the sum of the resulting point values of all the sub-evaluation criteria, the ranking of the successful bids will be determined, with the winning bid being the one with the highest overall value.

In the event of equality of scores between two or more tenders, the ranking in criterion "7.1" shall determine the overall ranking of the tenders. If, even in this case, the scores of two or more tenders are identical, the ranking of the tenders shall be decided by drawing lots in the presence of those tenderers whose tenders have obtained identical scores.

8. Requirement to demonstrate the qualifications and competence of the tenderer

8.1 Basic eligibility

In order to demonstrate basic competence, the tenderer shall submit a signed affidavit of basic competence. This affidavit is attached as Annex 3 to this ToR - Tender Form.

8.2 Professional competence

In order to demonstrate professional competence, the participant shall submit:

- a. An extract from the commercial register, or a written affidavit if not registered in the commercial register. The document shall be submitted in a plain copy and must not be more than 3 months old at the time of submission of the tender.
- b. If the Supplier is a foreign company, the Contracting Authority requires the submission of valid documents regulating the business of entities in the country of its operation, which shall correspond to the Czech equivalents referred to in point 8.2, letter a).

Technical qualifications

In order to demonstrate technical qualification, the tenderer shall submit:

- A. a list of at least 2 significant services of a similar scope and nature to the subject of this contract, i.e. the provision of PR and media services provided by the Supplier in the last 3 years prior to the start of the procurement procedure (the service must have been completed during this period; this does not apply to contracts of a regular nature, for which the scope of the contract completed during the period referred to in Article 79(2)(b) of the Act, i.e. in the last 3 years prior to the start of the procurement procedure, is considered decisive for the purposes of demonstrating technical qualification), including the price and the period of their provision and the identification of the client. The financial value of each of the services must be at least EUR 30 000,- excluding VAT.
- B. a proposal for the composition of the implementation team, which must consist of at least two team members.
Main contact person: at least 5 years of experience in destination PR and independent representation of a specific project
Deputy contact person: experience in destination PR and media representation

The tenderer shall use Annex 3 of this Tender Form as a model for demonstrating technical qualification.

9. Requirements for the content of tenders

The Supplier shall submit:

1. Tender price prepared in the manner specified in point 6 of this Tender Document (Annex 2 of the Tender Document - Tender Price Declaration);
2. Documents to prove the competency and technical qualification of the bidder according to point 8 of this ZD (Annex No.3 ZD - Bid Form);
3. An extract from the Commercial Register or a written affidavit in case it is not registered in the Commercial Register according to point 8 of this Tender;
4. Signed Draft Contract;
5. Bid evaluation documents Proposal for the implementation of PR services on the German market

The Participant may mark certain parts of its offer as confidential within the meaning of Section 218 of the Act on the Protection of Competition or mark specific information as its business secret within the meaning of Section 504 of Act No. 89/2012 Coll, In such a case, the Bidder shall indicate all parts of its Bid that it considers confidential or its business secrets in the relevant field in Annex 2 of the Bid Form (i.e. indicate which parts of its Bid are concerned) and indicate graphically in the relevant part of its Bid the specific part that it considers to be confidential information or business secrets. The contracting authority notes that information which the contracting authority is obliged to make public cannot be considered confidential.

10. Deadline for submission of tenders

The tenderer is obliged to submit to the Contracting Authority its tender for the performance of the contract, prepared in accordance with these tender documents, no later than the end of the deadline for submission of tenders, i.e. **no later than the date and time indicated on the Contracting Authority's profile.**

11. Conditions for submitting a tender

The tenderer is obliged to deliver the tender to the Contracting Authority in electronic or paper form.

1. Electronic submission of tenders

Tenders in electronic form must be delivered to the Contracting Authority **via the National Electronic Tool (NEN)** at <https://nen.nipez.cz/profil/Czechtourism> / by the end of the deadline for submission of tenders.

All information necessary for the submission of tenders in electronic form is provided in this tender documentation. The tenderer must be registered in the NEN in order to be able to submit a tender.

Registration is free of charge. The procedure for submitting an electronic bid can be found on the website <https://nen.nipez.cz/UzivatelскеInformace/UzivatelскеPrirucky>.

The documents included in the tender must be scanned in good quality so that they are legible. No document shall contain any corrections or overwriting that could mislead the tenderer.

2. Submission of tenders in paper form

The envelope containing the offer will be delivered by registered post or by hand (on working days between 9:00 and 17:30) to the address of the CzechTourism agency's foreign representation in Germany:

Tschechische Zentrale für Tourismus - CzechTourism Deutschland, Sophienstr. 28-29, 10178 Berlin, Deutschland,

no later than the end of the deadline for the submission of tenders set out in the contracting authority's profile.

The bidder must deliver the bid in a sealed envelope (package) containing all required documents. The envelope shall be sealed, stamped and signed by the tenderer and clearly marked:

DO NOT OPEN BEFORE THE DEADLINE - PUBLIC CONTRACT

"Providing comprehensive PR services for ZZ Germany for 24 months "

The tender envelope must indicate the address to which the tender may be returned. The awarding authority will keep a record of the tenders received and assign them a serial number.

The opening of electronic tenders will take place after the deadline for the submission of tenders via the National Electronic Facility.

The opening of electronic tenders will be in accordance with Section 109 of the Public Procurement Act and will not be public.

The envelopes containing the submitted tenders in paper form will be opened after the deadline for submission of tenders at CzechTourism Germany, Sophienstr. 28-29, 10178 Berlin. The opening of the envelopes containing the tenders submitted will not be public.

The contracting authority stipulates that the language of the procedure for awarding a small-scale public contract shall be **Czech and English**. The tenderer must submit its tender, including all documents to prove its eligibility, in **Czech, German or English**.

12. Other rights of the Contracting Authority

The contracting authority reserves the right to:

- a. to cancel the small-scale procurement procedure until the Contract is concluded, without giving any reason, to reject all tenders and not to conclude the Contract with any Supplier,
- b. additionally specify or modify the terms and conditions,
- c. verify the facts declared by the Supplier in the tender before deciding on the most suitable tender,
- d. to negotiate all parts of the Supplier's tender,
- e. to negotiate tenders in writing via the NEN electronic tool or in writing via email **epodatelna@czechtourism.cz** until the conclusion of the Contract. The Contracting Authority reserves the right to invite the Supplier to meet in person to discuss the tenders. The meeting may be conducted remotely, e.g. using Microsoft Teams,
- f. to allow the Supplier to withdraw the submitted tender by the end of the deadline for submission of tenders,
- g. not to reimburse the costs of participation in the tender procedure, not to return the bids to the Suppliers,
- h. refine the final text of the Contract formally before signing the Contract with the selected Supplier,
- i. proceed by analogy to Section 46(1) of the ZZVZ

- j. to exclude a bidder whose bid does not meet the requirements of the Contracting Authority as set out in the tender documentation.

Attachments:

Annex 1 - Model Contract for the performance of the contract

Annex 2 - Tender price declaration

Annex 3 - Tender Form

In Prague on [see date of electronic signature]

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František Reismüller, Ph.D.
Director of ČCCR - CzechTourism
signed electronically