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Tender

CEFAS23-130 ITT for multi-media creation and distribution in Sri Lanka under the Ocean Country Partnership Programme (OCPP)

Centre for Environment, Fisheries and Aquaculture Science

F02: Contract notice

Notice identifier: 2023/S 000-028230

Procurement identifier (OCID): ocds-h6vhtk-04037c

Published 25 September 2023, 4:04pm

Section I: Contracting authority

I.1) Name and addresses

Centre for Environment, Fisheries and Aquaculture Science

Pakefield Road

Lowestoft

NR33 0HT

Contact

Holly Power

Email

procure@cefas.gov.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.cefas.co.uk/>

Buyer's address

<https://defra-family.force.com/s/Welcome>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://defra-family.force.com/s/Welcome>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Environment

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

CEFAS23-130 ITT for multi-media creation and distribution in Sri Lanka under the Ocean Country Partnership Programme (OCP)

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Cefas require provision of services for the creation and distribution of multi-media products on climate change and plastics use in Sri Lanka, under the Ocean Country Partnership Programme (OCP)

II.1.5) Estimated total value

Value excluding VAT: £350,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79822500 - Graphic design services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The OCP was announced in 2021 as a key bilateral aid programme under the £500m

Blue Planet Fund.

OCPP objectives are to support countries to tackle marine pollution, support sustainable seafood practices and establish designated, well-managed and enforced MPAs. Under the OCPP, Cefas will use existing experience of collaboration at an international level, to develop innovative science techniques and analyses with OCPP partner countries that address marine pollution challenges.

Cefas will work alongside international partners in government and society to collaborate on work packages to tackle marine pollution, and to inform and raise awareness about the impacts of climate change in the marine environment. This includes supporting the Sri Lankan government to promote policies that are aimed at tackling sources of marine pollution, to help the resilience of the marine environment to other pressures such as climate change, working with companies to produce media products that resonate with the Sri Lankan people. Cefas also support government agencies to increase awareness of prominent topics including the importance of the ocean, marine pollution, and climate change risks to the marine environment, through a program of education and outreach activities, which include media campaigns across multiple media across the country.

The project is designed to be inclusive, and the method of data collection must be delivered in the local languages (Sinhala and Tamil) and English according to the target communities. Outputs should be provided to Cefas in English. The successful Tenderer will also provide a report of activities, reach and engagement, a copy of all materials produced, and data collected. All media produced should be in an accessible format to ensure all audiences can access the content.

This specific area of work is to design multiple media campaigns to support the work of multiple government agencies in Sri Lanka. The outputs are intended to engage with the general populations and increase their awareness of climate change and its impacts, and to highlight the recent change in law banning single-use plastic items. This requirement is made up of two parts;

- (1) the creation and distribution of a Nationwide climate change awareness campaign.
- (2) the creation and distribution of a single-use plastic ban campaign to publicise the recent changes in law.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 10

Cost criterion - Name: Cost / Weighting: 30

II.2.6) Estimated value

Value excluding VAT: £350,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

15 November 2023

End date

30 September 2024

This contract is subject to renewal

Yes

Description of renewals

Option to extend for 2 further periods of 6 months' each

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2.14) Additional information

To view this opportunity please go to <https://defra-family.force.com/s/Welcome>
You will need to log in or create a new supplier account. The opportunity can then be found searching 'CEFAS23-130 ITT for multi-media creation and distribution in Sri Lanka for OCPP' via the find opportunities function.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

26 October 2023

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 27 December 2023

IV.2.7) Conditions for opening of tenders

Date

25 September 2023

Local time

5:00pm

Place

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Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

Public Procurement Review Body

N/A

N/A

N/A

Email

publicprocurementreview@cabinetoffice.gov.uk

Country

United Kingdom

Internet address

<https://www.gov.uk/government/publications/public-procurement-review-service-scope-and-remit>