

## #CLIMATEOFCHANGE

### LOCAL OPEN TENDER FOR SOCIAL MEDIA AGENCY

Reference: WWGVC/EC/EUROPE/2021/OLT01

#### ACTIVITIES

1. *During the Tour (or other activities), does live coverage of events be included or will material be collected by you?*

It is not requested that agency team members be present during events, however you are free to include this if you think it is necessary.

2. *Do we need to consider activities at point 2.1 of Annex VI as subject of the tender? Do we need to present a visual identity?*

The only activities requested for the service are listed in Annex IV – Service Provision – all other annexes are only to present the campaign to you and key moments. A visual identity has already been created.

3. *What is the reference to A3.8 in Annex VI 2.2?*

It is only the reference to the activity number in our project form.

4. *Can we receive the visual identity and logos in HD?*

Yes, they have been sent via email to tenderers who have requested the tender dossier.

5. *Does Annex IV need to be presented? Where must it be included?*

Annex IV contains the information of the Service provision you are requested, as a document it only needs to be signed and sent in the Administrative documentation.

6. *Do you expect graphic content proposals?*

It is up to the tenderer to decide if graphic content proposal be sent, however please keep in mind that a visual identity has been created and that most of the content will be sent by WeWorld .

7. *Which countries does the tour involve?*

Greece, Bulgaria, Slovenia, Hungary, Poland, Germany, Italy, Portugal, France, Belgium

8. *Petition: is it an online petition with web page reaching 10.000 signatures?*

The petition will be developed by the consortium and posted on [www.climateofchange.info/italy](http://www.climateofchange.info/italy) website. The agency needs to include only the promotion on social media.

9. *Do you confirm the planned targets as:*

> WeWorld #ClimateOfChange targets for the project:

4.000.000 reached / 160.000 engaged (engagement rate of activities should be 4%)

with an important target on video views and petition (10.000 Italy).

> Consortium #ClimateOfChange targets for the tour:

5.000.000 reached / 200.000 engaged (engagement rate of activities should be 4%) for all partners participating in the activity.

Yes, please keep in mind that WeWorld's target is for our Organization only and for the entire duration of the project. The target of the Tour is for the whole consortium and all partners will be contributing, however WeWorld will take care of the strategy and advertising.

10. *Paragraph 2.2 of Annex VI – do we need to identify and involve influencers?*

No, you are not asked to present a strategy on influencers, you may include it if you wish but the subject of the tender is outlined in Annex IV service provision only.

11. *Will the web series be produced by another agency?*

Yes, the webseries is not included in this tender.

12. *Is lead generation or other acquisition activities required? If yes, do we have to take care of a landing page?*

Activities such as lead generation or acquisition can be included but no landing pages created, the website [www.climateofchange.info](http://www.climateofchange.info) is the repository website where all #CoC initiatives will be posted.

13. *Is there documentation of the virtuos behaviour WeWorld intends to put in practice with this campaign?*

The relevant documentation needed to present a proposal has been included in the tender dossier.

14. *Social experiment video, can the agency come up with a proposal or are there specific ideas?*

The social experiment video is not subject of this proposal and no proposals should be sent. It will be developed by another EU partner.

### SUBMISSION OF THE PROPOSAL

15. *Can we send 3 zip folders for the proposal via email?*

Yes, you can, this is the recommended submission.

16. *Is it possible to send files via wetransfer?*

If possible, distribution website (as wetransfer) should be avoided because the links provided by these sites often expire.

We suggest submitting your offer by email with zip folder attached. .

17. *Limit in size of annexes sent, is it possible to send multiple emails or links?*

The normal limit in size (not exceeding 3MB) should be considered, however it is possible to send zipped files or multiple email, specifying the n. of email in the email. Please wait until you have received a confirmation email or get in contact with us.

18. *Is it possible to send bank statement, balance sheet and company registration in Italian?*

Yes.

19. *When we send our company history and contracts of the past three years, do they need to be in a specific sector?*

Clearly if the contracts are similar to the one requested it's an added value.

20. *Does Technical documentation and financial offer need to be in Italian or English?*

Technical documentation can be sent in Italian or in English, as stated in the tender dossier in article 5.1.

21. *For original documents sent by post/hand what is the deadline?*

The email submission is valid for the tender receipt. There is no deadline for documents sent by post/hand.

22. *Does original/paper documentation sent by post/hand need to be signed by hand in original?*

Yes.

23. *In the administrative documentation sent by post/hand does company registration and balance sheets need to be included?*

Yes.

24. *For the original documentation can we only send it Tuesday and Thursday from 10 to 16 or any day?*

If the documentation is sent by post any day but if it is by hand please respect the given days and times, due to COVID19 regulations our offices have limited opening hours.

25. *Could you confirm that the administrative documentation consists of: Annex I, Annex II, Annex III, company registration, bank statement and balance sheets of the last two years, Annex VII ; Legal representative ID and ID of staff involved.*

Yes.