



MEMBER OF
BASQUE RESEARCH
& TECHNOLOGY ALLIANCE

Tender announcement

Sukarrieta, 9 July, 2021

t. +34 94 657 40 00
info@azti.es | www.azti.es

1. OBJECT

The AZTI Foundation announces the opening of a public tendering procedure for the following service: "**Study of AZTI's notoriety and positioning**".

2. LENGTH OF SERVICE

The service will be provided within a **maximum period of 10 weeks** from the date of signing the contract.

3. ECONOMIC TENDER

The maximum economic offer that will be accepted for this tender is **twenty thousand euros (20.000,00 euros)**, taxes not included.

Invoicing will take place at the conclusion of the service, and the invoice will be paid 60 days from the date of issue.

4. ASSESSMENT CRITERIA FOR PROPOSALS

The proposals received will be assessed on the basis of the following criteria:

Economic offer	50%
Technical adjustment	30%
Improvements	15%
CSR policies	5%



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5. PRESENTATION OF THE PROPOSALS

Bidders may submit their proposals to the attention of Irati Velez at the e-mail address ivelez@azti.es and at any of the AZTI centres, from the time of publication of this announcement on the AZTI Foundation website, **until 12 noon on 4 August 2021**.

Proposals can be submitted in Spanish, English, or Basque.

Tenderers may contact the following address for further **technical information**:

AZTI

Elena Santa Cruz

Telf. +34 607 698 551

Mail: esantacruz@azti.es

AZTI

Irantzu Zubiaur

Telf. +34 667 174 330

Mail: izubiaur@azti.es

6. AWARD

Once the offers have been received on the date indicated for their presentation, within 15 working days, the result of the tender will be published on the AZTI Foundation website.

7. CONDITIONS DE RECRUTEMENT

- The selected entity, during the time that the service relationship with AZTI lasts, must comply with the regulations in force on labour matters, Social Security and Health and Safety at Work, being subject, if applicable, to carry out the coordination of business activities in accordance with RD 171/2004 according to the procedure and specifications established (available at <https://www.azti.es/en/recruitment-rules/>)
- In any case, and independently of any other documentation, the selected entity must present, before the formalization of the contract, a certificate that proves that it is up to date with the fulfillment of its tax and social security obligations.



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- The selected entity must present the necessary documentation to formalize the contract within a period not exceeding 20 days from the award. Any additional questions may be consulted in the Internal Contracting Regulations published at www.azti.es
- In addition to the technical and administrative conditions, AZTI will positively evaluate those suppliers who demonstrate that they maintain policies on Quality, Health and Safety, the Environment, Sustainable Mobility, as well as Corporate Social Responsibility.

The supplier shall include in its proposal those documents or records that allow verification of these policies (quality and environmental certificates, documentation relating to actions in matters of social responsibility, etc.)

8. GENERAL DATA PROTECTION REGULATION

Person in charge: Identity: FUNDACION AZTI - AZTI FUNDAZIOA - CIF: G48939508 Postal address: TXATXARRAMENDI UGARTEA Z/G SUKARRIETA (BIZKAIA) Telephone: 946574000 e-mail: lopd@azti.es.

“From FUNDACIÓN AZTI we treat the information you provide us with the purpose of placing your order and billing for services and maintaining commercial relations. The legal basis for the processing of your personal data is our legitimate interest in maintaining commercial relations and carrying out the provision of services, being strictly necessary for this purpose. The data provided will be kept as long as the commercial relationship is maintained or for the years necessary to comply with legal obligations and, once the relationship has been resolved, to the extent that liabilities may arise. The data will not be transferred to third parties except in cases where there is a legal obligation, as well as to those providers of technical and computer services and auditing. Under no circumstances will we carry out international transfers of your personal data. You have the right to obtain confirmation as to whether or not FUNDACION AZTI - AZTI FUNDAZIOA is processing your personal data. Therefore, you have the right to access your personal data, rectify inaccurate data or request its deletion when the data is no longer necessary, as well as to exercise your right to oppose, limit or transfer your data, under the terms provided for in the applicable data protection regulations, by writing to the above-mentioned address. You may also lodge a complaint with the competent supervisory authority”.



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9. TECHNICAL REQUIREMENTS

1. BACKGROUND

About AZTI

AZTI is a scientific and technological centre that develops high-impact transformation projects with organisations aligned with the United Nations 2030 SDGs. Its purpose is to drive positive change for the future of humankind, contributing to a healthy, sustainable and fair society. Specialising in marine environment and food, it provides cutting-edge and value-added products and technologies grounded in sound science and research.

With a 40-year-track-record, AZTI is present in 45 countries, has three headquarters in the Basque Country and a team of more than 280 employees. Its extensive performance history is backed by more than 1,300 indexed publications and its excellence is based on its research staff, 58% of whom hold PhDs.

AZTI is member of the Basque Research and Technology Alliance (**BRTA**), an initiative that brings together four collaborative research and 12 technology centres, seeking to promote collaboration among them; strengthen the conditions to generate and transfer knowledge to companies, contributing to their competitiveness; and to spread the Basque scientific and technological capacity.

RESEARCH AREAS

Specialising in marine environment and food, we provide cutting-edge and value-added products and technologies grounded in sound science and research in 10 research areas.

- Bio-based products
- Food integrity and safety
- Food and health
- Consumer behaviour
- Efficient and sustainable food chain
- Climate change
- Marine ecosystem functioning
- Operational oceanographic services
- Environmental management of seas and coasts
- Sustainable fisheries management

PURPOSE

Our dream is to contribute to a healthy, sustainable and whole society. A society that enjoys, in balance with nature. A society where science and high-impact technology drive positive change for people's future.



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MISSION

Our mission is to create and transmit knowledge, through the development of transformational projects with organisations that are willing to accept the challenge of achieving the sustainability goals of the United Nations, generating wealth and improving the well-being of humanity.

VISION

By 2030 we will have become a key player in the European **marine and food scene**, providing cutting-edge, value-added products and technologies based on sound science and research.

VALUES

Our culture is driven by collaborative and transformative innovation, value generation, respect, transparency, commitment, efficiency and curiosity.

- Networked **innovation** across teams, and together with clients and the environment to connect ideas and generate value.
- **Empathy** for all points of view to broaden our capacity to understand and transform.
- **Transparency** when communicating to build trust and credibility.
- **Commitment** to science to find innovative solutions to society's challenges and questions.
- **Efficiency** at work to create a competitive, motivating and agile environment.
- **Curiosity** to learn what we do not know and grow as professionals and as people.

At this time, after a period of time of the new affiliation (AZTI-BRTA), after participating and organising various far-reaching events, we wish to carry out research that will allow us to obtain interesting insights in relation to the **image and positioning of the organisation and its differential value compared to the competition**.

2. RESEARCH OBJECTIVES

Main objective: To investigate the characteristics of the audiences linked to the organisation and the competition in the sector, as well as the corporate image that people have of the institution and competing companies. In short, to obtain sufficient information about the public, the competition and AZTI's brand image to be able to determine the opportunities to penetrate the different publics and be the preferred option in the food and marine research sector.

- To find out how well known AZTI is at a spontaneous and suggested level among its target companies and stakeholders.
- Explore the means of knowledge: how did they find out about us, where do they find out about us (specialised magazines, corporate videos, projects, social networks, Google, sales network, media, etc.)?
- Investigate questions such as: What activities do they relate to AZTI, what are its attributes and values, what is its differential value?
- Determine the positioning strategy for the different audiences:



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- Identify AZTI's differentiating attributes.
- Identify the competition in the different fields of application: determining who the competitors are, what their capabilities are and what their institutional image strategies are with which to face them in the different business areas (fields of application).
- Determine how the competition is perceived and evaluated (differentiating and value attributes).
- Determine AZTI's position in relation to its competitors.
- Select and manage the desired positioning.
- Analyse the current situation of the company in the food and marine research sector and in AZTI's different capacities.
- Define the benefits of AZTI's equipment and services compared to the competition, establishing the needs of customers and their differentiation.
- Investigate the strength of the services offered by AZTI to provoke public preference.
- Recognise and study the elements that contribute to defining AZTI's identity: what is the current situation of the identity, identify the aspects that define the particular characteristics and establish what the organisation's fundamental beliefs and values are.
- Define, with the data obtained in the survey, the positioning diagnosis (strengths and weaknesses), a matrix of opportunities for the brand and lines/action plan for improving positioning recommended by the different audiences.

3. TARGET AUDIENCE OBJECTIVES

Internally, an analysis of the institution's audiences has been carried out, which allows us to know what their characteristics are, the communication objectives focused on this target and which of them are a priority and on which ones AZTI's actions and services are therefore focused:

Publics	%		Geographic	Objective
Institutional managers and agents. Institutions involved in the elaboration of management policies in the marine, food and environmental fields, as well as in science and research. (Consultancy and market part)	25	60	Basque Country	Obtain projects, agreements, business opportunities. Positioning (reference) Show existing opportunities and achievements.
		40	Spain	



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Maritime and Fishing Sector and its entire value chain. Main sectors and sub-sectors: Fisheries (small-scale, inshore and offshore), Ports (general and regional interest), Aquaculture (onshore and offshore production systems), Energy (offshore developments), Transport, Leisure and Tourism. Company	25	60	Basque Country	Show what opportunities exist and what has been achieved. Attract new clients Assist in customer outreach
		40	Spain	
Food and Drink Sector: Food Industry with a strong innovative character Main sectors and sub-sectors: Fish, Canned Vegetables. Non-alcoholic beverages. Juices and other preparations, Dairy products, Prepared food, Snacks and aperitifs, Ingredient industry.	25	30	Basque Country	Show what opportunities exist and what has been achieved. Attract new clients Assist in customer outreach
		70	Spain	
Scientific community: Technology centres, universities, researchers, teachers... List provided by AZTI	25		International (Europe)	Sharing knowledge, strengthening networking

4. CAPACITIES TO BE POSITIONED

Three areas of action are established: food, fisheries and marine ecosystems. Each of these areas has between 3 and 4 positioning capacities and an average of 4 positioning levers. The list will be provided to the company awarded the contract.

5. GEOGRAPHICAL COVERAGE

The selected company must carry out a research approach with **national coverage**, with future scaling to international interest groups being considered.

In the case of the scientific community, the scope will be international, but will be limited to a list provided by AZTI.

6. WORK TO BE CARRIED OUT BY THE CONTRACTED PARTY

The selected company must propose a work plan for the implementation of the research. For this, at least the following is required:

- ✓ Starting with the identification of the unit of analysis, **identify the population or groups that will be part of the research**, considering the established geographical boundaries.



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- ✓ **Define the most appropriate method** to maximise the fulfilment of the research objectives.
- ✓ **Choose the final sample to be consulted:** Carry out the best sampling of the target population. Calculate the sample size to maximise the number of surveys or interviews conducted.
- ✓ **Homogeneously collect the results** of the surveys carried out in a format that allows for their subsequent statistical processing.
- ✓ Analysis of the different methodologies used and **reporting of results**.

The contracted company must design, **distribute, and collect the materials for the research**, and may propose **technical improvements to the design strategy** if it considers that they would substantially benefit the research work.

Other requirements to be considered are:

- The contracted party may not use or exploit the research developed for its internal use or to provide services to third parties or for any other exploitation. The contracted party may not generate research derived from the research developed, nor technically improve it.
- The contracted party shall guarantee the confidentiality of the information shared, of the contract that is the object of this tender and of any other information that may harm the interests of the contracting party and of the system developed.
- The contracted party shall attend the meetings that the project team deems necessary for the correct definition of the approach.

10. TECHNICAL REQUIREMENTS

The selected company must accredit its **experience in the design, development, and execution of studies of similar characteristics**, with the possibility of using a **quantitative, qualitative or combined methodology** depending on the targets to be consulted and the scope of the approach.