
CALL FOR PROPOSALS

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

Award Report

1. SUMMARY

<u>Contracting authority:</u>	European Travel Commission AISBL Grasmarkt 61 1000, Brussels, Belgium
<u>Date of decision</u>	28 th May 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 9th March 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 eight proposals from a consortium of entities were received upon deadline on 9th April 2018. The name of each consortium and the applicant entities are listed below by order of reception:

Name:	Cultural Routes meet Silk Roads (CRmeetSR)
	Superintendence of the Sea, Regional Department for the Cultural Heritage, the Environment and the Continuing Education, Government of Sicily Region (SOPMARE),
	Association for the Conservation of Folk Traditions (ATCP) (International Museum for Puppets Palermo)
	Regional Language Network Yorkshire & Humber (RLNYH)
	NEBULA
	The Metropolitan Development Agency of Thessaloniki
Name:	European World Heritage Journey with Eurail
	Eurail Group G.I.E.
	Travelport International Operations Limited
	National Geographic Channel Europe Limited
Name:	Napoleon for Younger Chinese visiting Europe (NYCE)
	Wallonia Belgium Tourism (WBT)
	European Federation of Napoleonic Cities
	China Outbound Tourism Research Institute (COTRI)

	Atlas International Culture
	European Youth Card Association (EYCA)
Name:	Destination Danube
	Hungarian Tourism Agency
	German National Tourism Board (GNTB)
	National Tourism Organisation of Serbia
	Danube Competence Center
Name:	Ningbo-Nice International Carnival
	Nice convention and visitors bureau
	Imagetrans - Francfort Germany
	Fondazione del Carnevale di Viareggio
	Szegedi Rendezvény-és Mediaközpont
	Sociedad de Desarrollo de Santa Cruz de Tenerife
Name:	Flemish Dutch Masters
	Visit Flanders
	The Netherlands Board of Tourism and Conventions (NBTC)
	Eurail Group
Name:	Nordic Tourism in China
	VisitDenmark
	VisitSweden
	VisitFinland/Business Finland
	Innovation Norway
Name:	The Balkan Jewels
	Tez Tour Bulgaria Ltd.
	National Board of Tourism of Bulgaria
	Tez Tour Romania Ltd.
	Tez Tour Greece Ltd.
	DoubleTree by Hilton Varna

The 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 consortium and asked to provide clarification or further information. All eight proposals complied with the selection criteria.

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:

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

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 above were used to calculate the final score obtained by each proposal:

CRITERIA	WEIGHT	ITEM
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 was performed by a panel which comprised the following members:

¹ In thousands.

² 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).

- 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 eight 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	Cultural Routes meet Silk Roads (CRmeetSR)
2	European World Heritage Journey with Eurail
3	Napoleon for Younger Chinese visiting Europe (NYCE)
4	Destination Danube
5	Ningbo-Nice International Carnival
6	Flemish Dutch Masters
7	Nordic Tourism in China
8	The Balkan Jewels

EVALUATION

ITEM	PROPOSAL							
	1	2	3	4	5	6	7	8
Pan-European dimension and geographical balance	3.00	8.67	8.00	5.33	7.00	4.33	5.67	4.33
Target audience	3.67	9.00	6.00	6.33	3.00	7.33	4.33	4.00
Measurable outcomes	3.00	9.33	6.00	8.67	2.67	4.00	5.33	3.00
Clarity and quality	3.67	8.33	7.33	6.00	5.33	6.33	5.00	5.67
Creativity and innovation	4.67	6.67	7.67	4.67	4.67	7.00	2.33	3.33
Relevance and strategic fit	2.67	9.67	8.67	7.33	2.00	8.00	7.00	6.00
Value for money	1.11	4.73	3.81	5.10	2.60	5.71	2.84	2.99
Investment ratio	8.47	9.59	8.02	8.13	10	8.02	8.02	8.05

WEIGHTED RESULT

ITEM	weight	1	2	3	4	5	6	7	8
Pan-European dimension and geographical balance	30%	0.90	2.60	2.40	1.60	2.10	1.30	1.70	1.30
Target audience	10%	0.37	0.90	0.60	0.63	0.30	0.73	0.43	0.40
Measurable outcomes	10%	0.30	0.93	0.60	0.87	0.27	0.40	0.53	0.30
Clarity and quality	10%	0.37	0.83	0.73	0.60	0.53	0.63	0.50	0.57
Creativity and innovation	10%	0.47	0.67	0.77	0.47	0.47	0.70	0.23	0.33
Relevance and strategic fit	10%	0.27	0.97	0.87	0.73	0.20	0.80	0.70	0.60
Value for money	10%	0.11	0.47	0.38	0.51	0.26	0.57	0.28	0.30
Investment ratio	10%	0.85	0.96	0.80	0.81	1.00	0.80	0.80	0.81
TOTAL SCORE	100%	3.64	8.33	7.15	6.22	5.13	5.93	5.17	4.61

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
8.The Balkan Jewels
1.Cultural Routes meet Silk Roads (CRmeetSR)

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

RANKING	PROPOSAL	CO-FUNDING (EUR)
1st	2.European World Heritage Journey with Eurail	180,000
2nd	3.Napoleon for Younger Chinese visiting Europe (NYCE)	195,810
3rd	4.Destination Danube	120,204
4th	6.Flemish Dutch Masters	100,000
5th	7.Nordic Tourism in China	180,621
6th	5. Ningbo Nice International Carnival	186,950

This decision is published on 29 May 2018 on the website <https://ecty2018.org/get-involved/>

Brussels, 29 May 2018
European Travel Commission