Interreg – IPA CBC
Bulgaria – Turkey

PARTN**E**RSHIP

EUROPEAN UNION

The project is co-funded by EU through the Interreg-IPA CBC Bulgaria–Turkey Programme

26.06.2017

Name and address of the contracting authority: Regional Municipalities Association "Maritza", 4 Tzar Osvoboditel Street, Haskovo 6300
Title of the tender: Development of web platform, smart application, map
Reference number (*if applicable*): CB005.1.23.017 – Web – A1
Project: „Virtual Maritza - Merich Cuisine", Project No. CB005.1.23.017

PART A: INFORMATION FOR THE TENDERER

1. INFORMATION ON SUBMISSION OF THE TENDERS

Subject of the contract:

The subject of this tender is:
- Implementation of services, as indicated in the technical information in the point 2 of these information;

Deadline for submission of the tenders:

The deadline for submission of tenders is **11 July 2017, at 17:30 hours**. Any tender received after this deadline will be automatically rejected.

Address and methods for submission of the tenders:
The tenderers will submit their tenders using the **standard submission form available in the Part B of the tender dossier**. The tender will be submitted in 1 original. Any tenders not using the prescribed form might be rejected by the contracting authority.

In addition to the offer the tenderer is required to provide the following supporting documentation:
  - Copy of legal registration
  - Declaration on honour
The tenders will be submitted in person, via post/currier, containing the following information on the envelope:
- Name and address of the tenderer
- Title of the tender: Development of web platform, smart application, map
- Reference number (if applicable): CB005.1.23.017 – Web – A1

Бизнес Инкубатор, с. Клокотница 6310, Община Хасково
тел. 038/ 66 50 21
факс: 038/ 66 48 69
e-mail: maritza@maritza.info
www.maritza.info

The tenders will be submitted in person, by post or courier service to the following address:

Regional Municipalities Association "Maritza"

Business Incubator

Klokotnitsa 6310

The tenderers are reminded that in order to be eligible the tenders <u>need to be received by the contracting authority</u> by the deadline indicated above.

2. TECHNICAL INFORMATION

The tenderers are required to provide services as indicated below. In the tenderer's technical offer, the tenderers will indicate more details on the deliveries, referring back to the below table.

No.	Title of item	Description	Required time frame	Required inputs, if applicable
1.1.	*Development of map "Local places with traditional cuisine in Haskovo region"*	*The external contractor should develop a map of local places with traditional cuisine in Haskovo Region on the basis of the information collected in the Survey "Local places with traditional cuisine in Haskovo region". The map will present the local places with traditional cuisine in Haskovo region. They will be identified within the survey mentioned above. The identified local places with traditional cuisine in the Haskovo Region will be visualized on the map as areas with typical cuisine for the region. These local places must not represent and should not advertise specific catering establishments, but the purpose is to present typical cuisine for the region in the identified local places. The aim of the map is to promote culinary traditions in the identified local places in Haskovo Region. The map will be used for the purpose of the Virtual Chef web platform and, in view of this, the map must be developed in an electronic format suitable for a website and to be developed in Bulgarian, English and Turkish. The Contractor's commitment is to combine this map with the map developed by Partner 2 on the project in a joint map with local places with traditional cuisine*	*Indicative time frame is from 1.09.2017 till 18.09.2017*	*1. Tenderer should prove the successful implementation of minimum 1 service similar /graphic design/ to the current tender (evidence documents e.g. receiving protocols, references, etc.). 2. Detailed description of proposed staff for the development of the map. Tenderer should prove involvement of the proposed staff in minimum 1 service similar /graphic design/ to the current tender. Minimum proposed staff: - Graphic designer Role & tasks in the development of the*

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		in Haskovo and Merich. The common map will be used for the purpose of the Virtual Chef web platform and, in view of this, the map must be developed in an electronic format appropriate for a website. *The final product must meet the communication and visualization requirements of Annex 10 Communication and Visibility Guidelines of the Interreg - IPA CBC Programme Bulgaria - Turkey 2014-2020 annexed to the Project Implementation Manual under the First Call for Proposals, No 2014TC16I5CB005-2015-1.*		*map. Qualifications. Experience. (Evidence documents e.g.: CV, diploma, contracts, references, etc.)*
1.2.	*Development of Virtual Chef web platform*	*The external contractor must select a platform domain together with the Contracting Authority and the domain must be registered by the Contractor for a period of at least one year. The contractor should prepare the structure of the web platform (Internet site) which to be agreed with the Contracting Authority. The Virtual Chef's concept is to be a common platform where traditional culinary features of Haskovo and Merich will be presented. For the purpose of the platform the developed on the project 20 long videos will be uploaded on the platform. The platform should have an online forum where all stakeholders will be able to communicate and work on a network and share project-related and progress-related information, exchange best practices, information on places of interest and destinations on both sides of the border with traditional cuisine, potential of the cross-border region to develop culinary tourism, etc. The platform should also have a section devoted entirely to the project (partners, objectives, activities, results, news, etc.), which is of great importance for the dissemination of project results and the publicity of EU funds through IPA. This part of the platform will be a tool for information and publicity on the project,*	*Indicative time frame is from 01.08.2017 till 08.06.2018. The platform should be visible within 1 month from the start of the activity. The database upgrade, upload and updates of the platform with information should be carried out by the end of the indicated indicative period for the activity.*	*1. Tenderer should prove the successful implementation of minimum 1 service similar /web design/ to the current tender (evidence documents e.g. receiving protocols, references, etc.). 2. Detailed description of proposed staff for the development of Virtual Chef web platform. Tenderer should prove involvement of the proposed staff in minimum 1 service similar /web design/ to the current tender. Minimum proposed staff: - Web designer Role & tasks in the development of Virtual Chef web*

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		a link to social media, contacts and more. Virtual Chef must be in 3 languages - Bulgarian, Turkish and English. Web platform "Virtual Chef" will not advertise local food establishments. The purpose of the platform is to be an information source that emphasizes traditional food and meals as well as the traditions of the two border regions of Haskovo and Merich. Platform's database to be regularly updated with new information. The final product must meet the communication and visualization requirements of Annex 10 Communication and Visibility Guidelines of the Interreg - IPA CBC Programme Bulgaria - Turkey 2014-2020 annexed to the Project Implementation Manual under the First Call for Proposals, No 2014TC16I5CB005-2015-1.		*platform. Qualifications. Experience. (Evidence documents e.g.: CV, diploma, contracts, references, etc.)*
1.3.	*Development of smart application "Haskovo & Merich cooking" - compatible with all types of smart devices and operational systems, presenting the short videos developed under activity 3.2*	*The external contractor should develop a software application, the main purpose of which is to present the quick and easy preparation of the traditional recipes from Haskovo and Merich. For this purpose, the application will present the techniques for preparing traditional dishes from Bulgaria and Turkey - 10 traditional recipes from Haskovo and 10 traditional recipes from Merich. The smart application should be developed so that it can integrate the pre-developed: 10 short videos for step-by-step cooking of local dishes from Haskovo region in an attractive way and 10 short videos for step-by-step cooking of local meals from Merich in an attractive way. In addition to the smart videos, the application should also provide brief information about the traditions that are associated with the recipes presented. The application must be compatible with all types of smart devices and operating systems. The application must be in English and the videos in 3 languages - Bulgarian, English and Turkish. The app will be available for free. The smart application will not be*	*Indicative time frame is from 01.01.2018 till 08.06.2018*	*1. Tenderer should prove the successful implementation of minimum 1 service similar /development of software/ to the current tender (evidence documents e.g. receiving protocols, references, etc.). 2. Detailed description of proposed staff for the development of smart application "Haskovo & Merich cooking". Tenderer should prove involvement of the proposed staff in minimum 1 service similar /development of software/ to the*

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		used for economic purposes and will be used free of charge by users. The app will not show local food, brands, labels, trademarks, and will not advertise or give priority to specific business entities. The final product must meet the communication and visualization requirements of Annex 10 Communication and Visibility Guidelines of the Interreg - IPA CBC Programme Bulgaria - Turkey 2014-2020 annexed to the Project Implementation Manual under the First Call for Proposals, No 2014TC16I5CB005-2015-1.		current tender. Minimum proposed staff: - Software developer Role & tasks in the development of smart application "Haskovo & Merich cooking". Qualifications. Experience. (Evidence documents e.g.: CV, diploma, contracts, references, etc.)

3. FINANCIAL INFORMATION

The tenderers are reminded that the maximum available value of the contract is 6000 EUR with VAT.

4. ADDITIONAL INFORMATION

The selection criterion is:
- Best value for money.

The tenderer will be informed of the results of the evaluation procedure in written.

The estimated time of response to the tenderers is 7 days from the deadline for submission of tenders.

Regards,
Rayna Yovcheva
Executive Director
RMA "Maritza"