**LETTER OF INVITATION TO TENDER**

Brussels, 17/07/2025

**Invitation to tender: Creating video content and supporting the management of the ECR Group’s YouTube channel.**

1. **ASSIGNOR**

The European Conservatives and Reformists Group (ECR) in the European Parliament is planning to award a contract for “the creation of video content and supporting the management of the ECR Group’s YouTube channel” according to specifications set out in paragraph II.

1. **SUBJECT OF THE TENDER**

The subject of the present procedure covers *provision of services of running ECR Group channel on You Tube*

Each participant can submit only one offer under this procedure.

The contract has a duration of one year, renewable until the end of the European Parliament 2024-2029 legislative term.

The ECR Logo must be visible and prominent on all promotional services. The contractor shall take into account the general ECR Group style guidelines, while remaining flexible to adapt content to the format and target audience, in coordination with the ECR Press and Media Team.

1. **TECHNICAL SPECIFICATIONS**

Purpose of the procedure: Invitation to tender: Creating video content and supporting the management of the ECR Group’s YouTube channel

The price should include the costs of:

- ECR Group Youtube Channel audit

- Daily creation of video content to ensure the publication of at least two videos per day on the ECR Group’s YouTube channel, with the flexibility to use this content across other social media platforms.

Supporting the management of the ECR Group’s YouTube channel

The contractor shall work under the direction of the ECR Group’s Press and Media Team. The Press and Media Team retains full editorial authority and final control over all published content and all communication channels operated on behalf of the ECR Group.

Ensure proper channel setup to allow for uninterrupted content publishing and propagation.

Daily production of at least two Shorts (maximum 45 seconds in length).

Shorts must include British English subtitles and, where applicable, voice-over dubbing.

Minimum production baseline: 45 Shorts per month.

Four long-form videos per month.

Videos should follow a 16:9 aspect ratio and exceed one minute in length. For dubbed content: maximum 10 minutes duration. For subtitled content: maximum 30 minutes duration.

Dubbing should be provided in English.

Develop a catalogue of materials not suitable for publication on the channel.

Establish and apply guidelines for good practices in the preparation of input materials.

Conduct ongoing editing, content analysis, and management of uploaded videos.

Visual and Metadata Optimisation

Design custom thumbnails for all long-form content.

Draft titles, descriptions, and keywords following best practices in YouTube SEO.

Adhere to an approval process, submitting draft videos for review, incorporating feedback, and making necessary corrections or changes to ensure the final deliverables meet the specified requirements.

Use certified partner tools for optimised discoverability.

Provide regular reports on: The Number of views per video and per content type.

Channel performance in comparison to similar or competing channels.

Platform Communication and Support

Maintain contact with YouTube Support.

Escalate technical or policy-related issues as needed.

Represent the channel in communications with Google administration.

Advertising and Content Promotion

Implement a mixed strategy using both organic reach and paid promotion.

Manage and optimise YouTube InStream and InFeed Ads to boost reach.

Set up and handle Shorts-specific ad campaigns to increase views and attract new subscribers.

Total advertising budget must not exceed EUR 20,000 per year.

Contractual Terms

All costs are to be calculated for a 12-month contract period.

The contract shall commence only upon signature.

Any renewal of the contract shall follow the terms stipulated therein.

1. **ORDER COMPLETION DEADLINE**

The contractor will be obliged to execute the service every month, indicating the list of activities performed.

1. **OFFER REQUIREMENTS**

To participate in the procedure, the tenderer must submit an offer prepared under the terms and conditions of these instructions for participation. It shall be submitted within the time limit and to the e-mail address specified in these instructions.

The offer must contain the following information of the participants in the tender procedure:

1. Details of the tenderer:

* Names of the official representative and contact person
* Address and correspondence address (if different from the management address)
* Phone number
* E-mail

1. Offered price in EUR, excluding VAT\*

\* All prices in the offer must be in euros, excl. VAT, according to Art. 151 of Directive 2006/112 / EC and Art. 13 of Directive 2008/118 / EC.

The prices are to be stated separately and clearly indicated per service as laid down in Art 3 of this invitation to tender.

The prices must be fixed and not subject to change for the whole duration of the contract.

The total price net of VAT shall cover all costs borne in performance of the contract.

3. All tenders must:

* + be drawn up on the tenderer’s headed paper.
  + be signed without fail by the tenderer/ the official representatives of the companies or by the natural persons submitting the offer
  + be perfectly legible so as to preclude any doubt whatsoever as to the wording and figures
  + be prepared and submitted in English.

4. The tenderer declaration that:

* + he/she accepts all conditions specified in this invitation to tender
  + he/she has appropriate technical resources for implementation of the order

Each participant can submit only one offer under this procedure.

Tenderers may submit any further documents that they deem of use in assessing their tender.

**VI. PLACE AND DEADLINE FOR SUBMITTING OFFERS**

1. **Place**.

If you are interested in taking part in this tender procedure, please submit a tender:

1. via mail on the e-mail address: [katie.odriscoll@europarl.europa.eu](mailto:katie.odriscoll@europarl.europa.eu)
2. either by post or by courier company, posted no later than 15 July 2025, in which cases the tender documents must indicate that this will be evidenced by the postmark, the date of dispatch or the date of the deposit slip, to the following address:

**European Parliament**

**ECR Group**

**ZWEIG 02L 038**

**Rue Wiertz 60**

**B-1047 Brussels**

1. **Deadline**

Tenders must be submitted no later than

**12 noon on 28 August, 2025**

**VII. EXCLUSION CRITERIA**

Following tender shall be excluded from the tender procedure:

- tender which does not comply with the “closing date for tender responses” procedure will be automatically excluded

* tender which are not forwarded in accordance with the procedures laid down in paragraph V this invitation to tender;

The tenderer undertakes to supply any documents specifically requested of him/her.

Contracts may not be awarded to candidates or tenderers who, during the procurement procedure are subject to a conflict of interest; and/or are guilty of misrepresentation in supplying the information required by the contracting authority as a condition of participation in the contract procedure or fail to supply this information.

**VIII. SELECTION CRITERIA**

The selection criteria shall focus on:

* References for the main project /works of a similar nature carried out in the past 5 years
* the documents relating to the technical and professional capacity

The technical and professional capacity of economic operators may be substantiated by a description of the technical facilities and means available to the economic operator for ensuring quality and a description of available study and research facilities*;*

Tenderers must confirm that:

* they have legal and regulatory capacity to fulfil the tasks
  + either they are enrolled in the relevant professional or trade register

or

* + for service contracts, they must have specific authorisation proving that they may fulfil the purpose of the present contract in their country of establishment or that they are a member of a specific professional organisation
* they have sufficient economic and financial resources as well as technical and professional resources to perform the contract in accordance with the contractual provisions, taking into account the contract's value and scale.

Tenderers may be asked to provide the documentary evidence of their capacities referred to above.

**IX. AWARD CRITERIA**

The contract will be awarded on the basis of the best value for money. Tenders will be evaluated according to the following weighted criteria:

Price: 35%

Quality and persuasiveness of the proposal: 30%

Relevant experience in the field: 15%

Quality of logistical arrangements and administrative support (including flexibility in response to last-minute changes and promptness in personal consultations): 20%

**X. COMMUNICATION BETWEEN THE ORDERING PARTY AND THE CONTRACTOR**

You are reminded that, save in the following exceptional circumstances, all contact between tenderers and the ECR Group is prohibited throughout the procedure. Communication between the ECR Group and the Tenderers during the tender procedure may only occur in the following exceptional cases:

**Prior to the closing date for submission of tenders:**

* ***On the initiative of tenderers,*** in order to receive additional information for the sole purpose of clarifying the nature of the contract.

Tenderers who wish to obtain additional information on the procurement documents should submit their questions by e-mail to the following address: [katie.odriscoll@europarl.europa.eu](mailto:katie.odriscoll@europarl.europa.eu)

No response will be given to any request for additional information received less than five working days before the closing date for submission of tenders.

The ECR Group will not respond to oral questions, questions submitted after the above deadline, or questions which are incorrectly worded or addressed.

Any questions received, together with the relevant replies, will be sent by the ECR Group to all tenderers to whom the specifications were sent.

* ***On the initiative of the ECR Group,*** in the event of an error, an inaccuracy, an omission or any other material shortcoming in the wording of the text of the invitation to tender.
* If appropriate, the additional information and the information referred to above will be communicated on the same date and on identical terms to all the tenderers invited to take part in the procurement procedure;

**After the tenders have been opened and on the ECR Group’s initiative:**

* if the tender gives rise to requests for explanations, or with a view to correcting material errors in the wording of the tender, the ECR Group will take the initiative in contacting the tenderer;

**XI. TERMS AND CONDITIONS FOR PARTICIPATING IN THE INVITATION TO TENDER**

1. Submission of a tender implies acceptance by the tenderer of the terms and conditions laid down in the procurement documents for this invitation to tender.

2. This invitation to tender does not entail any obligation on the part of the ECR Group; that will arise only when the contract is signed with the successful tenderer. Likewise, submission of a tender in no way entitles a tenderer to be awarded the contract or a part thereof. Until the contract is signed, the ECR Group may cancel the procurement procedure without candidates or tenderers being able to claim any compensation for any expenses incurred, including any travel costs. Where applicable, the reasons for that decision will be stated and communicated to the tenderers.

3. Period of validity of tenders, during which tenderers are required to maintain all the terms and conditions in their tenders: six months from the closing date for the submission of tenders (see point VI).

4. The contract for the implementation of this procedure will be concluded with a tenderer whose offer is ranked first according to the criteria set out in Section III.

5. Expenses incurred in connection with preparing and submitting tenders will be borne by tenderers and may not be reimbursed.

6. Tenders will remain the property of the ECR Group.

7. Tenderers will be informed in writing of the decision taken on their tender.

8. The ECR Group will receive the copyrights of all services and materials produced following this tender procedure

I look forward to hearing from you.

Yours Sincerely

**Michael Strauss**

**ECR Group Press and Media Team Leader**