

Call for Supply of Services:

NowWeMOVE and MOVE Week 2014

28 March 2014. Deadline for submission: 14 April 2014

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INTRODUCTION

ABOUT THE INTERNATIONAL SPORT AND CULTURE ASSOCIATION (ISCA)

ISCA is a global, non-governmental platform open to organisations working within the field of sport for all, recreational sports and physical activity. ISCA is a global actor closely cooperating with its 135 member organisations, international NGOs, and public and private sector stakeholders. ISCA has initiated 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 sectors 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 in the first week in October.

More information here: www.nowwemove.com and in particular the 2013 report:
<http://nowwemove.com/2013/12/download-the-move-week-2013-report/>

Objectives of the NowWeMove Campaign

- Raise awareness about the benefits of sport and physical activity among European citizens;
- Increase accessible opportunities to be active in sport and physical activity by developing new and up-scaling existing initiatives;
- Enable sustainable and innovative capacity building for MOVE Agents through open-source solutions and advocacy.

Purpose of the Call

ISCA is calling for offers for the supply of services focusing on **MOVE Week 2014**.

MOVE Week 2014 will be deployed by ISCA via National Coordinators and delivered on the ground by what we call *MOVE Agents*. They are the organisers of the activities – existing or new ones – that will be included in MOVE Week 2014.

ISCA has established a strategic partnership with ECF (the European Cyclists' Federation) for the campaign in 2014. More strategic partners are likely to be added.

ISCA HAS RECEIVED AN APPROPRIATION OF 1 MILLION EURO FROM THE EU FOR MOVE WEEK 2014, BUT A GRANT AGREEMENT IS YET TO BE SIGNED (EXPECTED IN MAY). THE WORK UNDER THIS CALL FOR SERVICES IS EXPECTED TO START AS SOON AS AGREEMENTS ARE SIGNED IN LATE APRIL. 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 2014

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 2014. 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 five lots are described in detail below.

1: Strategic and creative MOVE Week and NowWeMove campaign development

This lot will consist of ongoing sparring for the MOVE Week and NowWeMove campaign overall as well as development of its creative and communication aspects.

It will include

- 1) Overall campaign development
 - Development of creative storylines and calls to action
 - Development of new campaign concepts (mascots, ambassadors etc)
 - Advice on the strategic combination and coordination between the below lots and other campaign elements.
- 2) Creatives for the campaign
 - Visual creatives in particular for engaging various social media users, particularly motivational messages. They can include Infographics. We expect to deploy one new visual per week in the three months leading up to MOVE Week. Example:
<http://sixdegreesproductions.com/featured/nikes-gone-running-campaign/>
 The 2012 concept of “traffic men” may be reused: <https://www.youtube.com/watch?v=-6fDIwxMb6o>
 - Offline “guerrilla marketing” creatives to promote the campaign. Examples below:



- 3) Specific layout/graphic development tasks for print and digital media, including
- Graphical print layout for MOVE Agent manual (50 pages)
 - Graphical print layout for adaptable MOVE Week banner/poster (to be completed with own logo and content by MOVE Agents and printed by them)
 - Graphic design for MOVE Week t-shirt (evt. via a public campaign competition)
 - Graphic design for MOVE Week bracelet
 - Graphic design for MOVE Week HTML banners

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, e.g., 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 40.000 Euro.

2: Website adjustment

This lot covers further development and adjustment of the existing campaign website, with a starting point in *nowwemove.com*, which is built using WordPress.

www.nowwemove.com should be changed to become a simple, but visually appealing, landing page for the whole campaign, including Story Line (2013: "We are born movers") and links to the different product web sites (MOVE Week, MOVE Congress, MOVE Award, MOVE Quality+Transfer). This page needs to be developed entirely.

www.moveweek.eu is the page for MOVE Week and will be based on the existing www.nowwemove.com. The website will continue to have two target audiences: MOVE Agents (building up to MOVE Week) and potential participants (just before and during MOVE Week)

The MOVE Week page on the main website shall include as a minimum the following new features (in addition to existing ones):

- User friendly event registration module for MOVE Agents to upload their MOVE Week events. (The country specific websites should use the same module, feeding into one database). The module shall allow MOVE Agents to
 - o register as MOVE Agents
 - o register their events and describe them (date, place, content, etc.)
 - o upload pictures, pre and post events
 - o share their events on different social media platforms such as FB.
- Full social media integration and continued SEO, responsive design and access to traffic data
- Visualisation of all the events via a map. See <http://nowwemove.com/statistics/> (current version is based on information from events registered in Eventbrite, but that system has proven to have limitations)

- Ideally, the website would integrate with ISCA's new CRM system Sumac.

Further, the website should be developed to have template-based, country-specific sub-pages for all 33 campaign countries in their native languages. It should mirror the model of the main page, including map and registration module, and be adaptable to specific country needs.

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 further include full help desk support to ISCA staff and national coordinators until December 2014.

The website developments can be launched on an ongoing basis, but registration module and country pages should be available by 15 May.

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

The maximum budget for this lot is 20.000 Euro.

3: Social media

Social media is an important component of the campaign.

Where the social media strategy in 2013 focused on Facebook (with a centralised and national sub-pages), 2014 should include Twitter, Instagram, Pinterest, FourSquare and LinkedIn.

The social media strategy should include a dedicated plan for each, as well as a full conversational calendar until and during MOVE Week. As far as possible, generic content production (e.g. active lifestyle tips) should be included in the lot. Campaign specific contents are produced by ISCA and National Coordinators.

This lot includes participation in and contribution to a seminar on social media for National Coordinators, as well as a social media workshop at the NowWeMove MOVE Congress 2014 in Rome.

The lot also includes ongoing guidance and support for ISCA staff and country specific social media managers on the execution of the plan.

Finally, the lot includes the strategic planning of timeline and distribution of purchase of social media advertisements and bought search engine marketing, as well as its execution. The sum will depend on the chosen strategy, but as an indication, 30.000 euro may be invested.

The maximum total budget for this lot is 20.000 Euro.

4: PR Strategy

NowWeMOVE and MOVE Week 2014 will be supported by a comprehensive PR Strategy targeting European, national and local media, in collaboration between the centralised campaign management and national coordinators, and including 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 contacts 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 timeline/execution plan
- Production of baseline content and data for the roll-out
- Ongoing advice on the execution (by ISCA and National Coordinators), including participation in National Coordinators’ seminar
- 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 50.000 Euro.

5: Multimedia development

This lot consists of

- Production of one approx. 45 second and one approx. 2 minutes video suitable for online sharing. Content should be editorial/advertorial in style and function as a “teaser” for MOVE Week 2014 for *participants* and *MOVE Agents*, respectively. 2013 edition: <http://youtu.be/W7W1Zv9gJGc>
- Production of 3 minutes video suitable for online sharing. Content should be editorial/advertorial in style and focus on the results of the MOVE Week 2014. 2013 edition: http://youtu.be/hO_nCZ_UhKE
- Production of Flash Mob video, compiling several videos into one. 2013 edition: <https://www.youtube.com/watch?v=AKeqBY3XaXs>
- Production of 5 case movies of 30 seconds from MOVE Week 2014 events or initiatives – to be screened at the NowWeMove Awards or the MOVE Congress. Footage will be provided.

The maximum budget available for this lot is 30.000 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 their key strategic relevance to the MOVE Week 2014
- v. CVs and experience of the staff which will be supplying the service(s)
- vi. The price in Euro in a budget. Applicants are 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.

ISCA expects to call the highest scoring candidates for an interview by teleconference or in Copenhagen in order for them to present their offer directly and to resolve any outstanding issues or questions. In case that an interview is considered necessary, the costs for the applicants will be borne by themselves. Further negotiation and development may be requested by ISCA before any contract is signed. 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 itemised.
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>are 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 sufficiently?</i>	15%

5. SUBMISSION DEADLINE

The deadline for receipt of applications in ISCA is

23.59 CET on 14 April 2014 by e-mail to js@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 7 April 2014 to the contact person below. When answers may benefit other applicants, they will be published on the page of this call at isca-web.org.

Contact: Jacob Schouenborg
 ISCA Secretary General
 Tel. (direct): +45 2858 8444
 E-mail: js@isca-web.org