



## **PUBLIC CALL FOR TENDERS**

### **Subject of procurement:**

***Selection of PR agency/agencies for the development and implementation of a PR strategy and the carrying out of PR activities, and agency/agencies for press clipping services in foreign markets in 2026 and 2027 (with the possibility of extension to 2028)***

**Procurement number: 131-2025-JP**

**Zagreb, September 2025**

## **1. GENERAL INFORMATION ABOUT THE CONTRACTING AUTHORITY**

### **Information about the Contracting Authority**

#### **Croatian National Tourist Board**

Iblerov trg 10/IV., PO box 251, 10000 Zagreb

Website: [www.croatia.hr](http://www.croatia.hr)

Croatian personal identification number (*OIB*): 72501368180  
(hereinafter: the Contracting Authority)

### **Organisational unit responsible for communication with Tenderers:**

PR and Social Media Department

### **Method of communication and contact details:**

All communication prior to the submission of the offer, and relating to the subject of procurement, shall be conducted exclusively in writing via the following e-mail addresses: [postupci.nabave@htz.hr](mailto:postupci.nabave@htz.hr) and [Global PR@htz.hr](mailto:Global_PR@htz.hr), no later than three days before the deadline for submission of tenders.

The Contracting Authority will not respond to enquiries submitted in any other manner or to any other e-mail address, nor to those received after the deadline for submission of enquiries. The Contracting Authority shall respond to received enquiries to the e-mail address from which the enquiry was sent, within no later than 2 working days from the date of receipt of the enquiry.

## **2. INTRODUCTION**

In accordance with the current Strategic Marketing and Operational Plan of Croatian Tourism, the vision of Croatia as a tourist destination is to achieve recognition as a sustainable, high-value destination which – with the aim of improving the quality of life of the local population – will offer a wide range of authentic and high-quality tourist experiences to different segments of tourist demand.

For the purpose of implementing the PR strategy and plans, it is necessary to follow the main objectives of Croatian tourism, which are:

- 1.** Strengthening the brand of Croatia as a tourist destination
- 2.** Attracting high-spending consumers, ensuring year-round business in tourism, and reducing the geographical concentration of demand
- 3.** Supporting and contributing to the objectives of the Sustainable Tourism Development Strategy up to 2030.

Relations with key media and activities related thereto, with particular emphasis on the implementation of the strategy in each individual market, include the following activities:

- PR/media strategy, establishing relationships and ongoing communication with relevant media (journalists) in the market, establishing relationships with new media (journalists), general PR support (press releases, distribution, etc.)
- Securing coverage in key media in each of the markets (print and digital), sending weekly media reports

- Organisation of PR events and/or special projects in the markets, use of social media influencers to achieve set objectives, crisis communication planning, and coordination of activities between subcontracted agency/agencies in the markets, Croatian National Tourist Board representative offices in the markets, and the Croatian National Tourist Board PR and Social Media Department
- Monitoring and analysis of PR coverage per market (press clipping).

### **3. DESCRIPTION OF THE SUBJECT OF PROCUREMENT**

The subject of procurement is divided into two groups, as follows:

- **Group 1 – Development of a PR strategy and proposal for the implementation of the PR strategy for each of the markets for 2026** (the strategy may also apply to 2027 and 2028)
- **Group 2 – Press clipping service for each of the markets for 2026.**

**Tenderers may submit an offer for both groups of the subject of procurement or only for Group 1 of the subject of procurement.**

#### **3.1. Description of the subject of procurement for Group 1**

The PR strategy prepared by the Tenderer must aim at precisely targeting specific groups of tourists in designated geo-zones, according to expressed interests related to travel to Croatia. The activities should include maintaining a positive image of Croatia as a tourist destination, generating media coverage in the markets, responding to negative publications (crisis communication plan), as well as establishing and maintaining relations with key journalists/media outlets and influencers. The PR strategy must also include proposals for the communication of certain initiatives defined in the Strategic Marketing and Operational Plan of Croatian Tourism (PPS+, premium, etc.), which are highly important for certain markets, and must achieve the above-mentioned objectives in the following markets:

- Austria
- Belgium
- The Netherlands
- Czech Republic
- France
- Italy
- Hungary
- Germany
- Poland
- Slovakia
- Slovenia
- Sweden
- Switzerland
- Great Britain

The Tenderer shall submit its offer for all those markets for which it can deliver the specified services and activities for Group 1 of the subject of procurement, and that for a minimum of 3 of the listed markets.

A contract for the performance of the tasks that are the subject of procurement shall be concluded for each market with the agency that has achieved the highest total score in accordance with the criteria for the evaluation of offers.

In the event that one of the selected agencies for a particular market withdraws from concluding the Contract for any reason, the Contracting Authority reserves the right to offer the conclusion of the Contract to the agency that has achieved the next highest number of points.

### **3.2. Content of the offer to be delivered by the selected Tenderer for Group 1 of the subject of procurement**

#### **1) Market analysis and research**

The Tenderer shall prepare an analysis and research for each market for which it applies. The analysis, on the basis of which the PR strategy will be developed for each market, shall include:

- analysis of the individual target group for each of the products/initiatives;
- analysis of media consumption of the individual target group;
- consumer habits (consumer journey) – when and how the consumer makes decisions about choosing a holiday destination;
- analysis of the competition (PR activities of other destinations in the given market).

#### **2) PR Strategy and activity plan for 2026**

On the basis of the conducted analysis and defined budgets, the Tenderer shall prepare:

- a strategy for each individual market;
- a proposal of PR activities per market, with an explanation of the effects.

The Croatian National Tourist Board will provide Tenderers who meet the requirements of the qualification stage and confirm their participation with a detailed brief.

PR strategies must be prepared for all markets in the same template that will be provided by the Croatian National Tourist Board.

#### **3) Composition of the working team and tasks – Form 3**

- The Tenderer must demonstrate that, for the purposes of performing the subject of procurement, it has at its disposal experts who possess the professional qualifications required for the performance of the service which is the subject of procurement. The proposed experts must meet the minimum professional qualifications of this subject of procurement and must be engaged for the entire duration of the contractual relationship.
- At least one of the proposed experts must have **a minimum of 5 years of work experience in the same or similar tasks**, which must be evidenced by submitting a CV.

#### **4) Amount of the monthly agency fee for each market**

On the basis of the submitted documentation, and in accordance with the conditions determined by this tender procedure, the Croatian National Tourist Board will select the best offer and conclude a contract with the selected Tenderer(s) for 2026 and 2027, with the possibility of extension to 2028.

On the basis of the accepted offer, the Tenderer shall implement the proposed strategy of CNTB's PR activities, which includes:

##### **a) Final adjustments and implementation of the proposed plans**

- final adjustment of the proposed PR plans for each market for which the PR agency has been selected, in accordance with CNTB's brief;
- final definition of KPIs for each individual market;
- implementation of the finally approved PR plans;
- ensuring the necessary resources for the execution of the proposed PR plan.

##### **b) Supervision and optimisation in accordance with the approved PR plans**

- regular monitoring of plans by markets, with suggestions for improvement;
- monitoring the achievement of key performance indicators (KPIs) by markets;
- optimisation of PR activities with the aim of achieving KPIs.

##### **c) Regular reporting and preparation of monthly invoices**

The selected Tenderer shall regularly report on the implementation of PR activities and the fulfilment of the set KPIs, and shall provide evidence of all planned and executed activities in accordance with the requirements of the Croatian National Tourist Board:

- submission of monthly/weekly reports on the implementation of PR activities by markets;
- upon a specific request of CNTB, and as required within the given deadline, submission of additional reports, which shall fall within the planned activities of the agency within the defined budget;
- preparation and submission of monthly invoices in accordance with the agreed budget.

##### **d) Final annual report, post-activity analysis, proposals for improvement of future PR activities, and preparation of invoices**

- final report on implemented PR activities by markets;
- proposals for the improvement of future activities.

#### **3.3. Description of the subject of procurement for Group 2**

The subject of procurement is the press clipping service, contracted separately for each of the listed markets, which serves to monitor media publications primarily related to tourism in Croatia according to specifically defined keywords. The service shall include monitoring publications in print, online, radio, and TV media. It also includes sending lists of publications on a daily, weekly, and monthly basis for each market, analysis of the sentiment of the media message, delivery of additional reports as required, and access to necessary systems and platforms when needed.

### **3.4. Content of the tender to be delivered by the selected Tenderer for Group 2 of the subject of procurement**

- Number of keywords for monitoring publications for each market;
- List of media included in the press clipping for each communication channel for each market;
- Form and structure of the report in which publications are submitted;
- Number of report recipients;
- Name of the system/platform through which the agency carries out press clipping;
- Monthly service price for each market.

## **4. ESTIMATED VALUE OF PROCUREMENT**

For activities under **Group 1** relating to the preparation and implementation of the PR strategy and the carrying out of PR activities in foreign markets **for 2026**, the CNTB foresees financial resources in the total amount of **EUR 650,000.00 net**, i.e. **EUR 812,500.00 gross** (the gross amount includes VAT of 25%). The amount includes the agency commission and all agency costs, which covers the costs of implementing the contracted services and the unlimited rights of use of all submitted strategies, research, and analyses, as well as all other costs incurred in performing the services which are the subject of this tender. The agency is also required to provide the monthly service price for Group 1 of the subject of procurement, which must be stated in Form 5, an integral part of this Call.

For activities under **Group 2** relating to the press clipping services **for 2026**, the CNTB foresees financial resources in the total amount of **EUR 50,000.00 net**, i.e. **EUR 62,500.00 gross** (the gross amount includes VAT of 25%). The stated amount covers press clipping services for all the above-mentioned markets throughout the year, and the agency is required to provide a proposal for the monthly amount per market during 2026, which must be completed in Form 6 for Group 2 of the subject of procurement, an integral part of this Call.

The Croatian National Tourist Board reserves the right to modify the amount of the budget allocated for a particular market or to withdraw from PR activities and/or press clipping services in a given market at any time from the moment of submission of the offer and throughout the duration of the concluded Contract, depending on the circumstances in the emitting markets and in Croatia. The Croatian National Tourist Board may also decide to redirect the budget to additional projects and reserves the right to fully or partially modify the budget during the contractual period. The other party shall be duly informed of any modification of the budget or activities, and the changes shall be agreed in good faith, taking into account the contractual obligations.

Proposals of PR activities and PR plans on the basis of which agencies will be selected are non-binding and subject to change.

## 5. SELECTION OF TENDERERS

The public call is carried out in three phases:

- 1) **Qualification phase**
- 2) **Bidding phase**
- 3) **Evaluation and selection phase**

A detailed explanation for each of the above phases is provided below.

### 5.1. Qualification phase

The qualification phase includes the publication of a call for expressions of interest and the selection of Tenderers who will be invited to the next phase of the procurement procedure, on the basis of fulfilling the prescribed conditions for qualification into the second phase – the bidding phase.

In the qualification phase, the Tenderer is required to express interest for the markets which are the subject of procurement under point 3.1 of the tender documentation, and the Tenderer shall submit this by completing ***Form 1: General information about the Tenderer and the list of markets for which it applies.***

The call for expressions of interest shall be published on the website [www.htz.hr](http://www.htz.hr) in Croatian and English and shall be available to all interested economic operators.

In the qualification phase, the Tenderer must meet the following requirements by submitting adequate supporting documentation.

#### **a) Proof of legal and professional capacity (for all Groups of the subject of procurement)**

- **Name of proof of capacity:** Document of registration in the business, court (commercial), professional, craft or other appropriate register, or a certified statement or appropriate certificate. The document must not be older than six (6) months from the date of publication of the Call.
- **Name of the issuer of proof of capacity:** Commercial Court, or the appropriate professional, craft, or other register. If such documents are not issued in the country of its registered office, the Tenderer must submit an appropriate statement to that effect, with signature certified by a notary public/competent authority.
- **Value indicator of proof of capacity:** The Tenderer must, by extract from the relevant register, prove that it is registered for the performance of the tasks, i.e. the activity which is the subject of procurement.

#### **b) Proof of non-conviction (for all Groups of the subject of procurement)**

- **Name of proof of capacity (Form 4):** A signed statement by which the Tenderer confirms that no final criminal conviction has been imposed on the economic operator or on the person authorised to represent the economic operator for criminal offences of participation in a criminal organisation, accepting bribes in business operations, giving bribes in business operations, abuse of position and authority, abuse of the performance of duties of state authority, unlawful intermediation, accepting bribes, giving bribes, fraud, computer fraud, business fraud or concealment of illegally

obtained money, or for the corresponding criminal offences under the regulations of the country of the economic operator's registered office, or the corresponding proof of non-conviction from the country of registration if the Tenderer is registered outside Croatia.

- **Name of the issuer of proof of capacity:** The person authorised to represent the economic operator issues a signed statement on behalf of themselves and the economic operator.
- **Value indicator of proof of capacity:** The Tenderer must prove in the Statement that no final criminal conviction has been imposed on the economic operator or the person authorised to represent the economic operator for one or more of the criminal offences listed. This proof of capacity must not be older than thirty (30) days from the date of publication of the Call.

**c) Proof of financial capacity (for all Groups of the subject of procurement)**

- **Name of proof of capacity:** Certificate from the Tax Administration on the state of debt or equivalent document of the competent authority of the Tenderer's country of registered office.
- **Name of the issuer of proof of capacity:** Ministry of Finance – Tax Administration, or the competent authority of the Tenderer's country of registered office.
- **Value indicator of proof of capacity:** The Tenderer must prove that it has fulfilled the obligation to pay all due tax liabilities and obligations for pension and health insurance. This proof of capacity must not be older than thirty (30) days from the date of publication of the Call.

**d) Financial statement (for Group 1 of the subject of procurement)**

- **Name of proof of capacity:** Appropriate financial statement certified by a banking or financial institution.
- The Tenderer must prove that its annual revenue in the last three financial years preceding the year in which the procurement procedure was initiated (2024, 2023, 2022) was equal to or greater than the amount for which the public call was issued for Group 1 of the subject of procurement (for each year).
- The above-mentioned criteria must be demonstrable from the Tenderer's financial statements in the official version in accordance with national legislation (balance sheet and profit and loss account for 2024, 2023, and 2022).

**e) Financial statement (for Group 2 of the subject of procurement)**

- **Name of proof of capacity:** Appropriate financial statement certified by a banking or financial institution.
- The Tenderer must prove that its annual revenue in the last three financial years preceding the year in which the procurement procedure was initiated (2024, 2023, 2022) was equal to or greater than the amount for which the public call was issued for Group 2 of the subject of procurement (for each year).
- The above-mentioned criteria must be demonstrable from the Tenderer's financial statements in the official version in accordance with national legislation (balance sheet and profit and loss account for 2024, 2023, and 2022).



**f) Proof of professional capacity – Form 2: List of reference clients (for all Groups of the subject of procurement)**

For the purpose of verifying this condition of professional capacity, the Tenderer shall submit in its offer a list of reference clients and services performed in the year in which the procurement procedure was initiated and during the three years preceding that year (2024, 2023, and 2022), containing:

- description of the service (showing that it concerns the same or similar service as the subject of procurement),
- details of the client (name of the other contracting party and contact details of the person for verification of the reference, if required – at a minimum the name and surname of the contact person, e-mail or telephone number).

**5.1.1. Consortium of Tenderers (for all Groups of the subject of procurement)**

A consortium of economic operators (Tenderers) is an association of economic operators (natural or legal persons) that offers services on the market. From this it follows that several economic operators may submit a joint offer.

- In the joint offer it must be stated which part of the procurement contract (subject, quantity, and value) will be performed by each member of the consortium of economic operators.
- The joint offer of the consortium of economic operators must indicate the member of the consortium who is the lead member and authorised to communicate with the Contracting Authority, who will sign the contract with the Contracting Authority, and who, in the name and on behalf of all members, will collect payment for the services provided.
- The consortium is jointly and severally liable for the obligations undertaken by the Contract. The joint tender must be signed by all members of the consortium. The Contracting Authority shall make payments exclusively to the lead member of the consortium.
- Each member of the consortium of economic operators is required, in the qualification phase, to submit all documents on the basis of which it is determined whether there are grounds for exclusion under this tender documentation, as well as proof of registration in the court, craft, professional or other appropriate register, and all together they are required to prove (cumulatively) the joint financial capacity specified in the tender documentation.

**NOTE**

The CNTB may request from Tenderers who have submitted documentation within the prescribed deadline a supplement to the documentation, additional clarifications, or evidence necessary to prove the qualification requirements. In such a case, the CNTB shall independently determine an additional deadline for the submission of the supplement to the offer. In the first phase of the procedure, it is not necessary to submit the offer price. A Tenderer who does not meet the prescribed formal requirements will not be considered, i.e. will not be invited to the next bidding phase.

## **Selection of Tenderers for the second phase:**

The Technical Committee of the Croatian National Tourist Board shall, in the qualification phase, on the basis of the submitted documentation, decide which Tenderers meet the required formal conditions, and such Tenderers shall be invited to the next phase of the procedure.

The Technical Committee of the CNTB shall decide on the qualification of Tenderers for the next phase, taking into account the above-mentioned criteria and the submitted documentation.

Upon sending the invitation to participate in the next phase of the procedure, the CNTB shall provide the selected Tenderers with the documentation required for the preparation of the offer, as well as detailed instructions and conditions for further participation in the procedure, and the contractual terms which shall apply to the contract to be concluded with the selected Tenderer.

The deadline for submission of the required documentation is **15 September 2025 by 16:00 (CET)**. The documentation shall be submitted to the e-mail addresses **postupci.nabave@htz.hr** and **Global\_PR@htz.hr** with the subject line: **“Selection of PR agency/agencies for the preparation and implementation of the PR strategy and the carrying out of PR activities and agency/agencies for press clipping services in foreign markets” – qualification phase for the Group/Groups of the subject of procurement, procurement number: 131-2025-JP (insert the number of the group/groups of the subject of procurement).”**

### **5.2. Bidding phase**

The Croatian National Tourist Board shall, **by 22 September 2025** notify all Tenderers who participated in the qualification procedure of the results. A Tenderer invited to the next phase – the bidding phase – is required to confirm participation in the bidding in writing, **no later than 23 September 2025 by 16:00 (CET)**, by e-mail to **Global\_PR@htz.hr** and **postupci.nabave@htz.hr** and to submit its final offer **by 24 October 2025 by 16:00 (CET)**.

If the CNTB does not receive the appropriate confirmation within the specified period, the Croatian National Tourist Board shall consider that the Tenderer has withdrawn from participation in the bidding.

#### **5.2.1. Mandatory content of the offer and required documentation**

The Croatian National Tourist Board shall, **by 24 September 2025**, provide further guidelines (brief) and all other documentation required for the submission of offers to all Tenderers who have confirmed their participation in the bidding.

### **The offer must contain:**

#### **For Group 1 of the subject of procurement:**

- information about the Tenderer and the members of the working team – **Form 3**;
- market analysis and research;
- proposal of PR strategies and activity plan for 2026 for each market for which the PR agency is competing, in accordance with the CNTB's brief;
- amount of the monthly agency fee per market;

- submission of case studies as well as other documentation and evidence specified in the brief.

**For Group 2 of the subject of procurement:**

- number of keywords for monitoring publications for each market;
- list of media included in press clipping for each communication channel for each market;
- form and structure of the report in which publications are submitted;
- number of report recipients;
- name of the system/platform through which the agency carries out press clipping;
- monthly service price for each market.

**5.2.2. Submission of offers in the bidding phase**

All documentation shall be submitted exclusively in electronic form, with the subject line: **“Selection of PR agency/agencies for the preparation and implementation of the PR strategy and the carrying out of PR activities and agency/agencies for press clipping services in foreign markets” – bidding phase for the Group/Groups of the subject of procurement, procurement number: 131-2025-JP (insert the number of the group/groups of the subject of procurement).”** The documentation must be submitted to the e-mail addresses [postupci.nabave@htz.hr](mailto:postupci.nabave@htz.hr) and [Global\\_PR@htz.hr](mailto:Global_PR@htz.hr).

The deadline for submission of offers is **24 October 2025 by 16:00 (CET)**.

**5.3. Evaluation and selection phase**

The Expert Committee, appointed by the Tourist Council, shall review all received offers. The evaluation of the Expert Committee shall be given for each individual offer for each individual market and shall represent 100% of the total score for that market. The Tenderer whose offer is awarded the highest score for a given market shall be selected.

If two or more agencies achieve the same number of points for one or more markets, the offer received first (date and time of receipt of the offer) shall be selected.

**5.3.1. CRITERION FOR EVALUATION AND SELECTION OF OFFERS**

The evaluation of offers shall be based on the economically most advantageous offer, i.e. the acceptable offer with the highest calculated number of evaluated points according to the following criteria and their relative weight:

Criteria – Group 1	Relative weight (%)	Maximum number of points
1. PR strategy, integration with planned campaigns and alignment with the Strategic Marketing and Operational Plan of Croatian Tourism, proposed KPIs and Scope of Work (SOW) within the defined budget	30%	30

<ul style="list-style-type: none"> <li>• ability to create a PR plan that can fully follow the established market analysis and strategy</li> <li>• relevance of the PR plan in achieving the defined communication objectives towards target groups</li> <li>• strength of the Tenderer in ensuring the best value for money</li> <li>• overall level of detail, feasibility and practicality of the proposed solution</li> </ul>		
<b>2. Creativity of the PR agency</b> <ul style="list-style-type: none"> <li>• creative approach in the preparation of PR plans</li> <li>• consistency of the proposal with the available budget</li> <li>• possibility of achieving KPIs with the proposed solutions</li> </ul>	25%	25
<b>3. Market and target group analysis</b> <ul style="list-style-type: none"> <li>• overall level of detail, clear and systematic presentation of all relevant information</li> </ul>	5%	5
<b>4. Agency team responsible for the client</b> <ul style="list-style-type: none"> <li>• relevant experience of the team members responsible for the client (at least 5 years of work experience for at least one team member in the same or similar tasks)</li> <li>• number of other clients for which the team members are responsible</li> </ul>	20%	20
<b>5. Monthly agency fee per market</b>	20%	20
<b>TOTAL (1+2+3+4+5)</b>	<b>100%</b>	<b>100</b>

The criteria under points 1, 2 and 3 shall be evaluated with a number of points from 0 (zero) to 10 (ten) points according to the following scoring scale:

0 – Not scored	The Tenderer did not propose solutions and/or did not address any segment of the criterion under review.
1-2 – Insufficient	The Tenderer did not provide adequate solutions for the criterion under review, or serious shortcomings were identified.
3-4 – Sufficient	The Tenderer provided general solutions for the criterion under review, but without sufficient detail.
5-6 – Good	The Tenderer proposed quality solutions for the criterion under review, but with a larger number of identified shortcomings.

7-8 – Very good	The Tenderer proposed quality solutions for the criterion under review, but with a smaller number of identified shortcomings.
9-10 – Excellent	The Tenderer very successfully covered all relevant segments of the criterion under review.

Each member of the Committee shall give the final score according to the following formula:

$$\text{TOTAL} = [(\text{criterion score 1} \times 0.3) + (\text{criterion score 2} \times 0.25) + (\text{criterion score 3} \times 0.05)]$$

The criteria under point **4. Agency team responsible for the client** shall be evaluated with points as follows:

- Relevant work experience of the team members responsible for the client (at least 5 years of work experience for at least one team member in the same or similar tasks):

WORK EXPERIENCE	NUMBER OF POINTS (MAX)
5 years	2 points
10 to 15 years	5 points
15 years or more	8 points

- Number of other clients for which the team members are responsible

NUMBER OF CLIENTS	NUMBER OF POINTS (MAX)
1 client	12 points
2-4 clients	8 points
5-8 clients	4 points
More than 8 clients	0 points

The criterion under point **5. Monthly agency fee per market** shall be awarded to the valid offer with the lowest price, while the other valid offers shall receive fewer points, in accordance with the formula for calculating the score of the offered price, as follows:

$$CB = (CI / Ct) \times 20$$

CB - number of points awarded to the offer for the offered price (to two decimal places);

CI - the lowest price offered in the procurement procedure;

Ct - the price of the offer under evaluation.

Criteria – Group 2	Share (%)
<b>1. Quality and relevance of media for each monitoring channel</b> <ul style="list-style-type: none"> <li>quality of the media included in monitoring, with emphasis on their reputation and influence</li> <li>relevance of the media, i.e. their alignment with target groups and industries</li> <li>readership or viewership of the media and their reach</li> </ul>	35%
<b>2. Number of keywords</b> <ul style="list-style-type: none"> <li>overall scope of keywords used for monitoring media publications in the market</li> <li>possibility of modifying keywords as required</li> </ul>	25%
<b>3. Structure of daily, weekly and monthly reports</b> <ul style="list-style-type: none"> <li>clearly structured and consistent reporting format</li> <li>well-organised and understandable report, with focus on trends and key messages</li> <li>regularity and consistency in the delivery of reports</li> </ul>	15%
<b>4. Monthly agency fee per market</b>	25%
<b>TOTAL (1+2+3+4)</b>	<b>100%</b>

The criteria under points 1, 2 and 3 shall be evaluated with a number of points from 0 (zero) to 10 (ten) points according to the following scoring scale:

0 – Not scored	The Tenderer did not propose solutions and/or did not address any segment of the criterion under review.
1-2 – Insufficient	The Tenderer did not provide adequate solutions for the criterion under review, or serious shortcomings were identified.
3-4 – Sufficient	The Tenderer provided general solutions for the criterion under review, but without sufficient detail.
5-6 – Good	The Tenderer proposed quality solutions for the criterion under review, but with a larger number of identified shortcomings.
7-8 – Very good	The Tenderer proposed quality solutions for the criterion under review, but with a smaller number of identified shortcomings.
9-10 – Excellent	The Tenderer very successfully covered all relevant segments of the criterion under review.

Each member of the Committee shall give the final score according to the following formula:

$$\text{TOTAL} = [(\text{criterion score 1} \times 0.35) + (\text{criterion score 2} \times 0.25) + (\text{criterion score 3} \times 0.15)]$$

The criterion under point **4. Monthly agency fee per market** shall be awarded to the valid offer with the lowest price, while the other valid offers shall receive fewer points, in accordance with the formula for calculating the score of the offered price, as follows:

$$CB = (CI / Ct) \times 25$$

CB - number of points awarded to the offer for the offered price (to two decimal places);

CI - the lowest price offered in the procurement procedure;

Ct - the price of the offer under evaluation.

#### **6. GUARANTEE FOR THE PROPER PERFORMANCE OF THE CONTRACT – to be submitted only by the selected Tenderer(s)**

No later than 30 days from the date of conclusion of the contract, the selected Tenderer is required to provide a performance guarantee for the proper performance of the contract in case of breach of contractual obligations, in the form of an unconditional bank guarantee payable on first demand with the clauses “payable on first written demand” and “without the right of objection”. The guarantee shall be issued in favour of the Contracting Authority, in an absolute amount equal to 10% of the net value of the procurement contract (excluding VAT), valid until the fulfilment of all contractual obligations, ending with the delivery of the required service plus 30 (thirty) days’ grace period.

The text of the guarantee must include the obligation of the bank to pay, on first written demand of the beneficiary of the guarantee (the Contracting Authority), unconditionally, irrevocably and without the right of objection, any amount up to the amount of the guarantee. In the event of an extension of the performance period of obligations under this Contract for objective reasons and with the consent of the Contracting Authority, the Supplier shall be obliged to extend the validity period of the bank guarantee for proper performance of the contract for the entire period of the extension of the obligations under this Contract plus 30 (thirty) days after the fulfilment of contractual obligations.

Instead of a bank guarantee, the Tenderer may pay a cash deposit in the required amount for the relevant group of the subject of procurement in favour of the Croatian National Tourist Board, Contracting Authority’s IBAN: HR4224020061100957129, Model: 00, Reference number: the personal identification number (*OIB*) of the Tenderer making the payment, payment description: Performance guarantee for the preparation and implementation of the PR strategy and the carrying out of PR activities and agency/agencies for press clipping services in foreign markets in 2026 and 2027 (with the possibility of extension to 2028).

The Contracting Authority is obliged to return to the Supplier the performance guarantee (bank guarantee/cash deposit) after the fulfilment of all contractual obligations and the expiry of the 30 (thirty) days’ grace period, provided that the Contracting Authority has not raised objections regarding the proper fulfilment of the Contract.

The obligation to provide the above guarantee constitutes an essential element of the contract.

In the event of an extension of the duration of the contract, the Tenderer shall be required to extend the submitted guarantee so that it duly meets the above-mentioned conditions.

## **7. INFORMATION ON THE NEGOTIATION PROCEDURE**

On the basis of the submitted offers and the specified criteria for evaluation and selection of offers, the Contracting Authority reserves the unconditional right, in the course of direct negotiations, to change the scope of the service or quantity, not to accept part of an offer, or to negotiate with an individual Tenderer only regarding one part of the offer or service.

The CNTB reserves the right to further negotiate the amount of the fee or its reduction with one or more Tenderers per individual market, provided that such Tenderers are among the three best-evaluated Tenderers for that market.

## **8. Place of delivery**

Croatian National Tourist Board, Iblerov trg 10/IV, Zagreb

## **9. Commencement and deadline for delivery of services**

The delivery deadline shall be in accordance with the time schedule provided by the Tenderer and confirmed by the Contracting Authority. All details regarding the delivery deadline shall be defined in the Contract.

## **10. Deadline, method and conditions of payment**

Payment shall be made upon delivery of the service within 30 days from the date of the duly issued invoice and evidence of the realisation of all agreed activities.

## **11. Method of notification of the results of the call**

By electronic message together with the Notice of Selection, which shall be published on the official website of the CNTB.

### **Notes:**

- The CNTB is not obliged to select an offer and is authorised, with the consent of the Tourist Council of the CNTB, to withdraw from acceptance of an offer at any stage of the procedure up until the moment of conclusion of the contract with the selected Tenderer, without any right of any Tenderer to compensation for any damage arising or potentially arising from such withdrawal.
- Tenderers whose offer is not selected shall have no right of appeal nor any right to reimbursement of any costs related to this procedure.
- The CNTB may subsequently, with the consent of the Tourist Council of the CNTB, amend the conditions set out in this documentation in any manner.
- In the event of the selection/acceptance of an offer, the CNTB shall have the right to request from the selected Tenderer the submission of all evidence it deems relevant for proving the ability to fulfil the assumed obligations and their quality. Should such evidence, in the discretionary assessment of the CNTB, indicate the impossibility or difficulty of fulfilling the assumed obligations, or cast doubt on their quality, the CNTB shall withdraw from the acceptance of the offer or from concluding



the contract with the selected Tenderer, without any right of any Tenderer to compensation for any damage arising or potentially arising from such withdrawal.

- The CNTB reserves the right to further negotiate an increase in the volume of services for the same amount of remuneration with one or more Tenderers in each category of services, provided that such Tenderers are among the three best-evaluated Tenderers for that category.
- In the event that one of the selected agencies for a given market withdraws from concluding the Contract for any reason, the conclusion of the Contract shall be offered to the next agency in order which achieved the highest total number of points.

#### **Conclusion of the Contract after selection**

The Croatian National Tourist Board shall, in accordance with the criteria for evaluation and selection of offers, adopt a decision on the selection of the best offer and shall sign a contract with the selected Tenderer(s) for 2026 and 2027, with the possibility of extension to 2028.

**FORM 1 – General information about the Tenderer and list of markets for which it is applying**  
*(please do not complete by hand)*

<b>Name of the legal entity</b>	
<b>Registered seat of the legal entity</b>	
<b>E-mail address of the legal entity</b>	
<b>Tax number of the legal entity</b>	
<b>Period of operation (date of establishment and name of the authority with which it is registered)</b>	
<b>Person authorised to represent the legal entity (first name, surname, position)</b>	
<b>List of markets for which the Tenderer submits offers</b>	

In \_\_\_\_\_, \_\_\_\_\_ 2025  
(place) (date)

(signature of the person legally authorised to represent the economic operator)

**FORM 2 – List of reference clients *(please do not complete by hand)***

For the purpose of verifying this condition of professional capacity, the Tenderer shall submit in its offer a list of reference clients and services performed in the year in which the procurement procedure was initiated and during the three years preceding that year (2024, 2023, and 2022), containing:

- description of the service (showing that it concerns the same or similar service as the subject of procurement),
- details of the client (name of the other contracting party and contact details of the person for verification of the reference, if required – at a minimum the name and surname of the contact person, e-mail or telephone number)

Number	Market	Description of the service (showing that it concerns the same or similar service as the subject of procurement)	Details of the client of the service
1	Austria		
2	Belgium		
3	The Netherlands		
4	Czech Republic		
5	France		
6	Italy		
7	Hungary		
8	Germany		
9	Poland		
10	Slovakia		
11	Slovenia		
12	Sweden		
13	Switzerland		
14	Great Britain		

In \_\_\_\_\_, \_\_\_\_\_ 2025  
(place) (date)

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(signature of the person legally authorised to  
represent the economic operator)

**FORM 3 – Composition of the working team and tasks** *(please do not complete by hand)*  
*For each listed team member, it is necessary to provide a CV as a separate document.*

[illegible]

In \_\_\_\_\_, \_\_\_\_\_ 2025  
(place) (date)

(signature of the person legally authorised to represent the economic operator)

## FORM 4

### STATEMENT OF NO CRIMINAL RECORD

I, \_\_\_\_\_ (first name and surname), from \_\_\_\_\_, do hereby declare that no final criminal conviction has been imposed on me for any of the following criminal offences, or for corresponding criminal offences under the laws of the country of the economic operator's registered office, or of the country of which the person legally authorised to represent the economic operator is a national: fraud, business fraud, accepting bribes in business operations, giving bribes in business operations, misconduct in public procurement procedures, tax or customs evasion, subsidy fraud, money laundering, abuse of position and authority, unlawful favouritism, accepting bribes, giving bribes, trading in influence, giving bribes for trading in influence, criminal association and commission of a criminal offence within a criminal organisation under the Criminal Code, or for criminal offences of fraud, money laundering, business fraud, giving bribes in business operations, participation in a criminal organisation, abuse of position and authority, abuse of the performance of duties of state authority, unlawful intermediation, accepting bribes, and giving bribes under the Criminal Code, or for corresponding criminal offences under the laws of the country of the economic operator's registered office, or the country of which the person legally authorised to represent the economic operator is a national.

This statement I make personally, on my own behalf as the person legally authorised to represent the economic operator \_\_\_\_\_ (company name) with registered office in \_\_\_\_\_, and on behalf of the economic operator.

In \_\_\_\_\_, \_\_\_\_\_ 2025  
(place) (date)

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(signature of the person legally authorised to  
represent the economic operator)

**FORM 5 – Service price for Group 1 of the subject of procurement**

Number	Market	Unit monthly price (excluding VAT)	Total offer price for 12 months (excluding VAT)
1	Austria		
2	Belgium		
3	The Netherlands		
4	Czech Republic		
5	France		
6	Italy		
7	Hungary		
8	Germany		
9	Poland		
10	Slovakia		
11	Slovenia		
12	Sweden		
13	Switzerland		
14	Great Britain		
<b>Total offer price for all markets (excluding VAT)</b>			

In \_\_\_\_\_, \_\_\_\_\_ 2025  
(place) (date)

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(signature of the person legally authorised to  
represent the economic operator)

**FORM 6 – Service price for Group 2 of the subject of procurement**

Number	Market	Unit monthly price (excluding VAT)	Total offer price for 12 months (excluding VAT)
1	Austria		
2	Belgium		
3	The Netherlands		
4	Czech Republic		
5	France		
6	Italy		
7	Hungary		
8	Germany		
9	Poland		
10	Slovakia		
11	Slovenia		
12	Sweden		
13	Switzerland		
14	Great Britain		
<b>Total offer price for all markets (excluding VAT)</b>			

In \_\_\_\_\_, \_\_\_\_\_ 2025  
(place) (date)

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(signature of the person legally authorised to  
represent the economic operator)