**EU4BCC: Connecting Companies**

**Reference: ENI/2019/411-865**

AnnEX 2: ORGANISATION AND METHODOLOGY

To organise a study visit: *The SME and BSO tour focused on Digital Marketing and Social Media*

# Rationale and Strategy (max. 4 pages)

This section should include the following elements:

* *General reflection on the Call for Tenders.*
* *An outline of the approach/methodology for the successful execution of activity and your opinion on the key issues related to the achievement of the contract objectives and expected results.*
* *Demonstration of a degree of understanding of the elements covered in the Call for Tenders.*
* *A list of the proposed tasks you consider necessary to achieve the contract objectives.*
* *Inputs and outputs.*

# Available resources and risk management (max. 5 pages)

This section should include the following elements:

* *A list of proposed team: please insert the names and roles of the team who will be involved in the implementation of the activities and describe their experience (please send the CVs of the proposed team). Indicate if you plan to outsource some of the tasks.*
* *A description of the support facilities (back-stopping) that the contractor will provide to the proposed team during execution of the contract.*
* *Strategy to ensure the quality checking.*
* *An explanation of the risks and assumptions affecting the execution of the contract.*

# *Programme and Agenda* (max. 4 pages)

This section should include the following elements:

* *The timing, sequence and duration of the proposed tasks, taking into account travel time.*
* *Proposed topics of the sessions with explanations.*
* *Selection criteria of the participants and resources.*