

PROJECT Fit4co CBO (Project code: ITAT-62-004)
Interreg VI-A Italy–Austria Programme 2021–2027
Unique Project Code (CUP): C99I23001350003

Invitation to submit an offer

Communication and dissemination services for the results of the Fit4Co CBO project

Background and context

The European Grouping of Territorial Cooperation (EGTC) Alpine Pearls is a transnational network of 13 destinations in Austria, Italy and Slovenia. It coordinates cooperation among its members and develops joint initiatives and projects, particularly in the fields of sustainable mobility and tourism.

Within the Interreg Italy–Austria project Fit4Co CBO, Alpine Pearls has examined administrative and organisational obstacles affecting the work of a transnational EGTC.

The results have been compiled in a report identifying the main challenges and proposing practical solutions to improve cooperation and support the further development of the EGTC.

The report is attached to this invitation to tender and serves as the main reference document for the communication and dissemination activities.

Alpine Pearls is now seeking an external service provider to communicate these findings to relevant stakeholders, particularly municipalities, tourism destinations, regional authorities and other institutions in the Alpine region.

Possible communication channels include targeted LinkedIn campaigns (e.g. Sponsored Content), press releases distributed to relevant media and professional networks, direct communication with institutions and stakeholders, and communication via the Alpine Pearls website. Service providers are welcome to propose the most suitable channels and combination of measures to reach the target groups effectively within the available budget.

The communication and dissemination approach should take into account both the programme-related requirements of Interreg VI-A Italy–Austria and the international target groups of Alpine Pearls.

Date and time frame:

Implementation period: October 2026



Type of contract and service description

The maximum budget available for this service is **EUR 2,000 net (excluding VAT)**. This amount must cover all costs associated with the proposed activities, including preparation, content creation, coordination, revisions, implementation and any advertising or distribution costs.

The service provider is expected to develop and implement a targeted communication and dissemination approach based on the findings of the attached Fit4Co CBO report.

The proposed activities should aim to reach the target groups identified above and may include digital campaigns, press releases, direct stakeholder communication or other suitable measures.

The offer should specify:

- The proposed activities and communication channels;
- The communication materials and other deliverables to be produced;
- The target groups and geographical coverage;
- The implementation schedule;
- A cost breakdown, including any advertising or distribution costs.

The service provider is invited to propose the combination of activities and channels considered most appropriate to achieve the communication objectives within the available budget.

Communication languages

The communication and dissemination activities must comply with the bilingual communication requirements of the Interreg VI-A Italy–Austria Programme 2021–2027. German and Italian must therefore be adequately represented in the communication activities.

For social media communication, a combination of German/English and Italian/English content may be used to address both the programme-related requirements and the international target groups of Alpine Pearls. The specific language mix and publication sequence will be agreed with EGTC Alpine Pearls prior to implementation. English may be used as an additional communication language where appropriate, particularly to reach international stakeholders and networks beyond the programme area.

The service provider should indicate in its offer how the language requirements will be addressed within the proposed communication approach.

Purpose of the service:

The purpose of the service is to increase the visibility of the Fit4Co CBO project results and communicate the identified challenges and proposed solutions to relevant stakeholders in the Alpine region.



Procurement procedure

The contract will be awarded directly in accordance with the Austrian Federal Procurement Act (Bundesvergabegesetz – BVergG 2018) and the applicable programme requirements.

The award will be based on the best bidder principle, taking into account the price as well as the quality and suitability of the proposed approach and the relevant experience of the service provider.

The following criteria will be applied:

- **1 – Price – maximum 10 points**

The lowest-priced eligible offer will receive 10 points. All other offers will be scored proportionally according to the following formula:

$$\text{Price score} = (\text{Lowest eligible price} / \text{Price of the offer being evaluated}) \times 10$$

Offers exceeding the maximum budget of EUR 2,000 excluding VAT will not be considered.

- **2 – Quality and understanding of the task /proposed approach – maximum 60 points**

The proposed approach will be assessed based on the following three aspects, each worth up to 20 points:

Understanding of the task and project results (20 points): Understanding of the Fit4Co CBO findings and the communication objectives.

Proposed communication approach (20 points): Suitability of the proposed activities, communication channels and content for reaching the identified target groups.

Feasibility and implementation (20 points): Clarity of the proposed deliverables, realistic implementation schedule and appropriate allocation of the available budget.

Each aspect will be assessed using the following scale:

Points	Assessment
0	Not addressed or inadequate
5	Poorly addressed
10	Adequately addressed
15	Well addressed
20	Very well addressed, with a clear and convincing proposal

- **3 – Relevant experience – maximum 30 points**

Relevant experience in communication, dissemination, digital campaigns and/or EU-funded projects will be assessed on the basis of references submitted by the bidder.

Up to three references will be evaluated, with a maximum of 10 points per reference:

- 0 points: Not relevant to the requested services.
- 5 points: Partially relevant.
- 10 points: Directly relevant.



References should include a brief description of the services provided, the client and the year of implementation. Experience with EU-funded projects is considered relevant but is not mandatory.

Final evaluation

The contract will be awarded to the bidder achieving the highest total score out of 100 points.

In the event of a tie, the offer with the higher score for quality and understanding of the task / proposed approach will be ranked first.

The offers will be evaluated by two project managers of EGTC Alpine Pearls, who will prepare a documented recommendation. The final award decision will be made by the authorised representative of EGTC Alpine Pearls.

Tender deadline:

Monday, 28 September 2026, 1 p.m. by email to projects@alpine-pearls.com

Incomplete or late bids will not be considered.

If you have any questions, please contact us

Annex 1: Fit4Co CBO – Alpine Pearls Obstacles Report

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Alpine Pearls

22 September 2026

