



Vienna, 13 March 2019

## **REQUEST FOR QUOTATION**

### **External Service**

### **Project: CERlecon - Central Europe Regional Innovation Ecosystems Network Expert in “Branding PLAYPARK”**

#### **Background -The Board of Education for Vienna**

The Board of Education for Vienna is responsible for all schools in Vienna. Furthermore it is an important partner for all pupils, parents and teachers. The Board of Education for Vienna is responsible for 702 schools, 225,000 pupils and almost 25,000 teachers.

The Board of Education for Vienna defines itself - beyond the function of being an administrative office and employer - as a driving force for pedagogical development in schools. Numerous innovations, new types of schools, modern teaching techniques and successful pilot projects throughout Austria and beyond, have their origin in initiatives of the Board of Education for Vienna.

In addition, for more than 20 years special pilot projects have been developed and implemented within the framework of EU-funding programmes.

#### **Project Background**

The current tender concerns the project "CERlecon - CENTRAL EUROPE Regional Innovation Ecosystems Network", funded by the EU-Programme INTERREG CENTRAL EUROPE and the European Regional Development Fund for a period of three years. The project is being implemented in seven Central European Regions by fourteen project partners. The European Office of the Board of Education for Vienna is acting as the Lead Partner (LP).

The CERlecon project aims to develop smart solutions to address the question of how to provide start-ups and SMEs with “adequate human resources”. In other words, how to inspire and sustainably improve skills and entrepreneurial competences? The project provides this support through new-type comprehensive innovation ecosystems in the partner regions incorporating and utilising regional RIS3 as drivers for innovation. The ecosystems are linked in a transnational network to accelerate start-up growth and improve SME internationalisation.

More young people in Central Europe need to be inspired to become entrepreneurs and sustainably improve their skills and entrepreneurial competences and, at the same time, gain international business experience to face global challenges. In order to help the start-ups/SMEs to bring their ideas to market and create new firms, synergies with funding initiatives such as national/regional business angels, pan-European crowdfunding platforms will also be established from the outset. The innovation ecosystems and the network aim to inspire and improve the skills and competences of at least 210 start-ups and young SMEs in seven Central Europe Regions during project lifetime.

Detailed project information: <http://www.interreg-central.eu/CERlecon.html>.



### Performance Description

Due to insufficient internal personnel resources, an external expert is needed to provide the following services.

The European Office of the Board of Education for Vienna, in its role as Lead Partner of the CERlecon project, is requesting support to execute “Branding PLAYPARK”. Within the framework of the CERlecon project the requested branding should cover five areas:

- Logo development
- Brand development and management
- Implementation of a website (approximately ten pages, interface-design, interactive tools, registration, blog-sheet, contents are available)
- Image-brochure (approximately sixteen pages)
- Shooting (approximately 20 settings).

Period of service is 1 April 2019 until 17 May 2019; place of delivery is Vienna.

### Tender

The service will be commissioned according to the Austrian direct allocation process § 41 BVerG 2018. Commissioner will be the Board of Education for Vienna, European Office.

Interested parties are invited to submit an offer under the following conditions:

- Price offer should be submitted in the English language by **26 March 2019** in electronic form to the e-mail address: [doris.stelzer@bildung-wien.gv.at](mailto:doris.stelzer@bildung-wien.gv.at) and [martina.wendl@bildung-wien.gv.at](mailto:martina.wendl@bildung-wien.gv.at).
- Price indications (in EUR, excl. and incl. VAT):
  - Global price
  - Daily or hourly rate

### Selection and Contact Details

The Board of Education for Vienna will award the commission to the lowest price offered. The winning bidder will be notified by **27 March 2019**.

Contact person for questions related to the tender:

Ms Doris Stelzer

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