

TECHNICAL SPECIFICATION

The public procurement shall include activities on providing public relations for the needs of "ICGB" AD (The company).

I. The main activities and services to be implemented during the contract shall be the following:

1. Provision of strategic consultancy for relations with the media and public relations;
2. Organization of official or non-official meetings with representatives of the media, ensuring the relations with the media, management of media inquiries and provision of feedback on issues, important for the Company;
3. Ensuring strategic consultancy in relation to the creation of a strategy and communication plan with internal and external auditories as for positioning of the Company and communication for different aspects of the activity of the company;
4. Assistance in organization of media interviews with representatives of the management of the company and spokesmen of ICGB in Bulgarian and foreign media;
Note: the activity shall be realized proactively or on the basis of particular request/order and approval on behalf of the Company;
5. Assistance in organization and conduction of official, corporate events or media events/campaigns, inspections on site with international participation of governmental delegations, official guests and media, according to the needs of the company, including:
 - Consultations and proposals for a place of conduction of the event and preliminary site inspection;
 - Assistance for provision of: budgeting and provision of a hall on rent, catering services, audio-visual equipment, hostesses, photographic services, video shooting, simultaneous translation;
 - Coordination and control of subcontractors;
 - Welcoming and registration of guests and participants;
 - Development of conception, scenario of the event, speeches;
 - Ensuring relations with the media, consultations, creation, editing and distribution of press releases in Bulgarian and English;
 - Logistic organization for conduction of the event;
 - Development of report for media coverage

Note: the service shall not include direct costs for the services: photographing/video, provision of professional translation, catering, equipment and other machinery, required for conduction of the event and other indirect costs.

6. Creation, editing, distribution, coordination and monitoring of press releases (each in Bulgarian and English), related to the progress of IGB, in Bulgarian and foreign (mostly specialized) media.
7. Weekly media monitoring of publications in Bulgarian and foreign media, related to IGB. The monitoring shall include up to 12 key words and topics. The monitoring report shall be sent on a weekly basis – on the last working day of the week and shall include a summary in English; The coverage of IGB in key foreign media shall be also monitored.

8. Content creation, coordination, development and editing of texts, organization and assistance for publication of interviews, press-office activities – coordination and response to media questions and inquiries as well as creation of opinions on key topics for proactive and reactive communication of the Company;
9. Realization of partnerships with information portals for development and publication of regular information about construction of the gas interconnector Greece-Bulgaria as well as development of information texts or articles for current status and progress of the project;
10. Maintenance of a corporate profile/webpage of IGB in LinkedIn in English language
 - Content management of the corporate site of IGB in LinkedIn by content creation-posts/information text for informing the professional community about news and progress of the IGB project;
 - The frequency of the posts/information texts shall depend on the progress of the IGB project and the news related to its development in the course of time. The planned frequency of the posts is 2 posts per month as depending on the progress of the project, the number may reach up to an average number of 4 or more posts per month.
11. Shooting and provision of video material – images from the construction activities on field, with a camera and drone - if necessary, in connection with presentations.
Note: For the service the contractor has to envisage the required equipment at its expense, when the video covers or appears to be part of the conduction of an organized and coordinated event/presentation by the contractor, regardless of the place of conduction, the contracting authority shall not pay additional costs for traveling of the team to the field; if the photo/video material is not related to an event, organized and coordinated by the contractor or some of the other services "on field" and it is not on the territory of Sofia, the transport shall be provided by the Contracting authority.
12. Organization of 2 press conferences in Sofia for providing information and publicity upon implementation and reporting of a contract for a grant under Operational programme „Innovations and competitiveness“ 2014-2020 (OPIC). Focus of the events shall be the progress of activities under the IGB project and financing under OPIC, incl. logistic, PR/media support and content creation, distribution of press release, publication of an advertising/information box in regional and national press.
Note: the service shall not include direct costs for photographing/video, advertising materials, provision of professional translation, catering, technical and other equipment, required for conduction of the event and advertisement, fees for publication and other indirect costs.
13. Development of a Plan for crisis communications in Bulgarian and English in relation to the activities on construction of IGB after coordination with the Company.

II. Order of services and reporting:

In case of need for particular service, subject of the public procurement, the Contracting authority shall send an order to the contractor, containing the specific parameters and deadlines.

The periodic services may be assigned by a single, initial order, which shall specify the regularity.

Which services shall be made periodically (weekly or monthly) shall be specified by particular orders by the Contracting authority.

In case of unclear issues or questions in relation to the order, the Contracting authority must answer in due time, but not later than 3 days following the request on behalf of the Contractor.

When applicable, the Contractor shall develop an Action plan and List of the media according to the requirements of the present documentation, which shall be approved by the Contracting authority.

Following the completion of the respective service/s, the Contractor shall submit to the Contracting authority a report. The Contractor shall submit a report about the rendered service/s, including the implemented activities on a hard copy and on an electronic medium with proofs about the completed activities and reached results.

In case of periodic services the contractor shall submit a report (progress report) about the services, rendered during the respective month (or other period, if such is agreed in advance), which report has to include all activities made during the period on a hard copy and on an electronic medium with proofs about the completed activities and reached results.

III. Requirements for submission of the offer for implementation of the procurement.

The participants have to prepare the technical offer in accordance with the Technical specification of the Contracting authority and the form of a Technical offer.