



Call for Tender: Journalist Outreach Solution and Media Monitoring Tool

1. EGP General Information

The European Green Party is a European political party, also known as the European Greens or EGP, registered in Brussels, Belgium (VAT: BE 0872 183 517).

2. Required Service

The European Green Party is looking for a **comprehensive journalist outreach solution and media monitoring tool**.

The contract will be for an initial term of one year, with the possibility of an annual extension for up to five years maximum.

Estimated start of the contract: 1 November 2025

Please find below a breakdown of the requested service:

The journalist outreach solution and media monitoring should include:

- **GDPR-compliant contact database:** Access to a large, regularly updated and GDPR-compliant database of journalists and outlets (mostly European), including contact information and advanced search filters for country, topic, outlet type, and role (optional: also preferred language, and preferred means of communication).
- **Possibility to export journalist contact details, including email addresses,** in Excel or another format. Optional: CRM integration (especially with HubSpot), campaign analytics, engagement analytics, and performance dashboards.
- **Media Monitoring:** Comprehensive monitoring of mentions on online news portals, press, radio, and TV, in all the European languages. The tool should include real-time alerts. The number of saveable key word searches is expected to be around 15. The candidates must present a budgeted option "with" and "without" radio and TV coverage.
- **Campaign Reporting:** Exportable reports in Excel format, including metrics such as reach, engagement, share of voice, and geographical coverage.
- **Optional AI-driven features with** recommendations for journalists to contact based on previous coverage and email-related functionalities to facilitate media relations and pitching.



- **Optional Mobile Access and Collaboration:** A mobile-friendly application and features

3. Tendering process

3.1 Tender submission

Candidates should submit the following documents:

- ✗ Completed offer including technical and financial proposal;
- ✗ A financial proposal for an option "with radio and TV coverage", and;
- ✗ An option "without radio and TV coverage";
- ✗ Brief meeting proposal allowing for a platform presentation;
- GDPR compliance declaration;
- Cancellation / termination criteria of the contract.

Kindly include any additional charges, conditions, discounts, and relevant terms in your proposal. Please note that if there is an automatic price adjustment clause based on annual inflation foreseen in the contract, its conditions must be mentioned in the tender offer.

Questions about the tendering process will be answered during August. Questions about the EGP's intended use of the tool will be answered after 21 August 2025.

The offer should be submitted to Tom Zoete, via tender@europeangreens.eu by 7 September 2025.

Costs incurred in preparing and submitting tender offers are borne by the tenderers and cannot be reimbursed.

3.2 Exclusion criteria

Participation in this tender procedure is only open to tenderers (including their subcontractors) that are not in a situation of exclusion as specified in the general conditions below, which includes:

- Bankruptcy and insolvency situation.
- Non-payment of taxes or social security contributions.
- Gave professional misconduct.
- Fraud, corruption, participation in a criminal organisation, etc.
- Serious breach of contract.
- Non-compliance with GDPR.

3.3 Selection criteria

- EU press contacts database quality with possibility to bulk export mail addresses in Excell format
- Extensive coverage of European media in the database;

- **3.4 Evaluation criteria**

European Green Party
Rue du Taciturne 34, 1000 Brussels, Belgium
BE 0872 183 517

	Minimum points	Maximum points
Quantitative criteria (30%)		
Overall economic offer	0	30
Qualitative criteria (70%)		
• Contact database coverage: Access to a large, up-to-date database of journalists and outlets in all European countries (both EU and non-EU)), including contact information and advanced search filters for country, topic, outlet type, and role (optional: also preferred language, and preferred means of communication).		30
• Possibility to export journalist contact details, including email addresses, in Excel or another format. Optional: CRM integration (especially with HubSpot), campaign analytics, engagement analytics, and performance dashboards.		15
• Media Monitoring: Comprehensive monitoring of mentions on online news portals, press, radio, and TV, in all the European languages. The tool should include real-time alerts. The number of recurring key-word searches should at least be 15. The candidates must present a budgeted option "with" and "without" radio and TV coverage.		15
• Campaign Reporting: Exportable reports in Excel format, including metrics such as reach, engagement, share of voice, and geographical coverage.		5
• Optional AI-driven features with recommendations for journalists to contact based on previous coverage and email-related functionalities to facilitate media relations and pitching.		2
• Optional Mobile Access and Collaboration: A mobile-friendly application and features.		3



The selection procedure will be based on the principles of equal treatment, fairness and transparency.

All applicants will be informed of the outcomes of the selection process once The European Green Party has selected the winner of this procedure.

4. General conditions

The participating candidates (or their subcontractors) have to comply with the following provisions:

- the candidate is not in one of the situations referred to in Article 136(1) and 141 of Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council ('Financial Regulation') (<https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=OJ:L:2018:193:FULL>),
- the candidate commits to comply with the provisions of Council Regulation (EU) No 833/2014 of 31 July 2014 concerning restrictive measures in view of Russia's actions destabilising the situation in Ukraine and Council Decision 2014/512/CFSP of 31 July 2014 concerning restrictive measures in view of Russia's actions destabilising the situation in Ukraine.

The tender offer must be signed, dated and include prices per different services/items as requested in the tender.

5. Confidentiality and conflict of interest

Compliance with GDPR is a requirement and the tenderer undertakes that they will not at any time, either before or after the termination of this service, use, disclose or communicate confidential information relating to the affairs of the European Green Party. This restriction shall continue to apply after the termination of the service without limit in point of time.

The participating candidates are obliged to alert the European Green Party of any potential conflict of interest with the [European Green Party Committee](#).

6. Terms and conditions

The European Green Party reserves the right to reject any and all proposals, in whole or in part, to advertise for new proposals, to abandon the need for services, and to cancel or amend this call for tender at any time prior to the execution of the written and signed contract.

The accomplishment of the tendering procedure imposes no obligation on the European Green Party to award the contract. Should the invitation to tender cover several items or lots, the European Green Party reserves the right to award a contract for only some of them. The European Green Party shall not be liable for any compensation with respect to



tenderers whose tenders have not been accepted. Nor shall it be liable if it decides not to award the contract.

By submitting a proposal, the tenderer agrees that:

- The tenderer complies with the general conditions as outlined above
- The European Green Party may copy the proposal for purposes of facilitating the evaluation of the proposal and agrees that such copying will not violate the rights of any third party.
- The European Green Party may safely and privately archive the offers received for auditing purposes.
- It will not bring any claim or have any cause of action against the European Green Party based in any misunderstanding concerning the information provided or concerning the European Green Party's failure, neglect or otherwise, to provide the bidder with pertinent information as intended by this call for tender.

7. Questions

In case you have questions please contact tender@europeangreens.eu.