

The London 2012 Business Network

Opportunities from London 2012 BULLETIN #114 – 21 February 2010

Opportunity



Opportunity Title	Moderation of User Generated Content for London 2012
Buying Organisation	The London Organising Committee of the Olympic Games and Paralympic Games Ltd
Website	www.london2012.com
Opportunity Method	Contract Opportunity
Opportunity Type	London 2012 supply chain (private sector)
Nature of Opportunity	Goods
Estimated contract value (GBP)	Not disclosed
	About the Opportunity: London 2012 is seeking a supplier to provide moderation services for official London 2012 website and official London 2012 social networking platforms and channels from now until the end of the Olympic and Paralympic Games in 2012. London 2012's online footprint is substantial, and continues to grow as we count down to the Games in 2012. We currently operate digital products on YouTube, Facebook, Twitter, and our own community platform, mylondon2012.com .
Description	<p>With the rise of social media, site visitors from around the world expect to be able to have their say on brands' official websites and London 2012's sites are no exception. It's vital that the London 2012 online channels reflect the openness of our brand and give everyone the opportunity to interact with the Games. We want our sites and channels to be platforms of participation with the public. Users frequently contribute their own content to London 2012 sites and the quantity of content will only increase as our audience becomes more and more international and engaged in our work.</p> <p>London 2012 is a very high profile organisation and we need to ensure that the correct messages are communicated in a safe</p>

environment without infringing the rights of our partners or site users. Internal resource within the London 2012 New Media team to provide the required levels of moderation support is limited. While the New Media team sets our moderation strategy and operational principles, we require a third-party supplier to provide additional support, particularly around peak use periods

Please note: in the questions below UGC stands for User Generated Content

About the buyer's selection process:

Responses to these CompeteFor questions will be evaluated and a shortlist of potential suppliers will be prepared. Successful applicants will be those which, in LOCOG's sole opinion, are most capable of fulfilling LOCOG's requirements as set out in this opportunity.

Successful shortlisted suppliers will be e-mailed with details of next steps after the opportunity has closed on CompeteFor. In addition to responding to these questions on CompeteFor, applicants should be prepared to provide evidence to their responses, in the event of being shortlisted.

Bidders should note that LOCOG may manage the next phase of the procurement process online using our eTendering system.

LOCOG operates a fair and transparent procurement process. Further information on that values that underpin LOCOG procurement can be found in our Diversity and Inclusion Business Charter, available here on the London 2012 website:
<http://www.london2012.com/businesscharter>

LOCOG's view of value for money is different to that of some other companies. In support of our vision for London 2012 (as described in the 'About the buyer' section below), we must consider a broad range of criteria when assessing proposals from bidders. As such, LOCOG defines value for money on the basis of a range of criteria, namely:

- Quality, delivery and disposal
- Commercial
- Sustainability
- Diversity and inclusion
- Legal, financial, health and safety

For further information about LOCOG and our procurement process, please read the LOCOG Invitation to Tender (ITT) Part 1 which is available on the London 2012 website:
<http://www.london2012.com/ITT1>

About the buyer:

LOCOG is responsible for preparing and staging memorable Olympic and Paralympic Games in 2012. LOCOG is also responsible for staging a series of Test Events in the run-up to the Games; recruiting and training volunteers; and overseeing the four-

year Cultural Olympiad leading up to the Games.

Find out more about LOCOG and the people delivering the Games:
<http://www.london2012.com/about-us>

LOCOG's vision is to use the power of the Games to inspire lasting change.

This means change in people's lives; in levels of sport participation; in attitudes to disability; and change in the communities across London, particularly east London. It means change in attitudes towards sustainability and protecting the world we live in; in how everyone participates and engages with the Games; and in how cities host the Games.

To realise this vision we aim to deliver Games that:

- provide experiences of a lifetime;
- capture the imagination of young people all over the world; and
- create physical, social and sporting legacies to meet the long-term needs of people and their communities.

Our suppliers will play a critical role in helping LOCOG to stage a memorable Games and supporting the delivery of our vision for London 2012. LOCOG contract opportunities cover a range of goods and services, split into eight different categories:

- Artists, performance and events
- Facilities management and catering
- Security
- Services
- Sports
- Technology
- Transport and logistics
- Venues and infrastructure

We will periodically update and share our schedule of future CompeteFor opportunities. View the latest information on the London 2012 website:
<http://www.london2012.com/futureopportunities>

Delivery point	UK
Business Categories	1. Web site design
CompeteFor response deadline	03/03/2011 17:00
Estimated tender close date	05/04/2011
Estimated contract award date	30/05/2011

Estimated
contract start date 31/05/2011

LOCOG reserves the right at any time to alter the scope of work requested pursuant to this opportunity or to withdraw the opportunity completely.

LOCOG regrets being unable to provide feedback following responses on CompeteFor.

Suppliers who are successful in winning work with LOCOG will be required to sign up to our standard terms which can be downloaded from the London 2012 website:

<http://www.london2012.com/documents/business/locog-standard-terms-of-procurement.pdf>

**Additional
information
for bidders**

Include any
special notes
for bidders

Marketing rights are only granted to our international and UK partners:

<http://www.london2012.com/about-us/the-people-delivering-the-games/international-and-uk-partners/index.php>

To ensure that Suppliers do not prejudice LOCOG's ability to raise money from its marketing partners, contracts with Suppliers contain the London 2012 'No Marketing Rights Clauses'. These prevent Suppliers from marketing their involvement in the Games and also prohibit ambush marketing.

For further information, please see the 'No marketing rights protocol' which is available from the London 2012 website:

<http://www.london2012.com/documents/business/no-marketing-rights-suppliers-protocol-feb-2010.pdf>