**Report evaluating the provisional bid, applying the award criteria for the initially presented bid in the RFP (Request for Proposals) to engage professional audiovisual and multimedia content creation and projection services for the Delegation of the Government of Catalonia to the United States of America and Canada (ref. no. DGUS-N-1/24)**

1. Background

* On February 22, 2024, the Delegation of the Government of Catalonia to the United States of America and Canada approved the RFP and expenditure to contract “*professional audiovisual and multimedia content creation and projection services for the Delegation of the Government of Catalonia to the United States of America and Canada (ref. no. DGUS-N-1/24)*
* On March 5, 2024, the RFP documents were published on the Government of Catalonia’s Public Procurement Services Platform, and the following companies were invited to bid:
  + - Laia Cabrera Co.
    - Musetta’s Waltz Productions, LLC
    - Double Exposure NYC
* The only company that submitted a bid by the deadline was Laia Cabrera Co.

Below is the evaluation of the sole bid received in accordance with the award criteria established in sections I.1 and I.2 of the prospectus governing this RFP, said evaluation being a prerequisite to initiate a round of negotiations with the bidding company.

2. Award criteria

Bids shall be evaluated and the best offer determined on the basis of the best cost efficiency ratio, in accordance with the criteria set out below. Bids shall be scored out of a maximum of 100 points, distributed as follows:

* Award criteria to be evaluated qualitatively: up to 45 points.
* Award criteria to be evaluated automatically: up to 55 points.

**1. Award criteria to be evaluated qualitatively**

For the award criteria to be evaluated qualitatively, candidate companies must submit **a 2-minute video** presenting Catalonia to the North American public. The video may be submitted in a USB drive included in the envelope with the bid or included in the bid as a link.

The video shall be evaluated in accordance with the following criteria:

1. Audiovisual innovation in presenting the concept of Catalonia: up to 15 points.
2. Creative approach to explaining Catalonia: up to 15 points.
3. Adaptation to the North American public: up to 15 points.

The bid that best fulfills each criterion shall be awarded the maximum number of points. The other proposals shall then be scored in proportion to this bid. In order to score proportionally, a value (VT) shall be assigned to each bid, where 0 is the bid that does not fulfill the criterion at all and 10 is the bid that best fulfills the criterion. These values shall be applied to the following formula to obtain the score for each bid:



Where:

Pop is the score of the bid being scored.

P is the maximum score of the award criterion.

VTop is the value (from 0 to 10) of the bid being scored.

VTmv is the value of the best bid (10).

EVALUATION OF THE BID RECEIVED

The company Laia Cabrera Co. submitted a short 2:08-minute video. The first 2 minutes were considered for the evaluation. The video does not present Catalonia per se; rather, it is a summary of projects the company has carried out. One of these projects is related to Catalonia, as it includes images of the region, but it is not a presentation of the concept of Catalonia. This being said, the bid is evaluated in accordance with the established criteria:

1. Audiovisual innovation in presenting the concept of Catalonia: up to 15 points.

In the PowerPoint presentation and the video, special note is taken of the artist’s projects that showcase different audiovisual approaches to presenting Catalonia in North America. The video includes a projection mapping on a New York building, recounting the legend of Sant Jordi through fluid, enlightening images of the dragon, the knight, and the roses. The artist’s Close-Up project, exhibited in an indoor space with guests, also presents Catalonia through artistic projections of Catalan monuments, scenery, and icons. Although the entire video is not a proposal to present the concept of Catalonia, it does refer to Catalonia and is very much in line with the Delegation’s needs. Given that this is the only bid received, the score for this section is 15 points.

1. Creative approach to explaining Catalonia: up to 15 points.

As in the previous section, creativity is one of the highlights of the artist’s projections. The representations of Catalonia are not merely photographs; they also offer a creative and attractive interpretation of Catalan symbols, landscapes, and monuments. Given that this is the only bid received, the score for this section is 15 points.

1. Adaptation to the North American public: up to 15 points.

As for adaptation to the North American public, the PowerPoint presentation and the video showcase the artist’s numerous projects exhibited around the United States, and how her work has been recognized in this area through various awards. It is clear, then, that the artist’s style reaches the North American public and is a good channel for presenting Catalonia to North Americans. Given that this is the only bid received, the score for this section is 15 points.

**I.2 Award criteria to be evaluated automatically**

**I.2.1. Financial bid: up to 55 points.**

Bidding companies must present a bid following the template in Appendix 3 to this prospectus. Bidding companies must bid on all the unit prices established in Section B.1 of the prospectus. Failure to bid on all the unit prices, or bidding with prices above those established in Section B.1, is cause for disqualification from the RFP.

Each of the unit prices shall be evaluated, up to the maximum score detailed below:

|  |  |
| --- | --- |
| **Unit prices** | **Maximum score** |
| Simple projection in NY or Washington, DC | 5 |
| Simple projection in other US cities | 4 |
| Simple projection in Canadian cities | 4 |
| Complex projection in NY or Washington, DC | 6 |
| Complex projection in other US cities | 6 |
| Complex projection in Canadian cities | 6 |
| Only a simple projection in NY or Washington, DC | 4 |
| Only a simple projection in other US cities | 4 |
| Only a simple projection in Canadian cities | 4 |
| Only a complex projection in NY or Washington, DC | 4 |
| Only a complex projection in other US cities | 4 |
| Only a complex projection in Canadian cities | 4 |

Each unit price submitted shall be evaluated according to the following linear formula, where the difference between the scores of each bid shall be proportional to the distance of each bid from the maximum price per hour. The best bid shall therefore receive the maximum score and the rest shall receive a score according to the following formula:



Where:

Pv is the score of the bid being evaluated.

Ov is the unit price of the bid being evaluated.

Om is the best unit price bid

IL is the maximum unit price

*VP* is the weighting value.

P is the evaluation criterion score.

In accordance with Directive 1/2020 of June 23 of the Directorate-General for Public Procurement, the weighting value shall be 1.

EVALUATION OF THE FINANCIAL BID RECEIVED

The company submitted a price bid following the template in Appendix 3 to the prospectus and in line with the maximum amounts established in Section B.1 of the aforementioned prospectus. The prices submitted are as follows:

|  |  |
| --- | --- |
| **Unit prices** | **Price without VAT** |
| Simple projection in NY or Washington, DC | $8,000 |
| Simple projection in other US cities | $9,000 |
| Simple projection in Canadian cities | $10,300 |
| Complex projection in NY or Washington, DC | $9,900 |
| Complex projection in other US cities | $10,850 |
| Complex projection in Canadian cities | $12,150 |
| Only a simple projection in NY or Washington, DC | $2,500 |
| Only a simple projection in other US cities | $3,500 |
| Only a simple projection in Canadian cities | $4,800 |
| Only a complex projection in NY or Washington, DC | $3,050 |
| Only a complex projection in other US cities | $4,100 |
| Only a complex projection in Canadian cities | $5,400 |

As Laia Cabrera Co. is the only bidding company, it receives the maximum score for each of the prices:

|  |  |
| --- | --- |
| **Unit prices** | **Score received** |
| Simple projection in NY or Washington, DC | 5 |
| Simple projection in other US cities | 4 |
| Simple projection in Canadian cities | 4 |
| Complex projection in NY or Washington, DC | 6 |
| Complex projection in other US cities | 6 |
| Complex projection in Canadian cities | 6 |
| Only a simple projection in NY or Washington, DC | 4 |
| Only a simple projection in other US cities | 4 |
| Only a simple projection in Canadian cities | 4 |
| Only a complex projection in NY or Washington, DC | 4 |
| Only a complex projection in other US cities | 4 |
| Only a complex projection in Canadian cities | 4 |
| **TOTAL SCORE** | **55** |

3. Conclusions

The only bid received meets the conditions of the contract, and the initial proposal is scored as follows:

|  |  |  |  |
| --- | --- | --- | --- |
|  | QUALITATIVELY EVALUATED CRITERIA | AUTOMATICALLY EVALUATED CRITERIA | TOTAL SCORE |
|  | Video | Unit price bid |
| LAIA CABRERA CO. | 45 | 55 | 100 |

Given this bid, a round of negotiations is proposed so that the bidding company may, if appropriate, improve their proposal in relation to the matters open to negotiation, as established in Section I.3 of the prospectus.

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