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**Reference Number:** ROHU00314 / MSzNZrt / 03

**Subject: Development of Media Content**

## **Invitation to Tender**

Makó Service Nonprofit Ltd., in support of Hungarians living beyond the border, is participating in the Interreg VI-A Romania–Hungary Programme within the project titled “Improving the Public Information in the Cross-Border Region”, Project ID ROHU00314.

Definition of the Tasks Included in the Project: The development of media content shall be carried out over a period of 7 months. During the first 5 months, 2 media contents per month shall be produced, and during the last 2 months, 3 media contents per month, all in Hungarian with Romanian subtitles.

### ***Information regarding the submission of tenders***

Deadline for submission of tenders: 12 September 2025, 14:00 hrs

Notification of award:

The successful tenderer shall be notified in writing of the results of the evaluation procedure.

Address and method for submission of tender:

Tender shall be submitted by the tenderers using and attaching the Offer Template. The Contracting Authority shall reject any tenders that does not use the prescribed Offer Template.

Method of submission of tenders:

Tenders may be submitted exclusively by electronic means (e-mail) or by post to the following address: info@makoiszolgtatozrt.hu or 6900 Makó, Széchenyi tér 10.

In the case of submission by electronic means, the following must be indicated in the e-mail:

- Name and address of the tenderer
- Title of the tender: Development of Media Content
- Reference Number: ROHU00314/ MSzNZrt /03

In the case of submission by post, tenders must be submitted in a sealed envelope, in one copy, and the following must be indicated on it:

- Name and address of the tenderer
- Title of the tender: Development of Media Content
- Reference Number: ROHU00314/ MSzNZrt /03
- The following text: “Do not open until the tender opening session!”

Tenderers are hereby reminded that tenders submitted by post must reach the Contracting Authority by the deadline indicated above. Only tenders received by the deadline will be considered during the evaluation process.

In the case of postal submission, please send the tender in a manner (e.g., priority mail, ensuring delivery by the specified deadline) that guarantees it reaches the Contracting Authority at the address indicated above by the tender opening deadline.

Planned date and time for opening of tenders: 12 September 2025, 15:00 hrs

**Technical Information**

Tenderers must perform their services in accordance with the following. In their technical proposal, tenderers may provide further details on the execution, referring to the requirements listed below.

<b>1. Development of Media Content</b>		
<b>Presentation of Expected Performance / Targeted Results</b>	<b>Required Timeframe</b>	<b>Required Conditions (if applicable)</b>
<p><b>Development of Media Content</b>  <i>Development of media content over a period of 7 months. During the first 5 months, 2 media contents shall be produced per month, and during the last 2 months, 3 media contents shall be produced per month, all in Hungarian with Romanian subtitles.</i></p>	<p><b>Planned completion:</b>            23 March 2026</p>	<p><i>Content production aimed at strengthening media awareness, as well as providing information about news, cultural events, and socially relevant topics in Makó and its surrounding area.</i></p> <p><b>Duration:</b> 7 months.  <i>During the first 5 months, 2 media contents shall be produced per month.</i>  <i>During the last 2 months, 3 media contents shall be produced per month.</i></p> <p><b>Formats:</b>  <i>Television report, radio, podcast, or written article.</i>  <i>All content shall be produced in Hungarian, with mandatory Romanian subtitles for video/podcast formats, and in both Hungarian and Romanian versions for written articles.</i></p> <p><b>Length/Extent:</b>  <i>TV report / podcast / radio: minimum 30 minutes, maximum 60 minutes.</i>  <i>Written article: minimum 6 pages, in both Hungarian and Romanian versions.</i></p> <p><b>Target group involvement:</b>  <i>In the first half of the project, the target group trained by the partner shall be actively involved in the</i></p>

		<p><i>content production process (e.g., conducting interviews, assisting as reporters, participating in topic selection).</i></p> <p><b>Quantity Summary:</b> <i>A total of 16 media contents shall be produced over the entire period.</i></p> <p><b>Quality Requirements:</b> <i>Content must be professionally credible, easily understandable, and objective. High-quality video and audio recordings, with correct language usage, must be ensured.</i></p> <p><b>Contractor Obligations:</b> <i>Delivery of the produced content in digital format. Ensuring lawful use of all materials (music, images, videos, consent from interviewees).</i></p>
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***Professional Requirement:***

The tenderer must declare that they have appropriate references. At least 1 previous podcast or report of similar length must be presented as a reference from the past 5 years, demonstrating the necessary experience and capacity to carry out the activities described above.

Mode of Verification: Statement prepared in free format.

***Service Duration:*** 15 September 2025 – 23 March 2026

***Financial Information:***

Payment shall be made in multiple installments, each month following the completion of the produced media content and issuance of a certificate of completion.

Please submit the price offer using the attached form, in Hungarian Forint (HUF) or Euro (EUR), indicating the net amount.

*Only the net amount indicated in the tender will be considered for evaluation.*

***Additional Information:***

**Confidentiality**

The evaluation procedure is entirely confidential and governed by the Contracting Authority's internal rules regarding access to documents. Evaluators make decisions collectively and deliberate in closed

sessions. Evaluators are bound by confidentiality obligations. Evaluation reports and written records may be used solely for official purposes and must not be disclosed to anyone outside the Contracting Authority, the European Commission, the European Anti-Fraud Office (OLAF), and the European Court of Auditors, including the tenderers.

#### Selection Criteria

The Contracting Authority shall award the contract to the tenderer who is administratively and technically compliant and has submitted the most economically advantageous offer. The technical proposal shall be evaluated with a weight of 80%, and the financial proposal with a weight of 20%.

#### Technical Evaluation

The technical proposal (references), in addition to meeting the professional requirements, will be evaluated as follows:

- 1 relevant reference: 80 points,
- 2 relevant references: 90 points
- 3 or more relevant references: 100 points

Maximum achievable score: 100 points

#### Financial evaluation

The financial proposal shall be awarded 100 points for the most advantageous (lowest) price.

Note:

Conflict of interest is a disqualifying factor, both for tenderers and the Contracting Authority.

In case of any questions, Dr. Ákos Mészáros can be contacted at the following phone number: +36706847559.

Makó, 5 September 2025

MAKÓI Szolgáltató Nonprofit Zrt. (25.)  
Sz.h.: 6900 Makó, Széchenyi tér 10.  
Adószám: 25430435-2-06  
Psz.: 11735005-28096540

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Dr. Bakos Tamás Gábor  
Chief Executive Officer (CEO)