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# Invitation to submit an offer

## 25<sup>th</sup> anniversary Interreg Alpine Space programme

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## Procurement procedure

Since 2000, the Interreg Alpine Space programme (hereafter “the programme”) strives for cooperation in and between the Alpine regions and supports transnational projects in the Alpine area fostering territorial development and cohesion. These projects bring key stakeholders of the cooperation area together to develop joint actions for shared solutions on specific Alpine issues.

The Land Salzburg (Austria), department for economy, tourism and municipalities, sub-department regional development and EU regional policy, as managing authority (MA) bears the overall responsibility for the implementation of the programme and it carries out procurements of external services needed to support programme implementation. The MA and the partner states of the programme are supported by a joint secretariat (JS). To learn more about the programme, please consult the website [www.alpine-space.eu](http://www.alpine-space.eu).

The programme intends to organise an event on 12-13 May 2025 in the city of Salzburg (Salzburg Congress) to celebrate the 25<sup>th</sup> anniversary of the Interreg Alpine Space programme. A side event is also planned on 14 May, which should be an optional excursion to visit EU-funded projects in the Salzburg region.

The aim of the present direct award procedure according to § 46 of the Austrian procurement law (BVerG 2018) is to select a service provider to support the event organisation. The contract will be set up based on Austrian law and concluded with the Land of Salzburg.

## Background information

2025 will mark the 25 years of the Interreg Alpine Space programme. An anniversary is always an opportunity to remember, celebrate and think about what we would like in the future. Therefore, this event should be the opportunity to:

1. Promote the results of past projects and look into the future of Alpine cooperation/next programming period;
2. Bring together the different stakeholders of the Interreg Alpine Space programme, celebrate the achievements of the last 25 years (giving time and space for fun moments and interactive exchanges);
3. Increase the visibility of Interreg Alpine Space by bringing it closer to the citizens.



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## Main messages

What has been achieved in the last 25 years by many motivated people on the ground should be at the core of all our activities. The following aspects could be treated during the event:

- How have the programme and its projects contributed to enable the Alpine region to successfully manage the triple transition processes (integrating green, digital and social aspects in regional development)?
- What has changed for citizens on the ground, for policy makers, for the single end users of the funded projects (tourism, transport, energy efficiency, preservation, spatial planning, etc.)?
- How have projects partners / different countries and regions worked together? (united in diversity)
- How has the programme contributed to “the” European project/vision?

Emphasis should be on the people and very concrete activities, always keeping in mind the importance of emotions.

## Main themes

Taking into consideration the funding priorities of the Interreg Alpine Space programme in the past years, it could be interesting to label the activities/communication material according to the following themes (other ideas by the bidders are welcome and can be presented in the offers):

- Innovation and digitalisation
- Carbon neutrality and sustainable development
- Climate resilience
- Governance and cooperation

## About the event

- Event location: Salzburg Congress, Salzburg city.
- Date: Monday 12 - Tuesday 13 May 2025 (Salzburg Congress), Wednesday 14 May 2025 (side event in form of offered excursions to visit EU-funded projects in Salzburg city and the surrounding area).
- Participants: between 300 and 400 from all seven Alpine countries (Austria, Germany, France, Italy, Slovenia, Liechtenstein, Switzerland).

The main target group for the event are programme beneficiaries and programme bodies. Beneficiaries means organisations that are developing and implementing projects funded by the programme such as public authorities and development agencies (on national, regional and local level), higher education and research

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institutions, NGOs and citizens' associations, enterprises (incl. SME), infrastructure and (public) service providers, business support organizations (chambers of commerce, networks and clusters) and citizens. The second target group are end-users and multipliers of project results, including Alpine organisations such as Alpine Convention, CIPRA and organisations working together in the framework of the macro-regional strategy EUSALP. Further target groups are representatives of EU-institutions (European Commission, European Parliament), European and national networks, and other Interreg programmes.

An overview of the draft programme is provided below. For more information on the expected schedule, please refer to the annex of this document.

- Day 1: Registration opens at 12:30 at the Salzburg Congress Centre. A buffet lunch will be served from 12:30 to 14:00. The afternoon shall be dedicated to high level speakers and a reflection on the last 25 years. There will be a 25th anniversary award ceremony (format to be fine-tuned with the selected service provider) and a press conference. In the evening there will be an event / dinner at another location in the city center.
- Day 2: The second day will be dedicated to networking and reflection on the next 25 years.
- Day 3: An optional excursion should be organised to the Salzburg region to see what the projects have achieved on the ground.

## Specification of services

The following services are expected to be delivered by an external service provider or consortium of companies to the programme.

### Event management:

- Support in the elaboration of the programme, mainly concerning the structure, format and moderation;
- Support in the creation and development of innovative working and networking formats (parallel sessions, side events, networking dinner, etc.);
- Support in the development of session descriptions according to chosen formats (these include mention of: event objectives, session objectives, session roll-out, speakers, room setup, etc.);
- Support in the coordination of activities with the local host (e.g. allocation of sessions to specific rooms, room preparation);
- Development of the session-related material and participant handouts if applicable;
- Management of the registration before and during the event on 12-13 May in Salzburg Congress



(registration system, list of participants, badges);

- Support in the organisation of a side event on 14 May in the Salzburg Region (definition of the programme and support in logistical organisation);
- The contractor is welcomed to suggest any additional event (pop-up event, activity to engage citizens, etc) that could fit for the 25<sup>th</sup> anniversary.

#### Communication activities:

- Support in the venue dressing and branding of the event;
- Graphic design of a programme folder for the event including: introduction, programme description, practical information (including designed maps), participants list and other information. The format is expected to be A5, with 16 pages. As this is to be a green event, we invite bidders to make a proposal in this direction in the offer, whether it is a digital solution or a mix of digital and print;
- Support in the design and elaboration of a dedicated section on the website for the 25 years (maybe subdomain 25years.alpine-space.eu);
- Support in the creation of merchandising products, not necessarily with a specific 25 years identity, to avoid a limited lifespan. The only specific 25th anniversary merchandising will be a (gold) sticker that could be added to the notebook and possibly a tote bag for the conference. The provider is invited to make any additional proposal that could fit;
- Publication to commemorate the 25 years (post event): Elaboration of the content, layout and printing. We foresee a 20-30 pages publication (A4 format, at least 300 copies);
- Social media campaign (visual identity, content creation in coordination with the JS and posting) of at least one publication per month that will remind us something that was achieved in the last 25 years;
- The bidders are welcomed to suggest any other communication activities in the offer (e.g. podcast, exhibition, photo competition, publication etc.).

## Timeline

Companies or consortia of companies interested in the present procurement are invited to submit an offer via e-mail to [js@alpine-space.eu](mailto:js@alpine-space.eu) by **Friday 6 September 2024, 1 pm**. The offer shall reflect the specification of services as set out in this document.

Any questions with regard to this present procurement procedure and essential for setting up the offer shall be formulated in English and sent to [js@alpine-space.eu](mailto:js@alpine-space.eu) by Monday 26 August 2024. The answers to all questions received will be published on the same website where this present procurement document is



available and will be made available by Wednesday 28 August 2024. These Q&A shall be considered when setting up the offer.

The following time schedule is foreseen for the delivery of services:

- October 2024: Kick-off meeting.
- November 2024: Provisional programme and first invitations. First version of a dedicated page for the anniversary.
- Jan - December 2025: Promotion of the anniversary and event.
- March 2025: Final programme.
- May 2025: Main event in Salzburg (Congress 12-13 May, Side-event 14 May).
- June-October 2025: Publication/Proceedings.

The kick-off meeting will be held online or in Salzburg with the contracted company late October 2024. During this meeting, the work plan for the following months will be discussed and fine-tuned and first exchanges on content will take place. Further meetings will take place in the following months, whereby two on-site physical meetings are foreseen in Salzburg.

## Award criteria

The following criteria will be used to select the most economically advantageous offer.

- Proposed approach/method for the service delivery (proposed time schedule and format for close collaboration with the contractor);
- Qualifications and experience of the nominated team members of the bidder (education, qualifications, professional experience, reference projects);
- Price.

Please make sure that the offer is in English and contains:

- Suggestions as regards the approach that shall be followed to deliver the services, including proposals on how to promote, set up and moderate the parallel sessions and social events (networking dinner, award ceremony, side event).
- Nomination of the team of persons that will deliver the services, providing information on their qualifications and experience in organising international conferences or workshops, possibly for EU-programmes or projects in English language.



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- A financial offer with a detailed price list, using the template that is provided with this invitation to submit an offer.

The following elements shall be taken into account by the contractor:

- The content of the programme and publications will be defined by the JS or developed in coordination with the JS.
- The contractor is expected to be on site during the event.
- All produced materials must respect the Interreg Alpine Space corporate design and be eco-friendly. The corporate identity rules and elements will be provided by the JS.
- The copyright for all products (if applicable) shall belong to the contracting authority.

The offered price shall cover any costs arising from the complete delivery of the services described below. Additional costs will not be reimbursed. VAT is to be indicated separately and prices have to be indicated as fixed prices. For the price offer the template provided by the contracting authority shall be used.

No reimbursement of costs arising from the elaboration and submission of the offer will take place. Please note that products and content elaborated in the framework of the contract (texts, pictures, graphical elements, etc.) shall be handed over to the contracting authority for further use.

Please be aware that the Land of Salzburg as contracting authority may request additional documents to verify the authorisation of the company to deliver the service, its professional reliability as well as its financial, economic and technical ability to perform the services.



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## Annex: Draft programme 25<sup>th</sup> Anniversary event

Monday 12 May 2025

Registration opens at 12:30 at Salzburg Congress (Auerspergstraße 6). A buffet lunch will be served from 12:30 to 14:00

**12:30 - 14:00 Lunch**

**14:00 - 14:30 Opening of the Event and official welcome**

**14:30 - 16:00 Reflection on the last 25 years**

Keynote speech and presentation of good practices

**16:00 - 16:30 Coffee break**

**16:30 - 17:00 25<sup>th</sup> Anniversary award ceremony**

For a relevant person/project for the programme. Categories to be defined.

**17:00 - 18:00 Time for exchange, side meetings, gathering of former project partners, presentation of projects in the hall, press conference etc.**

**Evening: Let's celebrate!**

- Dinner (Salzburg city, location tbc)
- Cultural event (either concert before the dinner, or inauguration of an exhibition about the 25 years)





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## Tuesday 13 May 2025

Welcome coffee at 08:30. Registration also possible on the second day.

**09:00 - 10:30** What's the future of the Alpine Space? Part 1.

Parallel workshops with the participants. Format to be defined.

**10:30 - 11:00** Coffee break

**11:00 - 11:45** What's the future of the Alpine Space? Part 2.

Presentation by the moderators of the workshop sessions' results.

**11:45 - 12:30** Official closing

**12:30 - 14:00** Lunch

**14:00 - 17:00** Time and space for parallel events

- Meet and match event so that potential project partners can meet and develop ideas
- Meeting of representatives of EUSALP and/or the programme

## Wednesday 14 May 2025

Optional field visit of a project around Salzburg, including a lunch break.