



TENDER'S DOCUMENTATION

Simplified procurement procedure

ENGAGEMENT OF A MARKETING AGENCY FOR THE NEEDS OF THE CAMPAIGN ON
ENVIRONMENTAL PROTECTION

(procurement nu. 41)

Call and tender's documentation published on webpage of Young researchers of Serbia	31.07.2020
Deadline for receiving offers	14.08.2020
Date for opening offers	17.08.2020

Belgrade, July 2020

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In accordance to the *Procurement provisions for use by Non-Governmental Organisations (NGOs) in the context of Sida-financed Project/Core Activities (Sida's Procurement Provisions)* article 5.4 and article 2.1 paragraph (iii) and Decision to initiate implementation of simplified procurement procedure nu. 41.

YOUNG RESEARCHERS OF SERBIA

Announces call for

ENGAGEMENT OF A MARKETING AGENCY FOR THE NEEDS OF THE CAMPAIGN ON ENVIRONMENTAL PROTECTION within programme „ECO SYSTEM - Environmental reforms supporting programme“, supported by Sweden (hereandafter Project).

Tender's documentation is consisted of following elements:

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1. ABOUT THE PROJECT AND CAMPAIGN

The ECO SYSTEM programme was developed with a goal to support environmental reforms in Serbia through active participation of civil society organizations (CSO) and citizens in adopting and implementing the European Union's environmental acquis.

The programme is supported by Sweden and implemented by Young Researchers of Serbia from 2020. to 2022. Through programme activities, Young Researchers of Serbia seek to advance reforms in the environmental sector by strengthening CSO's capacities and encouraging their networking.

At the same time, the programme will focus on raising awareness and changing attitudes about environmental protection among citizens, local authorities, and governmental institutions.

Detailed information about the ECO SYSTEM programme can be found on our website <http://ekosistem.mis.org.rs/>

CAMPAIGN THEME

Adopting and implementing the EU environmental acquis (Chapter 27) which regulates environmental sector and climate change, is one of the key challenges for Serbia in accession negotiations with the European Union. There are many reasons for that, including complex regulations and reforms requiring large investments. Another significant issue is the lack of collective awareness about the benefits of environmental protection, as well as the important role each individual plays in adopting, implementing, and monitoring the implementation of environmental policies.

The theme of the campaign implemented by Young Researchers of Serbia as part of the ECO SYSTEM programme will be promotion of the benefits of EU accession and the positive effects of environmental reforms on Serbian citizens' everyday life.

Specific topics within Chapter 27 include horizontal legislation, air quality, waste management, water quality, nature protection, chemicals management, noise, climate change, forestry, and financing. In each of these sectors, there are specific local issues in Serbia. Solving them requires a well-informed and motivated citizenry.

CAMPAIGN GOALS

1. Citizens are aware that environmental protection is everyone's obligation and responsibility. They actively participate in the decision making processes.
2. Visibility of the environmental CSOs is increased.
3. Environmental issues are in the focus of public.

CAMPAIGN TARGET GROUPS

The primary target group are young people aged 16-34.

The secondary target group are women aged 35-64.

[Information about the target group – women](#)

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UN World Conference on Women in Beijing (1995) identified the environment as one of the 12 critical sections for women, because "women have a key role in developing sustainable and healthy consumer and production patterns and approaches to managing natural resources". Also, women aged 35-64 are the most actively involved part of the population when it comes to environmental protection and educating their families about environmental issues. Women need accurate information about the current state of the environment, issues in their local communities, as well as ideas to participate in environmental protection.

Information about the target group – young people

The potential of young people is reflected in their energy and innovative approach. They are capable of coming up with efficient solutions for current environmental challenges. Involving young people and CSOs in the decision-making process and implementing and monitoring environmental policies was identified as a prerequisite for responsible and efficient public administration, as well as the foundation for citizens' active participation in the practical and political life of the local community.

Young people don't have enough knowledge about the environment, nor awareness about the importance of environmental protection and sustainable development. Although there are plenty of active youth organizations in our country that are dedicated to environmental action, this type of activism never reached mass proportions. Encouraging young citizens to participate in environmental protection in a few regions of Serbia where nature is particularly endangered is an important step towards ensuring sustainable development of our society.

2. GENERAL PROCUREMENT DATA

Contracting party: Young researchers of Serbia

Address: Bulevar umetnosti 27, 11070 New Belgrade

Webpage: www.mis.org.rs

TIN: 101685934

Registration number: 07052545

SUBJECT OF THE PROCUREMENT: Simplified procurement procedure number 41 ENGAGEMENT OF A MARKETING AGENCY FOR THE NEEDS OF THE CAMPAIGN ON ENVIRONMENTAL PROTECTION within programme „ECO SYSTEM - Environmental reforms supporting programme“.

SUBJECT: Service providing

TYPE OF PROCUREMENT: Simplified procurement procedure

CONTACT PERSON: Tijana Ljubenović, Tel: 0693556647, email: tijana@mis.org.rs

DOWNLOADING OF TENDER'S DOCUMENTATION: Tender's documentation can be downloaded from webpage of the Contracting Party.

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APPLYING PROCEDURE AND DEADLINE: The offer is considered timely if it is received by the Bidder no later than 14th August 2020 until 4 pm at the address Bulevar umetnosti 27, 11070 New Belgrade (Young researchers of Serbia, for Tijana Ljubenočić). The offer can be submitted in person or by mail in a sealed envelope, marked "Procurement offer no. 41 within the project Eco system" and "Do not open before the official opening by the Committee for selection of Bidders" at the front of the envelope, on the back of the envelope it is necessary to indicate: name and address of the Bidder, phone and e-mail of the Bidder in order to receive call for tender's opening.

LANGUAGE FOR SUBMITTING OFFER: Offer and other following documentation must be in Serbian language.

TIME, PLACE AND TENDER'S OPENING: Offers will be opened in the premises of the Contracting Party at the address Bulevar umetnosti 27, 11070 New Belgrade on 17th July 2020 starting at 12 pm. Representative of the Bidder with a proper power of attorney can attend the tender's opening. He/she has to bring named document upon arrival. The power of attorney is considered valid if it is signed by the responsible person and certified by the Bidder's seal. Offers are opened by a multi-member Committee of the Contracting Party.

Upon receiving a certain offer, the Contracting Party shall indicate the date and time of its receiving and shall issue a confirmation of receipt to the Bidder at his request. The Contracting Party shall state the date and time of its receiving in the confirmation of receipt. Offer that is not received within the set deadline and is received after the expiration of the set day and hour for receiving offers, shall be considered untimely by the Contracting Party. Upon completion of the tender's opening procedure, the Committee of the Contracting Party will return all untimely submitted offers to the Bidders, unopened and with an indication that they were submitted late.

DEDLINE FOR AWORD OF CONTRACT: Decision about award of contracts shall be made by the Contracting Party within 14 days from the day of tender's opening.

EVALUATION OF RECEIVED OFFERS: The evaluation will be conducted in accordance with the procurement rules prescribed by the donor in the document "Procurement provisions for use by Non-Governmental Organizations (NGOs) in the context of the Sida-financed Project / Core Activities (Sida's Procurement Provisions)".

The Committee will determine in advance whether the offer meets all the conditions described in the call. Incomplete and untimely offers will not be considered. Only offer which contains all the required information and asked documentation can be evaluated.

After collecting all the received offers, the most favorable Bidder will be selected according to the criteria "best price of cost" with the fulfilment of all the stated conditions from the call. For the evaluation of offers, the total offered price of the requested services by the marketing agency will be considered.

If two or more offers have the same offered total price of services, the offer of the Bidder who offered a longer payment period for services that are the subject of the procurement will be selected as the most favorable offer. If there are two or more offers with the same offered total price of services and the same payment deadline, the contract will be awarded according to the draw system. All Bidders who have

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submitted acceptable offers will be invited to attend the contract award procedure by drawing lots. After the final decision on the selection of the service provider is made, all Bidders will be notified of the decision by an e-mail, no later than three days after the decision is made.

CONDITIONS FOR PARTICIPATION: Right to participate has every Bidder that fulfils conditions set by this call, regardless of the citizenship.

The offer may be submitted by the Bidder independently, by the Bidder with a subcontractor/ subcontractors, or as a group of Bidders submitting a joint offer. A Bidder that has submitted the offer independently may not participate in a joint offer, or as a subcontractor at the same time, nor may the same person participate in several joint offers.

3. PROJECT'S TASK: SPECIFICATION

Location: Republic of Serbia

Time frame of the campaign: 3 months (October, November and December 2020)

Note: The time frame of campaign is subject to change depending on the Covid-19 epidemiological situation.

Campaign structure: development of communication strategy and action plan, development of campaign visual identity, digital marketing and native advertising, marketing via different types of billboards, creating short videos, press clipping, organizing activities with citizens (online activity), reports on campaign performance.

ACTIVITY PLAN

List of activities with description	Month	Location	Channel	Amount
Development of communication strategy and action plan in accordance with budget capacity, efficiency of promotion channels and creative solutions.	September	Belgrade	Cooperation with Young Researchers of Serbia team	1
Developing campaign's visual identity in synergy with the existing illustrated materials.	September	Belgrade	Cooperation with Young Researchers of Serbia team	1

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Creating slogans and advertising messages.	September	Belgrade	Cooperation with Young Researchers of Serbia team	min.10
Billboards - preparation for print, printing, selection of locations and types of billboards (smaller and larger formats), renting billboard locations, installing billboards. <u>Note:</u> the duration of billboard rent depends on the assessment of the need for this type of advertising, location and price.	October November December	Belgrade	Billboards	min. 7
Billboards - preparation for print, printing, selection of locations and types of billboards (smaller and larger formats), renting billboard locations, installing billboards. <u>Note:</u> the duration of billboard rent depends on the assessment of the need for this type of advertising, location and price.	October November December	Novi Sad	Billboards	min. 2
Billboards - preparation for print, printing, selection of locations and types of billboards (smaller and larger formats), renting billboard locations, installing billboards. <u>Note:</u> the duration of billboard rent depends on the assessment of the need for this type of	October November December	Niš	Billboard	min. 2

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advertising, location and price.				
Billboards - preparation for print, printing, selection of locations and types of billboards (smaller and larger formats), renting billboard locations, installing billboards. <u>Note:</u> the duration of billboard rent depends on the assessment of the need for this type of advertising, location and price.	October November December	Pećinci, Surdulica, Bor, Vršac, Brus, Valjevo, Pirot, Zrenjanin, Užice	Billboard	min. 9
A set of native advertising articles – contracting, renting space, designing concept and article themes (the agency can copy write the articles or delegate this job to the selected publisher, in accordance with the agreement with the agency and publishers).	October November December (publishing on bi-weekly basis)	Belgrade	Digital news portals Blic – news portals agreed upon between the agency and publishers	min. 6
A set of native advertising articles – contracting, renting space, designing concept and article themes (the agency can copy write the articles or delegate this job to the selected publisher, in accordance with the agreement with the agency and publishers).	October November December (publishing on bi-weekly basis)	Belgrade	Daily print Blic + print media agreed upon between the agency and publishers	min. 6

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A set of videos lasting up to 2 minutes covering Chapter 27 topics (10 topics) – designing the concept, creating the video and accompanying texts.	September October November December	Various locations, Serbia	Digital media (YouTube, Facebook, Instagram)	10
Distribution and promotion of the videos and native advertising articles.	October November December	Belgrade	Digital media (Facebook, Instagram, YouTube and Google Display Network)	Define additionally
Influencer marketing – selecting influencers, developing the message concept and organizing cooperation. <u>Note:</u> optional activity.	October November December	Serbia	YouTube	min. 1
Creating a concept, organizing and promoting creative competition for citizens followed by awards.	November or December	Serbia	Digitalni mediji	1
Press clipping on a monthly basis.	October November December	Belgrade	/	3
Report on campaign performance on a monthly level (reach on billboards, reach and engagement on social networks, analysis of discourse on social networks, analysis of press clipping reports).	October November December	Belgrade	/	3

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Larger report on the overall 3-month campaign performance.	December	Belgrade	/	1
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Note: Certain activities and their amount are subject to change based on the agency's well-supported recommendations and advice with alternative, more efficient approaches to achieving the same goals.

4. CONDITIONS FOR PARTICIPATION

The right to participate in subjected procurement has Bidders that meet the following conditions for participation in the procurement procedure:

1. Bidder is registered at the competent authority, i.e. that it is added in the appropriate register.

Manner of proving: Excerpt from the register of the Business Registers Agency, i.e. Excerpt from the register of the competent Commercial Court.

2. Bidder and his legal representative have not been convicted of any of the criminal offenses as a member of an organized criminal group, Bidder has not been convicted of criminal offenses against the economy, criminal offenses against the environment, criminal offense of receiving or giving bribes, criminal offense of fraud.

Bidder has a valid license from the competent authority to perform the activity that is the subject of the procurement, if such a license is provided by a special regulation.

Bidder respected the obligations arising from the valid regulations on safety at work, employment and working conditions, environmental protection.

Bidder is not bankrupt or in the process of liquidation.

Bidder has not been imposed a measure prohibiting the performance of activities, which is in force at the time of publishing or sending the call to submit offers.

Bidder has paid the due taxes, contributions and other public duties in accordance with the regulations of the Republic of Serbia or a foreign state when it has its seat on its territory.

In the framework of another procurement procedure or procedure for awarding contracts financed from the funds of the Contracting Party, Bidder did not violate the contract and that he fulfilled the contractual obligations.

Manner of proving: Filled Template C – Statement on fulfilment of obligatory conditions in the procurement procedure (Declaration of honour).

3. The right to participate in subjected procurement has Bidders that meet the following additional conditions for participation in the procurement procedure:

FINANCIAL AND BUSINESS CAPACITY

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The right to participate have Bidders who have achieved a turnover of at least 12,000,000.00 dinars without VAT in the last three business years (2017, 2018 and 2019).

Manner of proving: Balance sheet and profit and loss statement (financial report) for the previous three years.

Business capacity is met by Bidders that in the period of the previous three business years (2017, 2018 and 2019):

- Provided services that are identical to the subject of procurement (national and / or international) in the amount of at least 6,000,000.00 RSD;
- Have experience in creating communication strategies and creating a visual identity for campaigns;
- Have experience in digital marketing (Facebook, Google, Instagram, Youtube, etc.) in the amount of at least 1,000,000.00 RSD (campaign value);
- Have experience in leasing media space in the amount of at least 1,000,000.00 RSD;
- Have experience in creating video materials;
- Have experience in working with civil society organizations.

Manner of proving: Reference list containing the following information - project name, project value, client name, duration, project donor's name (if applicable), project description and type of services provided. For each project, submit a copy of the contract (first and last page) and an invoice on the stated marketing activities that confirms the minimum required amounts stated in the required business capacity. If possible, provide client's statement with a description containing sufficient details of their relevance to the selection criteria.

TECHNICAL CAPACITY

The right to participate have Bidders that:

- Have sufficient technical capacities, to possess (either owned or otherwise provided) technical equipment and other technical means necessary for the realization of the procurement of subject.

Manner of proving: A statement on technical capacities (*Statement on the memorandum given under material and criminal responsibility*) that the Bidder has (either owned or otherwise provided) technical equipment and other technical means necessary for the implementation of the procurement. The statement is required to contain a description of the technical means and equipment available to the Bidder to ensure the quality of service.

- Have business premises (owned or based on a lease agreement or a contract for free use).

Manner of proving: A copy of the title deed or a copy of the lease agreement or free use agreement.

- Have the capacities necessary for the realization of the contractual obligation that confirms the quality of business, as well as at least one recognition / award for some of the realized projects.

Manner of proving: Internal documents (e.g. working procedures about business workflow) or communication structure within the agency, copy of recognition/ award and portfolio.

PROFESSIONAL CAPACITY

The right to participate have Bidders that have sufficient staff capacity, or who have at least 7 full-time employees or otherwise employed persons with previous experience in the same or similar jobs, of which:

- At least one person experienced in the field of marketing
- At least one person experienced in creative directorate
- At least one person working in the field of PR
- At least one person experienced in the field of digital marketing
- At least one person in charge of press clipping and reporting
- Minimum one working position for graphic design
- At least one work position for video production and animation

Manner of proving: Statement on the Bidder's memorandum on the participation of individuals in the implementation of projects with their biographies and responsibilities for the needs of the subject procurement. Photocopies of certificates of submitted applications for compulsory social insurance (pension and disability insurance and health insurance) for each employee individually or copies of employment contracts.

NOTE: If the Bidder submits the offer with a subcontractor, Bidder is obliged to submit the same evidence for the subcontractor within the offer regarding obligatory conditions for participation described in point 1 and point 2 of this chapter, for the part of the procurement that the Bidder will perform through subcontractor.

The bidder is obliged to notify in writing without the delay the Contracting Party of any change related to the fulfilments of conditions of the procurement procedure, which occurs until the decision is made, i.e. the contract is signed, or during the validity of the contract and to document it in the suggested manner.

5. GROUNDS FOR EXCLUSION FROM PARTICIPATION IN PROCUREMENT

Bidders will be excluded from participation in the procurement procedure if they do not submit the Statement on fulfilment of obligatory conditions in the procurement procedure (Declaration of honour) and if additional audit establishes that they do not meet the required conditions, as well as if the following is established:

- Entering into agreement with other economic operators with the aim of distorting competition;
- Attempting to influence the decision-making process of the Contracting Party during the procurement procedure;

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- Attempting to obtain confidential information that may confer upon it undue advantages in the procurement procedure.

EXCLUSION FROM AWARD OF CONTRACTS

Contracts may not be awarded to Bidders which, during the procurement procedure:

- Are subject to a conflict of interests;
- Are guilty of misrepresentation in supplying the information required by the Contracting Party as a condition of participation in the contract procedure or a failure to supply this information;
- Where the Contracting Party determines that there are grounds for exclusion according to conditions for participation.

6. GUIDELINES FOR SUBMITTING OFFER

LANGUAGE FOR SUBMITTING OFFER: Offer and other following documentation must be in Serbian language.

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TENDER'S DOCUMENTATION

Documentation	Created / Need to create
Template for submitting offer, filled in, signed and stamped – TEMPLATE A	Integral part of this call
Template for service specification and price structure, filled in, signed and stamped – TEMPLATE B.	Integral part of this call
<u>Proposal for the realization of the campaign</u> that includes: digital communication and advertising strategy based on the given plan of activities: elaborate elements of the campaign - creative concept, digital marketing, advertising - outdoor, coordination of activities, framework timeline, including the preparatory part for development of the strategy.	Created by Bidder

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Excerpt from the register of the Business Registers Agency, i.e. Excerpt from the register of the competent Commercial Court.	Created by Bidder
Statement on fulfilment of obligatory conditions in the procurement procedure (Declaration of honour) – Template C.	Integral part of this call
Reference list of projects (<i>detailed instructions given in chapter 4</i>).	Created by Bidder
Copies of the contract (first and last page) and the invoice on the stated marketing activities for the specified project reference list (<i>detailed instructions given in chapter 4</i>). Optional – Client's statement with a description containing sufficient details of their relevance to the selection criteria (<i>detailed instructions given in chapter 4</i>).	Created by Bidder
A statement on technical capacities (<i>detailed instructions given in chapter 4</i>).	Created by Bidder
Balance sheet and profit and loss statement (financial report) for the previous 3 years (<i>detailed instructions given in chapter 4</i>).	Created by Bidder
Statement on the Bidder's memorandum on the participation of individuals in the implementation of projects with their biographies and responsibilities for the needs of the subject procurement (<i>detailed instructions given in chapter 4</i>).	Created by Bidder
Photocopies of certificates of submitted applications for compulsory social insurance (pension and disability insurance and health insurance) for each employee individually or copies of employment contracts (<i>detailed instructions given in chapter 4</i>).	Created by Bidder
Statement of the Bidder: Recapitulation of the offer – TEMPLATE D	Integral part of this call
Model of the Contract - the Bidder will fill in the model in accordance with the offer, sign and stamp it, confirming that he agrees with the proposal of the Contract	Integral part of this call

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Upon receiving a certain offer, the Contracting Party shall indicate the date and time of its receiving and shall issue a confirmation of receipt to the Bidder at his request. The Contracting Party shall state the date and time of its receiving in the confirmation of receipt. Offer that is not received within the set deadline and is received after the expiration of the set day and hour for receiving offers, shall be considered untimely by the Contracting Party. Upon completion of the tender's opening procedure, the Committee of the Contracting Party will return all untimely submitted offers to the Bidders, unopened and with an indication that they were submitted late.

LANGUAGE FOR SUBMITTING OFFER: Offer and other following documentation must be in Serbian language.

DEADLINE FOR AWARD OF CONTRACT: Decision about award of contracts shall be made by the Contracting Party within 14 days from the day of tender's opening.

EVALUATION OF RECEIVED OFFERS: The evaluation will be conducted in accordance with the procurement rules prescribed by the donor in the document "Procurement provisions for use by Non-Governmental Organizations (NGOs) in the context of the Sida-financed Project / Core Activities (Sida's Procurement Provisions)".

The Committee will determine in advance whether the offer meets all the conditions described in the call. Incomplete and untimely offers will not be considered. Only offer which contains all the required information and asked documentation, can be evaluated.

After collecting all the received offers, the most favorable bidder will be selected according to the criteria "best price of cost" with the fulfilment of all the stated conditions from the call. For the evaluation of offers, the total offered price of the requested services by the marketing agency will be considered.

If two or more offers have the same offered total price of services, the offer of the Bidder who offered a longer payment period for services that are the subject of the procurement will be selected as the most favorable offer. If there are two or more offers with the same offered total price of services and the same payment deadline, the contract will be awarded according to the draw system. All Bidders who have submitted acceptable offers will be invited to attend the contract award procedure by drawing lots. After the final decision on the selection of the service provider is made, all Bidders will be notified of the decision by an e-mail, no later than three days after the decision is made.

PRICE EXPRESSION METHOD:

The price of services must be expressed in RSD, with and without value added tax (VAT). The price must be expressed numerically and textually, whereby the textually expressed price has an advantage in case of disagreement.

TOTAL BUDGET, PAYMENTS, DEADLINES FOR PROVIDING SERVICE AND OTHER CIRCUMSTANCES ON WHICH DEPENDS THE ACCEPTABILITY:

The maximum amount for this procurement is EUR 51,000.00, equivalent to RSD, at the exchange rate defined by the commercial bank on the day of foreign currency purchase sale.

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Payments will be made successively, per service performed for each individual event, and based on a previously submitted invoice and cost specification. Payment is made to the Bidder's account.

Having in mind the subject of procurement whose scope of services the Contracting Party cannot precisely determine in advance, the Contracting Party keeps the right to change the scope of individual services covered by the procurement during the implementation of the contract with the selected Bidder, and according to the objective needs of the Contracting Party during the period for which the contract is concluded and the funds are provided for this procurement.

The total value of the contract (procurement) cannot exceed the estimated value of the procurement which is defined, having in mind the funds provided for the implementation of the contract.

The Contracting Party is not obliged to spend all the planned funds which are marked as the total contract price.

The payment deadline may not be shorter than 7 (seven) days from the day of official receipt of the invoice. The day of receipt is the day when the invoice is registered at the Contracting Party.

The contract enters into force on the day of conclusion and lasts until the funds provided for the realization of the subject procurement are spent, and no later than 31.12.2020. Any changes regarding the deadline for the service will be resolved by the annex of the contract.

The Contracting Party has the right to unilaterally terminate the contract at any time and without notice, if the selected Bidder does not perform its obligations in the agreed manner, of which it notifies the Bidder in writing.

The offer validity period cannot be shorter than 30 days.

In case of expiration of the offer validity period, the Contracting Party is obliged to request in writing the extension of the offer validity period from the Bidder.