

INVITATION TO PARTICIPATE IN PRELIMINARY MARKET CONSULTATION

The City of Prague, of registered office Mariánské náměstí 2/2, Staré Město, 110 00 Praha, Company ID: 00064581 (hereinafter the "contracting authority"), hereby, in accordance with Section 33 of Act No. 134/2016 Coll., on Public Procurement, as amended (hereinafter the "PPA")

announces a preliminary market consultation

on the forthcoming project entitled "**City of Prague Branding Strategy**" (hereinafter also the "Project"), which will be the subject of a future public tender procedure, and

**extends an invitation to participate in the preliminary market consultation,
which will take place on a date agreed upon with the contracting authority via the
multimedia communication platform MS Teams**

under the conditions stated below in this invitation.

1. IDENTIFICATION DATA OF FUTURE CONTRACTING AUTHORITY

name:	City of Prague
registered office:	Mariánské náměstí 2/2, Staré Město, 110 00 Praha
Company ID:	00064581
VAT No.:	CZ00064581
represented by:	Tereza Hrušková, Head of the Foreign Affairs Unit
Address:	Mariánské náměstí 2/2, Staré Město, 110 00 Praha
Contact person:	Lucia Legáthová
E-mail:	lucia.legathova@praha.eu
Data mailbox ID:	ktdeucu

2. BASIC INFORMATION ON PLANNED PROJECT

The contracting authority intends to implement a project entitled "**City of Prague Branding Strategy**", the subject of which primarily includes:

- a) a qualitative study of the perception of the City of Prague, in particular:
 - from the point of view of expats, especially foreign students and workers with regard to their motivations and goals
 - from the point of view of Prague citizens with regard to their perception of life in the City of Prague and its future development
 - from the point of view of the contracting authority with regard to defining target countries or cities and studying local perception of the City of Prague

- b) Stakeholder management – organising workshops and other activities for important stakeholders within the City of Prague
- c) Producing a strategic vision and strong identity for the future of the City of Prague for the field of "work, study, invest"
- d) A plan for implementing the vision and strong identity for the future of the City of Prague in the field of "work, study, invest"
- e) Proposal for evaluating implementation

3. SUBJECT OF PRELIMINARY MARKET CONSULTATION

The main subject and purpose of this preliminary market consultation is to obtain and check the information necessary for implementing the Project in question, in particular in terms of:

- a) the manner of conducting quantitative research as far as the content of such research with a focus on innovative elements of the research carried out by a specific supplier
- b) the manner of conducting quantitative research as far as the selection of respondents and manner in which the research is carried out
- c) the standard practice of conducting research (assessment criteria etc.)
- d) possible ways of setting the price for performance
- e) possible manners of innovative approach to implementing the Project
- f) suitable and reasonable definition of qualifications required from suppliers
- g) the issue of stakeholder management – course, form, timeline, etc.

4. DEFINITION OF THE METHOD OF CONDUCTING THE PRELIMINARY MARKET CONSULTATION

The contracting authority states that this invitation to suppliers for preliminary market consultation is being published by the contracting authority on its website at least 10 calendar days before the planned date of the first meeting, with information on the preliminary market consultation also being published in the Public Procurement Bulletin.

The contracting authority anticipates that the preliminary market consultation will take place in English.

The contracting authority furthermore anticipates that the preliminary market consultation will be held separately with each supplier, with the contracting authority then publishing summary reports of these individual preliminary market consultations in a suitable manner. The contracting authority also draws attention to the possibility that the 1st round of preliminary market consultation may be conducted jointly with all suppliers that have applied.

The expected course of the preliminary market consultation:

1. Presentation of the project

2. Discussion primarily on the topics listed in Article 2 hereof

The contracting authority would like to inform suppliers that individual supplier representatives will be provided with space to comment on each point under Article 2. It will also be possible to send any comments and notes on the individual points subsequently in written form.

The information obtained in the preliminary market consultation will only be used by the contracting authority to optimally set up the Project and the tender conditions for the future public contract.

The contracting authority states that the preliminary market consultation will be conducted in such a way so as to not violate the basic principles of public procurement within the meaning of Section 6 of the PPA and not interfere with economic competition.

An audio recording of the preliminary market consultation will be made by the contracting authority for the purposes of review, with the suppliers participating in the preliminary market consultation expressing their consent by submitting an application to participate in the preliminary market consultation, which contains a clause to this effect.

After the preliminary market consultation has ended, a written report summarising the main points discussed will be drawn up and then published by the contracting authority in a suitable manner.

The contracting authority does not dictate in advance how many rounds of preliminary market consultation there will be and is entitled to terminate the preliminary market consultation at its discretion at any time, including without providing a reason.

The contracting authority informs the suppliers that it is sending this invitation to specific potential suppliers based on experience in the field and references, and is also publishing it on its website.

The contracting authority states that this invitation has been specifically sent to the following suppliers:

- Bloom Consulting
- Brand Finance
- Future Place Leadership
- Civic Brand
- Resonance
- Story Engine
- Xwhy
- For the Love of Place
- Latern
- Rolecall
- ING Media

The option of participating in the preliminary market consultation is open. All potential parties interested in taking part in the planned Project, i.e. future public tender, can participate.

The precondition for participating in the preliminary market consultation is filling out the online form for participation in the preliminary market consultation by 5 April 2023 EOD.

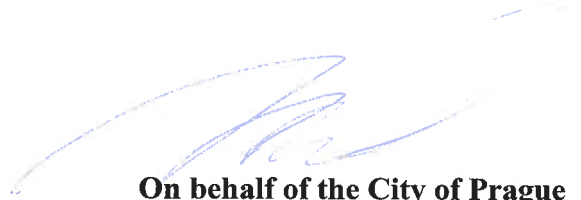
The contracting authority is also entitled to ask the participants in the preliminary market consultation to draw up responses to questions that arise over the course of the preliminary market consultation.

5. OTHER

The official language for all communication in the preliminary market consultation is Czech or English.

The contracting authority informs interested parties that they alone shall bear the costs associated with their participation in the preliminary market consultation, with the future contracting authority to provide no compensation associated with participation in the preliminary market consultation.

In Prague, 27 March 2023



On behalf of the City of Prague
Tereza Hrušková
Head of the Foreign Affairs Unit