



**Mediterranean  
Action Plan**  
Barcelona  
Convention



*The Mediterranean  
Biodiversity  
Centre*

## **CALL FOR CONSULTANCY**

**Call for consultancy N° 15/2022\_SPA/RAC**

**Copywriting for the SPAMI Collaborative Platform**

**March 2022**

## TECHNICAL SPECIFICATIONS

### 1- Background

The **Specially Protected Areas Regional Activity Centre** ([SPA/RAC](#)) was established by the Contracting Parties to the Barcelona Convention in order to assist the Mediterranean countries in implementing the Protocol concerning Specially Protected Areas and Biological Diversity in the Mediterranean (SPA/BD Protocol) of the Barcelona Convention. Tunisia has been hosting the centre since its establishment in 1985. The centre works under the auspices of the United Nations Environment Programme / Mediterranean Action Plan (UNEP/MAP) - Barcelona Convention Secretariat, based in Athens, Greece.

SPA/RAC's main objective is to contribute to the protection, preservation and sustainable management of marine and coastal biological diversity in the Mediterranean and, in particular, the creation and effective management of marine and coastal areas of particular natural and cultural value and the conservation of threatened and endangered species of flora and fauna in the Mediterranean.

The **List of Specially Protected Areas of Mediterranean Importance** (SPAMI List) is intended to promote regional cooperation in the management and the conservation of natural resources. Since its creation in 2001 under the Barcelona Convention, several dozen of sites (presently 39 sites) have been included in the List, because they have been proposed by the concerned Contracting Parties and meet one or more of the following criteria: they include important features for the conservation of biodiversity in the Mediterranean; they contain ecosystems specific to the Mediterranean region or habitats of endangered species; or they are of particular scientific, aesthetic, cultural or educational interest.

The **SPAMI Collaborative Platform** is a virtual workspace that aims to foster cooperation aiming SPAMIs in particular (and among all Mediterranean Marine and Coastal Protected Areas in general) and provide them with useful management tools. The platform provides information on SPAMIs, hosts a directory of SPAMI managers and a Forum area. The platform also centralizes the documentation on SPAMIs and gives access to the SPAMI Evaluation System. The platform is also a means to improve the visibility of the SPAMI List and the values it embodies. SPAMIs generally benefit from management measures that allow for the sustainable conservation of biodiversity.

### 2- Objective

This call for consultancy is launched by SPA/RAC, the Mediterranean biodiversity centre of UNEP/MAP. The main objective of this consultancy is to **produce written contents in English to be published on the SPAMI Collaborative Platform or to promote it.**

### 3- Tasks to be undertaken and deliverables

The bidder should undertake the following tasks:

<b>Tasks and deliverables</b>	<b>Objective</b>	<b>Date of publication of the content</b>
1. Editing of the <b>SPAMI Day editorial (500 words)</b> to be published on the SPAMI Day webpage.	Present the 2022 SPAMI Day edition and its rationale (i.e. the SPAMI Day in general).	7 April 2022
2. Editing of the <b>content of the SPAMI Day brochure (400 words)</b>	Promote the SPAMIs and the SPAMI Day celebration. Provide information on the initiative in general, the 2022 edition of the SPAMI Day (co-organizers, partners, venue, date, theme), the SPAMI List (year of establishment, number of sites on the List, total surface covered by SPAMIs, importance, etc.) Encourage to visit the web page and to use the hashtags.	7 April 2022
3. Write the <b>Media advisory (750 words)</b>	Invite journalists to attend the SPAMI Day 2022 celebration in Monaco, and provide them with practical and concise information, with links etc., about the event, so they know what to expect and what they can do.	15 April 2022
4. Write the <b>Press Release (750 words)</b>	Inform about the SPAMI Day, SPAMIs, ongoing collaborative projects related to SPAMIs, share commitments / views of officials on the SPAMI List and marine conservation through the establishment and sound management of MPAs, through quotes.	10 May 2022
5. Editing of 39 quotes or short information collected on SPAMIs <b>(1 quote or short information of appr. 50 words, for each of the 39 SPAMIs)</b>	To present a neat content, which encourages to look for more information about each of the SPAMIs. The quotes or short information will be inserted in cards to be shared on Facebook and Twitter, with links to the SPAMI pages published on the platform and/or the SPAMI official website.	7 April – 15 May 2022
6. Writing <b>4 articles (750 words)</b>	Inform and raise awareness about the SPAMI List, its relevance, the importance of collaboration etc.	7 April – 15 May 2022
7. Drafting of the <b>brief (150 words) on the topics chosen by SPA/RAC (12 in number)</b>	Encourage SPAMI managers to share their experience or useful resources and give	May – December 2022

to be discussed on the Forum area of the SPAMI collaborative platform	their views on a topic relevant to the SPAMI/MPA community.	
8. <b>Editing of 15 news (250 to 500 words)</b> collected on SPAMIs	Provide neat content on the SPAMI platform that values SPAMIs and the management work. Encourage SPAMI managers to collaborate to enrich the content of the platform.	May – December 2022

#### **4- Supervision and collaboration**

The bidder will work under the supervision of the SPA/RAC Director, and will collaborate with the Communications assistant, the SPA Programme Officer and the SPAMI Twinning Officer.

#### **5- Time schedule**

The planned duration of the consultancy is approximately 10 months, from March 2022 to the end of December 2022.

## ADMINISTRATIVE CLAUSES

### Article 1 - Conditions of participation

The present call for consultancy is open to production companies and individual consultants or consortia of individual consultants that have proven skills in copywriting and content creation.

Individual consultants may associate with each other to form a consultant association to complement their respective areas of expertise, or for other reasons, with a clearly identified leader who will be the legal representative of the consultant association.

### Article 2 - Composition and presentation of offer

The submitted offer must include separately: (i) a technical offer, (ii) administrative documents, and (iii) a financial offer (separate from the technical offer).

The services provided as part of this assignment consist of an overall fixed and non-revisable cost.

#### 2.1 Technical offer

It must contain:

##### For individual consultants or consultant associations:

- **A curriculum vitae (CV) for each expert** including years of experience and diploma, and list of related works with links or samples.
- **Methodology and timetable:** these must be clear and realistic. The deadline for completion of the contract (and individual tasks) must be respected.

Please note that all the elements provided will be used for the evaluation (see the table in the section related to selection criteria).

#### 2.2 Administrative documents

The administrative folder should include the following administrative documents:

- Document certifying the ability to practice this profession (registration certificate, for example) according to the legislation of their country with the tax number on it.
- A sworn statement that the bidder is in no situation that could in any way be incompatible with the mission or compromise independence in carrying out the mission.
- Terms of reference signed (date, signature and stamp of the provider at the end of the document).

If the original administrative documents are not in English or French, it should be provided with additional copies translated into English or French by a sworn translator.

Should any of the administrative documents be missing, the bidder will be contacted to complete the missing offer documents within a period of ten (10) days. If after a period of ten (10) days, the documents are still not complete, the offer will be eliminated.

#### 2.3 Financial offer

The financial offer must be expressed in both tax-free and all tax-included prices, in Euros (EUR). For Tunisian companies or consultants, the offer must be expressed in Tunisian Dinars (TND).

The financial offer should include all the costs connected to the provision of the service.

The financial offer should also include the submission letter (see template in Annex).

### **Article 3 - Submission**

Offers must be received electronically at the following e-mail address:  
[car-asp@spa-rac.org](mailto:car-asp@spa-rac.org), **before 31 March 2022, at 23:59 UTC+1 (Tunis Time)**.

E-mails should have the following subject: **Call for consultancy n° 15/2022\_SPA/RAC: Copywriting for the SPAMI Platform.**

Proposals received after this deadline will not be considered.

### **Article 4 - Additional information**

Should questions or need for clarification related to these terms of reference and their content arise, bidders may submit a written request by e-mail to: [dorra.maaoui@spa-rac.org](mailto:dorra.maaoui@spa-rac.org); [souha.asmi@spa-rac.org](mailto:souha.asmi@spa-rac.org); [saba.quellouz@spa-rac.org](mailto:saba.quellouz@spa-rac.org) ; cc: [car-asp@spa-rac.org](mailto:car-asp@spa-rac.org).

### **Article 5 - Maximum budget available**

A total maximum budget available for this call for consultancy is **4,000 EUR**.

### **Article 6 - Definition, consistency, and variation of prices**

The services provided as part of this assignment consist of an overall fixed and non-revisable cost.

#### **6.1- Variation of prices**

The prices of the contracts are fixed and not subject to revision.

#### **6.2- Finality of prices**

The services provided may not, under any pretext, reconsider the market prices which were agreed by him.

### **Article 7 - Tender validity period**

Any tenderer who submitted a tender will be bound by his tender for one hundred and twenty (120) days starting from the day following the deadline fixed for receiving the offers. During that period, the prices and information proposed by the tender will be firm and non-revisable.

### **Article 8 - Terms of payment**

Payment for the mission will be made after submission of the deliverables, their approval by SPA/RAC, and submission of an invoice by the contractor. This payment is also conditioned by a certificate from SPA/RAC that the service provider has accomplished all its contractual obligations and duties at SPA/RAC satisfaction.

All payments will be made by bank transfer after the receipt of an invoice from the contractor. Payments shall be made to a bank account held by the contractor.

## Article 9 - Evaluation procedure

The evaluation will be based on combined technical and financial criteria as follows:

### 9.1 Technical evaluation

The technical offers will be first examined, while the financial offers remain sealed.

Applications will be evaluated based on the following criteria:

- The methodology and timetable proposed for conducting the mission (25 points maximum).
- Experience in relation to the subject of the present mission (references in similar projects, years of experience and diploma of the team members) (75 points maximum).

Criteria		Score
<b>Methodology and timetable proposed for conducting the mission (25 points)</b>	Methodology and timetable clearly presented, well developed, and meet the terms of reference objectives	<b>25 points</b>
	Methodology and timetable clearly presented, fairly-well developed and meet the terms of reference objectives	<b>20 points</b>
	Methodology and timetable clearly presented and meet the terms of reference objectives, though not well developed	<b>15 points</b>
	Methodology and timetable clearly presented but do not completely meet the terms of reference objectives	<b>10 points</b>
	Methodology and timetable not clearly presented and do not meet the study terms of reference objectives Or No methodology presented	<b>0 point</b>
<b>Experience (75 points)</b>	References in similar projects (copyrighting)	<b>70 points maximum</b> (10 points / reference) * The score of zero is eliminatory.
	Years of experience (copyrighting) – the evaluation is based on the profile of the team members	<b>5 points maximum</b> (1 point / year, plus 1 additional point if the consultant has a University degree in a relevant field: literature, linguistics, journalism, communication, editing, environment, ecology, resource management and related fields) **

*\* In the case of a consortium of consultants, their cumulated references will be used for the assessment. References considered of insufficient quality will not be considered*  
*\*\* Each team member will be evaluated separately, then the average will be calculated.*

Any offer that has not attained the minimum score of 80 points will be eliminated.

If no offer scores 80 points or more, the call for consultancy process will be declared unsuccessful.

## **9.2 Financial evaluation**

Once the technical evaluation has been completed, the financial offers of applicants that have not been eliminated during the technical evaluation will be examined.

The evaluation committee will check that the financial offers do not contain any obvious arithmetical errors. Any possible obvious arithmetical errors will be corrected, and the corrected figures will be taken into consideration.

A maximum budget of four thousand Euros (4,000 €) all taxes included, is available for this consultancy. Any financial offer exceeding this budget means that the offer will be eliminated.

The evaluation committee will then proceed to a financial comparison. The lowest financial offer that is judged acceptable will receive 100 points. The other offers will be attributed a score based on the following equation:

$$\text{Financial score} = (\text{amount of the lowest accepted offer} / \text{amount of the considered offer}) \times 100$$

## **9.3 Conclusions of the evaluation committee**

The choice of the best offer is achieved by weighting the technical and financial scores using a distribution key of 80/20 basis. To this end:

- The technical score will be multiplied by a coefficient of 0.80.
- The financial score will be multiplied by a coefficient of 0.20.

The weighted technical - financial scores thus calculated will be added to ascertain the offer with the best technical and financial score.

If two offers obtain the same weighted technical-financial scores, preference will be given to the applicant in the following order:

- having obtained the best technical score.
- having obtained the best total score for the methodology.
- having obtained the best score for the experience.

## **Article 10 - Monitoring, control and validation of the work**

The contract related to this consultancy will be signed with SPA/RAC.

The bidder will work under the supervision of SPA/RAC. The bidder should submit draft version of deliverables. The bidder has to submit the final version of deliverables as indicated in section 6 of the technical specifications, within the timeline specified in article 11 below.



### **Article 11 - Deadline for the execution of the mission**

The maximum time allocated for carrying out the mission is approximately 10 months as from the date of signature of the contract. The final version of the deliverables must be submitted at least two weeks before the publication date of the contents when this is fixed, otherwise within the period indicated in the table of the Article 3 "Tasks to be undertaken and deliverables" in the TECHNICAL SPECIFICATIONS.

### **Article 12 - Penalty**

In the absence of completion by the tenderer of the services at his charge within the contractual deadlines envisaged in Article 11 (Deadline for the execution of the mission), it will be applied as of right and without notice, a penalty of one six hundredth (1/600) of the total amount of the contract for each calendar day of delay.

The amount of the late penalties will be deducted from the accounts. The amount of the penalties is capped at 10% of the total amount of the contract. When this limit is reached, SPA/RAC reserves the right to terminate the contract at the service provider's fault, in accordance with Article 18 (Cancellation conditions), and without that the service provider can raise disputes or claim any compensation.

### **Article 13 - Copyright, ownership of document**

All the photos, videos, concept note and any other documents, elaborated and submitted by the lead expert to SPA/RAC for the execution of the contract, will become and remain the property of SPA/RAC, and the lead expert have to submit them to SPA/RAC. The names and logos of UNEP/MAP - SPA/RAC must be displayed appropriately in the film to be produced in the framework of this consultancy.

Worldwide, unlimited, exclusive, in perpetuity, all channels, commercial and non-commercial rights shall be allowed to the project partners and donors.

### **Article 14 - Confidentiality / professional secret clauses**

The selected service provider undertakes to observe total discretion in all matters relating to the facts and information of which he became aware during the performance of his assignment.

Any member of the team assigned to the mission covered by this contract who contravenes the aforementioned obligation of professional secrecy would expose himself to legal proceedings.

### **Article 15 - Arbitrage, dispute settlement**

Every dispute arising from or in connection with this contract execution shall be solved by way of amicable negotiations by the parties. The contract is deemed to have been made in Tunisia and to be subject to Tunisian law. In case of dispute, the Court of Tunis is competent.

### **Article 16 - Liability and insurance**

SPA/RAC does not accept any liability for acts of third parties, accidents, sickness, losses of any kind, however caused arising during the implementation of the specific actions and the production of the relative outputs expected. The bidder confirms that themselves or any involved staff will be covered by appropriate insurance.

### **Article 17 - Force majeure**

Force majeure means any event outside the control of a party so that it is impossible for one party to carry out his obligations or the implementation of these obligations becomes so difficult that considered to be impossible to carry them out under such circumstances.

The party which invokes force majeure must inform its co-contractor within seven (7) days of its occurrence so that the contractual deadline will be suspended with a joint agreement between the parties for the period which is covered by the case of force majeure.

SPA/RAC has a right to assess the circumstances of the impediments invoked by the holder as a case of force majeure to see if they are convincing, and if this should not be the case, then the days of discontinued work will be accounted for as days of delay.

Failure by either party to fulfil any of its contractual obligations does not entail a contract termination or failure to fulfil its contractual obligations if such a failure is due to a case of force majeure, if the party that finds itself in such a situation has done the following:

- a. has taken all the reasonable precautions and measures to allow it to comply with the terms and conditions of the contract; and
- b. has informed the other party of the event, as soon as possible. Any timeline given to a party for the execution of its contractual obligation will be prolonged by a period which is equal to the period during which that party was prevented from fulfilling its obligations.

Any timeline given to a party for the execution of its contractual obligations will be prolonged by a period which is equal to the period during which that party was unable to fulfil its obligations due to the case of force majeure.

#### **Article 18 - Cancellation conditions**

SPA/RAC could cancel this contract through a notification in writing addressed to the tenderer after one of the events indicated in the following paragraphs:

- a. no respect of the deadline of the execution in application of Article 11 (Deadline for the execution of the mission);
  - b. in the case described in the Article 12 (Penalty) when the amount is capped at 10% of the total amount of the contract;
  - c. non-conformity to the content of the service listed in the technical specification of the present tender documents;
  - d. If the tenderer goes bankrupt or into receivership;
  - e. If, after a case of force majeure, the holder is unable to execute a substantial part of the Services for a period equal to at least sixty (60) days;
  - f. If the tenderer was involved in corruption or fraudulent manipulations in order to obtain the contract or during the execution of the contract. For the purpose of the clause: a person is guilty of "corruption" if he/she offers, gives, solicits or accepts any kind of advantage in order to influence the action of a public official during the selection or the execution of the contract; and undertakes "fraudulent manipulations" which distort or denature the facts so as to influence the selection or the execution of the contract to the detriment of the borrower; by "fraudulent manipulations" is meant any agreement or collusive manipulation of the tenderers (before or after submitting the proposals) so as to artificially maintain the prices of the tenders at levels which do not correspond to prices which would have resulted from free and open competition and which deprive the borrower of the advantages of free and open competition;
- or

- g. If SPA/RAC, on its own initiative and for any reason whatsoever, decides to terminate the contract.

**Annex  
Submission letter**

I, the undersigned ..... consultant, recorded in the commercial register on ..... under the number .....

After having taken due note of the documents of the **Call for consultancy N° ...** launched by SPA/RAC and related to ...

I hereby pledge to execute the requested services in conformity with the provisions defined in the documents referred to, for the prices as established by myself without taking into account the taxes and knowing that the stamp duties and registration are to be covered by the insurer

The total price of my bid amounts to ..... (.....,.....) EUR / TND.

I take due note of the fact that you are not obliged to proceed with the tendering procedure and that I cannot claim a compensation.

I pledge that the conditions in my tender will remain valid for a period of one hundred and twenty (120) days starting from the day after the date for the deadline for the receipt of tenders.

SPA/RAC pledges to pay the amount after the signing of a contract into the bank current account of the Bank ..... In the name of ..... under the number of ..... RIB (BIC – IBAN)  
.....

In ....., on ...../...../ 2022

(Name, first name and function)  
Right for submission  
(Signature and stamp)