



Invitation for expression of interest & submission of offers for the provision of communication services to the Hellenic Corporation of Assets and Participations S.A.

25 June 2021

I. Introduction

The Hellenic Corporation of Assets and Participations S.A. (hereinafter “HCAP” or the “Corporation”) operates in the public interest in accordance with the rules of private economy.

In order to fulfil its purpose, the Corporation acts in an independent and professional manner with a long term vision for achieving its results, in accordance with its Internal Rules of Procedure; it also acts to guarantee full transparency, with a view to enhancing the value and improving the performance of its assets as well as generating revenue for the Hellenic Republic.

II. Scope of services

In this context, HCAP is interested in recruiting a company (or joint venture or grouping of companies) as a Public Relations Advisor to plan and implement the Public and Corporate Relations programme in a comprehensive manner.

The Advisor is expected to assist HCAP through:

- Ongoing monitoring and updating of HCAP communication needs and targets, in cooperation with HCAP’s management team.
 - _ News must be monitored in the daily and weekly press (and on Saturday and Sunday), in hard copy and electronic format, and in the main social media and on search engines. Preparation of qualitative and quantitative reports for each time period to be specified by HCAP.
- Preparation of an action plan each year with proposals for participation in events, conferences and interviews / statements in the digital and printed press.
- Media Relations & Public Affairs – Advice on how to manage communication with representatives of the mass media and on HCAP’s public affairs, as well as briefings at national or local level, where and when required.
- Spokesperson training: training for the company’s key spokespersons.
- Support for organising meetings to brief specific and/or wider audiences among the public, as well as support for the Company’s participation in similar events in Greece and/or abroad, and general support and management of HCAP’s public relations and public affairs.
- Proposals for a communication strategy in the sustainability sector.
- Monitoring implementation of this plan and taking corrective steps where there is a deviation from targets or changing in those targets in arrangement with HCAP’s Management team.

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_ Monitoring implementation of the communication plan should be done based on a specific framework of targets and scheduling of actions. Such scheduling (meetings between the contractor and HCAP, periodic reporting, etc.) shall be agreed in the first stages of the project being undertaken and may be altered when dealing with emergencies.

- Crisis and issues management.
- Coordination of the necessary media and communication channels (such as the corporate website, corporate reports, any other corporate touchpoints, and all mass media as appropriate from time to time) to achieve the above objectives.
- Support for the HCAP Communication Division and Press Office to manage expected daily needs. Support for content strategy and writing of texts and announcements based on the communication plan's requirements.

Content development / production for any of the above initiatives will also be required in English.

III. Duration

The service agreement shall be for 12 months commencing from the date on which the agreement is signed, and HCAP shall be able to extend it by 12 months, following written notice.

IV. Budget

The maximum annual budget for the provision of these communication services is € 55,000, not including VAT. Offers that exceed the above budget shall not be considered.

This budget does not include production costs / third party costs, whose budget will be submitted to the Company before they are implemented for approval, and creative services which will be calculated based on the price list to be submitted along with the offer.

The Advisor selected shall be called upon to issue a letter of guarantee for an amount which shall be 10% of the agreed fee. Where the contract is extended, the Contractor must extend or issue a new letter of guarantee at 10% of the agreed fee.

V. Participation Requirements

Participation in the bidding process presupposes that the party submitting a bid solemnly declares and fully and unreservedly accepts that:

- It meets the requirements for participation in this RfP.
- The bidding process is conducted exclusively in accordance with the terms and conditions of this RfP.

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- It guarantees fully and without any reservations the accuracy of its financial offer.
- The submitted offer is binding upon the submitting party for a period of twenty one (21) days from the date of the competition within which HCAP shall have the right to invite it in writing to sign the contract and the Advisor shall be obliged to come forward.
- The Advisor has a tax and social security clearance form and the grounds of exclusion in Articles 73 & 74 of law 4412/2016 to not apply to it.

Each candidate must submit a solemn declaration (**DOSSIER A**) in which it solemnly declares that all the requirements for participation in the competition mentioned in this RfP are met.

HCAP may at any time request the relevant supporting documents that certify and prove the requested information.

VI. Selection criteria

The interested parties, among other things, must have and be able to demonstrate and provide indisputable evidence of in-depth market knowledge and expertise in such assignments. In particular, the qualitative and financial selection criteria for the interested parties are:

1. Track record and Experience: Concrete description of relevant experience and track record in the provision of related specialised services, of such nature (**DOSSIER B**). More particularly, it shall include:

- i. Documentation of relevant experience in the Greek market (15% weighting).
- ii. List of companies/ organisations, with which the Advisor has cooperated as well as an indicative presentation of best applied practices and actions in at least two companies of a size similar to HCAP (10% weighting).

2. Project Team: Proposed team composition and structure, including relevant experience of the team leader and senior members of the team. The expression of interest dossier should include the CVs of all members of the team proposed by the interested parties, as well as a clear description of the added value of each member in the team, depending on their area of responsibility and experience (**DOSSIER C**) (25% weighting).

3. Methodological approach: Interested parties should submit along with their proposal, a brief description of the proposed methodological approach to the project, the identification of critical issues, the working method, with special emphasis on implementing HCAP's communications strategy (as a case study) (**DOSSIER D**) (25% weighting).

4. Financial Offer: The financial offer of the candidates (**DOSSIER E**) should specify the fee for the whole project (25% weighting). The financial offer must be absolutely clear and will be excluded if it contains proposals which do not permit a precise and complete comparison of the offers (for example if it contains phrases like "to be discussed", "depending on x", "alternative financial offer", etc.) or refers to external conditions.

Offers will be evaluated based on the above mentioned qualitative criteria in points 1, 2 and 3 and the financial offer, which will be taken into account with the respective weighting factor.

VII. Declaration of no conflict of interest and financial standing

Interested parties and the project team members should solemnly declare that there is no conflict of interest regarding the services they are requested to provide to HCAP, and that they do not have a professional relationship, or that they do not provide such services to third parties that could constitute a conflict of interest and that in case the assignment is awarded, they must state that it will not lead to a conflict of interest for any of the parties involved.

Where external associates, employees in affiliated companies or other legal persons are used in a joint venture or subcontracting agreement, a no conflict of interest declaration must be included in the file for each legal person in relation to the members of the project team who work for that legal person.

That no conflict of interest declaration (**DOSSIER F**) must be valid for the whole duration of the services provided to HCAP.

HCAP may request, at any time, that interested parties and the project team members provide clarifications and evidence on conflict of interest issues.

Interested parties should submit a solemn declaration (**DOSSIER G**) that during the last three (3) financial years and according to their books and figures, the average annual turnover was at least twice the total budget of the contract.

VIII. Personal data

In the context of the submission and / or evaluation of a specific offer, HCAP may collect and process personal data (such as personal data of legal representatives / staff of the interested party, etc.) as data controller, where that is required. Any such processing shall be carried out in the manner set forth in the HCAP's "Policy for the processing of Personal Data - Information Notice", which can be found at the following link "[Policy for the processing of Personal Data](#)" and forms an integral part of this RfP.

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By submitting an offer under this RfP, interested parties shall be deemed to have fully and unreservedly accepted the following:

a. that they have carefully read, prior to the submission of the offer, HCAP's "Policy for the processing of Personal Data-Information Notice" which forms an integral part of this RfP and agree with its content.

b. that they have informed the natural persons whose personal data may be transmitted by the interested parties to HCAP about such transmission as well as in relation to the content of HCAP's Policy and have received their explicit consent (if required by applicable provisions) for the transmission of their personal data to HCAP, in accordance with that Policy.

IX. Selection process

1. The Advisor will be selected in accordance with the provisions of the HCAP's Procurement Regulation (2.3). The assessment shall take into consideration the selection criteria set out in section VI above. HCAP may require any clarification, addition or adjustment of the submitted documentation as deemed necessary. Any clarification or addition to documents shall refer exclusively to ambiguities, non-material discrepancies, or obvious typical errors that are capable of being corrected or supplemented.
2. Interested Parties that do not fulfil the minimum requirements for participation, as set out above, will not be considered in the selection process.
3. HCAP hereby reserves the right to extend or amend the Advisor's task so as to include complementary services (if necessary), that may be required and cannot be identified at the present time and from a technical, legal and financial perspective prove to be inseparable from the Advisor's task, doing so in accordance with the applicable legislation.
4. HCAP reserves, at the fullest extent possible and at its exclusive discretion, the right to cancel, suspend, amend or postpone until a later time the selection process, without any prior notice, as well as to terminate any negotiations or discussions at any stage of the process, without incurring any liability whatsoever to any participant and/or any third party.
5. No responsibility or liability is or will be accepted by either the HCAP or any of its advisors, agents, employees and officers in respect of any error or inaccuracy or omission arising from this document. No person acquires any right or claim for compensation or other right from this RfP or from their participation in the process described herein, against the HCAP or any its advisors for any reason or cause.
6. Interested Parties shall be considered to have fully and irrevocably accepted the terms and conditions of this competition.
7. Any dispute arising under, or out of, or in connection with the present Request for Proposals including the offers submitted and the agreement to be signed, shall be subject to the exclusive jurisdiction of the Courts of Athens, Greece and the governing law will be Greek Law.
8. Interested parties should submit their offer - expression of interest marked with the phrase "**HCAP PUBLIC RELATIONS ADVISOR**" exclusively via email to the Email address: info@hcap.gr, and it should be protected with a password. The offer from each Interested Party should comprise all the above requested dossiers, and may be accompanied by any other document

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proving the experience and specialisation of the Interested Parties in relation to the relevant Services.

More specifically, upon penalty of exclusion, at least two, separate and locked files must be attached to the email from each interested party submitting an offer. Mandatorily, the financial offer (**DOSSIER E**) shall be attached to the email of each offer separately and must be protected with a different password

In all events, after lapse of the deadline for the submission of offers, Interested Parties shall be invited by email to submit the passwords for opening the files attached to their offer sent by email.

9. The offers of Interested Parties must be submitted no later than **Thursday, 15 July 2021 by 17:00pm**, Athens time.