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# CALL FOR PROPOSALS

## Thematic Transnational Promotional Campaigns for the Promotion of Destination Europe in China

### Award Report

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## 1. SUMMARY

<u>Contracting authority:</u>	European Travel Commission AISBL Grasmarkt 61 1000, Brussels, Belgium
<u>Date of decision</u>	26 July 2018
<u>Object of the procurement</u>	Thematic Transnational Promotional Campaigns for the Promotion of Destination Europe in China
<u>Procurement procedure</u>	Call for proposals

## 2. PROCEDURE AND SELECTION PROCESS

The contracting authority published a call for proposals with the specific intention to contribute to a series of thematic transnational promotional campaigns targeting China during the 2018 EU-China Tourism Year. The text of the call for proposals was published on 1 June 2018 on the website <https://ecty2018.org/get-involved/>. The submission and reception of proposals were executed via a dedicated online form available on the website mentioned above. A total of six proposals were received upon deadline 2 July 2018. The name of each consortium and the applicant entities are listed below by order of reception:

<b>Consortium:</b>	<b>Comitato Odorico 700</b>
	Municipality of Pordenone
	Parrocchia Beato Odorico da Pordenone
	Interporto Pordenone S.p.A.
<b>Consortium:</b>	<b>Discover the hospitality and shopping experience in Europe</b>
	Value Retail PLC
	Melia Hotels International S.A.
<b>Consortium:</b>	<b>Tourist marketing project for the Chinese audience</b>
	Vale Retail PLC
	Catalan Tourist Board
<b>Consortium:</b>	<b>Experience Croatia, Feel Slovenia</b>
	Slovenian Tourist Board (STB)
	Croatian National Tourist Board (CNTB)
<b>Consortium:</b>	<b>Taking the Mountains of Europe in China</b>
	OC Sport Limited
	Bormio Marketing

<b>Consortium:</b>	<b>Cultural Routes meet Silk Roads: Mediterranean-EU</b>
	SOPMARE
	Association for the Conservation of Folk Traditions (ATCP)
	Metropolitan Development Agency of Thessaloniki S.A.
	Regional Language Network Yorkshire & Humber (RLNYH)
	BOXTOWN

The European Travel Commission (ETC) performed a thorough check of the documents of all received proposals to assess their compliance with the selection criteria stated in section 3 of the call for proposals. In case that the provided documents were unclear or insufficient, the ETC contacted the leading entity of the respective consortium and asked to provide clarification or further information.

The proposal presented by the consortium “Comitato Odorico 700” did not comply with selection criterion 3.3. *Eligible consortia* and, therefore, it was excluded from further evaluation.

### 3. AWARDING PROCESS

The awarding process was based on the fulfilment of the criteria listed in section 5 of the call for proposals, which comprised quality and financial criteria:

- **Quality criteria.** Each quality criterion was evaluated and given a score on a scale from 0 points (not available/not provided) to 10 points (very satisfactory/excellent).
- **Financial criteria.** The financial criteria were evaluated as follows:

A) **Value for money.** The value for money of each proposal was calculated by applying the following formula:

$$\text{Value for money} = \text{total score in quality criteria}/\text{requested ETC contribution}^1$$

The score in this criterion was then calculated by applying the following formula:

$$\text{Score} = (10 \times \text{value for money})/0.8^2$$

B) **Investment ratio.** The investment ratio of each proposal is calculated by applying the following formula:

$$\text{Investment ratio} = \text{contribution by beneficiaries}/\text{total expenditure}$$

<sup>1</sup> In thousands.

<sup>2</sup> 0.8 is the highest possible value for money ratio based on a weighted total score of 80% in the quality criteria (maximum possible score) and an ETC contribution of EUR100,000 (minimum possible contribution).

The proposal with the highest investment ratio was given a score of 10 points. The score of the other proposals was calculated as a ratio of their investment ratio vis-à-vis the highest investment ratio among all proposals by applying the following formula:

$$\text{Score} = (10 \times i)/n$$

i = investment ratio

n = highest investment ratio

As stated in section 5 of the call for proposals, the following relative weights for each of the award criteria were used to calculate the final score obtained by each proposal:

	WEIGHT	CRITERION
QUALITY CRITERIA	30%	Pan-European dimension and geographical balance
	10%	Target audience
	10%	Measurable outcomes
	10%	Clarity and quality
	10%	Creativity and innovation
	10%	Relevance and strategic fit
FINANCIAL CRITERIA	10%	Value for money
	10%	Investment ratio

The evaluation of the proposals based on the above criteria was performed by a panel which comprised the following members:

- A marketing expert member of the staff of the ETC
- An expert in the Chinese market member of the staff of the ETC
- A team of two external consultants in sustainable tourism development and marketing

Each member of the panel evaluated all five proposals individually. The panel did not contact the applicants during the awarding process. The final results of the evaluation are the arithmetic average of the scores given by each member of the panel. These are as follows:

## OVERVIEW

#	PROPOSAL
1	Discover the hospitality and shopping experience in Europe
2	Tourist marketing project for the Chinese audience
3	Experience Croatia, Feel Slovenia
4	Taking the Mountains of Europe in China
5	Cultural Routes meet Silk Roads: Mediterranean-EU

EVALUATION

CRITERION	PROPOSAL				
	1	2	3	4	5
Pan-European dimension and geographical balance	7.00	1.00	4.33	1.67	4.67
Target audience	6.67	1.67	7.00	5.00	5.00
Measurable outcomes	6.33	2.33	6.67	2.00	2.00
Clarity and quality	6.33	5.00	6.33	4.33	3.67
Creativity and innovation	6.33	5.00	4.67	5.67	4.33
Relevance and strategic fit	8.33	2.67	6.67	3.67	2.67
Value for money	5.13	1.38	4.46	2.33	0.89
Investment ratio	9.80	0.00	10	9.80	9.83

WEIGHTED RESULT

CRITERION	weight	PROPOSAL				
		1	2	3	4	5
Pan-European dimension and geographical balance	30%	2.10	0.30	1.30	0.50	1.40
Target audience	10%	0.67	0.17	0.70	0.50	0.50
Measurable outcomes	10%	0.63	0.23	0.67	0.20	0.20
Clarity and quality	10%	0.63	0.50	0.63	0.43	0.37
Creativity and innovation	10%	0.63	0.50	0.47	0.57	0.43
Relevance and strategic fit	10%	0.83	0.27	0.67	0.37	0.27
Value for money	10%	0.51	0.14	0.45	0.23	0.09
Investment ratio	10%	0.98	0.00	1.00	0.98	0.98
<b>TOTAL SCORE</b>	<b>100%</b>	<b>6.99</b>	<b>2.10</b>	<b>5.88</b>	<b>3.78</b>	<b>4.24</b>

**4. DECISION**

On the basis of the above evaluation and results, the ETC decides to:

A) reject the following proposals for not reaching a total minimum score of at least 5 points.

PROPOSAL
Cultural Routes meet Silk Roads: Mediterranean-EU
Taking the Mountains of Europe in China
Tourist marketing project for the Chinese audience

B) award co-funding to the following proposals for the amounts specified below:

RANKING	PROPOSAL	CO-FUNDING (EUR)
<b>1st</b>	Discover the hospitality and shopping experience in Europe	100,000
<b>2nd</b>	Experience Croatia, Feel Slovenia	100,078

This decision is published on 2 August 2018 on the website <https://ecty2018.org/get-involved/>

Brussels, 2 August 2018  
European Travel Commission