

Call for Supply of Services:

NowWeMOVE and MOVE Week 2015

29 April 2015. Deadline for submission: 11 Mai 2015

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INTRODUCTION

ABOUT THE INTERNATIONAL SPORT AND CULTURE ASSOCIATION (ISCA)

ISCA is a global, non-governmental platform open to organizations working within the field of sport for all, recreational sports and physical activity. ISCA is a global actor closely cooperating with its 135 member organizations, international NGOs, and public and private sector stakeholders. ISCA has initiated in 2012 the NowWeMOVE campaign to enhance cross-sector collaboration towards increased physical activity levels in Europe. See more about ISCA at www.isca-web.org.

PROJECT BACKGROUND

NowWeMOVE Campaign and MOVE Week

The cross-sector vision of the campaign is to get

“100 million more Europeans active in sport and physical activity by 2020.”

The vision is not the campaign objective but a strong signal that all relevant sector need to engage to increase physical activity levels in Europe.

The MOVE Week is the flagship event of the campaign; an annual, European-wide week-long event to celebrate physical activity, held this year in September to align with the European Week of Sport.

More information here: www.moveweek.eu

Objectives of the NowWeMOVE Campaign

- Raise awareness about the benefits of sport and physical activity among European citizens;
- Develop and promote opportunities to be active in grassroots sport and physical activity;
- Enable sustainable and innovative capacity building for grassroots sport and physical activity providers;
- Advocate for the societal benefits of grassroots sport and physical activity among policy makers.

Purpose of the Call

ISCA is calling for offers for the supply of services focusing on **MOVE Week 2015**.

The MOVE Week 2015 will be deployed by ISCA via National Coordinators and on the ground be delivered by what we call *MOVE Agents*. They are the organisers of the activities – existing or new ones – that will be included in the MOVE Week 2015.

ISCA has received a grant of 1 million euro from the EU for MOVE Week 2015. ISCA reserves the right to cancel future activities and their payment, in the unlikely event that contractual complications with the EU deem it necessary.

ISCA is not obliged to select contractors under this call for services. The terms may change according to contractual obligations to the EU.

Please note that all budget ceilings in this call are inclusive of VAT and all amounts and budgets submitted should include VAT.

1. SERVICES TO BE PROVIDED: MOVE WEEK 2015

Building on the experience of the past 3 editions of MOVE Week, ISCA would like to appoint one or more companies per lot for the delivery of the below specified communications activities with a focus on MOVE Week 2015. The companies selected shall have substantial experience in the activities to be carried out, they can tender for one or more lots, they should be able to work in English, and work also during the summer holiday period, with the necessary staff and resources to provide the services covered by this Call.

The three lots are described in detail below.

1: Creative MOVE Week and NowWeMove campaign development

This lot will consist of the development of MOVE Week and NowWeMOVE campaign creatives and communication aspects.

It will include:

- 1) Creatives for the campaign
 - Development of creative storylines.
 - Visual creatives in particular for engaging various social media users, with motivational messages, infographics, etc.
 - Mascot design development
 - Guerilla marketing
 - Design of 4-5 toolkits building on the previous editions ones
 - Case study videos for the cross boarder event
 - Viral video/ambassadors - concept, realisation
- 2) Website design
 - Cross boarder event landing page and online banners design
 - MOVE Week website re-design
 - MOVE Week mobile App design
 - MOVE Week online banners design
 - FlashMob landing page design
- 3) Specific layout/graphic development tasks for print and digital media, including
 - Graphical print layout for Brand guide
 - Graphical print layout for adaptable MOVE Week banner/poster, billboards, etc.
 - Merchandising design (T-shirts, bracelets, etc.)

The materials should align with existing visual identity elements, in particular the NowWeMove and MOVE Week logo. The price for image rights is included in this lot.

For the creatives, we would typically expect the designated service provider to draft eg 3 proposals for each item, after which guideline decisions are made and final development can start.

The offer for this lot should specify prior competence, and some preliminary ideas.

The maximum budget for this lot is 50.000 Euro.

2: Web site back-end system improvements, mobile app/web development and social media platform implementation

This lot covers further development and improvements of the existing MOVE Week back-end system, www.moveweek.eu and its subsequent country pages which is built in the current system (*Provider should justify if they want to change the current model). It also includes the development of specific campaign webpages dedicated to specific MOVE Week initiatives (such as PR Stunt events, cross border initiatives, etc.). These webpages should be developed as separate projects under the MOVE Week system.

www.moveweek.eu will continue to have two target audiences: MOVE Agents (building up to the MOVE Week) and potential participants (just before and during MOVE Week).

Back end and front end of the MOVE Week website system should be enhanced to strengthen the attractiveness and user friendliness of the website. The system should be improved and optimised to be able to handle minimum 100 000 unique visitors per month. We expect as well to develop additional features for the MOVE Week campaign such as:

- Enhanced event registration module for MOVE Agents to upload their MOVE Week events. New features are expected such as, news creation, sponsors display, participant's engagement, automatic facebook event creation.
- Specific Flash mob page: where organisers can register and post their videos after the FlashMob. Detail "how to" section, video gallery of different Flash mobs.
- Full social media integration and continued SEO, responsive design and access to traffic data
- Social Media platform to be implemented and it is expected to serve as portal, which should host social media interactions from different social platforms.
- CrossBorder campaign website with Google Maps integration, build in map route with map pins for each stop and progress indicator.
- Stunt promo website with interactive image gallery.
- Mobile iOS and Android application for the purpose of MOVE week. It should be able to list all the events from MOVE Week and provide most of the website functionality.

ISCA shall have full access and ownership of developed modules and components and complete ownership of all the data, also beyond the project period. Alternatively, any software/licence limitations should be specified clearly. ISCA should be able to operate and adapt the entire system alone or with another provider beyond the project period.

The offer should include a plan for backup of data/content.

The offer should include full help desk support to ISCA staff and national coordinators until December 2015.

The web site features and developments can be launched on an ongoing basis, but registration module and country pages should be fully available by 30 June.

The lot does not include the production of text content, nor its translation.

The maximum budget for this lot is 25.000 Euro.

3: PR Strategy

ISCA intends to implement a comprehensive PR Strategy targeting both European, national and local media, in collaboration between the centralised campaign management and national coordinators, and with services offered to MOVE Agents for local media.

This lot includes

- Development of the overall strategy, including media types and key messages/angles
- Target media list on European and national level
- Creative development of alternative PR “stunts”
- Planning and execution of 1-2 physical PR events for the campaign.
- Production and time line/execution plan
- Production of baseline content and data for the roll-out
- Extensive ongoing advice on the execution to ISCA and National Coordinators
- Direct “pitching” of stories to the chosen European-wide and key national media that have international impact. Tenderers with a proven track record with key media will be preferred
- Monitoring and evaluation of results according to benchmarks. As a minimum, external monitoring and analysis of web media coverage should be included, as well as own clippings lists.

The maximum total budget for this lot is 55.000 Euro.

2. THE CONDITIONS

In order to reply to this Call, the Applicants should provide an offer in English, valid for minimum 30 days, including:

- i. Information which lot(s) you bid for
- ii. A detailed description of the services you intend to offer, according to the lot descriptions above
- iii. The general background information on the company including resources available
- iv. References from previous assignments, and a description of what their key strategic relevance to the MOVE Week 2015 is.
- v. CVs and experience of the staff which will be supplying the service(s)
- vi. The price in Euro in a budget. Applicants requested to indicate an estimated budget for the items mentioned in the lot. Final budget will be negotiated and agreed with the designated service provider(s) after selection. Please indicate clearly the net prices as well as VAT. Please remember that the above mentioned ceilings are inclusive of VAT.
- vii. Approximate delivery timetable for each of the products

Please note that ISCA is not bound to make a selection, including if the offers received are not of sufficient quality. In such circumstances, ISCA may re-issue this Call or cancel it completely.

Upon completion of the process of evaluation and negotiation, the results will be communicated to all the applicants both successful and unsuccessful. A contract will be signed with the successful applicant(s). As a subcontractor to an EU-funded activity, Applicants will be required to comply with the contractual obligations that ISCA is establishing with the EU.

3. LEGAL REQUIREMENTS

1. Late proposals will not be accepted.
2. Once ISCA has received an offer, ISCA will not allow for any changes or modifications to the submissions unless ISCA itself requires clarification or details. Further modifications can happen in the negotiation phase.
3. If the scope of work to be performed requires the hiring of sub-contractors, the applicant must clearly state this in the offer. Sub-contractors should ideally be identified, and the work they will perform must be clearly defined and itemized.
4. By submitting an offer, the applicant agrees to all the terms and conditions of this Call for Services.
5. All received applications shall be kept confidential by ISCA. ISCA is however required to report the offers to the EU for reporting purposes in 2015.

4. ASSESSMENT CRITERIA

Assessment of the proposals will be broken down as such:

	Weight
Value – <i>is the services suggested and the price levels good value for money?</i>	25%
Service Capability and geographical coverage - <i>Does the applicant have the range of services required to fulfill the assignment, and can they sufficiently cover the European market?</i>	15%
Expertise - <i>Does the agency have the personnel and experience?</i>	15%
Creativity - <i>Are there any unique approaches suggested that would add particular value?</i>	15%
Related Experience - <i>Does the agency have any related experience?</i>	15%
Presentation - <i>Was the material presented in a clear and stimulating way? Was the Call answered?</i>	15%

5. SUBMISSION DEADLINE

The deadline for receipt of applications in ISCA is

23.59 CET on 11 May 2015 by e-mail to bc@isca-web.org

Hard copy applications may be submitted together with the electronic version, but this is not a requirement.

Interested applicants may send questions until 07 Mai 2015 to the contact person below.

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