

## Terms of Reference

### Media monitoring service for the Central Baltic Programme 2021-2027

## 1 Central Baltic Programme 2021-2027

The Central Baltic Programme 2021-2027 (programme) is a cross-border co-operation programme funded by the European Regional Development Fund. The programme funds co-operation projects between partners from Finland (incl. Åland), Estonia, Latvia and Sweden.

The official language of the programme is English.

The programme is implemented by the Managing Authority, hosted by the Regional Council of Southwest Finland.

Further information about the programme can be found in:

<https://centralbaltic.eu/>

#### **Buyer of the service:**

Regional Council of Southwest Finland

VAT code: FI09223059

Address: Linnankatu 52 B, 20100 Turku, Finland.

The tendering procedure is done according to the Finnish public procurement law as well as following the tender instructions of the Regional Council of Southwest Finland.

## 2 Media monitoring service requirements

We are asking for a tender regarding a media monitoring service to support our strategic communications across Estonia, Finland (incl. Åland), Latvia and Sweden.

The following features should be included in the tender to ensure the optimal service. The list is not exhaustive, but we are *not* asking for additional content to the offer request.

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1. **Crosschannel coverage** - baseline monitoring of online, print, social media, TV and radio across Estonia, Finland (incl. Åland), Latvia and Sweden. Coverage must include national media, major regional outlets and key industry-relevant sources in each country.
  - a. At minimum, social media monitoring must include publicly available content on LinkedIn, Facebook, Instagram, X, and YouTube.
2. **Real-Time Monitoring** - real-time tracking of brand mentions, competitors, industry topics.
3. **Multilanguage & regional coverage** - the tool should support Estonian, Finnish, Latvian, Swedish and English (for panNordic coverage) and allow monitoring of specific geographic markets.
4. **Keyword search capabilities** - advanced keyword tracking with flexible search operators, allowing refinement by geography, language, sentiment, and media type.
5. **Dashboards & reporting** - creating tailored dashboards and reports for different stakeholders, with options to export data and (where supported) connect to business-intelligence tools (such as Power BI).
6. **Scheduled reports** - Daily, weekly, and monthly reports with summaries and insights. Exportable formats (PDF, Excel, PowerPoint).
7. **Historical data & archives** - access to historical online and print media archives to enable year-on-year comparisons and retrospective analysis.
8. **Data privacy & compliance** - the service must comply with EU GDPR requirements and ensure secure handling and storage of data.
9. **Advanced analytics** - core analytics such as share-of-voice, competitive comparisons and reach/impact indicators, with additional insight features provided where available.
10. **Multi-user access with role-based permissions** (currently 7 users)

## 3 Requirements for the service provider and assessment criteria

A proven good knowledge of English language is a prerequisite, as all work and communication will be carried out in English.

The following criteria will be assessed:

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1. Service Coverage (40%)
2. Price (50%)
3. References (10%)

The offer must include sufficient information on each of the above criteria to enable the purchaser to make assessments based on the table below.

The content assessment will be done by the programme's Managing Authority/Joint Secretariat. Based on the assessment of the offers, the one with the highest score will be awarded the contract. In case no offers are received that provide service adequate for the customer's requirements, the customer reserves the right to not contract any service provider. An offer may be disqualified if it receives 0 points for any of the criteria.

Criteria	Score	Assessment
Service coverage (40%)	0-40	<p>Full points are to be awarded to a service provider that can demonstrate that it fully meets the listed measures of the requirements outlined in the terms of reference (ToR) part 2.</p> <p>Between 0 and 40 points: Partial compliance will result in a proportional score reflecting the extent to which the requirements are met.</p> <p>0 points are awarded in case the provider does not fulfill any of the listed requirements of part 2.</p>
References (10%)	0-10	<p>Up to 10 points will be awarded to a service provider that can demonstrate experience and reliability based on references from other relevant clients.</p> <p>0 points are awarded for this criterion in case the provider does not provide any references from other relevant clients.</p>

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Price of service (50%)	0-50	<p>The pricing is evaluated based on full price of the fixed fees for the duration of the contract.</p> <p>The offer with the lowest total price receives the maximum score (50 points). All other offers receive a score calculated proportionally according to the formula: Maximum score x (Lowest price / Offered price) = Points</p> <p>The purchaser may also reward 0 points in case a price is assessed to be too low for the provider to be able to beneficially provide the service.</p>
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The programme has reserved up to 90 000 eur (VAT 0%) for this service.

## 4 The contract and terms of payment

Based on the assessment of the offers, the one with the highest score will be awarded the contract. The official decision about the chosen offer will be done by the Board of the Regional Council and the contract shall be signed after the appeal time of 2 weeks has passed, provided that no appeals have been received.

The contract will be done for the period 1.3.2026-31.12.2028, with an option to extend it to 2029.

Payments will be made based on invoices. The payment schedule shall be agreed upon when contracting the service. The currency used is EUR.

## 5 Submitting the offer

The offer shall be provided in English. The offer shall clearly specify the service provided as well as compliance with the requirements set for the service provider and the assessment criteria, considering the specifications provided for each criterion.

The price is to be given per calendar year (0% VAT), with the exception of 2026 (10 months).

In addition, the service provider must include in the offer:

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- The VAT Registry number of the service provider
- Tax certificate
- Proof of paid employee fees (possible unpaid taxes/fees affect the choice of service provider)

The service providers may submit written requests for clarification regarding the tender document until 12.12.2025 to [info@centralbaltic.eu](mailto:info@centralbaltic.eu). Responses to all received questions will be prepared in writing and distributed to all known interested tenderers by 17.12.2025. No further information will be provided beyond these written clarifications.

The offer shall be sent by 7.1.2026 at 15:00 EET by email to [kirjaamo@varsinais-suomi.fi](mailto:kirjaamo@varsinais-suomi.fi).

The e-mail shall be marked with "Central Baltic 2021-2027 Media monitoring service".

The offer shall be valid for minimum 3 months from the deadline of the submission.