

## TENDER FOR COMMUNICATION, MARKETING AND SALES AGENCY

WP7 Sustainability and Transferability

### INTRODUCTION

The services described are part of the Science4Pandemics Project, a project that has received funding from EIT Health under grant agreement 220365.

Science4Pandemics is a consortium of several institutions with different expertise and led by the Fundació de Recerca San Joan de Déu. We are interested in bringing to the market our two services: the Citizen Science studies and the Teaching Units. These services are aimed at adolescents and young people focusing on **health promotion issues**.

**Project website:** <https://science4pandemics.eu/>

#### **Surveys based on Citizen Science methodologies**

The S4P platform has created an online questionnaire tool that allows you to create surveys to collect real data for participatory research. Our team has the capacity to do the subsequent analysis of the collected statistical data.

In the first year of the project, two citizen science studies on vaccine uptake and preferences in the digitisation of clinical trials were published. Both studies targeted adolescents between 12 and 17 years old, as well as their parents.

Link to the Citizen Science Projects : [https://science4pandemics.eu/citizen\\_science\\_projects](https://science4pandemics.eu/citizen_science_projects)

In the second year of the project, a study was developed to assess the psychosocial factors influencing participation in a COVID-19 vaccine application among the adult population with immunosuppressed conditions in Spain.

## 2. CONTRACTING SERVICE

Science4Pandemics (S4P) is looking for an external agency for the selling of the services that is offering: the citizen science studies and the teaching units addressed to adolescents and young population on the following topics:

#### **Topics to Address:**

The Science4Pandemics (S4P) project was conceived in the context of COVID- 19 and focused on the prevention and management of infectious diseases. COVID-19 is no longer considered a pandemic, but consequences and effects of pandemics that affect the health of young populations are emerging. Our team wants to work on these effects and other paediatric health topics that affect the young population such as:

- Mental health

- Screen abuse
- Drug abuse (e.g. cannabis)
- Sexually transmission diseases
- Other health issues:
- Rational consumption of water
- Antimicrobial resistance

#### **Our services:**

##### **Citizen Science Projects (CSP)**

A collaborative scientific project to generate knowledge through data collection. We design citizen science projects to learn more about a specific health issue. Studying and contextualizing the problem would allow a better understanding of how to solve it. Defining the problem and collecting data from young people will allow us to diagnose the situation.

##### **Teaching Units**

Teaching units aimed at high school students to present a set of content to address specific unmet educational needs related to community health.

#### **Our target;**

- Companies with CSR projects
- Scientific Research Centers
- Education companies (to establish a collaboration)

### **3. REQUIREMENTS FOR THE SUPPLIER**

- Proven expertise in services related to research projects and or the sustainability of European projects.
- Proven expertise in create communication materials, communication campaigns, work with a CRM and add tools.
- To have a multidisciplinary team with business, communication, analysts, data and selling expertise. A call center or customer service representative profile is a plus.
- Demonstrated experience working with big companies, research institutions or administrations.
- Ability to adapt the plan and actions to the answers.

#### **4. WORKING METHODOLOGY**

The selected contractor will work under the coordination of FSJD and collaborate with other consortium partners in specific meetings. To ensure the alignment regular online meetings will be organized.

#### **5. BUDGET**

The interested company has to present a technical and economical proposal.

**Maximum amount:** 24.000€ (VAT included).

The budget must detail the VAT separately and all the costs from the action plan must be detailed.

#### **6. CALENDAR**

The action plan should start in September and finalize in December 2024.

#### **7. SUBMISSION OF PROPOSALS AND EVALUATIONS**

##### **7.1 Deadline for the submission of the proposals:**

The deadline to submit the proposals is on 15 September 2024 at 12pm CET.

##### **7.2 Documentation to be submitted**

- Documentation about the agency: expertise in the field and other similar projects and clients.
- Composition of the team
- Technical proposal with the phases

##### **7.3 Criteria of evaluation:**

An interdisciplinary team from the Consortium institutions FSJD, UB and ISGlobal will assess the submitted proposals. This team will include:

- Director of Start Up UB
- Communication officer of ISGlobal
- Coordinator and project manager of FSJD

The proposals will be evaluated based on both expertise and proposed actions.

- Expertise of the agency related to research projects and or sustainability of European projects: 5 points
- Demonstrated experience working with big companies, research institutions or administrations: 5 points

- Expertise in the creation of communication materials, communication campaigns and work with a CRM and add tools: 5 points
- Multidisciplinary team with business, communication, analysis, data and selling expertise / Call center or customer service representative profile. 5 points
- Coherence of the proposal and action plan: 10 points
- Budget: 5 points

## **8. CONTRACT DURATION**

The contract will start as soon as the organization has been selected and the provision of services contracted has been signed by both parties and will last until end December 2024.

## **9. ADDITIONAL INFORMATION**

For additional information related to the tender, the contact person and email will be:

[Claudia.alsina@sjd.es](mailto:Claudia.alsina@sjd.es)