



**EUROPEAN COMMISSION**  
DIRECTORATE-GENERAL EDUCATION AND CULTURE

Youth and Sport; Erasmus+

**Sport; Erasmus+**

## **CALL FOR TENDERS**

**Open procedure N° EAC/19/2014**

**Study on the implementation of the EU Physical Activity Guidelines**

# **TENDER SPECIFICATIONS**

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## **1. INFORMATION ON TENDERING**

### **Participation**

Participation in this tender procedure is open on equal terms to all natural and legal persons coming within the scope of the Treaties and to all natural and legal persons in a third country which has a special agreement with the Union in the field of public procurement on the conditions laid down in that agreement. Where the Multilateral Agreement on Government Procurement<sup>1</sup> concluded within the WTO applies, the participation to the call for tender is also open to nationals of the countries that have ratified this Agreement, on the conditions it lays down.

### **Contractual conditions**

The tenderer should bear in mind the provisions of the draft contract which specifies the rights and obligations of the contractor, particularly those on payments, performance of the contract, confidentiality, and checks and audits.

### **Joint tenders**

A joint tender is a situation where a tender is submitted by a group of economic operators (consortium). Joint tenders may include subcontractors in addition to the joint tenderers.

In case of joint tender, all economic operators in a joint tender assume joint and several liability towards the Contracting Authority for the performance of the contract as a whole. Nevertheless, tenderers must designate a single point of contact for the Contracting Authority.

After the award, the Contracting Authority will sign the contract either with all members of the group, or with the member duly authorised by the other members via a power of attorney.

### **Subcontracting**

Subcontracting is permitted in the tender but the contractor will retain full liability towards the Contracting Authority for performance of the contract as a whole.

Tenderers must give an indication of the proportion of the contract that they intend to subcontract.

Tenderers are required to identify all subcontractors whose share of the contract is above 20%.

During contract execution, the change of any subcontractor identified in the tender will be subject to prior written approval of the Contracting Authority.

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<sup>1</sup> See [http://www.wto.org/english/tratop\\_E/gproc\\_e/gp\\_gpa\\_e.htm](http://www.wto.org/english/tratop_E/gproc_e/gp_gpa_e.htm)

## **Content of the tender**

The tenders must be presented as follows:

Identification of the tenderer (see below)

Evidence for exclusion criteria (see section 2.2)

Evidence for selection criteria (see section 2.3)

Technical offer (see section 2.5)

Financial offer (see section 2.6)

## **Identification of the tenderer: legal capacity and status**

The tender must include Annex 1 presenting the name of the tenderer (including all entities in case of joint offer) and identified subcontractors if applicable, and the name of the single contact person in relation to this tender.

If applicable, **Annex 1** must indicate the proportion of the contract to be subcontracted.

In case of joint tender, Annex 1 must be signed by a duly authorised representative for each tenderer, or by a single tenderer duly authorised by other tenderers (with power of attorney).

Subcontractors must provide a letter of intent stating their willingness to provide the service foreseen in the offer and in line with the present tender specification.

In order to prove their legal capacity and their status, all tenderers must provide a signed Legal Entity Form with its supporting evidence. The form is available on:

[http://ec.europa.eu/budget/contracts\\_grants/info\\_contracts/legal\\_entities/legal\\_entities\\_en.cfm](http://ec.europa.eu/budget/contracts_grants/info_contracts/legal_entities/legal_entities_en.cfm)

Tenderers that are already registered in the Contracting Authority's accounting system (i.e. they have already been direct contractors) must provide the form but are not obliged to provide the supporting evidence where such evidence has already been submitted to it for the purposes of another procurement procedure and provided that the issuing date of the documents does not exceed one year and that they are still valid.

The tenderer (or the single point of contact in case of joint tender) must provide a Financial Identification Form and supporting documents. Only one form per offer should be submitted (no form is needed for subcontractors and other joint tenderers). The form is available on: [http://ec.europa.eu/budget/contracts\\_grants/info\\_contracts/index\\_en.cfm](http://ec.europa.eu/budget/contracts_grants/info_contracts/index_en.cfm)

Tenderers must provide the following information if it has not been included with the Legal Entity Form:

- For legal persons, a legible copy of the notice of appointment of the persons authorised to represent the tenderer in dealings with third parties and in legal proceedings, or a copy of the publication of such appointment if the legislation which applies to the legal entity concerned requires such publication. Any delegation of this authorisation to another representative not indicated in the official appointment must be evidenced.

- For natural persons, where applicable, a proof of registration on a professional or trade register or any other official document showing the registration number.

## **2. EVALUATION AND AWARD**

### **2.1. Evaluation steps**

The evaluation is based on the information provided in the submitted tender. It takes place in three steps:

- (1) Verification of non-exclusion of tenderers on the basis of the exclusion criteria
- (2) Selection of tenderers on the basis of selection criteria
- (3) Evaluation of tenders on the basis of the award criteria

Only tenders meeting the requirements of one step will pass on to the next step.

### **2.2. Exclusion criteria**

All tenderers shall provide a declaration on their honour (see Annex 2), duly signed and dated by an authorised representative, stating that they are not in one of the situations of exclusion listed in the Annex 2.

The declaration on honour is also required for identified subcontractors whose intended share of the contract is above 20%.

The successful tenderer shall provide the documents mentioned as supporting evidence in Annex 2 before signature of the contract and within a deadline given by the contracting authority. If the requested evidence is not submitted in due time, the Contracting Authority can award the Contract to the Tenderer evaluated as the next-best. This requirement applies to all members of the consortium in case of joint tender and to identified subcontractors whose intended share of the contract is above 20%.

### **2.3. Selection criteria**

Tenderers must prove their economic, financial, technical and professional capacity to carry out the work subject to this call for tender.

The evidence requested should be provided by each member of the group in case of joint tender and identified subcontractor whose intended share of the contract is above 20%. However a consolidated assessment will be made to verify compliance with the minimum capacity levels.

The tenderer may rely on the capacities of other entities, regardless of the legal nature of the links which it has with them. It must in that case prove to the Contracting Authority that it will have at its disposal the resources necessary for performance of the contract, for example by producing an undertaking on the part of those entities to place those resources at its disposal.

### **2.3.1. Economic and financial capacity criteria and evidence**

In order to prove their economic and financial capacity, the tenderer (i.e. in case of joint tender, the combined capacity of all members of the consortium and identified subcontractors) must comply with the following criteria:

- Turnover of the last two financial years above €300.000

The analysis of the financial capacity will be performed by the Contracting Authority based on the following methodology: [http://ec.europa.eu/dgs/education\\_culture/calls/evaluation-procurements\\_en.htm](http://ec.europa.eu/dgs/education_culture/calls/evaluation-procurements_en.htm).

The following evidence should be provided:

#### ***Contracts <= EUR 60 000***

- declaration on honour stating that the tenderer has the financial capacity to carry out the work subject to this call for tender (see annex 1 of the methodology mentioned above).

#### ***Contracts > EUR 60 000***

- annex 3 " Economic and financial capacity analysis form" filled in with the relevant statutory accounting figures, in order to calculate the financial ratios
- for economic operators required under national law to keep a complete set of accounts: the balance sheet, profit and loss account and annexes of the last two years for which accounts have been closed;
- for economic operators required under national law to keep a simplified set of accounts: the statement of expenditure and revenue and the annex showing assets and liabilities for the last two financial years for which accounts have been closed;
- in all cases, a statement of overall turnover and turnover concerning the supplies or services covered by the contract, provided over the last two financial years for which accounts have been closed.

If, for some exceptional reason which the Contracting Authority considers justified, a tenderer is unable to provide one or other of the above documents, he or she may prove his or her economic and financial capacity by any other document which the Contracting Authority considers appropriate. In any case, the Contracting Authority must at least be notified of the exceptional reason and its justification in the tender. The Commission reserves the right to request any other document enabling it to verify the tenderer's economic and financial capacity.

### **2.3.2. Technical and professional capacity criteria and evidence**

#### **a. Criteria relating to tenderers**

Tenderers (in case of a joint tender the combined capacity of all tenderers and identified subcontractors) must comply with the following criteria:

- The tenderer must prove experience and knowledge in the field of sport and physical activity throughout Europe, including implemented projects, studies, academic research etc., with at least two projects carried out in this field in the last three years by providing relevant copies.
  
- The tenderer must prove experience of working in English, including the capacity to draft reports, with at least two reports published by the tenderer in the last three years by providing relevant copies.
  
- The tenderer must prove experience in data collection and drafting reports and recommendations relating to research in the field of sport and physical activity, with at least two such outputs from different projects by providing relevant copies.

#### **b. Criteria relating to the team delivering the service:**

The contract shall be supervised by a senior manager with proven expertise in team coordination and leadership. The team must consist of experts with proven expertise in collecting and analysing information preferably in the fields of sport. The team must also have technical expertise and the ability to prepare analyses and to develop and design implementation models. The team must be familiar with the EU policy context for sport and the sport sector more in general. The tenderer remains free to propose any allocation of resources which it believes will best achieve the desired results.

The team delivering the service should include, as a minimum, the following profiles:

Senior manager - team leader: Proven experience in motivating and leading teams, in supervising studies, in developing concepts and in delivering timely outputs designed for policy makers. Excellent project planning, organisation and management skills. Excellent oral and written communication skills, including an excellent command of the English language. At least 10 years' experience in social research, preferably including an academic record at university level (e.g. university degree in international or European management or equivalent). Solid experience in conducting similar studies, preferably in a European setting. .

Project Manager: At least 7 years of experience in project management, including overseeing project delivery, quality control of delivered service, client orientation and conflict resolution experience in project of a similar size and coverage.

Policy analyst: expertise in analysing national and EU sport policies and instruments. Excellent project management skills. Excellent oral and written communication skills, including a very good command of the English language. Excellent survey, questionnaire and structured interview design skills. University degree. Minimum 5 years' professional experience related to the field of sport and physical activity, with at least one year of international or EU topics.

### **c. Evidence:**

The following evidence should be provided to fulfil the above criteria:

- List of relevant services provided (including implemented projects and studies) in the past three years, with sums, dates and recipients, public or private. The most important services shall be accompanied by certificates of satisfactory execution, specifying that they have been carried out in a professional manner and have been fully completed;
- The educational and professional qualifications of the persons who will provide the service for this tender (CVs) including the management staff. Each CV provided should indicate the intended function in the delivery of the service.

### **2.4. Award criteria**

The tender will be awarded according to the best-value-for -money procedure. The quality of the tender will be evaluated based on the following criteria. The maximum total quality score is 100 points.

- **Quality of the proposed methodology** (50 points – minimum threshold 50%)

This criterion shall be evaluated based on the relevance and quality of the methodology provided by the tenderer, who describes how it envisages achieving the final outputs and deliverables defined in point 3 in line with the objectives therein. The tenderer shall cover the following: clear and realistic timeline, the clarity, completeness and quality of the work programme. The tenderer has to describe the methodological approach, collection techniques, data analysis techniques and the identification and quality of sources proposed as the basis for the research.

- **Organisation of the work** (30 points – minimum threshold 50%)

This criterion will assess how the roles and responsibilities of the proposed team and of the economic operators (in case of joint tenders, including subcontractors if applicable) are distributed for each task. It also assesses the global allocation of time and resources to the project and to each task or deliverable, and whether this allocation is adequate for the work. The tender should provide details on the allocation of time and resources and the rationale behind the choice of this allocation.

- **Quality control measures** (20 points – minimum threshold 50%)

This criterion will assess the quality control system applied to the service foreseen in these tender specifications concerning the quality of the deliverables, the language quality check, and continuity of the service in case of absence of the member of the team. The quality system should be detailed in the tender and specific to the tasks at hand; a generic quality system will result in a low score.



Tenders must score minimum 50% for each criterion and minimum 65% in total. Tenders that do not reach the minimum quality thresholds will be rejected and will not be ranked.

After evaluation of the quality of the tender, the tenders are ranked using the formula below to determine the tender offering best value for money. A weight of 60/40 is given to quality and price.

Score for tender X =

= (cheapest price / price of tender X) \* 40 + (total quality score for all award criteria of tender X / 100) \* 60

## **2.5. Technical offer**

The technical offer must cover all aspects and tasks required in the technical specification and provide all the information needed to apply the award criteria. Offers deviating from the requirements or not covering all requirements may be excluded on the basis of non-conformity with the tender specifications and will not be evaluated.

## **2.6. Financial offer**

The price for the tender must be quoted in euro (use Annex 4). Tenderers from countries outside the euro zone have to quote their prices in euro. The price quoted may not be revised in line with exchange rate movements. It is for the tenderer to assume the risks or the benefits deriving from any variation.

Prices must be quoted free of all duties, taxes and other charges, including VAT, as the European Union is exempt from such charges under Articles 3 and 4 of the Protocol on the privileges and immunities of the European Union. The amount of VAT may be shown separately.

The quoted price must be a fixed amount which includes all charges (including travel and subsistence). Travel and subsistence expenses are not refundable separately.

## **3. TECHNICAL SPECIFICATIONS**

### *General Background*

The promotion of health-enhancing physical activity (HEPA) is a top priority for the European Union in the field of sport where it has been covered by the first (and hitherto the only) Council Recommendation to be adopted in this new policy area.<sup>2</sup> The relevant definitions, rationale and justifications can be found in the policy proposal tabled by the Commission based upon which the Council adopted its Recommendation.<sup>3</sup>

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<sup>2</sup> Council Recommendation of 26 November 2013 on promoting health-enhancing physical activity across sectors (OJ C 354, 4.12.2013, 1-5)

<sup>3</sup> Proposal for a Council Recommendation on promoting health-enhancing physical activity across sectors. 28.8.2013, COM(2013) 603 final

HEPA refers to all physical activity which is beneficial to individual and public health, including but not limited to sport. It is believed to originate in a project co-financed by the European Commission (DG V) and managed by the UKK Institute (Tampere, Finland), in the late 1990s<sup>4</sup> and has since then been promoted by the World Health Organisation (WHO) Europe Region. It was first identified as a one of the guiding principles of the European Commission's approach to sport policy in the White Paper on Sport (2007)<sup>5</sup> and confirmed in the Communication "Developing the European Dimension of Sport" (2011)<sup>6</sup> through which the European Commission presented its ideas for using the new sport policy mandate conferred upon the Union by the Lisbon Treaty (Article 165 TFEU).

The Council Recommendation takes the 2008 EU Physical Activity Guidelines<sup>7</sup> as its point of departure. These Guidelines (GL) define good policy practice and integration of policies allowing the choice for HEPA in people's daily lives to be a realistic choice. Initially an initiative linked to the prevention of overweight and obesity, the GL have since then developed into the cornerstone of a larger approach to sport policy. The GL are being implemented by Member States to different degrees and in different ways. Due to a divergence in focus and methods, mixed and not always inter-compatible results are to be expected. At EU level, the Council has therefore supported further action in this field and called on strengthening monitoring and evaluation aspects of HEPA policies.

For some GL themes there is good knowledge on data sources to evaluate the implementation of the Guidelines with the help of indicators that have been developed at EU level as part of a new HEPA monitoring framework (the above-mentioned Commission proposal, based upon which the Council Recommendation was adopted). For other GL themes, for which indicators have been developed at EU level, the situation is different: information and data sources for monitoring purposes remain scarce. Relevant sources should be developed further so as to facilitate the implementation of the HEPA monitoring framework in the Member States.

#### *Indicators to use*

The following indicators were identified in the Council Recommendation as a framework for the implementation of the EU Physical Activity Guidelines (each indicator refers to the mentioned set of Guidelines).

- *International PA recommendations and guidelines (GL 1-2)*
  - National recommendation on physical activity for health
  - Adults reaching the minimum WHO recommendation on physical activity for health

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<sup>4</sup> Se e.g. The European Network for the Promotion of Health-Enhancing Physical Activity (2000): Guidelines for Health-Enhancing Physical Activity Promotion Programmes. Tampere: UKK Institute, <http://www.panh.ch/hepaeurope/materials/Guidelines%20HEPA%20Europe.pdf>

<sup>5</sup> 11.7.2007, COM(2007) 391 final.

<sup>6</sup> 18.1.2011, COM(2011) 12 final.

<sup>7</sup> Brussels, 10 October 2008. EU Physical Activity Guidelines. Recommended Policy Actions in Support of Health-Enhancing Physical Activity. Approved by the EU Working Group "Sport & Health" at its meeting on 25 September 2008. Confirmed by EU Member State Sport Ministers at their meeting in Biarritz on 27-28 November 2008. [http://ec.europa.eu/sport/library/policy\\_documents/eu-physical-activity-guidelines-2008\\_en.pdf](http://ec.europa.eu/sport/library/policy_documents/eu-physical-activity-guidelines-2008_en.pdf) (NB: To access the other language versions of the same document, simply replace the abbreviation "en" preceding ".pdf" with the appropriate abbreviation: "de", "fr", "it", etc.)

- Children and adolescents reaching the minimum WHO recommendation on physical activity for health
- *Cross-sectoral approach (GL 3-5)*
  - National coordination mechanism on HEPA promotion
  - Funding allocated specifically to HEPA promotion
- *"Sport" (GL 6-13)*
  - National sport for all policy and/or action plan
  - Sport Clubs for Health Programme
  - Framework to support opportunities to increase access to recreational or exercise facilities for low socio-economic groups
  - Target groups addressed by the national HEPA policy
- *"Health" (GL 14-20)*
  - Monitoring and surveillance of physical activity
  - Counselling on physical activity
  - Training on physical activity in curriculum for health professionals
- *"Education" (GL 21-24)*
  - Physical education in primary and secondary schools
  - Schemes for school-related physical activity promotion
  - HEPA in training of physical education teachers
  - Schemes promoting active travel to school
- *"Environment, urban planning, public safety" (GL 25-32)*
  - Level of cycling / walking
  - European Guidelines for improving Infrastructures for Leisure-Time Physical Activity
- *"Working environment" (GL 33-34)*
  - Schemes to promote active travel to work
  - Schemes to promote physical activity at the work place

- *"Senior citizens" (GL 35-37)*
  - Schemes for community interventions to promote PA in elderly people
  - *"Indicators / evaluation" (GL 38)*
  - National HEPA policies that include a plan for evaluation
- *"Public awareness (GL 39)*
  - Existence of a national awareness raising campaign on physical activity

### *Geographical coverage*

Geographical area to be covered: all 28 EU Member States.

### *Objectives*

The objectives of this Contract are as follows

- Collect data on the implementation of the GL based upon the indicators defined by the Council.

While these indicators are mandatory, the methodology to be used for data collection is left to the discretion of tenderers, bearing in mind that the material collected must be reliable and representative.

Lacking sources concern in particular the following GL themes and related indicators:

- 1) cross-sectorial approach / funding allocated to HEPA promotion and to HEPA research;
- 2) sport / sport clubs for health programme;
- 3) health / counselling on PA (HEPA on prescription);
- 4) education / schemes for school-related PA promotion,
- 5) environment, urban planning / IMPALA guidelines,
- 6) Working environment / schemes to promote PA at the work place,
- 7) Senior citizens / schemes for community interventions to promote PA in elderly people.

The data collection must allow the Commission's to support the implementation of the GL. Moreover, a specific situation analysis and identification of priority action areas should be carried out in (some of) the Member States in the context of the implementation of the HEPA monitoring framework.

The successful bid will include a realistic description of how material and information will be collected from all Member States in such a way as to ensure that reliability (internal validity) and representativeness, depending on the national context. To this end, one designated correspondent per Member State is required. This person will act as the facilitator of all material and information from that particular country and will take responsibility for the material and information provided to the contractor. Appropriate quality assurance mechanisms must be demonstrated in the bid. The successful bid will demonstrate the presence of a strategy closely linked to a timetable with specific deadlines for correspondents to meet. While it is understood that much material and information can be generated through the contractor's own desk research, the successful tender will as a rule have a higher proportion of material and information provided by national correspondents.

The European Commission will be able to provide the contractor with various forms of input (including access to relevant policy documents) at all stages of the work.

- Develop training material and training modules for national focal points

In line with the information collected as indicated in the previous sections, the tenderer will develop training material and training modules for national focal points.

Since the Commission has previously awarded a grant to the WHO Europe regional office to support the national focal points network, the successful tenderer should to organise their work in such a way as to build, whenever possible, on the work done by the WHO Europe regional office, in an effort to develop synergies.

The successful bid will include a realistic description of how the material and training modules will be developed and delivered.

The successful bid will be structured in accordance with the list set out above, as defined in the Annex to the Council Recommendation of 26 November 2013.

#### **4. CONTENT, STRUCTURE AND GRAPHIC REQUIREMENTS OF THE FINAL DELIVERABLES**

All studies produced for the European Commission and Executive Agencies shall conform to the corporate visual identity of the European Commission by applying the graphic rules set out in the European Commission's Visual Identity Manual, including its logo<sup>8</sup>.

The Commission is committed to making online information as accessible as possible to the largest possible number of users including those with visual, auditory, cognitive or physical disabilities, and those not having the latest technologies. The Commission supports the [Web Content Accessibility Guidelines 2.0](#) of the W3C.

For full details on Commission policy on accessibility for information providers, see: [http://ec.europa.eu/ipg/standards/accessibility/index\\_en.htm](http://ec.europa.eu/ipg/standards/accessibility/index_en.htm)

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<sup>8</sup> The Visual Identity Manual of the European Commission is available upon request. Requests should be made to the following e-mail address: [comm-visual-identity@ec.europa.eu](mailto:comm-visual-identity@ec.europa.eu)

PDF versions of studies destined for online publication should respect W3C guidelines for accessible pdf documents. See: <http://www.w3.org/WAI/>

## 4.1. Content

### 4.1.1. Intermediate progress report and final progress report

The intermediate progress report shall be submitted in English within 6 months after the entry into force of the Contract. It should entail comprehensive information on the progress so far and activities pursued with a view to achieving the outcomes set out above. The report shall include at least:

- The information and data already collected on the implementation of the GL;
- a proposal for the structure of the analysis and the description;
- if applicable, point out unforeseen difficulties and propose solutions.

The final progress report shall be submitted in English within 12 months after the entry into force of the Contract. It will be submitted in 5 copies. Annexes to the final progress report may be submitted in another language but in that case must be accompanied by a one page English summary. The final progress report shall include the study and at least the following:

- an abstract of no more than 200 words and an executive summary of maximum 6 pages in English, French and German;
- the main study outcomes and the recommendations;
- 28 detailed country fact sheets;
- training material for the focal points;
- the minutes from the workshops;
- a high-quality Power-Point Presentation in English suitable for presentation to the general public;
- a structured list of data sources;
- a structured list of organisations, public or private, consulted for the purpose of the study;
- the following standard disclaimer:  
  
*“The information and views set out in this [report/study/article/publication...] are those of the author(s) and do not necessarily reflect the official opinion of the Commission. The Commission does not guarantee the accuracy of the data included in this study. Neither the Commission nor any person acting on the Commission’s behalf may be held responsible for the use which may be made of the information contained therein.”*
- preliminary pages containing the specific identifiers shall be incorporated on the cover pages provided by the Contracting Authority.

#### **4.1.2. Publishable executive summary**

The publishable executive summary shall be provided in English, French and German and shall include:

- the following standard disclaimer:

*“The information and views set out in this [report/study/article/publication...] are those of the author(s) and do not necessarily reflect the official opinion of the Commission. The Commission does not guarantee the accuracy of the data included in this study. Neither the Commission nor any person acting on the Commission’s behalf may be held responsible for the use which may be made of the information contained therein.”*

- preliminary pages containing the specific identifiers shall be incorporated on the cover pages provided by the Contracting Authority.

#### **4.2. Graphic requirements**

##### **Standard WORD template**

For graphic requirements please refer to the template provided in the annex 6. The cover page shall be filled in by the contractor in accordance with the instructions provided in the template. For further details you may also contact [comm-visual-identity@ec.europa.eu](mailto:comm-visual-identity@ec.europa.eu).

### **5. ANNEXES**

The following documents are annexed to these Tender Specifications and form an integral part of them:

Annex 1	:	Tenderer Information
Annex 2	:	Declaration on Honour
Annex 3	:	Economic & Financial Capacity
Annex 4	:	Price
Annex 5	:	Draft Contract
Annex 6	:	Standard study template