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Tender

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

Centre for Environment, Fisheries and Aquaculture Science

F02: Contract notice

Notice identifier: 2023/S 000-028230

Procurement identifier (OCID): ocids-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](mailto:procure@cefas.gov.uk)

#### **Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.cefasc.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

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## **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.

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

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## **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](mailto:publicprocurementreview@cabinetoffice.gov.uk)

Country

United Kingdom

Internet address

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