

Cluster GAIA DEVELOPMENT OF THE VIRTUAL RESSOURCE PLATFORM

**Description / Specification of the services
for the design, development and
maintenance of the Virtual Resource Center
of the NOVExport project approved in the
third call of the Interreg Sudoe program**

General lines

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1. Scenario

1.1. General Lines

This document contains the General Lines that should cover the service for the design, construction and maintenance of the “Virtual Resource Center” web platform of the NOVexport project (project code SOE3 / P2 / F0970) of the third call of the Interreg Sudoe.

1.2. GAIA

Cluster of Knowledge and Applied Technology Industries of the Basque Country that has 254 associated companies and its objectives are the promotion of the sector in the Country. For this, it promotes collaborative projects and provides various services to its associates.

1.3. NOVexport Project

The challenge of the NOVExport project is to support SMEs in the SUDOE region in their commercial development towards the Agriculture, Environment and Maritime markets of Latin American countries, while supporting the technological maturation of their services/products (use of spatial and digital data, Internet of things, etc.), in order to meet the needs of these export markets.

This is the heart of NOVExport: access to the largest and most profitable markets in Latin America to promote high quality European products and services through a continuous and collective process from the SUDOE territories.

A true technological and export accelerator, NOVExport is a unique sharing point of the technical knowledge of each of the partners (ICT, spatial data, international development, training, etc.) based on 4 tools:

1. An open resource center: a common dematerialized platform for accessing and sharing data (spatial and digital) and also offering tools for data processing, training and market research
2. 6 innovation and export centers (Badajoz, Bilbao, Coimbra, Biarritz, Madrid and Montpellier) that bring together SMEs with a common interest in exporting to a target country. These centers will be created and encouraged by the project partners and will be interconnected through the actions carried out in NOVExport.
3. A technological and business cross-fertilization for the maturation of products and services according to the needs and particularities of the target markets
4. A common methodology and actions for international access

The methodology developed by NOVExport will be replicated to other markets and target countries.

European SMEs are an essential link in the regional, national and European economy. However, less than 30% export their products or services. SUDOE region SMEs face great difficulties in internationalizing to Latin America.

NOVExport, the export accelerator of SUDOE, is a collective approach to access regional innovation opportunities that help mature ideas and products to bring SMEs to specific international markets in the space and digital technologies sector.

Novexport is made up of:

- A European platform where companies can apply, obtain information and access training and opportunities
- Local networks of companies with common interest in international markets
- A cross-fertilization business and a methodology for the maturation of innovation, so that each company accesses market information, data, testing.
- Implementation of a common Go-International methodology in the 6 local hubs

2. Specifications

2.1. Objective of the Tender

This document launched by the GAIA cluster aims to open a public tender procedure for the "creation of the open virtual resource center for SMEs" of the SUDOE NOVExport project.

The open resource center will be a common dematerialized platform for accessing and sharing data (spatial and digital) and also offering tools for data processing, training and market research. It will agglutinate all the resources necessary to start up and manage the activities of the 6 innovation and export centers of the project (Badajoz, Bilbao, Coimbra, Biarritz, Madrid and Montpellier) that bring together SMEs with a common interest in exporting to a country objective. These centers will be created and encouraged by the project partners and will be interconnected through the virtual resource center.

In addition, the platform must allow the access of 6 innovation centers to the following spaces: data storage, training and data processing. The content of the platform will be as follows: general information, training, digital data, information on export markets, opportunities, etc.

2.2. Context for the development of the works described

NOVEXPORT is a highly innovative project as it is the first initiative that aims to help companies to mature their products and, later, to internationalize as a continuous process and through a collaborative approach.

NOVEXPORT develops an innovative concept that aims to create 6 innovation and export centers in Montpellier, Biarritz., Bilbao, Badajoz, Madrid and Porto.

These 6 NOVEXPORT Hub will have a common resource center, developed by the consortium and available on the Internet. This resource center will be in the form of a website where SMEs will be made available: training workshops, MOOCs, market research and other useful materials.

Participating companies will also have access to thier dashboard to monitor their tasks, achievements, milestones ...

The resource center will also include a "technical area" that will help companies access additional data and technologies (land observation, iot, algorithms, API, development tools and environment ...) necessary to adapt a product for a specific market.

For example, a SUDOE startup that offers space services for agriculture in the Basque Country could take advantage of the resource center to update its product for the Chilean market, through accessing to land observation data, open local data, additional algorithms , etc.

The resource center, structured around all the needs expressed in the centers, will serve as a common database for the project and will be accessible to all (cloud mode). It will allow structuring specific training courses to meet the expressed needs and will support each SME in the export, taking into account their degree of maturity.

2.3. Specifications for the development of the virtual resource center

The objective is to create a resource center dedicated to the economic development of the SUDOE regions by promoting access to the markets of Latin American countries. Six reception areas of SMEs (hubs) distributed in the SUDOE space will synchronize the results of the project with local expectations.

GAIA will create a structure for the combination of experience and training support. This open resource center for European SMEs will serve to:

- Agglutinate common tools and resources: spatial and on-site data, market studies, etc.
- Ensure the complementarity of partners and hubs.
- Represent the training support interface for SMEs.
- Integrate into the SME business model a prediction tool and support for the decision to export to the Latin American target markets
- Accelerate innovations and ensure the sustainable economic development of the partners.

To achieve these objectives, a communication interface will be developed that will allow access to the 3 spaces: data storage, training and data processing.

The data processing space supervised by GAIA will provide the educational and algorithmic tools that SMEs need to optimize their internationalization strategies.

The resource center will be driven throughout the project by the partners and will serve as a shared data storage space. The global space market is entering a period of strong acceleration; Today satellites provide more than 10 petabytes a year. This satellite data will be shared by the beneficiary partners with on-site data, market studies, opportunity studies, etc.

The expression of the needs of SMEs will be compiled during the first phase of the project and will help to structure the content and format of the expected training. These will be available for each center, in a dedicated and interactive space in the training area of the resource center.

In a second phase of the project, the raw data collected will be used to create new businesses through the use of structuring tools that classify, aggregate, analyze and value all this data. These pedagogical and algorithmic tools will be developed in the project to use raw data as an accelerator for new international businesses.

2.4. Operation of the virtual resource center

The project will design a user-centered resource center that will serve as an export accelerator for SMEs. This tool and its architecture can be accessed through a NOVExport web interface, an interface linked to the website of the project developed.

This will allow access to 3 different spaces:

- A pre-structured digital data storage area around the data format and its sector of origin (agriculture, maritime, environment). Each SME can enrich the resource center with this data and / or business during the project and, in return, benefit from the complementarity of the consortium to access a transnational database.

- An international business space for the storage of market studies and opportunities, a database of SMEs and their skills in the SUDOE territories of the NOVExport project
 - An interactive training space (MOOC, interactive TD, serious game). This space will allow SMEs to acquire the basic modeling concepts and understand the construction of an economic model for the export of their products / services. This server space will be hosted by one of the consortium members.
- SMEs will have in a second phase of the project, a database and a solid enough experience to work to export their business through DIAS and confidently model the target markets of Latin America.

2.5. Compulsory Compliance Specifications

The bidder will complete a document with the complete description of the work to be carried out and the economic offer. The bidder will be prohibited to subcontracting any action related to the works specified in the offer.

For guidance purposes, the information to be included in the offer is provided:

- Technical specifications of the work to be carried out
- Detailed calendar of actions
- Development actions of the resource center, maintaining the resource center, user manuals, training for the 6 centers in the use of the center, etc.
- Bidder experience
- Data storage and documentation services
- Interconnection services between innovation centers
- Examples of the extranet, etc.

2.6. Contract Period

The duration of the contract extends throughout the implementation period of the entire project.

It is divided into two phases:

Phase 1: Creation of the platform.

Start: Date of signature of the contract after the award. Estimated date 01/10/2020

Final: Delivery date of the finished works. Date: 03/31/2020

Phase 2: Platform Maintenance

Start: Once the finished works are delivered. Date: 03/31/2020

Final. Project Closure Date: 03/31/2022

2.7. Economic offer

The economic offer must be submitted for all the work carried out and during the entire implementation period. A breakdown of the economic offer will be included for each task and action to be carried out.

3. Evaluation

3.1. Criteria for evaluating proposals

- Economic offer 40%
- Technical adjustment 30%
- Experience 10%
- Improvements 10%

- Delivery time 10%

3.2. Proposal presentation

Tenderers may submit their proposals to the attention of Itziar Vidorreta to the email address vidorreta@gaia.es and in the offices of the association in Bilbao (Paseo Uribitarte 3, floor 3. 48001 Bilbao), from the publication of this announcement on the GAIA website, until 12 noon on December 27, 2019. Tenderers may contact the following email address for additional information: vidorreta@gaia.es or call the following number: 943 31 66 66 extension 203

3.3. Award

Once the offers have been received on the date indicated for submission, within 10 business days, the result of the tender will be published on the GAIA website. Once the award is published, the selected company will count until March 31, 2020 to present the final version of the work. In addition, a weekly review will be carried out through Skype or in person during the implementation period of the work described.