

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/034221-2023>

Contract

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

Centre for Environment, Fisheries and Aquaculture Science

F03: Contract award notice

Notice identifier: 2023/S 000-034221

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

Published 20 November 2023, 10:47am

### **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.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 Contract for multi-media creation and distribution in Sri Lanka for 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.1.6) Information about lots**

This contract is divided into lots: No

### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £339,500

## **II.2) Description**

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

NUTS codes

- SL - Sierra Leone

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

The OCPP 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 supplier 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.2.11) 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

---

## **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.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-028230](#)

---

## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

4 November 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 2

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Inbound Hype (Pvt) Ltd

No 3, 2nd Lane, Nelumpura, Rathmalana

Rathmalana

10400

Email

[contact@inboundhype.com](mailto:contact@inboundhype.com)

Telephone

+94 112612800

Country

Sri Lanka

NUTS code

- LK - Sri Lanka

National registration number

PV00216914

Internet address

<https://inboundhype.com>

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £350,000

Total value of the contract/lot: £339,500

---

## **Section VI. Complementary information**

### **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>

