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Planning

## **Communications Framework (Creative, Design, Digital, PR, Print, Media Monitoring, Communication Support)**

Zero Waste Scotland Ltd

F01: Prior information notice

Prior information only

Notice identifier: 2022/S 000-031497

Procurement identifier (OCID): ocids-h6vhtk-037fe1

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### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Zero Waste Scotland Ltd

Ground Floor, Moray House, Forthside Way

Stirling

FK8 1QZ

#### **Contact**

Claire Allan

#### **Email**

[procurement@zerowastescotland.org.uk](mailto:procurement@zerowastescotland.org.uk)

#### **Telephone**

+44 1786433930

**Country**

United Kingdom

**NUTS code**

UKM - Scotland

**Internet address(es)**

Main address

<http://www.zerowastescotland.org.uk/>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA20802](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA20802)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

Additional information can be obtained from 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**

Communications Framework (Creative, Design, Digital, PR, Print, Media Monitoring, Communication Support)

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

This is a Prior Information Notice to advise Zero Waste Scotland intends to start the procurement process to procure services for the provision of a Communications Framework which will including the following services: creative, design, digital, public relations, print, media monitoring to support our work and also specific communications support for our partner local authorities. This Framework will replace a number of contracts that are currently coming to an end.

#### **II.1.5) Estimated total value**

Value excluding VAT: £7,000,000

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

The lotting strategy, evaluation methodology, principles of lot award will be set out in Contract Notice(s) and tender

documentation

### **II.2) Description**

#### **II.2.1) Title**

## Print and Distribution Services

Lot No

4

### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services
- 79821000 - Print finishing services
- 79810000 - Printing services
- 79823000 - Printing and delivery services
- 79824000 - Printing and distribution services
- 79933000 - Design support services
- 79800000 - Printing and related services
- 22000000 - Printed matter and related products
- 22100000 - Printed books, brochures and leaflets
- 79811000 - Digital printing services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

Zero Waste Scotland requires a single Supplier to provide a “print on demand” service for the production of printed materials and for the safe and secure and trackable distribution of those materials to a stated location or locations thereafter and set up of some event materials.

Zero Waste Scotland require a range of print requirements from this service, including but not limited to :

\*Litho and digital outputs of Brochures, flyers, postcards, posters

\*Business cards

\*Bound documents, reports, case studies

\*Magazines, newsletters

\*Forms, certificates

\*Exhibition displays of Banners

\*Artwork

\*Signs, Boards, Stands

\*Promotional goods o Good to Go food boxes

\*Branded merchandise, e.g. food bag clips, measuring jugs, etc.

\*Bespoke service if required

## **II.2) Description**

### **II.2.1) Title**

Public Relations Services

Lot No

3

### **II.2.2) Additional CPV code(s)**

- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

Corporate communications activity is fundamental to Zero Waste Scotland's success in accelerating progress towards a circular and low-carbon economy.

We require a single Supplier to provide Public Relations Services to support our in-house team to support us with our longer-term ambitions, and implementing a range of specific communications campaigns that engage and motivate our key audiences.

These services should contribute towards Zero Waste Scotland wider Communications Team objectives by:

\*Enhancing the reputation and credibility of Zero Waste Scotland as a corporate brand and, by extension, its sub-brands.

\*Effective distribution of our news and high-profile communications through close alignment with key stakeholders, facilitated by centrally-organised communications management.

\*Building our reputation internationally, leading to recognised expertise in our areas of work.

\*Positioning Zero Waste Scotland as influencers on key issues. By doing this effectively at a corporate level, we will increase our success rate, as we are seen as leaders and experts in the field.

## **II.2) Description**

### **II.2.1) Title**

Media Monitoring

Lot No

5

### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services
- 79310000 - Market research services
- 79416000 - Public relations services
- 79900000 - Miscellaneous business and business-related services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

## **II.2.4) Description of the procurement**

Zero Waste Scotland requires a single Supplier to provide a quick, accurate and responsive corporate media monitoring and analysis service which identifies and supplies relevant media coverage list and full cuttings from mainstream and specialist trade media across the UK and Scotland. The main focus shall be on Scottish titles at both a national and local level and there may also be a future need to request international coverage.

Zero Waste Scotland require a service which provides daily updates and full cuttings from a comprehensive range of print, digital and broadcast platforms and titles, all collated and presented in a way that is quick and easy for the users to view, while at the same time offering appropriate password and security controls and full compliance with Newspaper Licensing Agency (NLA) and Copyright Licensing Agency (CLA) requirements as relevant.

## **II.2) Description**

### **II.2.1) Title**

Creative Services ( Large)

Lot No

6

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

## **II.2.4) Description of the procurement**

Zero Waste Scotland require a single Supplier to support our work in encouraging citizens and businesses to move to a circular economy, to support our in-house team, both strategically and tactically, to deliver outstanding medium to large campaigns that engage and motivate our key audiences.

Zero Waste Scotland's Communications Team is responsible for all corporate and programme specific activities across the organisation and is looking for a Single Supplier to provide a range of services including:

\*research

\*strategic planning

\*concept creation

\*creative development

\*art direction

\*asset creation

\*digital services

\*copywriting

\*photography and video

\*Management of media planning and buying is also required, though this can be done in conjunction with a sub-contractor.

Key priorities for Zero Waste Scotland that we will require support to deliver include mainstreaming the concept of the circular economy as a key way to meet Scotland's climate goals, reducing Scotland's material use across key sectors including the built environment and bioeconomy, and encouraging citizen behaviour change around ending single use and reducing, reusing and recycling as much as possible.

## **II.2) Description**

### **II.2.1) Title**

Creative Services (Small)

Lot No

7

### **II.2.2) Additional CPV code(s)**

- 79413000 - Marketing management consultancy services



- 79342100 - Direct marketing services
- 79342000 - Marketing services
- 79340000 - Advertising and marketing services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

Zero Waste Scotland require a single Supplier to support our work in encouraging citizens and businesses to move to a circular economy, to support our in-house team, both strategically and tactically, to deliver outstanding small to medium campaigns that engage and motivate our key audiences.

Zero Waste Scotland's Communications Team is responsible for all corporate and programme specific activities across the organisation and is looking for a Single Supplier to provide a range of services including:

\*research

\*strategic planning

\*concept creation

\*creative development

\*art direction

\*asset creation

\*digital services

\*copywriting

\*photography and video

\*Management of media planning and buying is also required, though this can be done in conjunction with a sub-contractor.

Key priorities for Zero Waste Scotland that we will require support to deliver include mainstreaming the concept of the circular economy as a key way to meet Scotland's

climate goals, reducing Scotland's material use across key sectors including the built environment and bioeconomy, and encouraging citizen behaviour change around ending single use and reducing, reusing and recycling as much as possible.

## **II.2) Description**

### **II.2.1) Title**

Creative Services Food

Lot No

8

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services
- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services
- 90500000 - Refuse and waste related services
- 90713000 - Environmental issues consultancy services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

The Scottish Government has identified the tackling of food waste as a key priority for action and established the landmark national target of reducing Scotland's food waste by 33% by 2025

Therefore Zero Waste Scotland requires a single Supplier to provide specialist public relations support to work closely with us to develop an over-arching plan for public

relations activities and deliver a series of creative, persuasive, dynamic and high-impact food and drink waste campaigns, including content creation as necessary.

Services will include; high quality media materials, planning, identification of target audience, internal communications support, creative approach including digital content creation, media training, project delivery, photography, events and exhibition support and evaluation of creative and dynamic public relations, media initiatives, social media management, stakeholder communication engagement and support and other related communications activity

## **II.2) Description**

### **II.2.1) Title**

Communication – Local Authorities & ad hoc support

Lot No

9

### **II.2.2) Additional CPV code(s)**

- 79413000 - Marketing management consultancy services
- 79416200 - Public relations consultancy services
- 79415200 - Design consultancy services
- 72224000 - Project management consultancy services
- 79416100 - Public relations management services
- 90713000 - Environmental issues consultancy services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

Zero Waste Scotland requires a single Supplier to provide strategic communications and support services for the development of a communications strategy and associated campaign collateral to assist Scottish local authorities undertaking a major change of their kerbside collection service.

There will be a predominant focus on Scottish Local Authorities, however Communications and support services may also include communication support to businesses , third sector organisations and Zero Waste Scotland itself.

Zero Waste Scotland will offer specialist support to Local Authorities for a variety of support needs including but not exclusive to, planning, co-ordination and delivery of a communications strategy for implementing a major service change, including the development of relevant supporting collateral. These services will be in relation to Service Change at both kerbside and communal level, modification or new household waste recycling centres, campaigns to help increase household recycling and participation rates, or to reduce recycling contamination. Support is offered to assist the development of consistent and effective communications designed to strategically motivate, inform and engage householders and internal audiences.

It is anticipated that this specialist support will be made available for up to ten local authorities/organisations per year however there maybe occasions when this number is exceeded.

## **II.2) Description**

### **II.2.1) Title**

Digital Marketing Services

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 72212481 - Sales or marketing software development services
- 72212480 - Sales, marketing and business intelligence software development services
- 48481000 - Sales or marketing software package
- 48480000 - Sales, marketing and business intelligence software package
- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

Zero Waste Scotland required a single Supplier to provide Digital Marketing Services, to support our work in encouraging citizens and businesses to move to a circular economy, to support our in-house team, both strategically and tactically, and to support outstanding campaigns that engage and motivate our key audiences and ensure a best-in-class experience for our users.

Digital marketing services will be required to support our in-house team in developing and implementing campaigns and BAU digital activity. The agency will act as an extension of the Digital team, providing day-to-day advice and support on a range of activities, such as:

- \*Messaging development for digital campaigns
- \*Research to support digital marketing activities
- \*Digital content creation e.g. animations, video, web content
- \*Digital media buying
- \*Digital marketing support
- \*Social media strategy and management
- \*Digital strategy
- \*SEO services
- \*Paid advertising support
- \*Measurement and evaluation, including automated reports and dashboards

## **II.2) Description**

### **II.2.1) Title**

Digital & Web Development Services

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 72212480 - Sales, marketing and business intelligence software development services

- 72212481 - Sales or marketing software development services
- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

Zero Waste Scotland require a single Supplier to provide services for the ongoing maintenance and development of Zero Waste Scotland's new website infrastructure, ensuring the site remains effective, secure and continues to evolve and meet our needs as we lead Scotland to use products and materials responsibly.

Zero Waste Scotland has recently undertaken a large digital communications transformation project and will soon be working within a new single website, built within an innovative Headless Content Management framework

The website will be hosted within a new, high-performance, modular cloud hosting environment.

### **II.3) Estimated date of publication of contract notice**

7 December 2022

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## **Section IV. Procedure**

### **IV.1) Description**

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

The procurement is covered by the Government Procurement Agreement: Yes

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## Section VI. Complementary information

### VI.3) Additional information

This is a Prior Information Notice to advise of upcoming procurement activity from Zero Waste Scotland to replace a number of existing contracts which are coming to an end, with one multi lot Framework.

Zero Waste Scotland exists to accelerate Scotland's progress to a circular economy by inspiring businesses to keep materials and resources in use for as long as possible and inspiring citizens to reduce, reuse and recycle.

Therefore we want to procure the services for the provision of a Communications Framework.

Zero Waste Scotland intends to undertake an Open Procedure to procure this framework agreement, in accordance with regulation 28 of the Public Contracts (Scotland) Regulations 2015.

Zero Waste Scotland anticipates that the Communications framework agreement will be for a maximum period of four (4) years, including all optional extension periods, and will have a maximum value of 7million GBP, exclusive of VAT. We anticipate that this will be a multi Lot agreement, each with single Supplier, to ensure consistency between inter-related outputs from the various call off projects from each Lot over the term of the agreement.

The Supplier awarded under each lot of this framework agreement must be able to provide all services that will be identified in the Invitation to Tender document. However, economic operators are not required or expected to be able to provide all of those services themselves and are encouraged to investigate opportunities for partnership working and / or sub-contracting arrangements where this would ensure appropriate coverage / and provide additional capacity for delivery of call off projects.

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

[https://www.publiccontractsscotland.gov.uk/Search/Search\\_Switch.aspx?ID=712514](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=712514).

(SC Ref:712514)