ΕΘΝΙΚΟ ΑΝΑΠΤΥΞΙΑΚΟ ΤΑΜΕΙΟ
HELLENIC GROWTH FUND

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Financial Proposal

Could you please clarify the mandatory KPIs that will be used to evaluate media plans and measure campaign success across each medium? / Suggested KPIs must be proposed by the final bidder. The overall reach of the suggested targets is a must KPI for the success of the campaign.

Are there any predefined parameters, assumptions, or guidelines that should be considered when developing the proposed media masterplan? The guidelines are included in the RFP and the detailed brief attached to it.

Methodology & Approach

Are there any existing brand awareness, consideration, or perception studies that can be shared with participating bidders to support the development of the proposed approach? NDA has been uploaded.

Regarding creative assets, will Growthfund provide all required materials, or should the successful bidder anticipate undertaking adaptations and channel-specific optimizations? yes

Is there an expected minimum or maximum allocation between offline and digital media channels, or should the proposed channel mix be determined entirely by the bidder’s recommended strategy? This is part of the task of suggested methodology & proposal by the candidates.

General Questions

Is it possible to share the RFP also in Greek? The RFP is only available in English.

What documentation or qualifications will be required to verify a company's capability and eligibility to provide media buying services?

According to the RfP, all interested parties must prove that they are registered to pursue their professional activity under applicable law, depending on the country of their establishment, **through the completion of the relevant section of the ESPD** (see article X of the RfP). Each interested party – and in case of consortia/joint ventures, each member thereof as well as subcontractors to whom the interested party relies upon– shall state in the ESPD document(s) to be submitted information concerning registry to pursue their professional activity as required per applicable law.

Moreover, according to the RfP, the Dossier A of the offer should include a catalogue of at least three (3) assignments for public organizations, ministries, public enterprises, organizations of strategic importance, **with reference to goals, budget and results**, in relation to the last three (3) years in which the interested party has participated, proving extensive experience in the delivery of similar assignments. **The catalogue should include a brief description of the relevant material assignments assigned and completed as well as the duration of the assignment (start date & end date).**

Interested parties must be able to demonstrate expertise in providing the type of requested services, in private and public sector companies. As a minimum requirement, interested parties **must submit a list of companies/organizations handled by same with a similar scope of work and present best practices and actions (case studies) they have applied in at least three (3) companies (from both public and private sector).**

HELLENIC GROWTH FUND has the right to request project completion certificates or client recommendation letters or contracts for the above projects; or to contact directly project clients to verify the accuracy of the submitted information.

See also answer to the below question.

The RFP states that *"Interested Parties may also participate under a group or consortium."* Could you kindly provide the status for Subcontractors and also applicable requirements, eligibility criteria, and supporting documentation?

See paragraph XI of the RfP.

Each candidate submits a European Single Procurement Document (ESPD). In the case of consortia/joint ventures, the exclusion criteria are examined with regards to **each individual member of a consortium/joint venture, which must submit a separate ESPD document**. In case of reliance in the capacity of third parties-subcontractors for the fulfilment of the selection criteria, the exclusion criteria are examined and with regards to the above entities (third parties), according to the provisions of the RfP. **Interested parties shall include in the respective Dossier of their proposal an ESPD of the entities to whom they rely as well. See also par. X of the RfP.**

As stated under par. X of the RfP, interested parties that are consortia/joint ventures shall be required to include declarations of each of their members appointing one of the consortium member as the Lead Member authorized to submit the proposal on the consortium's and its members` behalf, execute the agreement and act as a single point of contact between HELLENIC GROWTH FUND and the relevant interested party/advisor and a process agent throughout the procurement process and during the term of the agreement.

As stated under par. VIII of the RfP in case that are used other legal entities in joint venture or under subcontracting agreement, then for every legal entity and all team members of same should be included in the proposal a statement of nonconflict of interest by such legal entity and team members.

As stated under par. IX of the RfP interested parties that are consortia/joint ventures shall be required to submit documentation on financial records in relation to each consortium/joint venture member. Interested parties may rely on other entities in terms of required financial records for the last three (3) years. In this case, they shall prove that they will have the necessary resources at their disposal, by presenting the relevant commitment of the entities in which they rely (see par. XI of the RfP). In

the case of a consortium/joint venture, the annual turnover of the Interested Party will be considered on a cumulative basis.

Interested Parties must prove that they will have at their disposal the resources necessary for the performance of the contract by producing a commitment letter, signed by the authorized representative of such an entity, and the supporting evidence that those other entities have the respective capacities in accordance with the terms of this RFP.

In particular, a document shall be submitted (agreement or, in the case of a legal person, a decision of the competent administrative body or, in the case of a natural person, a self-declaration), under which both the tendering economic operator and a third-party tenderer of the financial and / or technical and/ or professional capacity of the entity, so that it is at the disposal of the tenderer for the performance of the contract. The relevant document should be detailed and state at least the specific resources that will be available for the performance of the contract and how they will be used to perform the contract. The third party will explicitly undertake to make the specific resources available to the tenderer during the term of the contract and the tenderer will make use of them in the event that the contract is awarded to them. In case the third party possesses financial standing, it will also state that they become, jointly with the tenderer, responsible for the performance of the contract. In case the third party possesses technical or professional suitability related to the qualifications and professional experience, they will commit to perform the tasks or services for which the specific skills are required, stating the part of the contract that they will perform.