

Contract Award Notice: 01/FBS/2018

Scope of Contract:	<i>Consulting services for a National Public Awareness Campaign, to promote the best practices and financial instruments for compliance with the EU Nitrates Directive</i>	Minimum Qualifying Technical Score:	75
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Names of short listed Consultants:

1. JV of Graffiti BBDO SA (leader) and SC Graffiti Public Relations SRL, SC Proximity SRL, SC EPMC Consulting SRL, SC Compania de Consultanta si Asistenta Tehnica SRL (Partners)
2. SC Media One SRL
3. JV LDK Consultants Engineers & Planners SRL (Romania) (Leader) and LDK Consultants Engineers and Planners SA (Greece) (Partner)
4. JV Ecorys (leader)&PERFECT Ltd. Co. Srl, Fabrica de imagine (Romania)
5. SC Arsenoaiei si Matasel Consulting SRL
6. JV Mercury360 Communications SRL (leader)&AESA-Agriconsulting Europe SRL (Romania)

Consultants that submitted a technical proposal:

1. SC Media One SRL

Name of the Consultant		Media ONE SRL
Evaluation criteria	Maximum points	Average
(i) Specific experience of the Consultant (as a firm) relevant to the Assignment:	5.00	4.83
(ii) Adequacy and quality of the proposed methodology, and work plan in responding to the Terms of Reference (TORs): <i>Notes to Consultant: the Client will assess, under the following three sub-criteria, whether the proposed methodology is clear and responds to the TORs, by giving special considerations to Creativity and Innovation (the proposal suggests any new approaches to the assignment or new methodologies that could help achieve better outcomes); work plan, is realistic and implementable; overall team composition is balanced and has an appropriate skills mix and the work plan has right input of Experts</i>	45.00	43.17
- Technical approach and methodology	30.00	28.17
a) <i>Media campaign</i>	8.00	7.47

Name of the Consultant		Media ONE SRL
Evaluation criteria	Maximum points	Average
<i>b) Online campaign – 8</i>	<i>8.00</i>	<i>7.20</i>
<i>c) Direct Marketing – 3</i>	<i>3.00</i>	<i>2.90</i>
<i>d) Events – 3</i>	<i>3.00</i>	<i>2.80</i>
<i>e) Contests – 6</i>	<i>6.00</i>	<i>5.80</i>
<i>f) Support activities – 2</i>	<i>2.00</i>	<i>2.00</i>
- Work Plan	10.00	10.00
- Organization and Staffing	5.00	5.00
(iii) Key Experts' qualifications and competence for the Assignment	50.00	47.19
<i>K-1: Team Leader</i>	<i>5.00</i>	<i>5.00</i>
1) General qualifications (general education, training, and experience):	10%	0.50
2) Adequacy for the Assignment (relevant education, training, experience in the sector/similar assignments)	85%	4.25
3) Relevant experience in the region (working level fluency in local language / knowledge of local culture or administrative system, government organization, etc.)	5%	0.25
<i>K-2: expert in environmental issues</i>	<i>4.00</i>	<i>4.00</i>
1) General qualifications (general education, training, and experience):	10%	0.40
2) Adequacy for the Assignment (relevant education, training, experience in the sector/similar assignments)	85%	3.40
3) Relevant experience in the region (working level fluency in local language / knowledge of local culture or administrative system, government organization, etc.)	5%	0.20
<i>K-3: expert in media planning</i>	<i>5.00</i>	<i>5.00</i>
1) General qualifications (general education, training, and experience):	10%	0.50
2) Adequacy for the Assignment (relevant education, training, experience in the sector/similar assignments)	85%	4.25
3) Relevant experience in the region (working level fluency in local language / knowledge of local culture or administrative system, government organization, etc.)	5%	0.25
<i>K-4: expert in events' organizing</i>	<i>2.00</i>	<i>1.73</i>
1) General qualifications (general education, training, and experience):	10%	0.18
2) Adequacy for the Assignment (relevant education, training, experience in the sector/similar assignments)	85%	1.45
3) Relevant experience in the region (working level fluency in local language / knowledge of local culture or administrative system, government organization, etc.)	5%	0.10
<i>K-5: expert in software design and programming-</i>	<i>4.00</i>	<i>4.00</i>
1) General qualifications (general education, training, and experience):	10%	0.40

Name of the Consultant		Media ONE SRL
Evaluation criteria	Maximum points	Average
2) Adequacy for the Assignment (relevant education, training, experience in the sector/similar assignments)	85%	3.40
3) Relevant experience in the region (working level fluency in local language / knowledge of local culture or administrative system, government organization, etc.)	5%	0.20
<i>K-6: expert in creating (writing) editorial content no. 1 -</i>	5.00	3.80
1) General qualifications (general education, training, and experience):	10%	0.36
2) Adequacy for the Assignment (relevant education, training, experience in the sector/similar assignments)	85%	3.19
3) Relevant experience in the region (working level fluency in local language / knowledge of local culture or administrative system, government organization, etc.)	5%	0.25
<i>K-7: expert in creating (writing) editorial content no. 2 -</i>	5.00	3.94
1) General qualifications (general education, training, and experience):	10%	0.50
2) Adequacy for the Assignment (relevant education, training, experience in the sector/similar assignments)	85%	3.19
3) Relevant experience in the region (working level fluency in local language / knowledge of local culture or administrative system, government organization, etc.)	5%	0.25
<i>K-8: expert in social media and online advertising -</i>	5.00	4.73
1) General qualifications (general education, training, and experience):	10%	0.23
2) Adequacy for the Assignment (relevant education, training, experience in the sector/similar assignments)	85%	4.25
3) Relevant experience in the region (working level fluency in local language / knowledge of local culture or administrative system, government organization, etc.)	5%	0.25
<i>K-9: PR (public relations) specialist -</i>	3.00	3.00
1) General qualifications (general education, training, and experience):	10%	0.30
2) Adequacy for the Assignment (relevant education, training, experience in the sector/similar assignments)	85%	2.55
3) Relevant experience in the region (working level fluency in local language / knowledge of local culture or administrative system, government organization, etc.)	5%	0.15
<i>K-10: graphic designer (Art Director) -</i>	5.00	5.00
1) General qualifications (general education, training, and experience):	10%	0.50
2) Adequacy for the Assignment (relevant education, training, experience in the sector/similar assignments)	85%	4.25
3) Relevant experience in the region (working level fluency in local language / knowledge of local culture or administrative system, government organization, etc.)	5%	0.25
<i>K-11: copywriter -</i>	5.00	5.00

Name of the Consultant		Media ONE SRL
Evaluation criteria	Maximum points	Average
1) General qualifications (general education, training, and experience):	10%	<i>0.50</i>
2) Adequacy for the Assignment (relevant education, training, experience in the sector/similar assignments)	85%	<i>4.25</i>
3) Relevant experience in the region (working level fluency in local language / knowledge of local culture or administrative system, government organization, etc.)	5%	<i>0.25</i>
<i>K-12: expert in production of promotional materials -</i>	<i>2.00</i>	<i>2.00</i>
1) General qualifications (general education, training, and experience):	10%	<i>0.20</i>
2) Adequacy for the Assignment (relevant education, training, experience in the sector/similar assignments)	85%	<i>1.70</i>
3) Relevant experience in the region (working level fluency in local language / knowledge of local culture or administrative system, government organization, etc.)	5%	<i>0.10</i>
TOTAL	100.00	95.19

Price offered the Consultant (as read out and as it has been evaluated): SC Media One SRL: 1,349,836.81 Euro, inclusive all indirect taxes (VAT)

Final combined scores and the final ranking of the consultants: Final Technical score of SC Media One SRL (first ranked): 95.19

Award (Fixed Budget Selection): To best technical score with evaluated price within budget

Name of the successful consultant: SC Media One SRL

Total price: 1,349,836.81 Euro, inclusive all indirect taxes (VAT)

Duration: March 31st 2022

Summary scope of the contract: Consulting services for a National Public Awareness Campaign, to promote the best practices and financial instruments for compliance with the EU Nitrates Directive