



Leonardo da Vinci
Programme

**AESBUC - ASSOCIAÇÃO PARA A ESCOLA SUPERIOR
DE BIOTECNOLOGIA DA UNIVERSIDADE CATÓLICA**

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Object : Call for slides and content development on innovation module based on DVD developments and contents	

CALL FOR OFFERS

Call for slides and content development on innovation module based on DVD developments and contents

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Education and Culture

Leonardo da Vinci

Pilot projects

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1 Context and definitions:

MAC-SSIIM Pilot Project is a European project supported by the European Commission in the framework of the Leonardo da Vinci programme. MAC-SSIIM project started on the 1st December 2002 and will end on the 30th November 2005 as a contracted project supported by the Leonardo programme. Beyond that date, the MAC-SSIIM project will pursue its activities as such via each partner and via a legal framework (MAC-Team aisbl, International non-profit organisation based in Belgium). MAC-SSIIM is an acronym which stands for **M**ulti **A**ctors **C**ooperation for **S**ustainable **S**MEs through **I**nformal **I**ntellectual property **M**anagement training.

1.1 Definitions

1.1.a Contractor and contact person for the present call for offers is:

AESBUC

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1.1.b For information: Coordinator of the MAC-SSIIM project:

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Contact person: Juha Vänskä

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1.1.c Supplier:

The supplier is the organisation who will be in charge of delivering the total process and products. Even if the Supplier is working with sub-contractors, the MAC-SSIIM project wants one contact point only for the present call who will also be the contracting part responsible for the delivery, quality and invoicing.

In the present offer, the organisations contacted for the present call are also called "Supplier".

1.2 Call principles

1.2.a Choice process:

For equivalent proposals in terms of quality and services, the lowest price will be chosen.

Speed and quality will also be taken into consideration when it supports the dissemination impact of MAC-SSIIM and Leonardo results in a cost effective way.

1.2.b Information:

All questions and information requests from the Supplier have to be made to the Contractor.

Once the offers received, the Coordinator may ask a Supplier for more information, details or samples of previous works achieved for other clients or samples of materials.

In case of a question of one Supplier rises an important complementary point of information, that information may be also send to other bidding Suppliers, but extra information will not be disseminated on a systematic basis to all Suppliers when it should be considered as minor impact or usual question to be put by professional related companies.

1.2.c Language

The answer to the present call can be made in one of the following languages: English or French.

2 Content of the Call

2.1 Administrative process

- One global contract will be signed by the Contractor and by the Supplier.
- All technical points will be discussed between the Contractor and the Supplier
- Regular meetings (by phone or by web or face-to-face) will enable the definition and the validation of the developments achieved or to be undertaken.
- Invoicing by the Supplier will be made at the end of the global process independently to the pace of developments and meetings.
- The offer and invoice should clearly present each cost component using the units indicated in the present call for offer.

2.2 General structure and context of the training materials resulting from MAC-SSIIM project

For global information on MAC-SSIIM project, please refer to MAC-SSIIM web-site www.mac-ssiim.com.

As a global summary, the MAC-SSIIM project aims at providing to main target groups with a training and support to better protect intellectual property (more widely intellectual/industrial knowledge) using informal ways of protection (by opposition or in complement to formal ones such as patents, ...).

The 2 main target groups are SMEs (and companies in general) and Universities (students at all levels). Secondary target groups are decision/policy makers and relay actors such Chambers of commerce, professional bodies ...).

The training modules contractually planned with the Leonardo Agency include:

- 1 CD-ROM regrouping all documents necessary for the training: the training manuals split into 5 Key Themes regrouping initial sub-modules. The CD-ROM also includes the pool of slides and a user guide plus eventually some complementary tools in the forms of checklists or table tools. These 5 Key Themes are all related to the IIPP (Informal Intellectual Property Protection) in a way or another:
 - o KT1 – Intellectual Capital and Knowledge Management
 - o KT2 – Business Networking
 - o KT3 – Innovation Management
 - o KT4 – Change Management and Learning Organisations
 - o KT5 – Formal and Informal Protection
- 2 DVDs made from interviews of 12 European SMEs:
 - o DVD1 – Interviews of the 12 SMEs (presentation by SME)
 - o DVD2 – Interviews by KT (extract of the interviews, including new parts of the interviews).

In complement to these outputs, tests on an e-Learning platform are also under development.

It should be kept in mind that all these outputs are primarily targeted to SMEs and to their facilitators (accompanying actors, consulting bodies, coach ...).

2.3 Innovation Key Theme training module

2.3.a Innovation module developed by AESBUC

AESBUC has been developing training module content on Key Theme Innovation focussed on its area of expertise on Agro-food sector. AESBUC is presently finalising this module. The outputs on this module include a training workbook of about 20 pages (without slides, annexes, executive summary, table of content and other complementary publication information) and a set of slides to be used by trainer/coach when preparing and delivering their course (the set of slides can be considered as a pool of slides out of which the trainer/coach should build his/her lecture slides presentation depending each time of the corresponding target).

During this September 2005 when we have been reviewing the complete set of Key themes training modules jointly with the review of the 2 DVDs, it has been assessed that the fine specialisation/focus of the AESBUC Innovation module on agro-food sector would need a complementary set of slides and content development to be fully in line with the DVD modules related to global innovation management approach of SMEs and not only in connection with agro-food sector.

As it is impossible to completely revise the content of the DVD for the Innovation management aspect and in order to fully valorise the content of the DVD for the general purpose of SMEs, the present call has been issued to bring in that required complement. Object of the present call is therefore described in the following point **Erreur ! Source du renvoi introuvable.**

2.3.b Global innovation training module development in line with DVD content on KT3.

The supplier should provide a training manual plus a set of slides able to cover the global approach of innovation management especially at SME level which fits the content of the DVD materials linked to KT 3 and to valorise it.

In particular, the Supplier should be able to tackle the topic under a double approach of the innovation management at SME level depending on the level of development/maturity under which the SME is: 1°) the product innovation management (as a starting point); and 2°) the management of a series of product innovation inside a company (such as an innovation portfolio approach).

Copies of temporary DVDs will be provided to the Supplier, as well as present version of the other KT3 Innovation approach focused on agro-food sector so that the Supplier has a complete view and does not develop a module with major overlapping.

2.4 Outputs to be provided by the Supplier

- 1 training workbook in English formatted under the MAC-SSIIM house-style (provided by MAC-Team aisbl to the Supplier). Number of pages under MAC-SSIIM house-style without slides: +/- 50 pages.
- 1 set of slides in English, to be used by the trainer/coach. Some slides should be included into the text of the workbook to illustrate it (but without counting in room for the count of the +/- 50 pages).
- 1 executive summary in English (1 page).

3 Dates and delivery of the services

We would like to present a draft of these outputs at the final MAC-SSIIM dissemination meeting planned for the 22nd November 2005, and by the latest in due time for final CD-Duplication of the MAC-SSIIM training materials which are planned to be made 2 days before the end of the contractual period with the Leonardo programme.

In case of late delivery as indicated above, interim presentation of results will have to be planned.

4 Offer in reply to the present call

Initial publication date of this call for offers is 30 September 2005.

The dead-line for submitting the offer by the Supplier is the 15 October 2005.

Meetings and working session can take place web or phone conferencing tools when needed.

The Supplier has to provide references or evidence of expertise related to the content of the tender and requested services.

The materials provided by the Supplier, remain the property of the author, but will be free of use and exploitation by the MAC-Team aisbl. The work of the Supplier is to be supervised by the Contractor. Final decision on the content of the KT3 presentation and content at global MAC-SSIIM project level remains under the authority of the MAC-SSIIM project coordinator.

As development period is planned to be very short, payment of the services provided by the Supplier will be made globally at the reception of the materials awaited from the Supplier and validated by the coordinator of the MAC-SSIIM project.

The offer should clearly state:

- the price for the global offer including every thing. Any travel or other costs required for the development of the requested materials and services should be already included in the offer. No other costs will be accepted later on.

In case of extra workload needed, the Supplier should indicatively give his/her daily cost which could then be applied.

The offer should be provided in EURO.

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