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DOCUMENT CONTAINING THE TECHNICAL RULES FOR THE DEVELOPMENT OF A COMMUNICATION STRATEGY FOR PROMOTING BIZKAIA IN INTERNATIONAL MEDIA.

1. BACKGROUND

The Association for the Revitalisation of Metropolitan Bilbao - Asociación para la Revitalización del Bilbao Metropolitano (hereinafter Bilbao Metropoli 30) is mandated to undertake planning, study and promotional projects with a view to recovering and revitalising Metropolitan Bilbao, defined as a social and economic entity without any precise geographical boundaries, whose crucial role has been projected throughout its regional and international milieu.

In turn, the Department of Economic Promotion of the Provincial Council of Bizkaia, through **the Directorate of Territorial Competitiveness and Foreign Promotion**, considers it strategic **to develop a campaign to promote Bizkaia in international media** . that position Bizkaia as a territory of chance for the attracting companies, investments, talent and visitors through its international media coverage .

Accordingly, Bilbao Metropoli 30 has been working with the Provincial Council of Bizkaia in the promotion of the external image of Bizkaia, through the following actions:

- Promote the strategic priorities of Bizkaia Denontzat (Plan of mandate 2023- 2027)
- Develop a fully rounded image of Bizkaia by attending and actively participating in European and global events and presentations, such as the following: trade missions, conferences, symposia, institutional, business, and cultural encounters, and any others designed to position and promote Bizkaia on the international stage
- Act as Project Manager to advise on the organisation and holding of congresses, exhibitions, fora, and other events
- Coordinate awareness campaigns in international media
- Promotion and organization of high level institutional and business meetings, related to the dissemination **of Bizkaia as a competitive territory, a reference for attracting high added value investments, developing business initiatives and offering quality job opportunities.**

2. FOREIGN PROMOTION STRATEGY

From the Provincial Council of Bizkaia, a new Bizkaia Denontzat Strategic Framework 2023-2027 has been drawn up, which reaffirms its commitment to the people and companies of Bizkaia, so that together they continue to find answers to the challenges faced, continuing with the creation of jobs of quality and developing policies of competitiveness at the service of the well-being of the entire society of Bizkaia, without leaving anyone behind.

Bizkaia is committed to the competitiveness of its business fabric and social cohesion of the territory by deploying policies that accelerate the digital technological and environmental energy transition, as well as the development, loyalty and attraction of talent, placing the territory among the best European regions to work, for **entrepreneurship**, to invest and to live.

In the field of external promotion, in line with the current economic and social context, guided by the objective of strengthening the positioning of Bizkaia as an innovative, talented, attractive and open, connected and balanced territory, through inter-institutional and public-private collaboration, work is being carried out to position Bizkaia as an international benchmark for entrepreneurship and innovation in the Atlantic axis, due to its dynamism and its ecosystem of support for industry and advanced services.

In order to advance in the projection of an image abroad of an open Bizkaia, internationally known and recognised as a competitive, cohesive, sustainable territory with high levels of well-being and quality of life, it is considered strategic to develop an international dissemination campaign that positions Bizkaia as a benchmark territory for attracting high added value investments, start-ups and talent loyalty and attraction. Likewise, a territory that is capable of attracting and developing strategic events with an impact and legacy for Bizkaia, which contribute to sustainable and inclusive prosperity, reconciling the well-being of all people and quality of life with the dynamism of our business fabric, as well as the reinforcement and projection of our cultural identity and values.

3. PROMOTION CAMPAIGN IN INTERNATIONAL MEDIA

The thematic elements on which the dissemination campaign in international media should focus are the following:

1. "Bizkaia with the talent": commitment to talent led by the Provincial Council of Bizkaia and assumed through public-private collaboration with the participation of companies, universities and educational centers. Smart Grid Academy, Deusto Bizkaia Global Innovation and Entrepreneurship Network, Bizkaia Talent.

2. Entrepreneurship: entrepreneurial culture, international entrepreneurship center, B Accelerator Tower- BAT, South Summit, GEM-Global Entrepreneurship Monitor 2025 and Slush.

3. Network of centers of competitive excellence and technological development linked to key sectors (AIC-Automotive Intelligence Center, CFAA – Center for Advanced Manufacturing in Aeronautics, NIC – Nagusi Intelligence Center) and Hubs of excellence and innovation and strategic projects such as Bizkaia Quantum Industrial Hub, Energy Intelligence Center, Data Center.

4. PURPOSE OF THE TENDER AND PROVISION OF SERVICES

The contract's aim involves the provision of services for the development of a communication strategy for promoting Bizkaia in international media. This action derives directly from the proposals to support the business and territorial promotion of Bizkaia, supported by Bilbao Metropoli 30.

5. PROJECT GOALS

In relation to the objectives established by Bilbao Metropoli 30 and the the Department of Economic Promotion of the Provincial Council of Bizkaia, through **the Directorate of Territorial Competitiveness and Foreign Promotion**, the following needs have been identified for the development of a communication strategy for promoting Bizkaia in international media:

- Drafting of content
  Design of a content proposal aligned with the strategic goals in business promotion laid down by the Provincial Council of Bizkaia
- Contacts and agreements with international media
  Establishment of contacts with international media and the publication of a minimum number of articles on the topics outlined in the previous section
- Monitoring of publications and drafting of a final report
  Drafting of a final report on the publications issued

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6. SCOPE OF THE SERVICES

The expected results and services are the following:

- Elaboration of contents
- Contact with high-level international media (the list of media with which it is planned to contact will be assessed)
- Coordination of publications
- Follow-up of results
- Elaboration of press clipping
- A media repercussion of a minimum of six articles during the duration of the contract in media in some countries, broken down as follows: (*)
    - **Articles in domestic newspapers and business publications in different European countries (France, Germany, UK).**
    - Articles in international high level press
    - Articles in national press
    - Articles in high level business publications
- Guarantee mentions and references as a consequence of the articles mentioned in other international media, as well as in international recognized and prestigious sources.
- Visits to Bizkaia by international journalists. In this respect, travel expenses for these journalists will be covered, subject to prior acceptance of the amount by Bilbao Metropoli 30, charged to the collaboration agreement between Bilbao Metropoli 30 and the Provincial Council of Bizkaia for the promotion of the external image of Bizkaia.
- Interviews with business, scientific, institutional representatives (The Provincial Council of Bizkaia will provide detailed information on the profile of the people to be interviewed, their roles, position, etc.)
- Attendance and coverage of the press international to the events of repercussion that are organized in Bizkaia during the term of the contract.

7. BID

This project's technical offer should include the following:

- A presentation of the service to be provided
- A detailed description of the bidding company, providing examples of previous projects with a media impact like the one required in this tender
- A proposal of dissemination content, consistent with the strategic lines and goals specified by the Provincial Council of Bizkaia.
- An overview of the articles to be published, including, if considered appropriate, improvements to the project.

8. OTHER CONSIDERATIONS

The Department of Economic Promotion of the Provincial Council of Bizkaia, through the **Directorate of Territorial Competitiveness and Foreign Promotion**, will establish a person who will act as a direct contact to provide the information required to respond to the requests received from the international media.

This information will include identifying which entities, organisations or companies are of interest for the topic in question and who the relevant contacts are.

This person should be able to briefly report the representative of the entity, organisation or company on the subject and purpose of the interview prior to the interview.

9. SUPERVISION AND CONTROL

It is the responsibility of Bilbao Metropoli 30 to proceed, on a direct and continuous basis, to inspect, monitor and supervise the work to ensure its due and proper performance, whereby it may submit to the contractor any observations and comments regarding the provision of the services. The successful bidder shall therefore permit the inspection of any process or stage of the work. By mutual agreement with Bilbao Metropoli 30, the successful bidder is to establish a calendar of progress meetings.

The work is to be managed by a representative of Bilbao Metropoli 30, who will act as coordinator and supervisor. In addition, any change or modification made to the successful bid is to be agreed by Bilbao Metropoli 30, which may at any time make changes to the work's guidelines.

10. CONFIDENTIALITY AND RIGHTS OVER THE WORK

The service and all the data to be used in it, as well as all the deliverables, are the sole property of Bilbao Metropoli 30.
Likewise, they are to be considered confidential, and may not be disclosed, either in full or in part, or used in whatsoever way, without the specific and prior written permission of Bilbao Metropoli 30.
Under no circumstances may the successful bidder make public statements on the projects without the specific and prior permission of Bilbao Metropoli 30.