



Rekstraraðili innkaupa

Ríkiskaup
Indriði Waage

Innkaup

Destination Iceland
21183
Lokatilboðsdagur: 27.4.2020 13:00

Skýringar

- | | |
|--|--|
|  Textinn er innifalinn í auglýsingunni |  Textinn er innifalinn í sérgreiningunni |
|  Textinn verður hluti samningsins |  Textinn verður birtur í efnisskrá samningsins |
|  Textinn/spurningin inniheldur kröfurnar sem þarf að uppfylla |  Textinn/spurning inniheldur ESPD kröfur |
|  Spurningin er vegin og tekin með í matið |  Spurningin er lögð fram í upplýsingaskyni eingöngu |
|  Þessari spurningu svarar kaupandinn |  Spurningin er merkt fyrir sérstaka eftirfylgni |

1. 21183 ITT document

1.1 General terms and conditions of the Invitation to tender (ITT)

Promote Iceland is looking for partners to collaborate on a new integrated Marketing Initiative for Iceland as a travel destination.

Ríkiskaup, on behalf of Íslandsstofa (e. Promote Iceland), Sundagardar 2, 104 Reykjavík, ID-No. 690986-1599, hereinafter PURCHASER, hereby invite Tenders to participate in this Invitation to Tender (ITT).

This ITT is an accelerated open procedure. Due to Covid-19 the purchaser and Ríkiskaup believes that reasons for an accelerated procedure are met.

The categories of this ITT are the following:

- Concept and strategy
- Public relations
- Design and production of marketing material

Tendering for lots of this ITT is not permitted.

1.1.1 About the Marketing Initiative

This Invitation to tender is for a new integrated marketing initiative (hereinafter "the project"), based on a contract between The Ministry for Industries and Innovation and Promote Iceland to market Iceland as a travel destination. Promote Iceland is the developer and the executive of the campaign.

Concept and strategy for this marketing initiative must be in line with the proposals from the recent long-term export strategy for Iceland, as well as a new policy framework for Icelandic tourism.

A long-term strategy for Icelandic tourism is expected to be published later this year. This strategy will be based on a policy framework for tourism with the future vision of Iceland being a leading destination in sustainable development.

1.1.2 Scope of the project

The contract period is one year from acceptance of a tender with the possibility of an extension. A two (one year) contract extensions are subject to acceptance of The Parliament of Iceland (Alþingi) for further funding of the project beyond the year 2020.

The Parliament of Iceland has already approved initial funding for the initiative of 1500 m ISK for 2020 and the contract extensions are therefore subjected to the acceptance of the Parliament of Iceland.

The request for the proposal is for the following categories for the destination Iceland:

- Concept and strategy
- Public relations
- Design and production of marketing material

The project will start when a binding contract is considered to have been established.

Selection committee will evaluate all proposals that fulfill the SHALL requirements of this ITT, cf. 1.4.

Parallel to this tender an invitation to tender for media planning & buying will take place.

1.1.3 Time schedule

This ITT is planned to be carried out in accordance with the following schedule (estimated).

Please note that no formal opening meeting is held for this ITT, as all communications and openings of tenders are made electronically.

Presentation meeting	24th of April 2020
Deadline for submitting questions relating to the tender documents	17.4.2020
Final date of responses to submitted questions	Three days after deadline to ask questions
Deadline for submitting a tender	22.4.2020 13:00
Tender validity	21.7.2020

1.1.4 Contract divided in lots

Due to the nature of this project it is not possible to divide the contract into lots.

1.1.5 Tender documents

These tender documents have been prepared by Ríkiskaup and the contracting authority. Further clarifications and information regarding the ITT are a part of the ITT. Appendices are also part of the ITT and by this tender the tenderer accepts all the terms and conditions of the invitation to tender and of the contract.

1.1.6 Delivery of tenders

Tenders shall be delivered electronically in this system at: <https://tendsign.is/>

1.1.7 Language

Tenders and the required accompanying documentation shall be submitted in English or Icelandic.

1.2 General terms of the tendering process

1.2.1 Acts of law and regulations

This invitation to tender is governed by the provisions of act No. 120/2016 on public procurement and by regulations based on the Act. In the event of any conflict between the text of the tender documents and the law, the law as stated shall govern. The act on public procurement can be found on the Alþingi

website: <https://www.althingi.is/lagas/nuna/2016120.html> and in english on the Ministry of finance website: <https://www.stjornarradid.is/media/fjarmalaraduneyti-media/media/frettatengt2016/Act-on-Public-Procurement-No.-120-2016.pdf>

A contract drawn up following a procurement procedure is governed by Icelandic laws.

1.2.2 Communication during tender period

In the event that the tenderer requests further information, or additional clarification of the ITT documents, or the tenderer becomes aware of inconsistencies in the documents that may influence the content of the tender and the tender amount, or tenderer has any observations concerning the documentation he shall then submit an inquiry or observation in writing to Ríkiskaup no later than the date advertised in tender documents as deadline for submitting questions.

Enquiries regarding this procurement shall be made in writing posted as a question in our supplier portal by date: 17.4.2020

All questions will be responded to anonymously and made available for suppliers registered in

the portal. If this is not possible, questions and enquiries may be e-mailed to the project manager at Ríkiskaup.

1.2.3 Delivery of tenders



Tender shall be submitted electronically in this tendering system. Tenders shall be presented in accordance with the terms of the ITT. Tenderer receives a confirmation email when he has submitted the tender. If no mail is received, delivery has failed.

Attention is pointed to the electronic titles of documents that they may not contain special characters such as % & ?, etc.

If there is any inconsistency or arithmetic errors in the tender, then Ríkiskaup may use as reference the unit price quote that appears in the tender sheets if an error is obvious and a correction does not upset the equality of the tenderers.

The tenderer shall state distinctly and unmistakably which legal entity/legal person is the tenderer and thereby responsible for the procurement in relation to the contracting authority. The tender shall also reveal which entity within the economic operator is responsible for communication with respect to the tender.

A tender shall be submitted by a person from the economic operator who is authorised according to law and according to the organisational structure of the economic operator to undertake a binding commitment on behalf of the economic operator.

If an offer is submitted under the authority of another party, the tenderer shall submit a special form to that effect.

Tenders shall be binding. Any reservation that a tender is not binding will result in the tender being considered invalid.

The tenderer confirms that he has read the ITT documents and agrees with all the terms of it

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1.2.4 Presentation meeting

All tenderers that fulfill SHALL requirements of this ITT will be offered the opportunity to give a 60-minute live pitch presentation of their Tender in English. The purpose of these presentations is to give the Tenderers an opportunity to present the tendered solution as it has been specified in their tender. Tenderers are not allowed to add any new data nor new information to their tender in the presentations.

The presentations will be held in alphabetical order of the participants.

The presentation meeting takes place online, date is specified in the Tender invitation summary

in chapter 1.1.3.

Tenderer's presentation

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1.2.5 Extension of validity of tender

When a contracting authority is not able to take a decision regarding tenders within the time limits for the tender it may be requested that the tenderers extend their tenders for a short period of time. The condition for this is that all participants agree to this procedure, that there are reasonable grounds which justify such extension. Under the same condition it may be requested, after the time limits for the tender have expired, that the tenderers announce that their tenders have become valid again, however only for a very short period of time.

1.2.6 Accompanying documents with tender

These tender documents (ITT) specify what data, documents and information tenderers must submit with their tenders. Requested documents, data and information shall be submitted in accordance with these instructions.

1.2.7 Revocation of tenders

A tenderer may revoke his tender prior to the opening of the tenders, provided this is done in secure means.

1.2.8 Opening of tenders

The tenders will be opened in the electronic tender system so there will be no formal opening meeting. A tender opening report will be published on Ríkiskaup's website at the following address:

<https://www.rikiskaup.is/is/utbodsthjonusta/upplýsingar-fyrir-seljendur/opnunarfundargerdir>

According to article 65 of the PPA the following points will be published:

- a. Tenderer's name.
- b. Total tender amount (if applicable).

Tenders that are received too late will not be accepted. Tenderers are therefore urged to submit their tenders in good time. When a tender opening report has been published, the tenders will be evaluated on the basis of exclusion grounds and the pre-announced selection and award criteria. Therefore the opening tender report is without prejudice to the validity of tenders and that their evaluation has not yet been carried out.

1.2.9 Exclusion of tenders

Ríkiskaup reserve the right to refuse and dismiss any unclear bids that do not contain the information required by the tender documents. If there is no possibility to compare tender

offers without calling for an explanation of the bids, Ríkiskaup reserves the right to send an inquiry to all bidders electronically and request information within a short period. Explanations may not include new offers or negotiation procedures.

1.2.10 Selection of a tender and standstill period of contractual process

A contract may not be awarded following the decision to select a tender until the mandatory standstill period of the contractual process has passed, cf Article 23 of the PPA, as of the day after a notice according to paragraphs 1 and 2 of Article 85 is considered having been published.

A tender must be finally accepted in writing during the period of validity of the tender, and in such case a binding contract has been established based on the tender documents and on the submitted tender from the tenderer. When a contracting authority is not able to take a decision regarding tenders within the time limits for the tender it may be requested that the tenderers extend their tenders for a short period of time. The condition for this is that all participants agree to this procedure, that there are reasonable grounds which justify such extension. Under the same condition it may be requested, after the time limits for the tender have expired, that the tenderers announce that their tenders have become valid again, however only for a very short period of time.

A final binding contract has been established upon the formal signing of a contract following this invitation to tender. If a Tender is accepted, a written agreement will be prepared with the party in question for the services covered by the contest.

1.2.11 Acceptance of tender

Ríkiskaup/contracting authority will accept the most advantageous valid tender/tenders according to the award criteria of the tender documents and reject all tenders on the basis of legitimate arguments. The most advantageous Tender is the one which best fulfils the needs of the PURCHASER according to the criteria laid down in the Tender documents.

Before a final contract has been awarded the contracting authority may cancel the invitation to tender on the basis of legitimate arguments. The arguments may e.g. be that no valid tenders were received, tenders are unacceptable because they exceed the cost estimate or the budget authorisation of the contracting authority. The contracting authority will reject all tender that exceed the cost estimate but reserves the right to accept tenders that exceed the cost estimate if he is able to finance the project.

1.2.12 Subcontracting

The tenderer shall in his tender inform the contracting authority which subcontractor he intends to use and he shall request approval by the contracting authority prior to the subcontractor commencing work. The supplier is fully responsible for subcontractor delivering the work in accordance with the tender specifications. If there is any change in the selection of the subcontractor during the period of the contract then the same applies.

If a tender is under consideration the contracting authority may demand that the tenderer also submit a single procurement document in accordance with Article 73 of the PPA for the subcontractor and later if there is a change with respect to the subcontractor during the period of the contract.

If reasons for exclusion according to Article 68 of the PPA apply to a subcontractor the supplier will then be obligated to procure a new subcontractor to replace the first one. The same applies if a subcontractor does not meet the requirements for technical ability concerning that component of the contract that he is entrusted with.

Subcontracting shall in all instances be based on a written contract and the tenderer shall submit a statement/confirmation to this effect if the tender is under consideration – see a form from the tender response forms.

Will the tenderer entrust a third party with the execution of a part of the contract, and if so what part of the contract?

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1.2.13 Power of attorney

If a tender is submitted by a person who is authorised to do so on behalf of another person the tenderer shall submit a special form in this regard.

Is the tender made on behalf of another?

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1.2.14 Reservation on inactivity of a contract and contracting authority's liability for damages

The Public Procurement Complaints Commission may, if the conditions for inactivity are present, declare that a contract is inactive according to the provisions of Article 115 of the PPA, but however only for a contract that exceeds the threshold amount for the European Economic Area, cf paragraph 4 of Article 23. A ruling for the inactivity of a contract has the effect that rights and obligations according to the primary subject matter of the contract is set aside. The inactivity of a contract shall be limited to the payments that still have not been made. With respect to payments that already have been made the Complaints Commission shall make provisions for other sanctions according to Article 118 of the PPA. See Article 115 of the PPA. The contracting authority point this out and makes the reservation that the contracting authority reserves the right to reject all claims for compensation when awarding the contract in good faith when the contract then later is rendered inactive. The same applies to Ríkiskaup if they assist in the procurement.

1.2.15 General reservations

These ITT documents and contract documentation apply with respect to the purchasing and any

information that the contracting authority has provided regarding the intended contract, prior to the announcement of the invitation to tender, have no formal meaning. Suppliers can not base any rights on this towards the contracting authority.

If there is no provision for a formal signing of contract then a binding contract is considered to have been established after the contracting authority has dispatched a notice accepting the tender.

The contracting authority can cancel the purchasing until a binding contract has been awarded. The reasons can be i.a. that the contracting authority's needs have changed, new technology requires other solutions than what the ITT documents provide for, or unforeseen expenses render it impossible for him to perform the purchasing.

Should it be revealed shortly before scheduled delivery of the tenders, that significant changes must be made to the ITT documents that do not exceed the limits of Article 90 of the APP, the Contracting Authority reserves the right to cancel the ITT and publish a new ITT. Tenderers can not base any rights on this towards the contracting authority .

The contracting authority reserves the right to reject all tenders from a tenderer who has been found guilty of bribery, unlawful consultation, or violation of the competition law. If it emerges that the supplier has obtained a contract because of such violations, the contracting authority reserves the right to receive damages and in addition points out the provisions of competition law and of the penal code concerning fines and other sanctions for such violations.

The contracting authority reserves the right to reject all tenders from the tenderer when there are substantial or continuing deficiencies in the performance of his economic operator regarding material requirements according to earlier public contracts that have resulted in the rescinding of a contract, claim for damages or other similar sanctions.

If it emerges that the supplier has had a too low tender and is unable to perform the contract for the tender amount and the purchaser needs to spend more funds because of the contract, there will be an investigation into who is responsible and what was the reason. If it emerges that there has been a violation of law the proper authorities will be alerted.

1.2.16 Privacy policy

Since some of the requested information from tenderers may contain personal information, it should be noted that complete security is maintained in handling and storing the data.

Unauthorized persons will not have access to data that contain personal information and the data will be stored in a safe environment within Ríkiskaup. The data will not be shared with third parties nor will they be exported outside of the EEA. Ríkiskaup's Privacy notice can be found on the website of Ríkiskaup.

Ríkiskaup believes that appropriate measures have been taken to ensure the security of the information / data that Ríkiskaup has access to / a copy of. The processing of that data will be in accordance with applicable privacy laws at any given time.

The data subject is entitled to request access to their personal information, correct, restrict processing of the personal information of the registered person or object to processing.

Promote Iceland's privacy notice can be found [here](#)

1.2.17 Confidentiality

Ríkiskaup/the contracting authority may not under Article 17 of the PPA disclose sensitive information forwarded to it by economic operator/tenderer which they have designated as confidential. Included in such information is considered information about operations, specific technical solutions, unit price, financial matters and business matters, and other such information that can harm the interests of the economic operator of access is given to that information. A contracting authority may demand that an economic operator maintain confidentiality regarding important information during the procurement process.

A tenderer shall mark specifically those passages in the tender that are submitted as confidential matter. This will not affect the obligation incumbent upon a public entity to present information based on the freedom of information Act.

This obligation to maintain confidentiality recedes if other provisions of the act provide for the obligation to hand over documentation, e.g. the obligation to publish a public announcement on the awarding of a contract within the EEA, and disclose the participants and the tenderers certain items as well as an obligation to give information to the Public Procurement Complaints Commission.

1.2.18 Guide for review procedures

Capters XI and XII of the Act on Public Procurement discuss the subject of the Public Procurement Complaints Commission and review procedures. There it is stated in paragraph 1 of Article 106: A written complaint shall be referred to the the Public Procurement Complaints Commission within 20 days from the time when the complainant knew or should have known of the decision, act or omission which he believes infringes his rights. A complaint about the inactivity of a contract may however be referred to the Cdommission within 30 days from the above mentioned time limit. However, a demand for the inactivity of a contract will not be posed when six months have passed from the awarding of that contract. At the further decision of the time limit the following shall apply:

- When a complaint is lodged regarding a decision on the selection of a tender, or other decisions according to paragraphs 1 and 2 of Article 85 then the beginning of the deadline shall be based on the publication of the notices that are mentioned there, provided that they contain the relevant information.
- When there is a claim regarding the inactivity of a contract that has been awarded without prior contract notice the beginning of the deadline shall be based on the following publication of a notice on the awarding of a contract in the Official Journal of the European Union provided there is the reasoning for the decision of the contracting authority not to advertise the procurement.

The complaint shall include information on the complainant, the party against which the complaint is directed, and the decision, action or failure to act which is the grounds for the complaint. A complaint must state the claims of the complainant together with a brief

description of the circumstances of the case, and the causes of action, arguments and reasoning. Claims made by the complainant shall be subjected to the Commission's remedies available according to this Act. The complainant shall notify the contracting authority of a complaint as soon as possible. See Article 106 of the PPA.

For each complaint there is a complaints fee of ISK 150,000. The tenderer is encouraged to study further the legal remedies of Act No. 120/2016 (PPA).

Information about the Public Procurement Complaints Commission can be found [here](#).

1.3 Selection criteria - qualification of tenderer

In this section there is a description of the selection criteria for the tenderers. If the tenderer does not meet all the selection criteria for the tender, his tender is invalid according to Article 82 of the PPA and will be rejected. If an economic operator is relying on the capacity of another party in accordance with Art. 76 of the PPA the ESPD shall also include relevant information according to paragraph 1 of Article 73 concerning that person.

The qualification of tenderers will be evaluated based on the information they submit with their tenders, or documentation which Ríkiskaup has reserved the right to request.

1.3.1 Statement of qualification - ESPD

European Single Procurement Document (ESPD) is a self-declaration of the businesses' financial status, abilities and suitability for a public procurement.

The tenderer may fill in and submit an ESPD together with the tender (according to Article 73 of the PPA) which is accessible both in Icelandic and/or in English on the website of Ríkiskaup. <http://www.rikiskaup.is/utbod/haefisyfirlýsing---espd/>

If his tender is being considered he must immediately upon the request of the contracting authority be able to present the evidence required under Article 74 of the PPA, cf tender response form.

If the tenderer prefers rather to not fill in an ESPD he may submit all the requested documentation concerning qualifications along with the tender, cf requirements in the tender response form.

a. Does tenderer choose to submit ESPD

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b. ESPD/Optional

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ESPD template project (E... 

1.3.2 Qualification based on ability of another company

If an enterprise is based on the capacity of another party in accordance with Article 76. OIL's

tender must also contain relevant information in accordance with Art. Paragraph 1 Article 73, on that party.

A company must also prove to the buyer that it has secured the specified assistance, e.g. by submitting a mandatory statement to the party that he will perform the work or service.

The buyer reserves the right to demand that the tenderer and the party in question bear joint responsibility for the performance of the contract, cf. Paragraph 3 Article 76. OIL.

If a tenderer builds on the ability of another company or company, that company / companies must submit the same information as the tenderer. The buyer reserves the right to demand that the tenderer and the party in question bear joint responsibility for the performance of the contract, cf. Paragraph 3 Article 76. OIL.

1.3.3 Grounds for excluding tenderer



A tenderer who has been convicted by final judgment for the following offences shall be excluded from participating in the procurement procedure:

- 1) participating in a criminal organisation,
- 2) corruption,
- 3) fraud,
- 4) terrorism, or for offences that are linked to terrorist acts,
- 5) money laundering or the financing of terrorist acts,
- 6) child labour or other form of trafficking in human beings.

The obligation to exclude a participant or tenderer also applies when a person who has been convicted by final judgment for a violation of paragraph 1, is a member of the administrative, management or supervisory board of the relevant economic operator, or is an authorised representative, is authorised to take decisions or has a controlling position in the relevant economic operator.

The participant, or the tenderer shall be excluded from participating in the procurement process if he is in violation of duty to pay taxes, pension fund premiums or other statutory fees and there has been a final finding by a court of law or by an administrative authority where the tenderer is registered, or in a member state of the EEC. The participant or the tenderer shall hand in documentation according to the above mentioned and it may not be older than 3 months.

In addition the contracting authority reserves the right to exclude an economic operator from participating in a procurement process if other reasons for exclusion listed in Article 68 of the PPA apply to the economic operator. The contracting authority/the buyer will, according to article 68 of the PPA, and because of recommendation from the OECD WGB, take into account whether an economic operator has made sufficient measures to prevent and detect foreign bribery committed by the company (e.g. internal audit systems, whistleblowing, code of conduct, policy on gifts, facilitation payments etc.) when deciding whether to award a public procurement contract to that economic operator. The tenderer shall confirm and describe in his tender what measures he has taken to prevent and detect foreign bribery.

The contracting authority reserves the right at any time to call for further documentation according to Article 74.

By signing the tender, the tenderer confirms that the above grounds for exclusion do not apply

to him (the economic operator), to individual persons on the board of directors, the executive board or the supervisory board, nor to individual persons who are authorised representatives, authorised to take decisions, or have a controlling position in the relevant economic operator.

By submitting tender, the tenderer confirms that the above exclusionary circumstances do not apply to him (the company), the individuals in the management, management or supervisory body of the company, nor to persons authorized to represent, make decisions or control it.

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1.3.4 Qualification

The tenderer shall be registered in a register of enterprises. If an economic operator is from other states in the EEA, or from member states of the EFTA convention then the proper registration in its country of domicile must be demonstrated by certificate.

Certificate from a company register or comparable foreign register

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1.3.5 The financial standing of the tenderer

The financial standing of the tenderer shall be sufficiently secure so that commitments to the contracting authority may be fulfilled, cf Article 71 of the PPA.

The financial standing of the tenderer shall be a minimum of:

- Have a turnover amounting to at least ISK 150.000.000 excluding VAT (EUR 969,431 based on exchange rate on 17.03.2020) together with proof of working capital amounting to ISK 15.000.000 (EUR 96,943 based on exchange rate on 17.03.2020) through e.g. confirmation from their bank..

Endorsed annual accounts for 2018

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1.3.6 Public dues

The tenderer shall confirm that he is up to date in paying public dues and pension dues
The tender of a party in default with turning in withheld tax payments, public dues or legally

mandated premiums to pension funds will be rejected.

If a tenderer has negotiated with the tax authorities regarding payments of public dues in default and adheres to such agreement, it shall be viewed as being up to date in payments of public dues. Agreements on the payment of public dues that are being adhered to are therefore not viewed as being in default.

a. certificate of tax payment Almennt sniðmát 2 ENGL... 
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b. certificate of payment of applicable public dues Almennt sniðmát 2 ENGL... 
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1.3.7 Technical and professional ability

The technical and professional ability of an economic operator shall be sufficiently secure so that commitments to the contracting authority may be fulfilled. An economic operator may rely on the financial, technical and professional capacities of other entities, regardless of the legal links it has with them, cf Article 76 of the PPA.

This is a new international integrated Marketing Initiative and therefore applicants SHALL demonstrate team competence and demonstrate relevant experience by listing projects that are relevant to the initiative. Noting the size of the project and number of stakeholders involved the applicant SHALL possess strong and efficient project management skills.

The following technical ability SHALL be fulfilled and documented by:

1. Description of key employees by way of relevant education and/or at least 3-year relevant work-experience, one of which SHALL be fluent in Icelandic language:

Key employees for Concept & strategy	Three (3) key employee with Master's degree or Bachelor's degree in strategic management, Business Administration, Business Management, in Communications, in Marketing or related fields and over 3 years of extensive experience in branding and work.	Documents/confirmation regarding education SHALL accompany the tender.
Key employees for Public relations	Two (2) key employee with Master's or Bachelor degree in Public relations, in Business Administration, Business	Documents/confirmation regarding education SHALL accompany the tender.

	Management, in Communications, in Marketing or related fields and over 3 years of experience in public relations.	
Key employees for Design and production of marketing material	One (1) key employee with Master's or Bachelor degree in Business Administration, Business Management, in Communications, in Marketing or related fields Two (2) key employees with a degree in graphic design and in Multimedia/video production	Documents/confirmation regarding education SHALL accompany the tender.
Employee for Analytics of data	The Participant SHALL have one (1) employee that has experience in analytics of data.	Documents/confirmation regarding education SHALL accompany the tender.

2. List of prior experience of executing international projects for the past three (3) years relevant to the initiative, demonstrating:

- a. Project management skills
- b. Working with a group of stakeholders
- c. Experience in analytics of data and progress reports
- d. Access to international network (mainly N-America and Europe)
- e. Focus on integrated marketing communications

Each of these competences to be supported by one or more personal references; and/or information about how much of the contract the applicant intends to pass to sub-contractors.

a. Key employees for Concept & strategy

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b. Key employees for Public relations

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c. Key employees for Design and production of marketing material Viðhengi	Almennt sniðmát 2 ENGL... 
d. Employee for Analytics of data Viðhengi	Almennt sniðmát 2 ENGL... 
e. Project management skills Viðhengi	Almennt sniðmát 2 ENGL... 
f. Working with a group of stakeholders Viðhengi	Almennt sniðmát 2 ENGL... 
g. Experience in analytics of data and progress reports Viðhengi	Almennt sniðmát 2 ENGL... 
h. Access to international network (mainly N-America and Europe) Viðhengi	Almennt sniðmát 2 ENGL... 
i. Focus on integrated marketing communications Viðhengi	Almennt sniðmát 2 ENGL... 

1.3.10 Business ethics

Corruption and other financial fraud are not accepted. The supplier will work actively against all forms of corruption, extortion and money laundering. It is required that the Supplier has an ethical framework that applies to the Supplier's employees. The rules shall contain a prohibition on offering, promising or giving unfair benefits to customers, suppliers and public employees. The same applies to the receipt of such benefits. By accessing tender documents and sending a tender in this procurement procedure, the tenderer /supplier confirms that his firm has ethical rules /framework. See further terms and conditions regarding tender documents on the Ríkiskaup website where there are informations regarding penalty for Bribery offences.

1.3.11 Warranties and insurance

The supplier SHALL be responsible for the project and its implementation, including the tasks

performed by subcontractors, if applicable, in addition to damage suffered by the PURCHASER or a third party due to its implementation.

The supplier SHALL purchase all insurance for his employees in accordance with the provisions of collective agreements.

Insurance against damage that may be suffered by the PURCHASER or third party due to the activity of the supplier and the work of his employees (liability insurance).

1.3.12 Reservation concerning additional information about qualification at later stages

Ríkiskaup reserves the right to call for further information at a later stage as evidence for there not being reasons for exclusion according to Chapter VI of Act No. 1202016 on public procurement. By signing the tender, the tenderer consents that Ríkiskaup may verify that grounds for exclusion according to PPA do not apply if his tender is the most advantageous. For example, tenderer may be checked in Creditinfo database (Creditinfo offers a variety of information on both domestic and foreign companies such as credit reports, information from financial reports, information about the insolvency of companies, media information and payment behaviour system.) The tenderer confirms that it is permissible to check the business history of the economic operator, principal owners and the directors, cf paragraph 7 of Article 68.

Ríkiskaup reserves the right to request further information

- A statement from the principal commercial bank regarding reliability in business transactions.
- Information about fulfilment of contracts

1.4 Award of the contract

The basis for selecting tenderers shall be the most advantageous tender. The most advantageous tender is the one which has the lowest total price or the tender which best fulfils the needs of the purchaser according to the criteria laid down in the tender documents e.g. laest cost og the best price-quality ratio.

The following criteria will be used for evaluating tenders with the provision that only tenders that include all mandatory requirements set forth in the tender documents will be evaluated. The most advantageous tender is the tender with the highest score from the following award criteria.

If the Tenderer does not address the key issues called for in the selection of Tenders – award criteria, Ríkiskaup will exclude the Tenderer from the assessment process on the grounds that he does not meet the criteria.

1.4.1 Contract award criteria

For evaluation of Tenders the selection committee will evaluate all valid Tenders. Only TENDERERS and Tenders fulfilling all the SHALL requirements set by these contest documents and specifications will be evaluated by the selection committee.

The total score will be the sum of all weighted scores.

The Tender that scores the highest sum of total score from the evaluation of the Selection committee and evaluation of price receives the contract. CONTRACTING

AUTHORITY/PURCHASER has option to decline tender if Price 5 award is more than 20% above median average hourly rate.

The three highest scoring valid TENDERERS will be paid for their Tender as follows:

- 1st place ISK 1.500.000 incl. VAT
- 2nd place ISK 1.500.000 incl. VAT
- 3rd place ISK 1.000.000 incl. VAT

The award criteria is evaluated by two sub-criteria, quality and price.

The sub-criteria are evaluated with the following scales:

Quality : 90 points

Price : 10 points

Table 1.

Evaluation model – Maximum Total Score 100				
Scale	Sub-criteria	Points	Weight	Total Score (points/5 x weight x 100)
90	Quality 1 The alignment of concept and strategy to the Icelandic long-term export strategy and policy framework for Icelandic tourism	1-5	15	
	Quality 2 The ability of concept and strategy to reach the marketing initiative's objectives	1-5	15	
	Quality 3 The appeal of concept and strategy to target group	1-5	15	
	Quality 4 The innovative approach of concept and strategy	1-5	15	
	Quality 5 The ability for the concept and strategy to integrate communications between different media platforms	1-5	15	
	Quality 6 The ability in bringing the concept and strategy to life in regards to predefined scope and budget	1-5	15	

10	Price 1 Hourly rate: administration fee; supervision procedure; Project management	1-5 Linear interpolation: Min. points deviate 30% from median price	2	
	Price 2 Hourly rate: strategic work and data analysis		2	
	Price 3 Hourly rate: Public relations; outreach to media, media inquiries		2	
	Price 4 Hourly rate: Design and production of campaign materials for all components e.g. advertisements, banners, billboard, events, promotional videos, social media assets and web		2	
	Price 5 Average hourly rate		2	

1.4.2 Selection Committee

The role of the Selection committee is to evaluate Tenders in proportion to the published award criteria. The committee consists of representatives from The Ministry of Industry and Innovation, from companies within the travel industry and from Promote Iceland. The selection committee is composed of individuals that are independent of **the TENDERERS**. The committee SHALL be autonomous in its decisions or opinions. It **SHALL** examine the plans and projects submitted by the **TENDERERS** solely on the basis of the criteria indicated in the contest notice (ITT) and submitted by the **TENDERERS**.

1.4.3 Price 10 points

Tenderers are instructed to specify the hourly rate price for each component of the work (Excel file with details.) The Tenderers are evaluated on five (5) price award sub-criteria for hourly rate. Tenders with hourly rates below or equal to the median of total hourly rates from all Tenders will be rewarded maximum five (5) points and minimum one (1) point in each sub-criteria category. Points deviate 30% linear interpolation from median price. See table 1 above (1.4.1)

- Price 1 award (2): Administration fee; supervision procedure; Project management
- Price 2 award (2): Strategic work and data analysis
- Price 3 award (2): Public relations; outreach to media, media inquiries
- Price 4 award (2): Design and production of campaign materials for all components e.g. advertisements, banners, billboard, events, promotional videos, social media assets and web
- Price 5 award (2): Average hourly rate

a. Price 1 award (2): Administration fee; supervision procedure; Project management. Hourly rate (ISK)

Almennt sniðmát 2 ENGL... 

Reitur fyrir verð

b. Price 2 award (2): Strategic work and data analysis. Hourly rate (ISK)

Almennt sniðmát 2 ENGL... 

Reitur fyrir verð

c. Price 3 award (2): Public relations; outreach to media, media inquiries. Hourly rate (ISK)

Almennt sniðmát 2 ENGL... 

Reitur fyrir verð

d. Price 4 award (2): Design and production of campaign materials for all components e.g. advertisements, banners, billboard, events, promotional videos, social media assets and web. Hourly rate (ISK)

Almennt sniðmát 2 ENGL... 

Reitur fyrir verð

e. Price 5 award (2): Average hourly rate. Hourly rate (ISK)

Almennt sniðmát 2 ENGL... 

Reitur fyrir verð

1.4.4 Quality 90 points

The Tenderers are evaluated on six (6) quality award sub-criteria on basis of the quality of the strategic advice and creative quality. See table 1 above (1.4.1)

- Quality 1 award (15): The alignment of concept and strategy to the Icelandic long-term export strategy and policy framework for Icelandic tourism.
- Quality 2 award (15): The ability of concept and strategy to reach the marketing initiative's objectives.
- Quality 3 award (15): The appeal of concept and strategy to target group.
- Quality 4 award (15): The innovative approach of concept and strategy
- Quality 5 award (15): The ability for the concept and strategy to integrate communications between different media platforms

- Quality 6 award (15): The ability in bringing the concept and strategy to life in regards to predefined scope and budget

- a. Quality 1 award (15): The alignment of concept and strategy to the Icelandic long-term export strategy and policy framework for Icelandic tourism.** Almennt sniðmát 2 ENGL... 
Viðhengi
- b. Quality 2 award (15): The ability of concept and strategy to reach the marketing initiative's objectives.** Almennt sniðmát 2 ENGL... 
Viðhengi
- c. Quality 3 award (15): The appeal of concept and strategy to target group.** Almennt sniðmát 2 ENGL... 
Viðhengi
- d. Quality 4 award (15): The innovative approach of concept and strategy** Almennt sniðmát 2 ENGL... 
Viðhengi
- e. Quality 5 award (15): The ability for the concept and strategy to integrate communications between different media platforms** Almennt sniðmát 2 ENGL... 
Viðhengi
- f. Quality 6 award (15): The ability in bringing the concept and strategy to life in regards to predefined scope and budget** Almennt sniðmát 2 ENGL... 
Viðhengi

1.4.5 Grades for quality requirements

The “quality” evaluation method is a point system with a 5-point scale:

Grade	Scoring methodology for award stage evaluation
5	Excellent – The grade given when the product requirement is excellently fulfilled. The response from the Tenderer concerning how the product fulfils the requirement needs to be comprehensive and unambiguous and provide details of how the requirement is fulfilled.

4	Good – The grade given when the product requirement is well fulfilled. The response from the Tenderer concerning how the product fulfils the requirement needs to be sufficiently detailed to demonstrate a good understanding and provides details on how the requirement is fulfilled.
3	Average - The grade given when the product requirement is fulfilled. The response from the Tenderer concerning how the product fulfils the requirement needs to be sufficiently detailed to demonstrate a good understanding and provides details on how the requirement is fulfilled.
2	Below average - The grade given when the product requirement is not completely fulfilled. The response from the Tenderer concerning how the product fulfils the requirement needs to be sufficiently detailed to demonstrate a good understanding and provides details on how the requirement is fulfilled.
1	Poor – The grade given when the product requirement is poorly fulfilled. The response from the Tenderer concerning how the product fulfils the requirement addresses some elements of the requirement but contains insufficient/limited detail or explanation to demonstrate how the requirement is fulfilled.

1.4.6 Variants

Variant tenders are not permitted.

1.5 Contract Terms and Conditions

1.5.1 Contract documents

ITT documents including appendices, responses to inquiries and commentaries to the tenderers during the tender period and the tender by the tenderer is part of this contract. If the text of the contract documents is in conflict with the law, then the text of the contract shall be set aside.

1.5.2 Contract period

If a Tender is accepted, a written agreement will be prepared with the party in question for the services covered by the design contest.

The contractual term is one year from the date the Tender was formally approved, with the possibility of an extension.

The agreement may be extended twice (2 times) by one year, with the written agreement of both parties, so that the total contractual term may be maximal three (3) years in total.

The agreement may be terminated by either party with three months' notice, at the earliest 4 months after the signing of the contract.

1.5.3 Communication during the period of the contract

The purchaser appoints his representative in order to manage the communication with the supplier during the period of the contract. His role will be to supervise, on behalf of the purchaser, that the project is performed according to the provisions of the contract. At the commencement of the project written rules will be drawn up regarding how contract monitoring and the management of the contract will be organised by the purchaser and these rules will then be given to the supplier.

1.5.4 Delivery and terms of delivery



At the beginning of the work and development of the integrated marketing initiative, phases and milestones with dates will be defined. Deliveries times are in consultation with the **PURCHASER** each time.

The seller **SHALL** hand over to the **PURCHASER** all creative materials (including raw materials) in the end of each campaign without any extra charges as this service is part of the tender.

The supplier confirms delivering of goods within delivery terms

Almennt sniðmát 2 ENGL...



Já/Nei. Já er krafist

1.5.5 Payments

Approved invoices **SHALL** be paid by the **PURCHASER** no later than 30 days after the end of the last month. The final due date **SHALL** be the same as the payment due date. Invoices **SHALL** be delivered to the **PURCHASER** no later than 20 days before payment due date.

Invoices **SHALL** be sent to

Promote Iceland
Sundagardar 2
104 Reykjavik, Iceland

The invoice **SHALL** be submitted when the project component in question has been completed.

Approved invoices will be paid by purchaser, no later than 30 days after the end of the month in which the sale occurred. The final due date shall be the same as the due date.

Suppliers may use remittance slips in order to manage payments for their convenience, but may not enter transaction fees on the invoice, or other charges that are not connected to sold supplies/services. Government agencies reserve the right to pay such invoices through bank transfer or to return them.

Suppliers shall follow the technical standard order for technical standards for simplified electronic accounts according to Icelandic Standards: technical standard TS-136 for invoices and

technical standard TS-137 for credit notes (or editions that have replaced these). The standards can be accessed at the Standards Iceland website free of charge:

<https://www.stadlar.is/verslun/search.aspx?simplesearch=true&productNumber=136&productName=&summary=&icsnumber=&tcname=&valid=checked&withdrawn=&drafts=checked&recordsperpage=50&scope=>

<https://www.stadlar.is/verslun/search.aspx?simplesearch=true&productNumber=137&productName=&summary=&icsnumber=&tcname=&valid=checked&withdrawn=&drafts=checked&recordsperpage=50&scope=>

In addition you will find further guidelines for electronic accounts at the Financial Management Authority website: <https://www.fjs.is/fraedsla-og-verklagsreglur/rafraenir-reikningar/>

Late payment interest shall not exceed what is stipulated in Article 6 of the Act on interest and price indexation No. 38/2001.

1.5.6 Contractual Financial Penalty

In the event that delivery is delayed beyond the agreed deadline owing to reasons that cannot be traced to the **PURCHASER**, then the supplier **SHALL** pay penalties in the amount of ISK 25,000 for each begun calendar day beyond the agreed deadline. The maximum penalty, however, **SHALL** be the equivalent of 10% of the amount of each task.

The purchaser can irrespective of the provisions on contractual financial penalty, decide to rescind the contract and demand compensation for delayed delivery. The provisions on contractual financial penalty will only be considered if the purchaser decides not to rescind the contract.

1.5.7 Prices and price adjustments

Tenders **SHALL** include all cost and expenses of any kind arising from the purchase/work including operating costs. Contract amounts include value added tax.

If there is a significant adjustment in customs exchange rate of the reference currency during the period of the contract (over XX%) then both parties may ask for discussions regarding an adjustment in the price.

A request for price adjustment including a new price list must be received in electronic format where the original reference exchange rate is stated as well as the new reference exchange rate that the assumption for an adjustment is based on. If a price adjustment is implemented, a new base custom exchange rate is created and the assumptions for adjustment will remain the same.

1.5.8 Contractual reservation/Intellectual property rights

The **PURCHASER** will be the exclusive owner of any and all final creative materials developed and produced by seller on **PURCHASER**'s behalf and accepted and paid for by **PURCHASER** in accordance with the terms of this agreement. The seller **SHALL** hand over to the **PURCHASER** all creative materials (including raw materials) in the end of each campaign without any extra

charges as this service is part of the tender. The seller **SHALL** grant and assign to the PURCHASER unlimited rights to use the intellectual property in accordance with relevant Icelandic laws at any given time, and to change such intellectual property in the manner the **PURCHASER** chooses. As the exclusive owner of the intellectual property, the **PURCHASER** has permission to use the intellectual property in its future works without limitation. The PURCHASER may incorporate the intellectual property into other works or use with other works, partly or wholly, at his own discretion. The above applies to intellectual properties in the form that the seller delivers to the **PURCHASER** and in a form that the **PURCHASER** may choose to change them later. The **PURCHASER** may also incorporate such intellectual property into a brand name or company name he is using, and which relates to the project and register rights to them.

1.5.9 Default and termination

The supplier shall in all matters observe his contractual obligations in accordance with the accepted tender and the terms and conditions of the invitation to tender/contract. If the purchaser suffers loss or damage on account of default by the supplier the supplier is fully liable to pay compensation for that.

Default by supplier give the purchaser the right to suspend payments, demand a discount or apply other remedial action provided for in commercial law.

In the event of repeated or gross default by the supplier the purchaser can rescind the contract without notice.

If the supplier seeks composition or moratorium on payments, if he is declared bankrupt or in financial distress, the purchaser may without notice terminate the contract .

The purchaser will without any compensation rescind the contract in whole or in part during the period of validity:

- a. If a significant change of the contract calls for a new procurement procedure, cf Article 90 of the PPA. This applies e.g. if the changes are subject to a complaint and the findings of the Complaints Commission are that these changes were not authorised without a new invitation to tender.
- b. If an economic operator, who originally was selected, should have been excluded from procurement procedures, cf paragraphs 1 and 2 of Article 68 of the PPA.
- c. If some of the exclusion grounds according to Article 68 of the PPA apply to the economic operator during the contract period.
- d. If a contract should not have been awarded to an economic operator in view of a serious violation of this Act, or of regulations issued according to the Act. This applies e.g. if it emerges after the awarding of a contract that the reasons for exclusion listed in paragraphs 1 and 2 of Article 68 of the PPA apply to the supplier.

1.5.10 Terms of employment

The supplier shall ensure and be responsible for all his employees, subcontractors/temporary agencies that are involved in the performance of the contract receive wages, the terms of employment, health insurance and accident insurance, and other rights, in accordance with the contract, current applicable collective agreements and acts of law at any given time. All of the abovementioned shall apply irrespective of the length of service of the relevant employee. The

supplier shall fulfill his obligations as a user company according to the Temporary Agency Act, if the services of such companies is being used, and he warrants towards the purchaser that staff from temporary agencies are subject to rights under Icelandic law and collective agreements. If work is performed outside Iceland the wages shall be in compliance with collective agreements and statutory terms and conditions of the relevant country, or in accordance with the requirements of the ILO.

At any time during the period of the contract the seller shall be able to demonstrate that all rights and obligations according to the above mentioned are fulfilled. The supplier shall produce documentation that prove to the Trade Union concerned or/and the Administration of Occupational Safety and Health that the above mentioned rights and obligations are fulfilled within 5 business days from the day when the documentation was requested.

If documentation is not submitted within that timeframe, or if the supplier is unable to demonstrate that the abovementioned rights or obligations have been fulfilled in the estimation of the purchaser, the purchaser may collect per diem fines amounting up to [ISK 25,000] ex VAT per day for each staff member whose rights are not fulfilled, or for each day when documentation is not delivered within the specified time limit. Per diem fines shall be paid until remedial action has been taken. If the total amount of per diem fines reaches 10% of the contract amount the purchaser can rescind the contract

The purchaser at the same time reserves the right to retain contractual payments for the payment of unpaid wages or contractual payments directly to the staff of the subcontractor/temporary agency at supplier's cost, if there is default against them. The purchaser may during the period of the contract visit supplier's/subcontractor's place of business in consultation with the relevant trade union and the Administration of Occupational Safety and Health and gather information about the staff and wage payments to them. The supplier shall explain this contractual obligation to the subcontractor.

The purchaser may retain payments or collect a performance bond and he reserves the right to allocate payments to the victim/staff member in consultation with the relevant trade union as the case may be.

The application of these remedial efforts on account of default does not affect the validity of any liability insurance /performance bond if that applies.

1.5.11 Environmental protection and social rights

Goods, services and works which the supplier delivers shall meet the requirements of Icelandic law and of European Union directives in the fields of environmental protection and social rights.

1.5.12 Review clause – revisions during the period of the contract

The purchaser reserves the right to make changes to the contract during the extent permitted according to Article 90 of the PPA. Changes can be both according to an agreement with the supplier or with other parties if the supplier is in default and it becomes necessary to negotiate with another party in order to fulfill his contract obligations. See also chapter on terms of employment, prices and price adjustments and the assignment of rights and obligations. The purchaser reserves the right to make changes to the contract if the supplier is declared bankrupt, without entering into a new invitation to tender.

If legislative amendments or technological innovations call for changes to be made to the contracted goods, services or project, the contract can then be revised during the period of the contract within the provisions of Article 90 of the PPA. The same applies if unforeseen technical difficulties have appeared during operation or maintenance.

1.5.13 Liability and guarantees

The supplier is liable for the work and its execution, including the work of subcontractors, if that is the case and in addition to this any loss or damage that the purchaser or third party may suffer during the execution of the work. The supplier shall buy all compulsory insurance stipulated in laws and regulations. Moreover the supplier shall at a minimum buy the following insurance: Liability insurance with respect to loss or damage that the client or third party may suffer due to the operation of the supplier and the work of his employees.

An irrevocable and irredeemable bank issued performance bond to guarantee the satisfactory performance of supplier's obligations under the contract. The amount of the bond should correspond to three months of contract payments. The principal amount of the bond is to be index linked in accordance with the indexation of the contract. The surety bond shall use such wording that the purchaser will be able to demand payment of the security in total or in part and without prior court order.

The surety bond shall be issued by a banking institution which the purchaser accepts (see tender sheet in the tender response forms). The purchaser can demand payment of the amount of security in part or in total without presenting proof of his financial loss.

The supplier shall buy all insurance for his staff in accordance with the provisions of collective agreements. Furthermore the supplier is advised to buy suspension of operations insurance and insurance of personal property which will insure him against loss by burglary etc. If the supplier decides not to buy such insurance, he shall ensure operational security in the same way that the insurance policies require. The supplier must explain how he intends to arrange these matters. The supplier shall make sure that his subcontractors buy insurance in the same way if they undertake the same project segments.

The supplier shall provide the purchaser a copy of all insurance policies and premium payment receipts, if requested to do so.

1.5.14 Assignment of rights and obligations

The supplier may not assign or hypothecate his rights under this contract without the written approval of the purchaser.

The supplier may not without the written approval of the purchaser assign to another party to undertake or take over obligations in his place, in part or in whole. If the supplier obtains such authority, the obligations of the supplier towards the purchaser will not change in any way.

The purchaser reserves the right, in accordance with Article 90 of the PPA to authorise another economic operator to enter into and take over the position of the original contractual party in the execution of this contract in whole or in part and then a new contractual party shall meet all the qualitative requirements of the invitation to tender.

The purchaser reserves the right under Article 90 of the PPA, where this applies, to undertake the obligations of the principal contractor towards the subcontractor, if the principal contractor

is unable to fulfill his obligations.

1.5.15 Force Majeure

Neither the supplier nor the purchaser will be required to pay compensation if force majeure applies which neither party can be blamed for such as war, fire, natural disaster, strike, lock-out or other such events prevent the performance of this contract.

1.5.16 Disputes

Cases that may arise because of the transactions covered by this invitation to tender shall be referred to the District Court of Reykjavík.

1.6 Technical & quality specification

1.6.1 A new integrated marketing initiative

Promote Iceland is looking for creative partners to collaborate on a new integrated marketing initiative for Iceland as a destination.

This tender is for a new integrated marketing initiative, based on a contract between the Ministry for Industries and Innovation and Promote Iceland to market Iceland as a travel destination. This new initiative differs from previous marketing initiatives in that it is solely funded by the Ministry for Industries and Innovation, with no financial participation from the private sector.

Promote Iceland is the developer and the executive of the campaign.

Global tourism has been hit hard by the effects of the Coronavirus outbreak. In recent weeks, visitor numbers have plummeted, and bookings have ground to a halt. Icelandic tourism industry has felt these effects and is working hard to recover.

This marketing initiative is established to counteract the effects of the COVID-19 virus on Icelandic tourism. As soon as interest in travels resume, we want to be able to move quickly to reignite interest in Iceland as a destination during a very competitive time. The concept and strategy should encourage people to visit Iceland now, and help regain confidence in foreign markets that it is safe to travel to Iceland.

Main Objectives:

- **Short-term: Minimize the expected decline in tourism revenue for 2020**
- **Long-term: Maintaining the strong competitive position and sustainability of Icelandic tourism and other export sectors**

We are looking for high-impact idea with huge earned-first potential to be delivered across multiple platforms.

This is a consumer-based marketing initiative (B2C). It may combine traditional advertising, social media, digital media, traditional & digital PR, including broadcast, print and online; as well as events.

The focus must be on integrated marketing communications, where the same message is consistently delivered across all markets, regardless of channels.

1.6.2 Strategy & Marketing Activities

A key element for strategy and marketing activities is a successful destination branding. The tenderer is expected to participate in, and lend expertise to, maintaining a strong destination brand for Iceland. The integrated marketing approach should be in line with the core destination branding as established in the long-term strategy for Icelandic export industries. Marketing activities preferably combine advertising, social media, and PR activities but should also be ready to explore untraditional ways in marketing.

1.6.2.1 International target groups

Promote Iceland has defined three preferred target groups for the Icelandic tourism industry: The Fun-loving Globetrotter, the Independent Explorer and the Cultural Comfort Seeker. The target groups have been analysed depending on their lifestyle, personality and how they meet the needs and goals of Icelandic tourism. These are mostly travellers with higher salaries, that travel at least once per year and are always searching for new experiences and destinations, they want to connect to the local culture and respect the environment. Although they are different in many ways, they can be defined by the experiences they search for and their lifestyles. Hereafter, we shall draw up a clear picture of each target group but a more detailed report about each target group from each market can also be downloaded here: <https://www.islandsstofa.is/media/1/targetgroups-iceland.pdf>.

Target group 1: The Fun-Loving Globetrotter

- People between 20 – 50 years old, have a urban profile and above average income and education.
- They are highly social and open-minded people that don't want to follow the herd. They have an interest in culture, ideas and lifestyle of other people and want to travel to new and exciting destinations.
- They seek new challenges but need guidance in situations that are unfamiliar.
- They want to take active steps in protecting the environment.
- They use internet, mobile and media above average and love to share their stories on social media.

Target group 2: The Independent Explorer

- People between 35 – 65 years old, have rural profile and average income and education.
- They are steadfast, responsible and rational. They seek authentic experiences and want to travel off the beaten track. They love the outdoors and learning about the local culture. They are more introverted and don't have a special need to engage with people on social media.
- They prefer to travel in smaller groups and want to go on vacation during winter time.

Target group 3: The Cultural Comfort Seeker

- Majority of the target group are women, 45 years and older. They have both urban and rural profile, average education and above average income.
- They are careful adventure seekers that like to live in the now. They have high interest in culture, ideas and lifestyle of other people and seek comfort rather than challenge when it comes to the outdoors and travel.
- They are active on the conventional social media platforms and are most interested in lifestyle media.

1.6.2.2 Target Markets

We analyzed which key markets are more likely to have higher reach of valuable travelers that are more likely to travel to Iceland. Further market analysis for Icelandic tourism can be found [here](#).

The current key target markets for B2C communication are:

Tier 1 markets: USA, Canada, UK and Germany

Tier 2 markets: Scandinavia, Belgium, Netherlands, Ireland, France, Switzerland, Spain, Italy and China.

Selection of markets are subject to change.

1.6.3 Building Blocks for Marketing

Concept and strategy for this marketing initiative must be in line with the proposals from the recent long-term export strategy for Iceland, as well as a new policy framework for Icelandic tourism.

A **long-term strategy for Icelandic export industries** was approved in 2019. An integral part of the new strategy is a commitment to a unified export brand for Icelandic export industries based on four brand pillars and a common long-term vision.

Our long-term vision is that Iceland should be recognized as a leading country in sustainability.

Our vision is built on four interconnected brand pillars that create a circular brand story: Our nature has shaped our people, people innovate, innovation drives sustainability, which helps nature thrive.

Download a more detailed report about the long-term export strategy [here](#):

A **long-term strategy for Icelandic tourism** is expected to be published later this year. This strategy will be based on a policy framework for tourism with the future vision of Iceland being a leading destination in sustainable development. Full document about the policy framework can be downloaded [here](#): (Icelandic version) (English version)

A key aspect of the marketing initiative is to establish an effective and widespread collaboration with key stakeholders from the Icelandic tourism industry.

1.6.4 Measurements and goals for the integrated marketing initiative

As stated before, the main objectives of the marketing initiative are divided in the short- and long-term.

Main Objectives:

- **Short-term: Minimize the expected decline in tourism revenue for 2020**
- **Long-term: Maintain a strong destination brand and sustainable growth all year round**

It is important to measure the effects of the marketing initiative and have all tools set from the beginning. It's also good to remember that the main focus of the marketing initiative is stimulating demand and building a stronger destination brand while the tourism sector follows suit and focuses in converting the demand into export revenue for the Icelandic economy. That means that the marketing initiative doesn't sell the product, it aims to increase its value and desirability. With that in mind we can't use basic KPI's that focus on sales in determining the success of the initiative, but rather KPI's that focus the reach of the marketing and behavioural change amongst those who are exposed to it. We also want to note that measuring behavioural change can be expensive and sometimes even impossible, so we will have to work with and rely on TENDERER's expertise to estimate the best course of action for each situation.

Following are the main key performance indicators (KPI), which TENDERER and his partners are expected to measure, understand and follow:

KPI Category	KPI	Method / Tools / Examples
Campaign	Uplift in awareness and preference for Iceland as a destination	Surveys with control and exposed group (e.g. opinion survey, Google BrandLift Survey)
	Create active engagement	Total number of actions on campaign material (e.g. number of likes, clicks, email opens, comments, shares and video views)
Earned	Total earned coverage in global media	<ul style="list-style-type: none"> - Impressions - Tone & Sentiment - % of Tier 1 media in total coverage - Earned Media Value
Paid	We want to amplify the campaign	- Paid impressions

	with paid media to reach more target audience in our key markets and increase awareness and interest towards the campaign's key message	<ul style="list-style-type: none"> - Actions (e.g. views and clicks) - Conversions (defined for each situation) - Cost per conversion (defined for each situation)
Owned	Create active engagement, following and reach	<ul style="list-style-type: none"> - Social media engagement - Social media monthly reach (unique users)

KPI's are subject to change and will always be revaluated regularly with Promote Iceland.

1.6.5 Marketing budget

Please note that only certain elements of the marketing initiative are up for this tender. After the creative idea and strategy has been decided, a financial budget will be established.

The initial budget for the initiative in 2020 is 1,5 Bn ISK that is funded by the Ministry of Tourism, Industries and Innovation. This budget in total is used for various project within the integrated campaign and will not be split up into a budget plan until later stages and further agreements have been made.

In the table below is the suggested split of the total budget for the marketing initiative.

Government Investment for International Campaign 2020

(subject to change)

Research, Concept, Strategy, Design, PR and Production	300 M ISK
Media spend Europe	600 M ISK
Media spend N-America	600 M ISK

Total 1,5 Bn ISK

Time period May– December 2020

1.6.6 Requirements description

The project is an integrated marketing initiative utilising different media, such Marketing activities should preferably combine traditional advertising, social media, digital marketing, traditional & digital PR including broadcast, print and online advertisements. For a successful integration of all fields, it is essential that the recruited parties work closely together on all the categories. **TENDERERS SHALL** submit a written proposal/tender in a PowerPoint presentation format and PDF format, according to the Design Contest specification and documents.

The project includes the following categories:

1. Concept & strategy for the integrated marketing initiative

2. Public relations (incl. events planning & press trips)
3. Design and production of marketing material

1.6.6.1 General Concept & strategy for the integrated marketing initiative

The intention is to make an agreement with one major party to form and implement the concept and strategy of the integrated marketing initiative. A key element for strategy and marketing activities is a successful destination branding. The tenderer is expected to participate in, and lend expertise to, maintaining a strong destination brand for Iceland. Marketing activities should preferably combine traditional advertising, social media, digital marketing, traditional & digital PR including broadcast, print and online and be ready to explore untraditional ways in marketing as well as activate all relevant stakeholders, tourists and Icelanders to be active partners in the marketing.

1.6.6.2 Public Relations (incl. events planning & press trips)

Public Relations is a key aspect of this project and **SHALL** be linked together with all aspects and one main strategy **SHALL** be created.

The strategy **SHALL** be designed to engage, inform and inspire the defined target group.

The PR **TENDERER SHALL** be able to provide the following services for the **PURCHASER**:

- Administration and supervision for Public Relations:
 - Plan and organise events and press trips in connection with the projects strategy and emphasis as needed
 - Strategic planning and consultancy for PR
 - Handle content for outreach to media for the project
 - Co-ordination of PR in all market areas of the project
 - Cooperation and communication with Promote Iceland's other PR agencies
 - Weekly updates to all parties
 - Journalists, bloggers and influencers identification, outreach and media relations as needed for the campaign
 - Provide information, pictures, videos etc) to media
- Produce and communicate press releases to media in main markets of the project
- Handle and respond to media inquiries from all key markets regarding the marketing initiative
- Media monitoring, analysis and briefing on the project

1.6.6.3 Design and production of marketing material

The **TENDERER SHALL** design and produce all marketing material for this one year project (with option of two one year extensions). Marketing materials for this project can vary from social media assets, promotional videos, newspaper ads, banner ads, billboard ads, flyers & events, etc.

The **TENDERER SHALL**, with the tender, send examples of the advertisements, banner ads, billboard etc.

The Design and Production **TENDERER SHALL** be able to provide the following services for the **PURCHASER**:

- Administration and supervision for Design and Production:

Plan and organise design and production schedule
 Co-operation and communication with all parties regarding design and production
 Delivery of design and production assets to all appropriate parties
 weekly updates to all parties

- Design and production of campaign materials for all components used e.g. advertisements, banners, billboards, events, promotional videos, social media assets and a web consumer newsletter.

1.7 Tender sheet



I, the undersigned, have thoroughly familiarised myself with the invitation to this tender Destination Iceland issued by Ríkiskaup, and hereby submit the following tender in accordance thereto.

Tenderers name

Textareitur

Almennt sniðmát 2 ENGL...



1.8 Definitions of words and terms

CANDIDATE –An economic operator that has sought or been offered an invitation to take part in restricted procedure, competitive procedure with negotiation, negotiated procedure, competitive dialogue or innovative partnership.

EEA - The European Economic Area – including Iceland.

ESPD – European Single Procurement Document.

PPA - Act on Public Procurement No. 120/2016.

POWER OF ATTORNEY - A written document whereby the tenderer appoints another person as his proxy or to represent the tenderer and grants this person the authority to perform certain acts on the tenderer's behalf such as to enter into a binding contract.

SHALL - For the purposes of this invitation to tender specification means that a certain item or requirement is mandatory, i.e. the tenderer in his tender must comply with such item or requirement for the tender to be deemed valid.

SHOULD - For the purposes of this tender specification means that the tenderer may fulfil a specific item or requirement to a varying degree with his tender.

TENDERER - An economic operator (contractor, supplier or service provider) who has submitted a tender.

TENDER RESPONSE FORMS - A summary list of the documentation which the tenderers must submit.

CONTRACTOR/SUPPLIER - Tenderer with whom a contract is drawn up following an invitation to tender.

PURCHASER/CONTRACTING AUTHORITY – Agency, local community or other public entity in accordance with Article 3 of the PPA who is the purchasing party following the invitation to tender.

PRODUCT CATEGORY - One or more product types that are defined as a special group either according to the manufacturer/supplier identification code or according to an international

product ID code.

PRODUCT IDENTIFICATION CODE - One specific product that is identified with a unique number either according to the manufacturer/supplier identification code or according to an international product ID code.

PRODUCT TYPE - One or more product types that are defined as a special group either according to the manufacturer/supplier identification code or according to an international product ID code.

SERVICE CLASS - Pre-defined elements of service that are grouped together and put up for tender under one heading.

SERVICE COMPONENT - Certain services.

See also definitions of terms in Article 2 of the PPA.