



## **REQUEST FOR TENDERS**

**TO CREATE, MANAGE, PRODUCE & DELIVER the**

***safefood* KNOWLEDGE NETWORK MAGAZINE**

**“THE FOOD CHAIN”**

**FEBRUARY 2016**

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## Tender Information for the provision of the *safefood* Knowledge Network Magazine

### 1. Introduction

This is a document to assist potential applicants to tender for the production of the magazine, *The Food Chain*, for the **safefood** Knowledge Network, to facilitate both online and print readers.

### 2. Background to *safefood*

**safefood** was established in 1999 under the British-Irish Agreement Act, and is one of the six North-South Implementation Bodies jointly governed by the British and Irish Governments.

The remit of **safefood** is to promote awareness of food safety and healthy eating issues throughout the food chain and on an island of Ireland (Iol) basis. which includes the commissioning and funding of relevant research, the development of monitoring and surveillance procedures, the coordination of scientific cooperation including identifying and establishing laboratory linkages, public education and awareness campaigns, and the publication of independent reports of interest to consumers and other key stakeholders.

The Chief Executive Officer is supported by an Advisory Board that provides strategic advice, and an Advisory Committee that provides scientific and technical guidance on matters of food safety and healthy eating. The membership of both structures comprises a broad range of expertise and backgrounds from the Public, Private and Voluntary sectors across the Iol.

Headquarters are located at 7 Eastgate Avenue, Eastgate, Little Island, Co. Cork, with an additional office in the Irish Life Centre, Abbey Court, Lower Abbey Street, Dublin, and a sub-office at The Gasworks, 5 Cromac Avenue, Belfast BT7 2JA.

For more information on **safefood**, please see our web site at [www.safefood.eu](http://www.safefood.eu).

### 3. Background to the *safefood* Knowledge Network

As part of its legislative remit, **safefood** has an obligation to promote awareness of food safety issues amongst professionals with an interest in, or responsibility for, food safety, including the food industry. In 2011, **safefood**

established a programme of collaborative arrangements called 'Knowledge Networks' (KNs) that link food safety professionals across the IoI and throughout the whole food chain including food producers and processors, as well as those working in the wider public sector, research and academia. The networks help facilitate greater knowledge sharing by those involved in all parts of the food chain to support and enhance food safety.

Seven **safefood** KNs were established covering specific food safety topics. The **safefood** KNs explore current food safety issues, identify new risks and emerging challenges and facilitate more rapid dissemination of information and ideas. In 2016, **safefood** will further develop the KN concept by establishing a food sector-based framework for a single overarching KN. This phase of the KIN concept will run from 2016 to 2018.

The KN membership includes food safety professionals from across the health, food industry, academia, government and agriculture arenas on the IoI. To date, the KNs have attracted more than 2,700 members who are benefiting from the various services provided including the KN magazine called 'The Food Chain', which is published three times per year.

## **4. Magazine Format & Description**

The magazine content must be adapted to meet the needs of different formats to include a printed version, a pdf of the printed version with clickable links, a summary version to sit within the e-version and a more extended piece to sit within the KN website.

### **4.1 Print Version**

- 800 print run
- Three editions per year
- Typically 8 pages long
- The printed magazine is in full colour with full colour photos
- Approximately 4500 words (based on 8 pages)

### **4.2 e-Version**

- The electronic version, a summarised form of the print version, will contain a web introduction/summary content pieces and link to a more extended version within the KN ning website
- The publication of the e-version will coincide with the print version
- The word count will be approximately 1700

- The magazine will have the capability to include polls and surveys to generate feedback from the readership

## 5. Magazine Content

Each magazine will be an informative publication for food safety professionals. The magazine content will contain a mixture of topics, including

- profiles of a number of key people working in food safety on the island
- Information articles relating to food safety, including research
- **safefood** and KN events & programme opportunities
- Submitted articles and news items from KN members
- Competition

Please see PDFs of the last two editions for reference.

## 6. Magazine Style

Although the magazine is targeted mainly at people who work within the arena of food safety, their level of knowledge and understanding of this complex topic will vary dramatically. No matter how technical the material, our approach is to use simple language within a well-defined and consistent structure. It must be accurate and concise providing material that is easy to read, comprehend and retain.

## 7. Design & Technical specifications of Magazine

The successful tenderer will be required to develop templates, including colour palette, design layout and images consistent with the existing design and layout of *The Food Chain* (see appendix 1 & 2).

The print version is to be printed on 150gsm paper.

When writing about **safefood**, tenderers must comply with the brand guidelines and we refer the tenderer to the media pack available [here](#) which contains a copy of these guidelines.

## 8. The Publication Process

With approximately 10 articles and as many images in each edition, the process of receiving, writing, editing and approving each article will require careful coordination and excellent project management skills. **safefood** require

complete project management of the whole process and the successful tenderer must provide a single point of contact who will have the expertise to manage the entire process from conception to delivery. This person will be required to attend regular meetings at **safefood**'s Cork or Dublin offices and will be expected to be available to reply to emails or phone communication in a timely manner.

## **9. Responsibilities of Tenderer**

The successful tenderer will have the expertise to completely manage the entire process from conception to delivery requiring a specialist writer(s), designer and production team and distribution management.

**These responsibilities to include:**

- Map out with **safefood** an overall annual content plan for the magazine
- Produce and maintain a production plan and deadlines for each edition
- Meet with **safefood** to agree a content plan, word counts, interviews, photos and information pieces
- Create and produce the content for the print and e-version and also the related content that will sit within the KN ning site
- Write a web introduction for each e-version edition
- Use the existing print and e-version design templates, design and layout both print and online editions.
- Print, pack and post the print version and manage third party suppliers including liaise with printers, photographers and delivery of the printed version to a distribution company.
- Upload the content into the **safefood** e-version template and send the e-version to those on the distribution list
- Upload all the content for each e-version of '**The Food Chain**' within the KN ning site
- Ensure all deadlines for sign off are met in time to meet **safefood** deadlines
- Ensure the secure transfer and upkeep of the distribution contact database as Data Processor on behalf of **safefood**. **Under the Irish Data Protection Acts 1988 and 2003, safefood, as a Data Controller** is required to put in place an agreement between **safefood** and the successful tenderer governing the processing of the data. A copy of this agreement is attached at appendix 3. In addition **safefood** will require sight of the successful tenderer's data protection policy.
- Develop and initiate competitions including sourcing prizes
- Develop surveys and polls as necessary

- Report on the numbers who have opened, read and visited the website as a result of receiving the e-version.
- Review similar publications for concepts and content on an ongoing basis to help improve '*The Food Chain*'
- Encourage KN members to sign up to the e-version and print version of the magazine.
- Encourage email correspondence and feedback from stakeholders.

## **10. safefood Responsibilities**

- Plan the content in consultation with the successful tenderer
- Sign off on the content plan and interview outlines
- Provide updated distribution contact data as required
- Provide the external agency with relevant information and contact details in a timely fashion and on an on-going basis
- Edit word and pdf versions of the magazine and return tracked changes to the external agency

## **11. Contract Duration**

The contract with the successful tenderer will run from March 2016 to December 2018 with a review in November each year. If **safefood** is not satisfied with the performance of the successful tenderer after the November review the contract will be terminated.

## **12. Format of the Tender Response**

The format of the tender should include at minimum information under the following headings;

- Introduction to and Background of tenderer
- Relevant magazine creation, production and delivery experience
- Costings for the magazine per edition, to include;
  - i. Development of templates and layout (according to existing design and layout)
  - ii. Editorial Content (content sourcing, writing, editing, proofing & updating)
  - iii. Project management
  - iv. Print management (quality, price & delivery)
  - v. Images and Photography
  - vi. Distribution

All costs must be inclusive of VAT

- Background of Project Manager & Writer and their expertise

- Proposed implementation schedule for magazine production
- List all third party agencies that will be involved

**The tender response must include examples or writing scientific content for a non-technical audience.**

## **13. Evaluation of Tenders**

### **13.1 Qualification criteria**

**Tenders will be initially evaluated by reference to the following qualification criteria:**

- I. Addressing in full the requirements set out in this document.
- II. A statement of the tenderer's previous experience in providing the services required in this tender.
- III. Details of two reference sites where services similar to those being sought have been provided.
- IV. The names of the key personnel to be assigned to the project and a statement of their experience together with details of a contingency plan in the event of the named personnel being unavailable.

### **13.2 Award Criteria**

The contract will be awarded from the qualifying tenders on the basis of the most economically advantageous tender by applying the following award criteria:

- I. Comprehensive Understanding of **safefood**'s requirements as set out in this RFT. (10%)
- II. Company profile and suitability – relevant magazine creation, production and delivery experience. Experience of health, science and public health writing. Experience of magazine design and layout. (20%)
- III. Expertise and experience of personnel - Project staffing and structure. One point of contact – Project Manager - Project Management Experience – demonstrated capability to manage all third party suppliers. Content planning and stakeholder management (20%)



- IV. Writing experience – demonstrated ability to effectively communicate technical and scientific material in a non-technical but professional manner (20%)
- V. Implementation process – ability to achieve deadlines and demonstrated capability to coordinate the complete process. Experience of working with e-magazines. Appropriateness of proposed implementation process and work plan (20%)
- VI. Overall cost and value for money of the proposal on offer (10%)

### Conditions of Tender

- a) **safefood** requires that all information provided pursuant to this invitation to tender be treated in strict confidence by tenderers;
- b) Information supplied by tenderers will be treated as contractually binding. However, **safefood** reserves the right to seek clarification or verification of any such information;
- c) Before any tender is awarded, the successful tenderer will be required to provide a valid Tax Clearance Certificate from the Revenue Commissioners;
- d) Before any tender is awarded, the successful tenderer will be required to enter into an agreement governing the processing of data and provide a copy of the tenderer's data protection policy.
- e) **safefood** will not be liable in respect of any costs incurred by tenderers in the preparation of proposals or any associated work effort;
- f) Any conflict or potential conflict of interest must be fully disclosed;
- g) The tender should be emailed to [lgordon@safefood.eu](mailto:lgordon@safefood.eu) on or before 4pm on Friday 4<sup>th</sup> March
- h) Applicants may be required to attend a presentation / clarification meeting in our Cork office. Tenders delivered late will not be considered. In addition, incomplete tenders may be rejected;
- i) Any queries should be emailed to [lgordon@safefood.eu](mailto:lgordon@safefood.eu);
- j) Tenderers are advised that any responses supplied in respect of further information requested will be distributed to all other parties who have participated in this Request for Tender;
- k) The decision of **safefood** will be final

## Appendix 3

### ***Data Processor Agreement***

#### **BETWEEN**

**1) Data Controller**

Situated at: **safefood**, The Food Safety Promotion Board (hereafter referred to as **safefood**), 7 East Gate Avenue, East Gate, Little Island, Co Cork ("the Data Controller")

And

**2) Data Processor**

Registered at: *Insert Name and address*

("the Data Processor")

#### **RECITALS**

**a)** The Data Controller is appointing the Data Processor as its sub-contractor the purpose of:

*Insert Purpose*

**b)** In order to perform the Services on the Data Controller's behalf, the Data Processor will require access to a database containing personal, and in some cases, sensitive personal data.

**c)** Under the Irish Data Protection Acts 1988 and 2003, the Data Controller is required to put in place an agreement between the Data Controller and any organisation which processes personal data on its behalf, governing the processing of that data.

**d)** The parties now wish to enter into this Agreement in order to regulate the provision and use of Personal Data which the Data Processor will be processing on behalf of the Data Controller.

#### **AGREEMENT**

##### **1. DEFINITIONS AND INTERPRETATION**

**1.1** The following words and phrases used in this Agreement and the Schedules shall have the following meanings except where the context otherwise requires:

##### **Master Contract**

Refers to the main contract between the Data Controller and Data Processor setting out the terms and conditions for the services to be provided by the Data Processor.

##### **Data Controller**

Refers to the legal entity responsible for the acquisition and use of the personal data.

##### **Data Processor**

Refers to any third party which processes personal data on behalf of the Data Controller, but is not an employee of the Data Controller.

#### **Data Subject**

Means an individual who is the subject of personal data.

#### **Personal Data**

Means any data which relate to a living individual who can be identified from that data, or from those data and other information which is in the possession of, or is likely to come into the possession of, the Data Controller or Data Processor.

#### **Services**

Refers to the services to be carried out by the Data Processor under the terms of the Master Contract.

- 1.2 This Agreement shall continue in full force and effect for the same period as the Master Contract, unless terminated for breach by either party.

## **2 OBLIGATIONS OF THE DATA CONTROLLER**

- 2.1 The Data Controller shall provide the Personal Data to the Data Processor together with such other information as the Data Processor may reasonably require in order for the Data Processor to provide the Services.
- 2.2 The instructions given by the Data Controller to the Data Processor in respect of the Personal Data shall, at all times, be in accordance with the laws of Ireland.

## **3. OBLIGATIONS OF THE DATA PROCESSOR**

- 3.1 The Data Processor will process the Personal Data in compliance with the Irish Data Protection Acts 1988 and 2003.
- 3.2 The Data Processor undertakes that it shall process the Personal Data strictly in accordance with the Data Controller's instructions for the processing of that personal data.
- 3.3 The Data Processor will process the Personal Data for the purposes set out in the Master Contract only.
- 3.4 The Data Processor will treat the Personal Data and any other information provided by the Data Controller as confidential and will ensure that access to the Personal Data is limited to only those employees who require access to it for the purpose of the Data Processor carrying out the permitted processing and complying with its obligations under this Agreement.
- 3.5 The Data Processor will ensure that only such of its employees who may be required by it to assist it in meeting its obligations under the Agreement shall have access to the Personal Data. The Data Processor will ensure that all such employees have undergone training in the law of data protection, their duty of confidentiality under contract and in the care and handling of the Personal Data.
- 3.6 The Data Processor will provide copies of its Data Protection Policy and any other relevant data protection policies and procedures to **safefood**.
- 3.7 The Data Processor agrees to assist the Data Controller promptly with all subject access requests which may be received for Data Subjects to who the Personal Data refers.
- 3.8 The Data Processor will not disclose the Personal Data to a third party in any circumstances other than at the specific written request of the Data Controller, unless the disclosure is required by law.

- 3.9 The Data Processor will not transfer the Personal Data to a destination outside the European Economic Area (EEA) other than at the specific request of the Data Controller, unless the transfer is required by law.
- 3.10 The Data Processor will not sub-contract any of the processing without the informed knowledge of the Data Controller. Where such information is provided, the Data Processor will ensure that any sub-contractor it uses to process the personal data complies with the terms of this Agreement.
- 3.11 The Data Processor will employ appropriate operational and technological processes and procedures to keep the Personal Data safe from unauthorised use or access, loss, destruction, theft or disclosure. The organisational, operational and technological processes and procedures adopted must comply with the principles of ISO/IEC 27001:2013 as appropriate to the services being provided to the Data Controller. The Data Controller will use ISO/IEC 27002:2013 as a basis for auditing compliance with the guarantees which the Data Processor provides in relation to this obligation.
- 3.12 The Data Processor will notify the Data Controller of any information security incident that may impact the processing of the personal data covered by this agreement within one working day of discovering, or becoming aware of any such incident. The Data Processor will co-operate with the Data Controller in implementing any required corrective action agreed between the parties.
- 3.13 The Data Controller reserves the right upon giving reasonable notice and within normal business hours to carry out compliance and information security audits of the Data Processor, in order to satisfy itself that the Data Processor is adhering to the terms of this agreement. Where a sub-contractor is used, the Data Processor agrees that the Data Controller may also, upon giving reasonable notice and within normal business hours, carry out compliance and information security audits and checks of the sub-contractor to ensure adherence to the terms of this agreement.

#### 4. THIRD PARTY RIGHTS

The Data Subject is hereby entitled to enforce the terms and conditions of this Agreement as a third party beneficiary.

#### 5. INDEMNITIES

Each party shall indemnify the other against all costs, expense, including legal expenses, damages, loss, including loss of business or loss of profits, liabilities, demands, claims, actions or proceedings which a party may incur arising out of any breach of this Agreement howsoever arising for which the other party may be liable.

#### 6. GOVERNING LAW

This Agreement shall be governed by and construed in accordance with Irish law and each party hereby submits to the non-exclusive jurisdiction of the Irish courts.

Signed: ..... Date: .....  
on behalf of **safefood** - the Data Controller

Signed: ..... Date: .....  
on behalf of [.....] - the Data Processor